

Executive Director's Summary Report

to the Board of Trustees
of the
Efficiency Maine Trust

November 17, 2021

1. Public Information and Outreach

A) Awareness and Press

- **Press** – Efficiency Maine was mentioned or featured in relevant press coverage on:
 - The Trust's Electric Vehicle (EV) Initiatives program and role in expanding the state's EV infrastructure. The following press releases, articles and TV segments highlighted:
 - The EV program in a special transportation-focused edition in *Mainebiz*.
 - The EV program and EV video campaign in the *Sun Journal*, *Green Energy Times*, and *Turner Publishing*.
 - The progress of EV adoption and Efficiency Maine's EV program in *The Maine Monitor*.
 - The intent of South Portland's city officials to propose an ordinance that would require most new and rebuilt parking areas to include electric vehicle charging stations in the *Sun Journal*.
 - The allocation of \$25 million from the Maine Jobs & Recovery Plan to Efficiency Maine to support its weatherization program in *WABI*, *Bangor Daily News*, *News Center Maine*, *Mainebiz*, *Maine Public*.
 - The Trust's progress in:
 - Contributing to the statewide goal to install 100,000 heat pumps by 2025 in *NASEO Newsroom*.
 - Installing heat pumps in low- to moderate-income households in *RTO Insider*.
 - Providing rebates on heat pump water heaters in *Seacoastonline.com*.
 - The potential uses for federal infrastructure funding in the *Portland Press Herald*, *ConstructionEquipmentGuide.com*.
 - An LED lighting project undertaken by Pineland Farms in Mars Hills that used the Trust's program incentives in *The County*.
 - A lighting upgrade for five public buildings by the town of Jay in the *Sun Journal*.
 - The Trust's weatherization presentation to the Topsham Energy Committee in *The Times Record*.
 - The usefulness of the Trust's Home Heating Calculator in *HeatingHelp.com*.More detailed descriptions and links to these and other articles are included in Appendix A at the end of this report.
- **Events**
 - The Trust continued to host workshops on building energy codes in October. To date, the webinars have attracted 387 attendees interested in learning about ASHRAE 62.1, a statutory requirement for building code compliance for indoor air quality; ComCheck and REScheck, free software products that helps architects, engineers, builders, designers, and contractors determine whether a project meets IECC requirements; and Commercial and Residential Thermal Envelope requirements for new construction.

- The Executive Director represented the Trust at a press conference conducted by the Governor’s office on November 4 that announced the allocation of \$25 million from the Maine Jobs & Recovery Plan to the Trust to support the organization’s weatherization program.
- Staff presented heat pump training on November 9 at a meeting of the Maine Energy Marketers Association.
- Staff presented on the Trust heat pump program during Central Maine Landlords Association meeting on November 4.
- The Executive Director presented on the progress of the Trust’s heat pump program on October 28 during a panel titled "Scaling Up Decarbonization of Heating: Challenges and Lessons Learned from Successful Programs" at the 2021 Getting to Zero Forum in New York City.
- The Executive Director and Staff presented in October at the 2021 NASEO Annual Meeting in Portland. The Executive Director participated on an October 13 panel titled “Beneficial Electrification: The Silver(ish) Bullet for Decarbonizing the Building Sector” and Staff presented on Efficiency Maine’s innovation and demand management programs on October 15.
- Staff presented on the EV program during the Ogunquit Sustainability Committee meeting on October 28.
- Staff presented on the Trust’s heat pump program during a Bowdoin Career Exploration session at Bowdoin College on October 26.
- **Website and Outreach** (see Appendix B at the end of this report for more details)
 - October website visits: 41,581
 - 29,601 unique visitors for October
 - 4,458 visits to website driven through digital ads in October
 - Facebook
 - 4,400 followers

B) Call Center (October)

- 1,951 inbound phone calls were received, down from 2,606 this month last year. Inquiries about heat pumps are the primary call driver.
- 94% of calls were answered within 20 seconds (vs. a goal of 90%).
- 915 inbound emails were received, up from 799 this month last year.
- 646 pieces of inbound mail were processed, up from 562 this month last year.
- 753 outbound calls were made to schedule residential heat pump and heat pump water heater inspections. Most are virtual inspections. This is up from 674 calls in the same month last year.

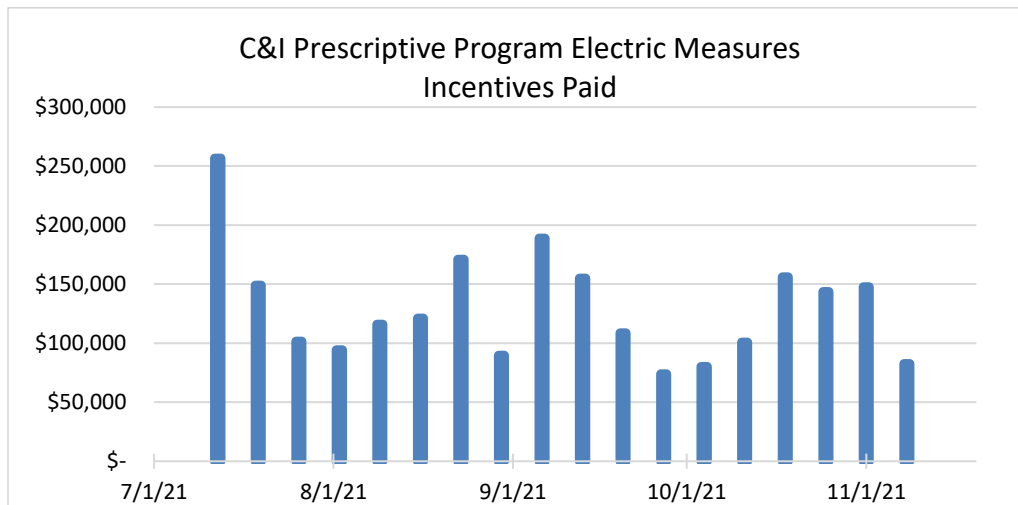
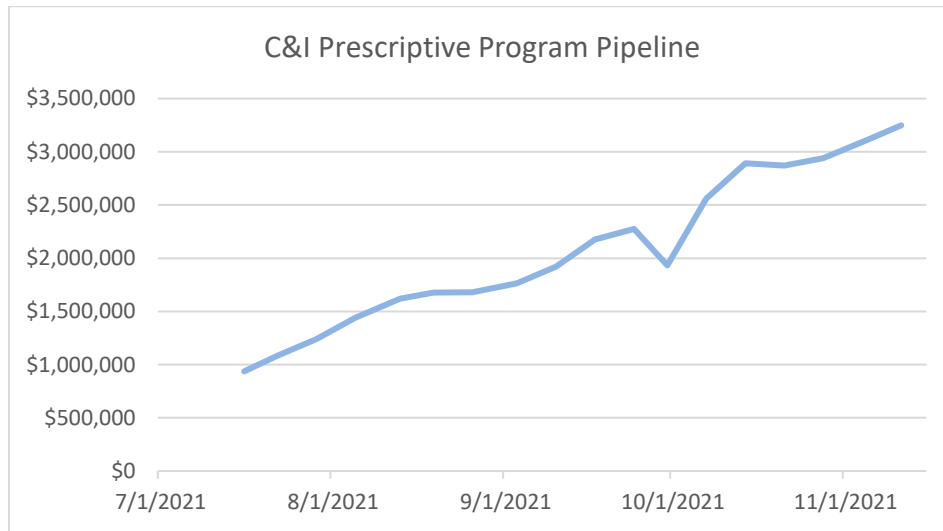
C) Government Relations

- Highlights for the Trust’s activities related to the PUC include:
 - Continued to participate in settlement discussions in the Section 31 (Brunswick/Topsham) case with OPA and CMP.
 - Filed comments on Eastern Maine Electric Cooperative’s proposal for a complementary heat pump program.
 - Monitored investigations into rate design, grid modernization and a power to gas pilot.

