

**Executive Director's Summary Report
to the Board of Trustees
of the
Efficiency Maine Trust
February 22, 2023**

1. Public Information and Outreach

A) Awareness and Press

- **Press** (see Appendix A for additional details)
 - *The Washington Post* quoted Staff in a February 7 article that highlighted the effectiveness of heat pumps in Maine's cold climate. The article was re-published by the *Portland Press Herald* and repurposed for a piece in *CleanTechnica* that ran on February 9.
 - *Maine Public Radio* quoted Staff in a February 13 article about the performance of heat pumps during Maine's recent cold snap. This article was also published by *Vermont Public* on February 13.
 - *Maine Public Radio* interviewed Staff in a February 8 Maine Calling radio segment on rising energy prices in Maine and steps residents can take to control how much energy they consume.
 - *Maine Public Radio* aired two segments prior to the cold snap during the first weekend of February that quoted Staff and highlighted the ability of heat pumps to perform in extreme cold weather.
 - *Education Week* quoted Staff in a January 31 article about the Trust's work to install energy efficient technology in Maine schools.
 - *The American Prospect* quoted Staff in a January 31 article about the national rise in heat pump installations.
 - Local newspapers (e.g., *The Sun Journal*) covered bills at the Legislature that would encourage the Trust to expand eligibility for EV rebates to medium- and heavy-duty vehicles (MHDV) and to e-bicycles.
- **Events**
 - Staff presented information about Central Maine Power rate options for residential heat pumps to the Ogunquit Sustainability Committee on January 26.
 - Staff presented information about the Trust's residential program and incentives to the Scarborough Adult Learning Center on January 18; MaineHousing Staff on January 30; Kennebec Valley Community College heat pump training on January 31, and the Falmouth Foreside Community Church on February 2.
 - Staff presented information about the Trust's Commercial Property Assessed Clean Energy, or C-PACE, program on January 24 at E2Tech's webinar series, "E2Tech Connects."
 - Staff presented information about the Trust's electric vehicle program and incentives to the Camden Rotary Club on January 17.
- **Website and Outreach** (see Appendix B for additional details)
 - January website visits
 - 49,697 unique visitors

- 11,753 visits driven by digital ads
- Facebook
 - 4,605 followers

B) Call Center (January)

- 3,164 inbound phone calls were received, up from 3,043 last month and up from 2,886 this month a year ago. Inquiries about heat pumps and income-eligible water heaters were the primary call drivers.
- 93% of calls were answered within 20 seconds (vs. a goal of 90%).
- 449 outbound calls were made compared to 116 this month last year, mostly for home inspection scheduling.
- 1,621 inbound emails were received, up from 1,100 this month last year, mostly rebate claims for the Retail Initiatives program.
- 892 pieces of inbound mail were processed, compared to 5,896 this month last year.

C) Government Relations

- Maine Public Utilities Commission (PUC)
 - The Trust participated in a technical conference in Versant’s general rate case (Docket 2022-00255).
 - The Trust presented an overview of its triennial planning process and priorities for supporting the achievement of Maine’s electrification goals in the Commission’s opening workshop for an Integrated Grid Planning proceeding (Docket No. 2022-00322). This proceeding was initiated pursuant to LD 1959 (2022), which requires the Commission to identify priorities for transmission and distribution utilities to address in 10-year grid plans.
- Maine Legislature
 - Staff testified at a public hearing (and participated in a subsequent work session) on LD 122, a bill to run a demonstration pilot on medium and heavy duty electric vehicles;
 - Staff testified at a public hearing (and participated in a subsequent work session) on LD 256, a bill to expand the Trust’s EV rebate program to electric bicycles.
 - Staff testified at a public hearing (and participated in a subsequent work session) on LD 187, a bill requested by the Trust to repeal the Renewable Resource Fund in 35-A MRS §10121.