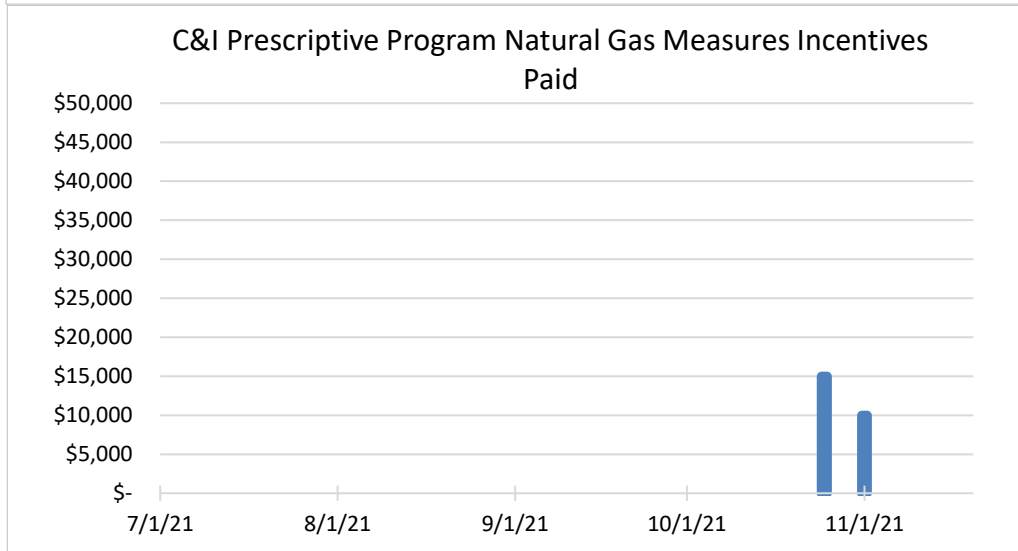
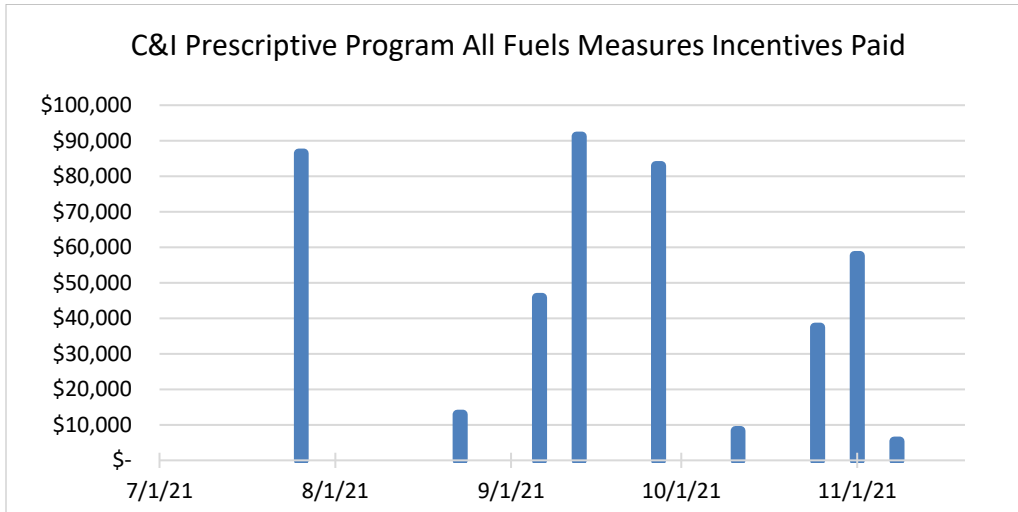
2. Program Highlights¹

A) C&I Prescriptive (CIP) Program

- The pipeline of FY2022 new pending projects has continued to grow modestly while the number of approved projects from FY2021 has continued to decline as those projects are completed this year.
- The program team conducted 32 inspections over the last month, with a combination of virtual inspections and on sites inspections, pre- and post-installation. The program has recently implemented a series of satisfaction questions as part of the inspection process relating to installation, equipment expectations and working with a Qualified Partner. Of the inspections last month, all 19 completed ratings received the highest satisfaction: 5 out of 5.



¹ The Updated Financials table reported for each Program reflects data pulled from the Trust's financial management system at mid-month; the Energy Savings table reflects data pulled from the Efficiency Maine project tracking database on November 12, 2021, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of October 2021).



Updated Financials	Program Investment
FY2022 Program Budget	\$22,611,609
7/1 to 10/31 Spending	\$2,742,337
Percent of Budget Spent to Date	12%
Percent of Year Passed	34%

Additional Details on FY2022 Financials	Program Investment
Expenditures	\$2,742,337
Committed Pipeline	\$4,950,799
Total (Expenditures and Committed Pipeline)	\$7,693,136
Percent of Current Budget	34%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	5,073,635	10,480
Thermal Programs	-	13,618

*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Project Type (through 10/31)	Projects
Prescriptive Lighting Solutions	262
Electric Heating and Cooling Solutions	297
Compressed Air Solutions and Other	18
Natural Gas Heating and Cooling Solutions	1
All Fuels Heating and Cooling Solutions	1

B) C&I Custom Program

- The C&I Custom Program Review Team met once and approved 5 projects worth \$153,493 in incentive offers.
- The program added 3 new projects to the pipeline. The total pipeline now consists of 8 projects worth \$2,106,318 in incentive offers, after adjusting for probability of completion.
- Program staff received 1 new scoping audit request and no new Technical Assistance (TA) study requests.
- Program staff reviewed 1 project proposal that did not meet the program requirements and will not proceed further in the process.

Updated Financials	Program Investment
FY2022 Program Budget	\$12,040,162
7/1 to 10/31 Spending	\$839,608
Percent of Budget Spent to Date	7%
Percent of Year Passed	34%
Additional Details on FY2022 Financials	Program Investment
Expenditures	\$839,608
Committed	\$6,051,394
Pipeline	\$2,106,318
Total (Expenditures, Committed and Pipeline)	\$8,997,320
Percent of Current Budget	75%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	1,180,120	-
Thermal Programs	-	-

C) Small Business Initiative (SBI)

- The pipeline of FY2022 projects has continued to grow modestly as pending projects approved in FY2021 are being completed.