2. Program Highlights¹

A) C&I Prescriptive Initiatives (CIPI) Program

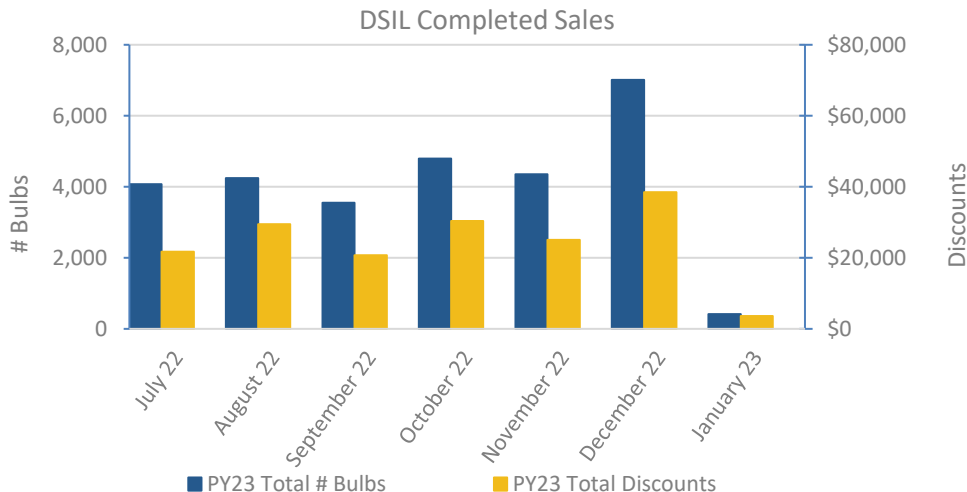
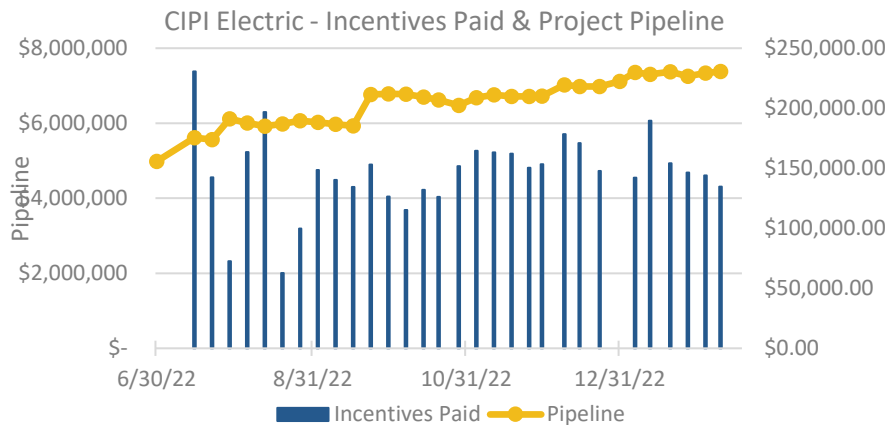
- The number of incoming calls through live transfers from the Call Center or direct from Qualified Partners was lower in January (382) than December (421).
- The program’s Delivery Team was assigned a total of 31 inspections over the last month, with a combination of virtual inspections and on-site inspections, pre- and post-installation.
 - Satisfaction relating to installation, equipment expectations and working with a Qualified Partner all remain high. Ratings over the last month averaged 4.9 out of 5.0. Overall average ratings remain at 4.9.

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 February 16, 2023, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of January 2023).

- Virtual Customer Consultations (VCCs) requests are still very active, mostly due to the rollout of multiple funding opportunity notices (FONs).
 - To date, 319 VCCs have been requested, 292 of which have been completed.
 - Overall, customer responses have been positive, and the team will continue to monitor program participation as a result of this initiative.

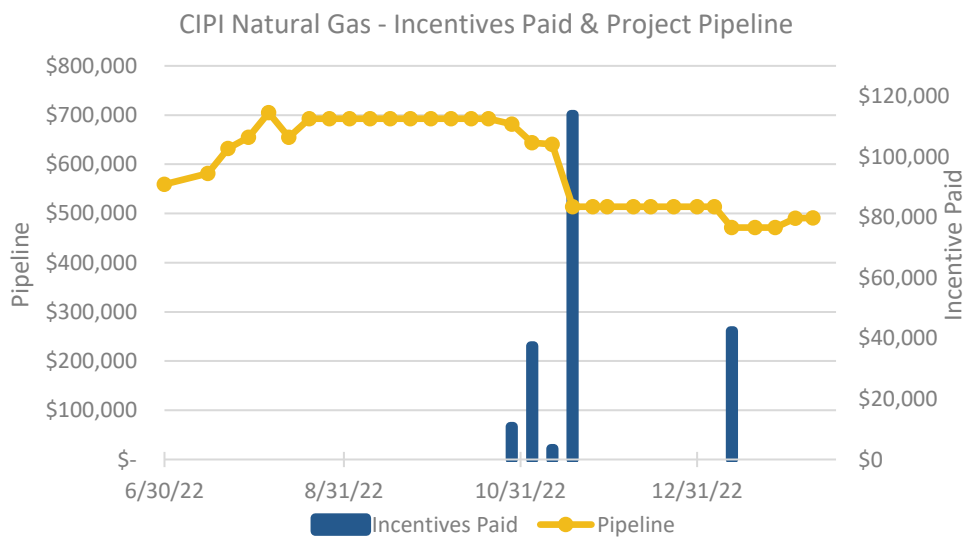
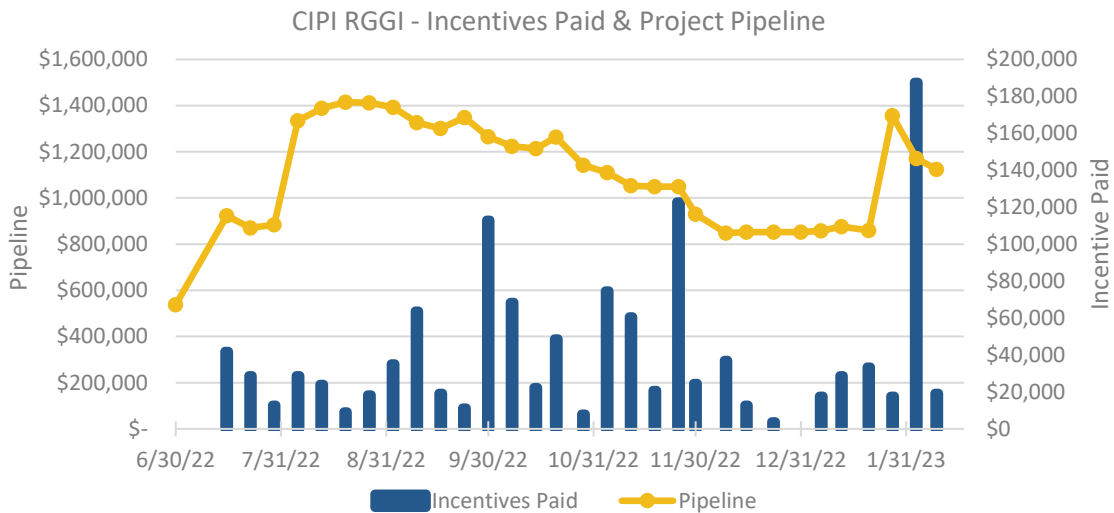
Electric Measures

- The pipeline of pending electricity projects has remained consistent over the last month. The current pipeline constitutes \$7.3 million in incentives. Small business lighting projects comprise \$707,000 of this pipeline, up from \$435,000 last month.
- Residential style screw-in lamps were removed from the distributor discount program on 1/1/23. These lamps included R20, PAR16, PAR20, PAR30, BR30, BR40, MR16, Globe and Candelabra lamps.
 - A limited time promotion was added to enhance the discounts on interior high/low bay and exterior mogul lamps. To date, 115 lamps have been sold and installed with discounts totaling \$9,814. These installations represent 96,000 kWh in first year savings.
- Prescriptive horticultural lighting applications have continued to slow slightly over the last few months. Additional projects have been pre-approved and some were cancelled due to the customer deciding to not move forward. Pre-approved projects total \$1.4 million in incentives. Forty-four projects have been completed and paid for \$805,000.