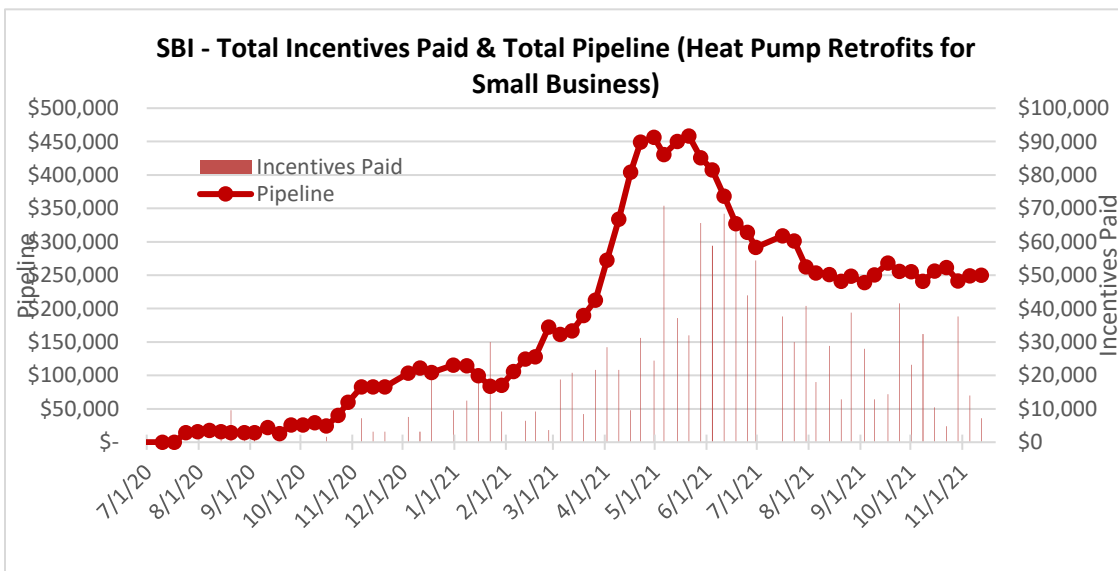
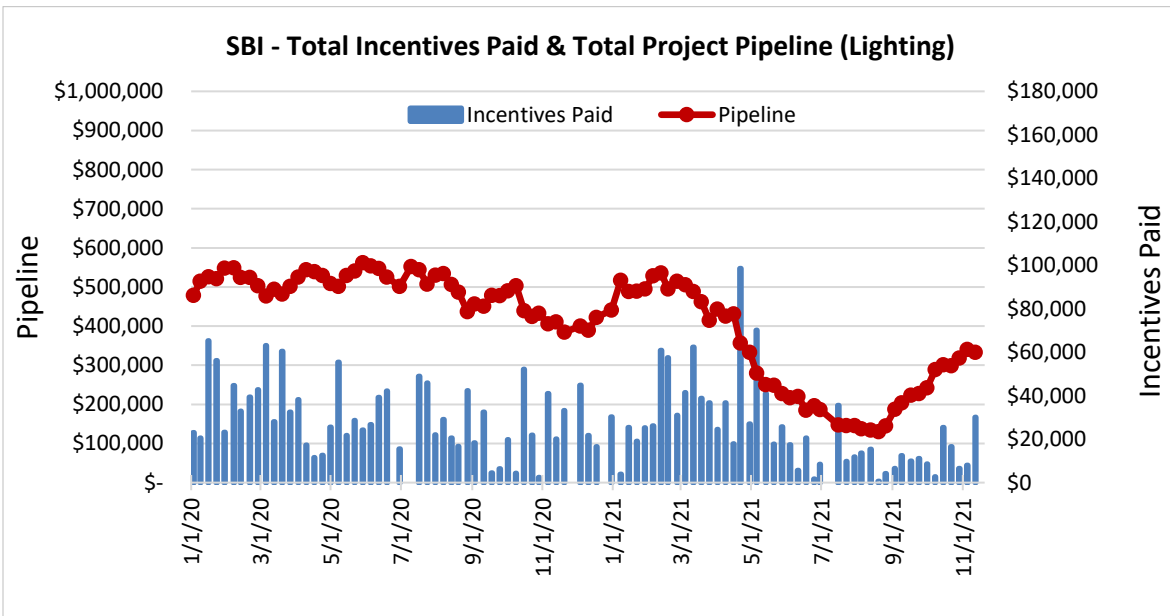
- Region 20 (Bucksport Area), Region 21 (Belfast Area), and Region 22 (Belgrade Lakes Area) were launched late August/September 2020 and are all in the process of closing out now. Small businesses in these regions had through September 30 to request a lighting assessment.
- Region 23 (Lewiston/Auburn) was launched in January 2021. Eleven contractors have signed up to participate. Activity in this region has been fairly slow, with few responses to three rounds of mailers that were sent to eligible businesses. In-person targeted customer outreach by the program team commenced this month.
- Region 24 (Biddeford/Saco) was launched in July 2021. Four contractors have signed up to participate. Activity has been slow to date, with few responses from the first two mailers sent to eligible businesses. The program team conducted in-person targeted outreach this month, and will continue next month.
- Region 25 (Winter Harbor to Machias and the Route 9 Corridor) was launched in August 2021. Eight contractors have signed up to participate so far. Participating contractors, with support from distributor Gilman Electric, continue to bring in several of their own customers into the initiative. A total of 44 projects have been pre-approved for small businesses in this region to date.
- Region 26 (Brunswick/Topsham Area) and Region 27 (Bath Area) were launched in mid-September. Four contractors have signed up to participate in these regions to date. Introductory mailers were sent to eligible small businesses in these regions last month. Activity to date has been very slow. The program team will continue working to engage installers and local small businesses in these regions next month.
- Region 28 (Camden/Wiscasset Area) was launched in late-September. Three contractors have signed on to participate to date. Introductory mailers were sent to eligible small businesses in this region last month, and the program team has started receiving requests for lighting assessments.
- The program team continues to send promotional heat pump coupons to small businesses in targeted regions who completed lighting projects through SBI in the past (referred to as SBI “Grads”).