Thermal Measures

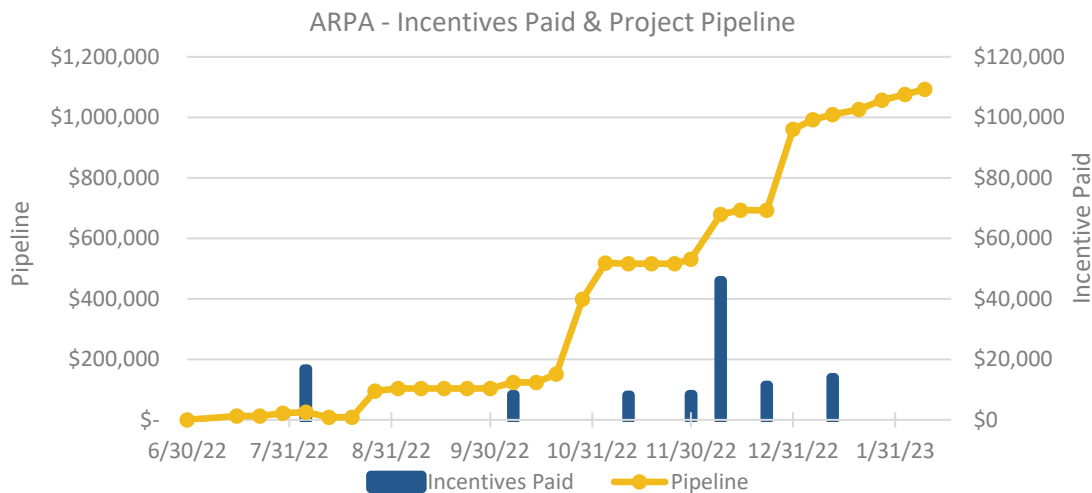
- The pipeline of pending projects funded by the Regional Greenhouse Gas Initiatives (RGGI) increased nearly \$250,000 over the past month, and currently represents \$1.1 million in incentive value. Variable refrigerant flow (VRF) retrofit systems are driving this increase.
- Pending natural gas projects remained the same this month. Current commitments are \$471,000 in incentive value, which nearly commits all FY2023 funds.
- The program is exploring modifications to the small heat pump retrofit solutions to drive customers to install systems designed to match the building’s heat load. This will drive fully electric heating and cooling so that the existing heating systems can be removed from service and cost-effectiveness will be improved.
- New weatherization measures were added to the prescriptive program to assist multifamily buildings. Incentives for insulation measures for attic and basement spaces along with air sealing activities were launched in January.



CIP Initiatives Using Funds of the Maine Jobs and Recovery Plan (MJRP)/American Rescue Plan Act (ARPA)

- The Hospitality Retrofits Funding Opportunity Notice was launched on May 1, 2022. This opportunity offers heating and cooling, lighting, and refrigeration solutions to hotels, motels, inns, and bed and breakfasts that have fewer than 100 beds, are in Maine, and not a franchisee of, or owned by, a national or international chain. Restaurants in Maine that are not franchisees of, or owned by, a national or international chain are also eligible. This opportunity will be available until May 1, 2023, or until funding has been exhausted.
- The School Retrofits Funding Opportunity Notice was launched on June 20, 2022. This opportunity offers heating and cooling, lighting, and refrigeration solutions to public schools that are part of an MSAD, RSU, CSD, or AOS in Maine. Applications for this opportunity will be accepted until May 31, 2023, or until funding has been exhausted.
- The Small Municipality Retrofits FON-010-2023 was launched on September 20, 2022. This opportunity offers heating and cooling, lighting, and refrigeration solutions to municipalities and tribal governments in Maine with a population less than 5,000. U.S. 2020 Census data is used to determine population for eligibility. This opportunity will be available until August 31, 2023, or until funding has been exhausted.
- The Long-Term Care Retrofits FON-011-2023 was launched on October 19, 2022 and will be accepting applications until October 31, 2023. This opportunity offers heating and cooling, lighting, and refrigeration solutions to long-term care facilities across the state. This FON will mark the launch of our Heat Pump Rooftop Unit (HP RTU) measure. Project must be completed by June 1, 2024, or until funding has been exhausted.
- The ARPA/MJRP Funding Opportunities have continued to gain traction. The team continues to offer periodic informational webinar and project development support. Current activity:

	Applications	Approvals	Underway	Paid
Hospitality	35	25	13	10 (\$85,269)
School	24	15	12	1 (\$8,400)
Small Municipality	32	25	22	4 (\$27,000)
Long-Term Care	1	-	-	-



Updated Financials	Program Investment
FY2023 Program Budget	\$27,891,683
7/1 to 1/31 Spending	\$7,014,106
Percent of Budget Spent to Date	25%
Percent of Year Passed	59%

Additional Details on FY2023 Financials	Program Investment
Expenditures	\$7,014,106
Committed Pipeline	\$10,085,300
Total (Expenditures and Committed Pipeline)	\$17,099,406
Percent of Current Budget	61%

Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	14,487,021	(5,195)
Thermal Programs	(922,513)	45,250

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

Project Type (through 1/31)	Projects
Agricultural Solutions	24
Prescriptive Lighting Solutions	314
Small Business Direct Install Lighting	171
Distributor Lighting (bulbs)	32,874
Electric Heating and Cooling Solutions	410
Compressed Air Solutions	16
Natural Gas Heating Solutions	6
All Fuels Heating Solutions	5

B) C&I Custom Program

Electric and Thermal Measures

- The C&I Custom Program Review Team met once and approved 4 projects worth \$173,024 in incentives since the last board meeting.
- The program added four new projects to the pipeline. The total pipeline consists of seven projects worth \$190,250 in incentive offers, after adjusting for probability of completion.
- Program staff received no new scoping audit requests and no new Technical Assistance (TA) study requests.
- Program staff reviewed one project proposal that did not meet the program requirements and will not proceed further in the process.

Updated Financials	Program Investment
FY2023 Program Budget	\$19,820,247
7/1 to 1/31 Spending	\$3,181,098
Percent of Budget Spent to Date	16%

Percent of Year Passed	59%
Additional Details on FY2023 Financials	Program Investment
Expenditures	\$3,181,098
Committed	\$9,790,068
Pipeline	\$190,250
Total (Expenditures, Committed and Pipeline)	\$13,161,416
Percent of Current Budget	66%

Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	1,935,943	-
Thermal Programs	(51,530)	5,758

C) Home Energy Savings Program (HESP)

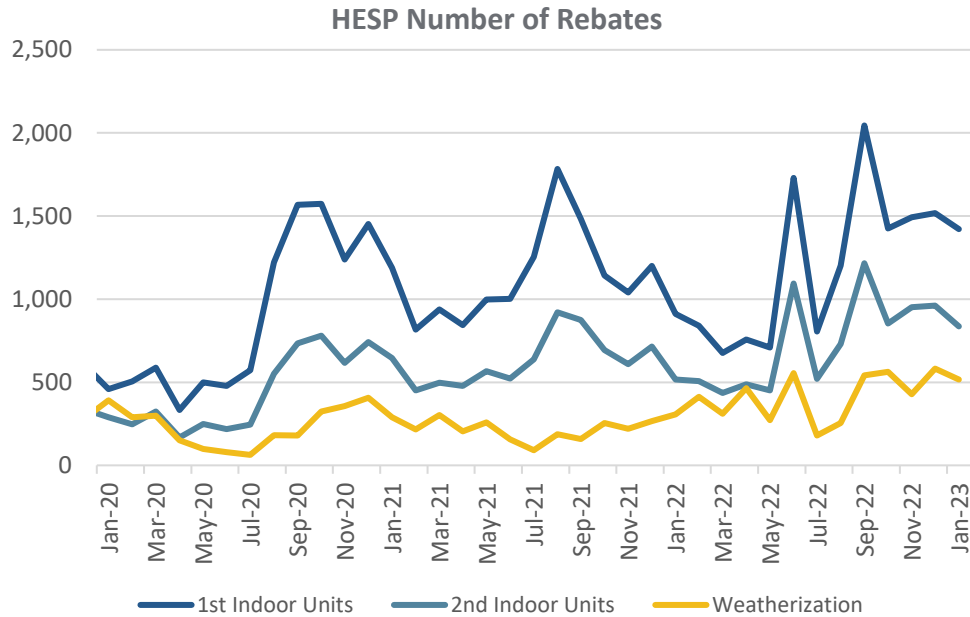
- The number of HESP rebates for FY2023 is forecasted to achieve a year-end increase of 23% compared to FY2022.
- Inbound customer calls and home inspections continue to be monitored to improve customer service.