SBI Activity by Region (Launched in FY2021)

Running Totals	Region 20 Bucksport Area	Region 21 Belfast Area	Region 22 Belgrade Lakes Area	Region 23 Lewiston/ Auburn
Region Launch Date	Aug-20	Sep-20	Sep-20	Jan-21
# of Participating Lighting Contractors	22	17	13	9
Lighting Assessments Requested/Assigned	65	98	86	61
Lighting Assessments Completed	59	89	79	50
Pre-approved Projects	52	75	66	42
Signed SOWs	50	64	54	36
Lighting Installations Underway	4	9	9	6
Lighting Projects Completed & Paid	45	45	43	28

SBI Activity by Region (Launched in FY2022)

Running Totals	Region 24 Biddeford/ Saco	Region 25 Machias/ Route 9	Region 26 Brunswick/ Topsham	Region 27 Bath Area	Region 28 Camden/ Wiscasset
Region Launch Date	Jul-21	Aug-21	Sep-21	Sep-21	Sep-21
# of Participating Lighting Contractors	4	8	4	4	2
Lighting Assessments Requested/Assigned	5	54	3	1	8
Lighting Assessments Completed	4	52	0	0	0
Pre-approved Projects	3	47	0	0	0
Signed SOWs	2	33	0	0	0
Lighting Installations Underway	1	17	0	0	0
Lighting Projects Completed & Paid	1	2	0	0	0



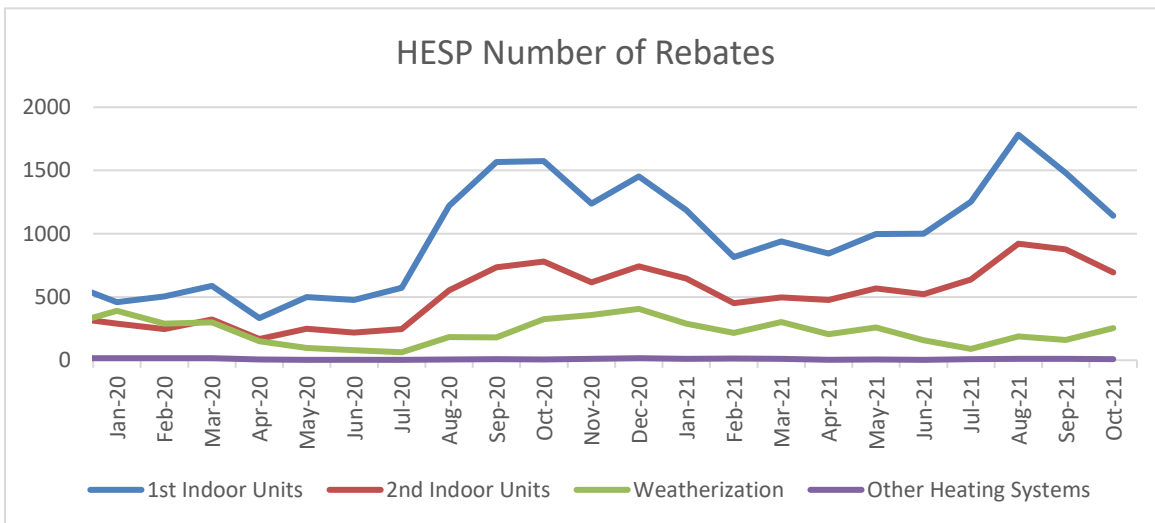
Updated Financials	Program Investment
FY2022 Program Budget	\$5,907,936
7/1 to 10/31 Spending	\$736,274
Percent of Budget Spent to Date	12%
Percent of Year Passed	34%
Additional Details on FY2022 Financials	Program Investment
Expenditures	\$736,274
Committed Pipeline	\$582,700
Total (Expenditures & Committed Pipeline)	\$1,318,974
Percent of Current Budget	22%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	354,666	(279)

*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

D) Home Energy Savings Program (HESP)

- Total quantity of rebates are up 19% fiscal year-to-date compared to FY2021 and the program expects to stay within current budget.
 - Heat pump rebates are up 21%.
 - Weatherization rebates are down 8%.
- Technical Field Representatives used virtual tools to inspect 12% of rebated heat pumps compared to a goal of 10% to 15%. Ninety-two percent of customers ranked their overall heat pump experience either a 9 or 10 on a scale of 0 to 10.
- The program’s statewide insulation marketing campaign is in full swing including Google Display Network graphic ads, Google AdWords search-based text ads, print ads in 22 daily and weekly newspapers plus several magazines, and ads on 14 radio stations statewide.
- Recordings of inbound customer calls and videos of home inspections continue to be monitored to improve customer service.



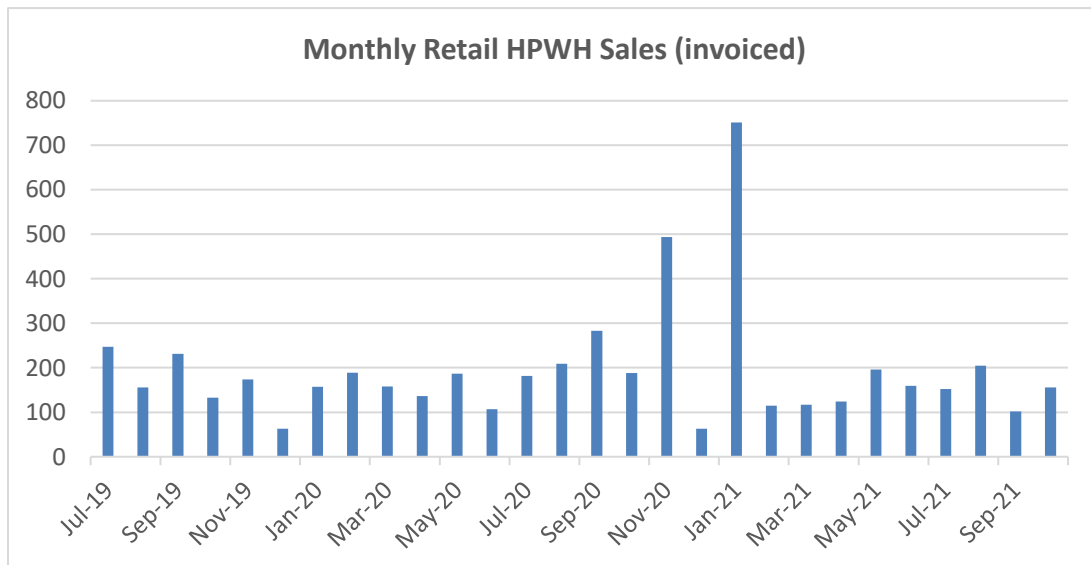
Updated Financials	Program Investment
FY2022 Program Budget	\$24,201,547
7/1 to 10/31 Spending	\$6,451,629
Percent of Budget Spent to Date	27%
Percent of Year Passed	34%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(8,944,834)	131,980
Thermal Programs	133,286	8,020

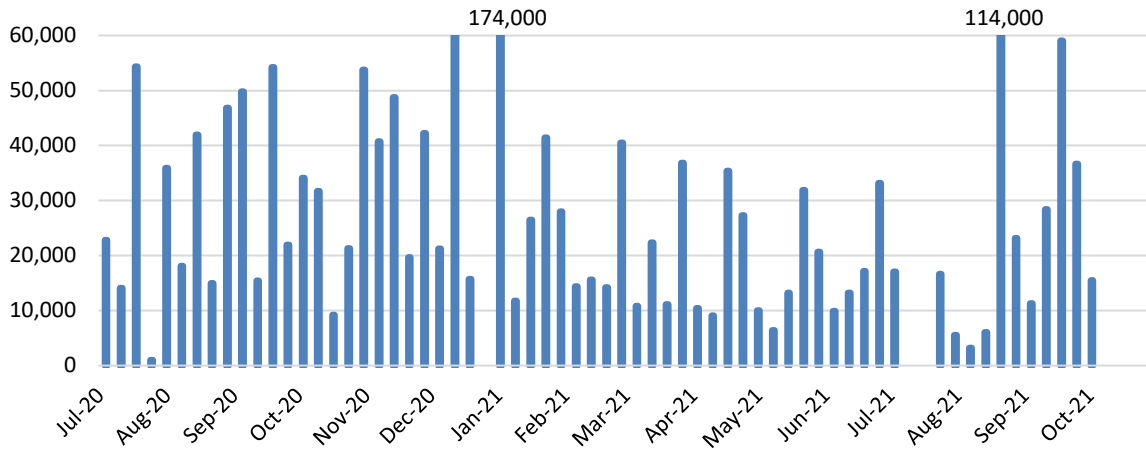
Project Type (through 10/31)	Participating Households
Electric Measures	6,126
All Fuels Measures	419
Natural Gas Measures	-