Weatherization

- Weatherization rebate volumes for January were 68% higher than last January (517 vs. 307 rebates). The number of weatherization rebates by year-end of FY2023 is forecasted to be up 63% from FY2022.
- Eleven percent of rebated installation projects were inspected versus a goal of 15%.
- Seventy-four percent of customers ranked their overall insulation experience either a 9 or 10 on a 0-to-10 scale.
- Top insulation installers report backlogs of 100 days.
- In mid-November, the HESP team and Low- and Moderate-Income (LMI) team pre-announced weatherization rebate changes to weatherization Residential Registered Vendors (RRVs). Starting with projects completed in 2023, moderate-income individuals qualify for higher rebates than available in 2022. At the same time, the team revised the rebates for low-income households to align with new federal programs and rebates for any-income households to adjust for the new “moderate-income” tier.
- In mid-December, the HESP and LMI teams hosted a discussion group to get feedback from weatherization RRVs. At the end of December, the teams gave notice to the RRVs of additional weatherization rebate changes. Starting with projects completed in 2023, weatherization RRVs will be required to submit a Weatherization Requirements Checklist, which is similar to the Heat Pump Installation Requirements Checklist. In January, the HESP and LMI teams incorporated helpful feedback from weatherization RRVs.

Heat Pumps

- Heat pump rebate volumes for January were 57% higher than last January.
- Sixteen percent of rebated heat pump projects were inspected versus a goal of 10% to 15%.
- Eighty-six percent of customers ranked their overall heat pump experience either a 9 or 10 on a scale of 0-to-10.
- Top heat pump installers report an average backlog of 49 days, down from 53 days in December.



Updated Financials	Program Investment
FY2023 Program Budget	\$31,284,381
7/1 to 1/31 Spending	\$18,188,278
Percent of Budget Spent to Date	58%
Percent of Year Passed	59%

Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(10,777,417)	194,004
Thermal Programs	938,299	28,596

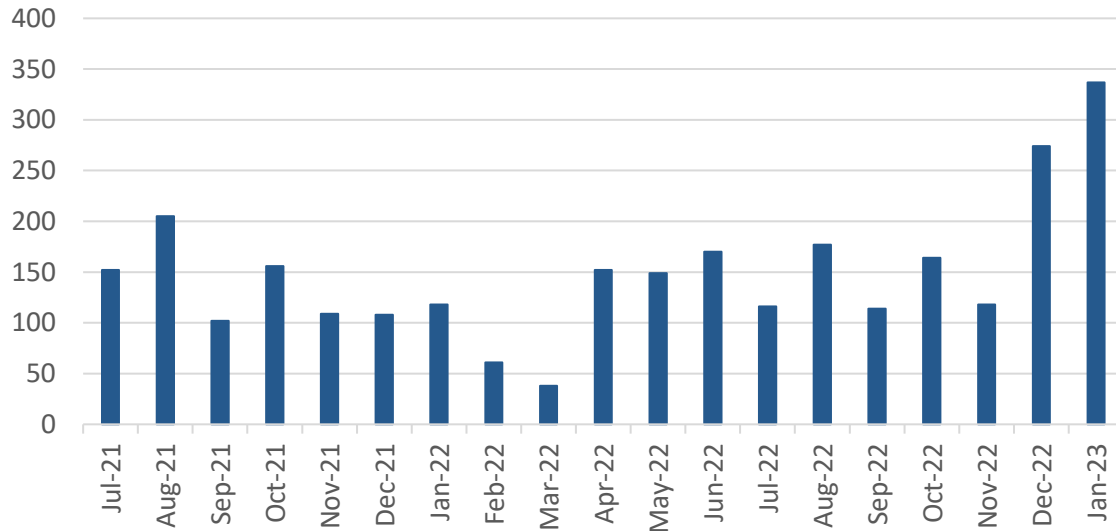
Project Type (through 1/31)	Participating Households
Heat Pumps	10,939
Weatherization and Other Heating Systems	1,904

D) Retail Initiatives Program

- The Retail program forecasts rebating about 4,025 heat pump water heaters (HPWHs) by the end of FY2023, up more than 230% from 1,724 in FY2022.