E) Retail Initiatives Program

- 119 heat pump water heaters (HPWHs) were rebated through the retail program in October. Staff has reduced the full year forecast by 25% -- to 1,263 -- due to significant price increases at both Lowe's and Home Depot. We are negotiating with Lowe's and Home Depot about reducing prices and offering instant discounts on heat pump water heaters so that the out-the-door price is comparable to electric water heaters.
- The program forecasts rebating 1.5 million LED bulbs in FY2022.
- The field team continues to visit every major retailer and distributor weekly to update signage, train employees, and ensure that shelves are stocked.



Weekly Bulb Sales – Retail (including unaudited estimates)



Updated Financials	Program Investment
FY2022 Program Budget	\$8,082,980
7/1 to 10/31 Spending	\$2,045,922
Percent of Budget Spent to Date	25%
Percent of Year Passed	34%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	13,543,147	(11,985)
Thermal Programs	-	-

*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

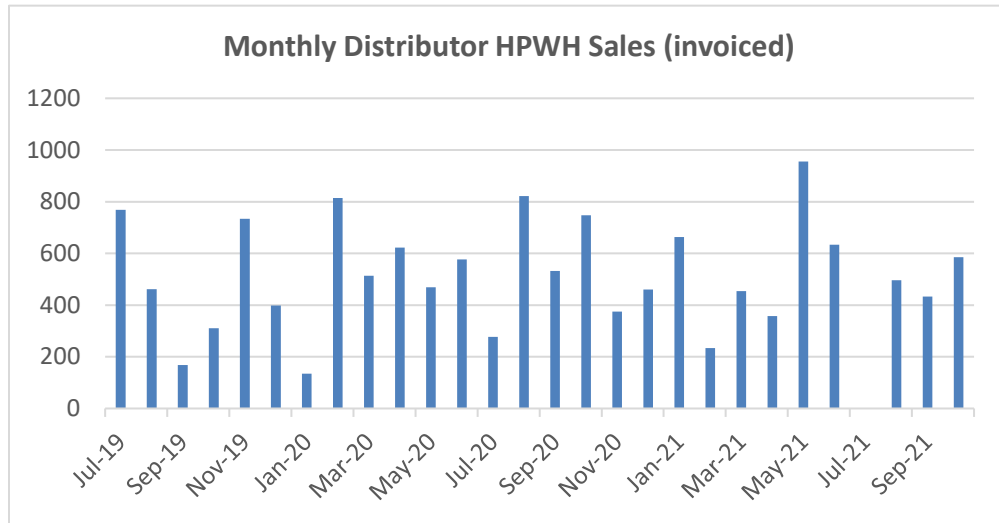
Rebate Type (through 10/31)	Projects
Light Bulbs	401,757
Appliance Rebates	2,386

F) Distributor Initiatives

Distributor Non-Lighting

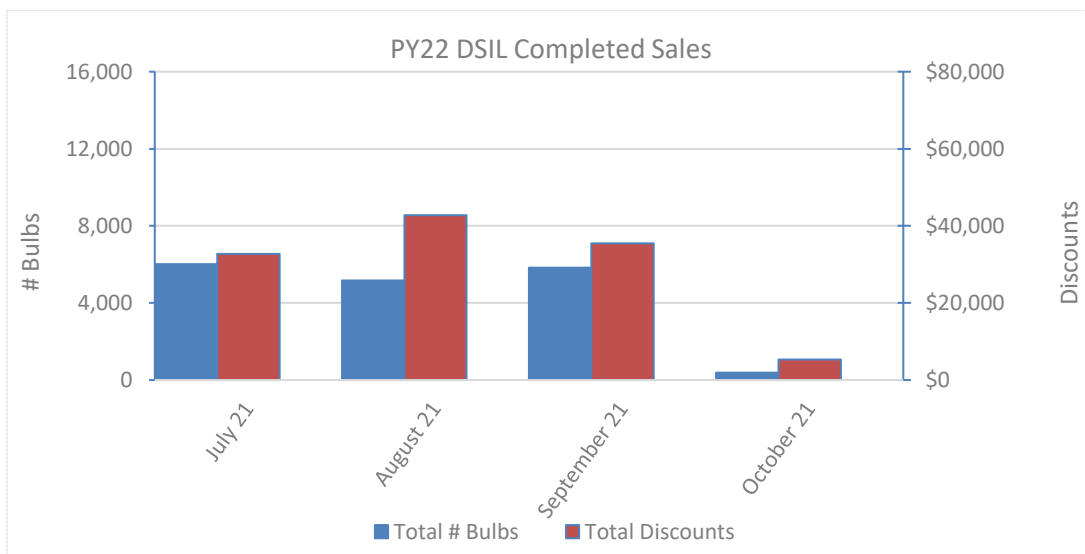
- All Maine distributors of heat pump water heaters (HPWHs) are participating in our program. Plumbers receive an instant discount at time of purchase so there is no waiting for a rebate check and no risk of a claim being denied. This is overcoming most plumber objections (e.g., to new technology, lack of service experience, extra product weight and size) and distributors are outselling retailers 4 to 1.
- Through October, distributors report that heat pump water heaters constituted 69% of the top-selling electric water heaters. That is 5% less than last year.
- Circulator pumps with electronically commutated motor (ECM) technology were 52% of top selling circulator pumps in October. This is 10% more than last year.

- The program started rolling out \$200 rebates on select smart thermostats on November 1 for Maine Natural Gas customers and will launch Unitil and Bangor Natural Gas rebates soon.



Distributor Lighting

- The total volume of lighting sales and discounts paid through the “distributor channel” to date represent:
 - 10% are screw-bulb (9% of discounts paid)
 - 90% are mogul and T8, T5, and T5HO linear replacement lamps (91% of discounts paid).
- This is the fourth month in a row where we have seen a slight shift towards more screw-in lamps over mogul and linear replacement lamps installed.
- The lamp types with the highest volume of sales continue to be 4’ LED linear replacement lamps (77%) followed by T5HO, T8 U-Bend and PAR38 lamps.



Updated Financials	Program Investment
FY2022 Program Budget	\$11,533,485
7/1 to 10/31 Spending	\$1,700,174
Percent of Budget Spent to Date	15%
Percent of Year Passed	34%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	3,250,315	6,160
Thermal Programs	-	90

*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Rebate Type (through 10/31)	Units	Projects
Distributor Lighting	23,738	-
Distributor HVAC (Electric)	-	1,103
Distributor HVAC (NG)	-	8
Distributor Hot Water (Electric)	-	1,382

G) Low Income Initiatives

Low Income Direct Mail

- Since July 1, the program has sent 1,945 DIY kits of LED bulbs, faucet aerators, and an optional showerhead to low-income tenants and homeowners. 207,000 households will receive these offers in the next few months. The latest count of households receiving Maine Department of Health and Human Services (DHHS) benefits in 2021 is up 42% from 2018.

Low Income Heat Pump Water Heater Initiative

- Since July 1, 141 households received installation of a new heat pump water heater at no cost. There are 211 projects in the pipeline with more invitations underway.

Arrearage Management Program (AMP)

- Since July 1, the program saw 162 new enrollments into AMP. We continue to provide electricity usage assessments, energy-saving tips, and offers for energy-saving devices to 100% of new AMP enrollees. Outbound calls are made to households that are a good fit for a heat pump water heater installation. Each new enrollee has received an Education Booklet compiled by the Trust. This booklet outlines energy saving tips and will be mailed directly to each participant's home.
- Versant and CMP have committed to streamline their data delivery to the Trust to improve efficiencies in the process.

Low and Moderate Income (LMI) Initiative

- Since July 1, 52 weatherization projects have been completed, with reservations for another 82 projects. In early September the program increased low-and-moderate income insulation rebates to 90% of the project cost, up to \$9,000. We are seeing a ramp up in both reservations and the amount reserved per project.
- The Trust recently launched a significant marketing campaign to promote residential insulation for households of all incomes as well as the enhanced rebates for LMI customers. Google display ads and search ads are driving significantly more web views compared to last

year. The program is sending direct mail to highlight the availability of the new insulation rebate to:

- Past recipients of heat pump rebates;
- Bangor residents with assessed tax valuation equal to or less than \$90,000; and
- All LMI air sealing rebate recipients.
- Since July 1, 505 heat pumps have been installed, with reservations for another 93 projects. Heat pump installs are on target to invest 100% of allocated funds by fiscal year end.

Affordable Housing Initiative Pilot

- The program is continuing to support two pilot projects in FY2022:
 - Avesta’s 60-unit Valley Street project and
 - South Portland Development Corporation’s 60-unit Jocelyn Street project.
- These developers have agreed to build to Passive House standards instead of the baseline design originally proposed.

Low Income Natural Gas

- Smart thermostat offer has launched to all interested natural gas customers within eligible territories. The program will work to parse out which customers are low income. Maine Natural Gas sent a dataset showing only 13 Low Income Home Energy Assistance Program (LIHEAP) customers within their territory. All territories have submitted their customer lists and outreach is underway.

Updated Financials	Program Investment
FY2022 Program Budget	\$16,106,053
7/1 to 10/31 Spending	\$1,899,598
Percent of Budget Spent to Date	12%
Percent of Year Passed	34%

Additional Details on FY2022 Financials	Program Investment
Expenditures	\$1,899,598
Committed Pipeline	\$1,049,100
Total (Expenditures & Committed Pipeline)	\$2,948,698
Percent of Current Budget	18%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	1,076,908	1,116
Thermal Programs	(1,169,599)	14,837

*Negative MMBtu savings indicates thermal interactive effects with lighting measures.

Installations (through 10/31)	Units
Direct Installs	107
Market-based Installs	111

H) Renewable Energy Demonstration Grants Program

- The Trust has no new information to report on this initiative this month.

I) Electric Vehicle (EV) Initiatives

Electric Vehicle Supply Equipment (EVSE) Initiative

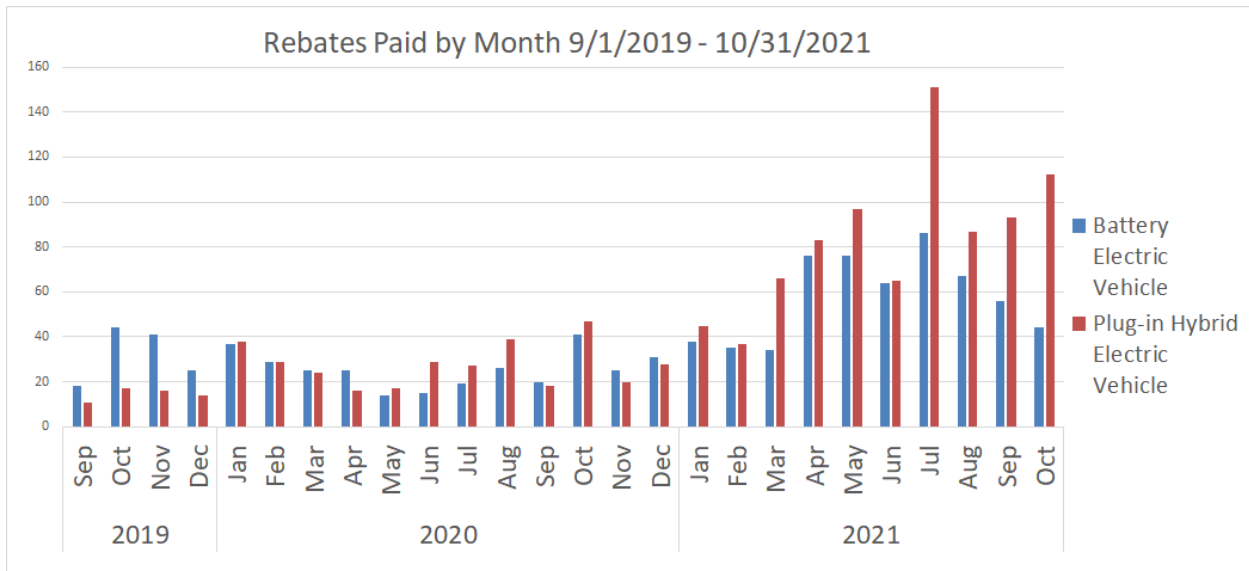
- The program launched a Request for Proposals (RFP) for Level 2 Electric Vehicle Chargers at Multi-Unit Dwellings on October 19. This solicitation seeks to expand Maine’s EV charging infrastructure by adding Level 2 EV chargers to support EV drivers who lack access to home EV charging, such as renters or condo owners who lack dedicated parking spaces adjacent to their housing unit. Proposals are due on January 20, 2022.

EV Accelerator Rebate Program

- The program issued 156 EV rebates in the month of October. The top models this month were the Toyota RAV4 Prime, Toyota Prius Prime, and Nissan Leaf.
- The program added the Hyundai Tucson Plug-in Hybrid to the list of vehicles eligible for EV rebates, bringing the total number of eligible vehicles to 23.

EV Public Information and Outreach

- Staff continued to release videos in a new educational video series starring Maine humorist Tim Sample. As of the end of October, five videos in the series have been released and are available on the EV webpage at <https://www.energymaine.com/ev/>. These videos are part of a consumer engagement pilot program awarded by the Maine Public Utilities Commission (PUC) to support beneficial electrification. The remaining videos now in production will be released weekly on social media throughout the months of November and December. Staff continue to post weekly on social media to highlight the new videos.



Total Rebates By Technology Type (9/1/2019 – 10/31/2021)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	1,011 (45%)	\$3,030,500 (71%)
PHEV (Plug-in Hybrid Electric Vehicle)	1,226 (55%)	\$1,239,500 (29%)
Total	2,237	\$4,270,000

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2022 Program Budget	\$4,370,997	\$6,345,645
7/1 to 10/31 Spending	\$191,838	\$1,231,828

Percent of Budget Spent to Date	4%	19%
Percent of Year Passed		34%

J) Strategic Initiatives

- **Innovation**
 - Commercial Battery Storage Pilot
 - The Trust is collaborating with ReVision Energy to finalize its report on the findings of the commercial battery storage pilot.
 - Phase Change Material (PCM) Pilot
 - PCM installation performed at a fourth and final pilot site, Vessel Services in Portland.
 - Staff met with personnel from Mississippi’s Energy and Natural Resources Division to discuss the pilot following Staff’s presentation at the National Association of State Energy Officials (NASEO) annual meeting in Portland, Maine.
 - Continued accrual and analysis of data from the three active pilot sites.
 - Commercial Split System Heat Pump Water Heater
 - Equipment has been installed at Atlantic Sea Farms and metering activities have begun.
 - Equipment has been delivered to Jackson Laboratory and Airline Brewing Company with final installation taking place in the coming weeks.
 - Final design considerations are being made to supply 100% of the domestic hot water needs for an on-campus housing building at College of the Atlantic.
 - EV Onboard Charging Management Pilot
 - The Trust launched an RFP for Onboard EV Charging Management, to better understand the role that software-based charging management solutions could play as a load management strategy.
 - Integrated Controls
 - Hardware and metering equipment are in place for most participants and the remainder are being scheduled by the end of November. Metering equipment is active and monitoring use of participating heat pumps and central systems where installed.
 - Whole Home Heat Pump Solutions Pilot
 - Participating home have begun receiving contractor quotes and equipment recommendations. Participants will formally be admitted into the project and installations will begin in the next month. Currently, the Trust anticipates 11 mobile homes and 9 stick built homes will be participants receiving heat pump equipment to replace their fossil fuel.
- **Evaluation, Measurement & Verification**
 - The Trust has no new information to report this month.

3. Administration and Finance Highlights

A) Administration

- The Trust filed Business Case 1, the first stage of application for approval of program objectives for use of the \$50 million in federal ARPA funds allocated to the Trust through the Maine Jobs and Recovery Act (LD 1733). The more detailed Business Case 2 will be filed in the coming weeks.

- The Trust posted three new job openings and has commenced screening applications and interviewing candidates.
- Management is revisiting the professional development policy, and encouraging Staff taking pursuing professional development courses and events.

B) Financial

Revenues

- The sum of the year's new revenues from state and regional sources through the end of October 2021 was \$39.8 million out of a total expected annual revenue of \$84.5 million. Approximately \$319,209 in additional revenue has been received year-to-date on interest from outstanding loans and other miscellaneous revenues. Year-to-date, the Trust has made interfund transfers of \$366,417. The total budgeted revenue for FY2022 is \$105.7 million.

Expenditures

- Total expenditures through the end of October 2021 were \$19.47 million of which approximately:
 - i. \$486,500 was spent on Administration (excluding interfund transfers)
 - ii. \$99,000 was spent on Public Information
 - iii. \$460,000 was spent on Evaluation work
 - iv. \$222,000 was spent on Innovation Pilots
 - v. \$1.90 million was spent on Low Income Initiatives
 - vi. \$2.05 million was spent on the Retail Initiatives Program
 - vii. \$1.70 million was spent on the Distributor Initiatives Program
 - viii. \$6.45 million was spent through HESP
 - ix. \$2.74 million was spent through the C&I Prescriptive Program
 - x. \$840,000 was spent on the C&I Custom Program
 - xi. \$736,000 was spent on the Small Business Initiative
 - xii. \$0 was spent in Inter-Agency Transfers
 - xiii. Another \$58.63 million is encumbered across all budget categories but is not yet spent.

Appendix A
Full List of Press Coverage (plus links)

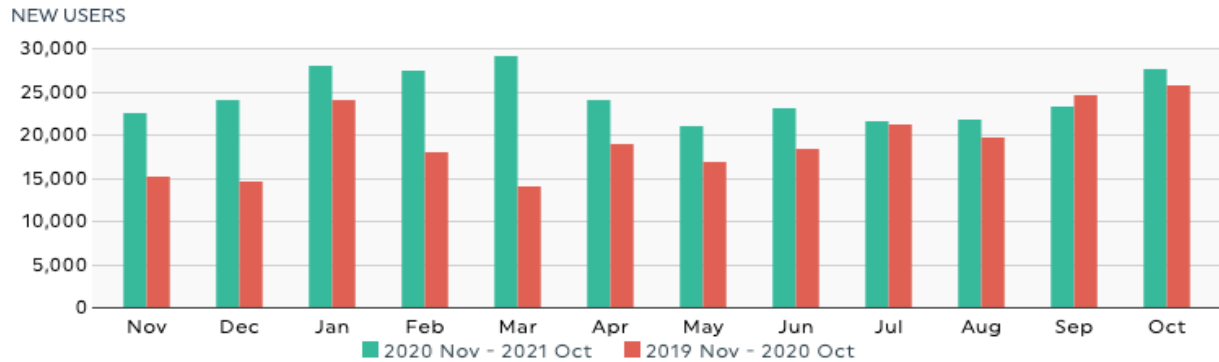
- A *Seacoastonline.com* November 9 opinion piece espouses the benefits of heat pump water heaters and refers readers to Efficiency Maine to learn more about potential rebates (<https://www.seacoastonline.com/story/opinion/columns/2021/11/09/getting-ready-shower-me-hybrid-electric-heat-pump-water-heater/6344751001/>).
- The Executive Director is quoted in a November 9 *Portland Press Herald* story about possible uses for federal infrastructure funding (https://www.pressherald.com/2021/11/08/maine-expects-nearly-2-4-billion-from-biden-infrastructure-package/?utm_source=Newsletter&utm_medium=email&utm_content=Daily+Headlines%3A++RSS%3AITEM%3ATITLE&utm_campaign=PPH+DH++TUESDAY+%28HTML%29). Other coverage on this topic includes:
 - *ConstructionEquipmentGuide.com* (<https://www.constructionequipmentguide.com/maine-expects-24b-from-infrastructure-act-to-address-a-backlog-of-projects/54356>);
- *The Maine Monitor* published an update on EV progress in Maine in its November 7 Sea Change commentary section in which Efficiency Maine was prominently featured (<https://www.themainemonitor.org/electric-car-owner-my-only-regret-is-evs-werent-available-in-maine-years-earlier/>).
- Several outlets covered the Governor's November 4 announcement about federal funding to support climate initiatives, including Efficiency Maine's weatherization program. They include:
 - *WABI* (<https://www.wabi.tv/2021/11/04/governor-mills-announces-plan-money-help-mainers-get-through-winter/>);
 - *Bangor Daily News* (<https://bangordailynews.com/2021/11/04/news/bangor/janet-mills-allocates-millions-to-weatherize-homes-and-boost-clean-energy-careers/>);
 - *News Center Maine* (<https://www.newscentermaine.com/article/money/economy/maine-gets-25-million-to-weatherize-homes-reduce-energy-costs/97-117919c3-8fbb-4b5e-9082-ad89155e8506>);
 - *Mainebiz* (<https://www.mainebiz.biz/article/state-launches-weatherization-plan-with-25m-from-jobs-recovery-plan>);
 - *Maine Public* (<https://www.mainepublic.org/environment-and-outdoors/2021-11-04/mills-details-25-million-for-weatherization-and-nearly-70-million-for-heating-assistance>).
- *HeatingHelp.com*, an online consumer forum designed to provide information on heating, reviewed Efficiency Maine's home heating calculator on November 3, prompting positive feedback from other commenters (<https://forum.heatinghelp.com/discussion/185546/efficiency-maine-heating-cost-by-fuel-type-any-good>).
- *Mainebiz* featured Efficiency Maine's EV Program is a special transportation-focused edition on November 1 (<https://www.mainebiz.biz/article/electric-avenue-mirroring-us-trend-maine-move-to-electric-cars-picks-up-pace>).
- *The Times Record* featured on October 31 a write-up of Efficiency Maine's impending November 17 weatherization presentation to the Topsham Energy Committee.
- The *Sun Journal* ran three articles on October 31 that highlighted the demand for EV's in Maine, Efficiency Maine's EV program, and Efficiency Maine's EV video campaign ([Maine buyers amped about electric vehicles, but supplies weak](https://www.sunjournal.com/2021/10/31/demand-about-electric-vehicles-but-supplies-weak); <https://www.sunjournal.com/2021/10/31/demand->

[for-electric-vehicle-rebates-supercharged-as-maine-sales-rise/?rel=related](#); and <https://www.sunjournal.com/2021/10/31/funnyman-tim-sample-stands-up-for-evs/>).

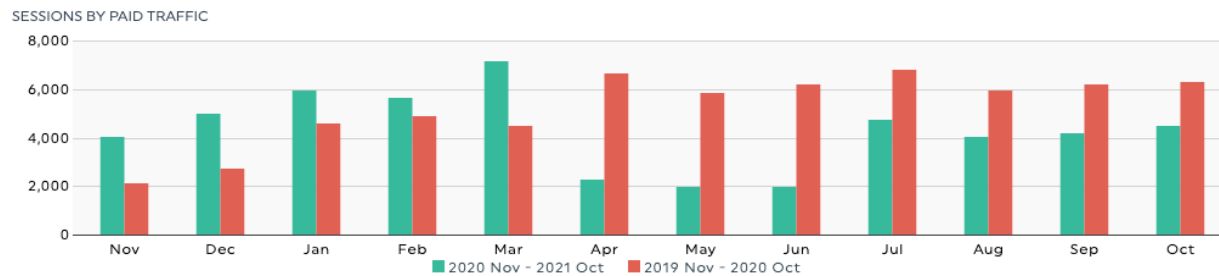
- *Turner Publishing* ran an article on October 31 featuring Efficiency Maine's fifth EV educational video (<https://www.turnerpublishing.net/news/2021/10/30/efficiency-maine-releases-fifth-electrical-vehicle-video/>).
- *NASEO Newsroom* featured Efficiency Maine's contribution to the statewide heat pump goal in an article about the governor's September announcement on its progress (<https://www.naseo.org/news-article?NewsID=3664>).
- Coverage of the Jay Select Board meeting in the October 28 issue of the *Sun Journal* mentions a lighting upgrade for five public buildings being undertaken by the town using Efficiency Maine funds (<https://www.sunjournal.com/2021/10/27/jay-to-replace-lighting-at-town-facilities-with-more-energy-efficient-illumination/>). Coverage also appeared on Yahoo! Online (<https://www.yahoo.com/now/jay-replace-lighting-town-facilities-004200958.html>).
- in *The Sun Journal* mentions Efficiency Maine's EV rebates in an October 29 article about the intent of South Portland city officials to propose an ordinance that would require most new and rebuilt parking areas to include electric vehicle charging stations (<https://www.sunjournal.com/2021/10/29/south-portland-moves-to-require-electric-vehicle-charging-stations-in-new-parking-areas/>).
- Efficiency Maine incentives are cited in an October 29 *Bangor Daily News* article as a resource for Maine residents interested in heating their homes with wood (<https://bangordailynews.com/2021/10/29/homestead/what-you-need-to-know-before-converting-your-home-to-wood-fueled-heat-joam40zk0w/>).
- *RTO Insider* ran an article on October 28 highlighting the success of Maine's heat pump programs for low- to moderate-income communities in the state. The article quoted the Executive Director (<https://www.rtoinsider.com/articles/28955-heat-pump-market-flourishes-maine>). *This website requires a subscription.*
- *Green Energy Times* ran an article on October 28 featuring the release of Efficiency Maine's fifth EV video in its EV video educational campaign (<https://www.greenenergytimes.org/2021/10/efficiency-maine-provides-fifth-ev-educational-video-in-series/>).
- *The County* features a story on October 27 about an LED lighting project undertaken by Pineland Farms in Mars Hills that used Efficiency Maine incentives (<https://thecounty.me/2021/10/27/news/business-news/mars-hill-plant-converts-to-led/>).

Appendix B Additional Website Metrics

Below is a chart representing new users to Efficiencymaine.com YTD in comparison with last fiscal year.



Sessions by paid traffic (below) represent not only Google Adwords, Google Display Network, but also YouTube, Facebook, Hulu, IMDB and other platforms.



Efficiencymaine.com is always the top page by sessions or path. It is the URL most advertised and used directly. Below are our top pages and paths. Organic sessions include all people who found the Efficiency Maine website through a search engine (not via an ad).

TOP LANDING PAGES BY SESSIONS

Landing Page Path	Sessions
/	7,532
/at-home/heating-cost-comparison/	3,935
/at-home/ductless-heat-pumps/	2,350
/ev/	2,190
/heat-pumps/	2,042
/category/news/	1,980
/at-home/water-heating-solutions/heat-pump-water-he...	1,605
/heat-pump-user-tips/	1,246
/home-energy-savings/heat-pump-water-heaters/	1,127
/at-home/	1,066

TOP LANDING PAGE FROM ORGANIC (SESSIONS)

Landing Page Path	Sessions
/	4,875
/at-home/heating-cost-comparison/	3,191
/at-home/ductless-heat-pumps/	1,834
/heat-pumps/	1,641
/heat-pump-user-tips/	1,015
/at-home/	756
/electric-vehicle-rebates/	644
/at-home/water-heating-cost-comparison/	503
/at-home/energy-loans/	345
/at-home/water-heating-solutions/heat-pump-water-he...	342

Devices used by individuals accessing efficiencymaine.com include desktops, tablets, phones, and now, televisions.