- In January, Granite Group dropped their heat pump water heater price for homeowners from \$599 to \$429 after Efficiency Maine’s instant discount, compared to \$449 at Lowe’s and \$549 at Home Depot.
- Further negotiations by the program team with Lowe’s has led them to drop their price on 12/1/2022 to \$449 after the program’s instant discount. In October, Lowe’s heat pump water heater price was \$549 after the program’s instant discount. Six months ago, it was \$1,799 before mail-in rebate. The team launched another major marketing campaign.
- The field team continues to visit every major retailer and distributor weekly to update signage, train employees, and ensure that shelves are stocked.

Monthly Retail HPWH sales



Updated Financials	Program Investment
FY2023 Program Budget	\$11,268,336
7/1 to 1/31 Spending	\$5,069,793
Percent of Budget Spent to Date	45%
Percent of Year Passed	59%

Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	26,485,892	(24,109)
Thermal Programs**	-	-

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

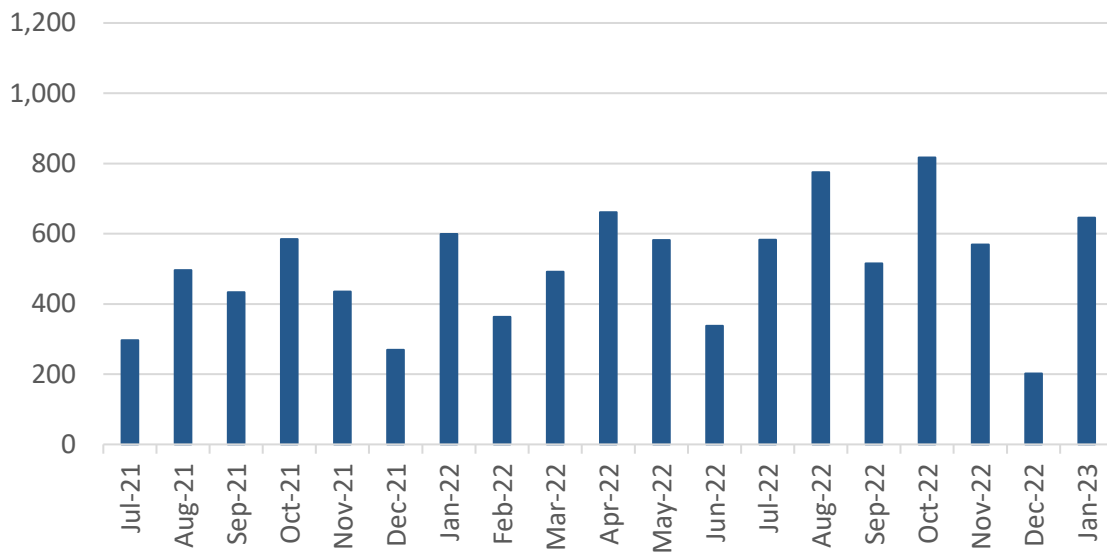
**Savings do not include activities under the DIY Winter Prep Rebate promotion.

Rebate Type (through 1/31)	Projects
Light Bulbs	846,561
Appliance Rebates	4,135

E) Distributor Initiatives

- The program forecasts rebating 7,054 heat pump water heaters using instant discounts at distributor branches by the end of FY2023.
- All Maine plumbing distributors are participating in our heat pump water heater initiative. 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. Distributors are outselling retailers in HPWH sales by a ratio of 2 to 1. Seventy-three percent of the top electric water heaters sold by distributors are HPWHs versus only 33% at retail.
- In January, Granite Group dropped their heat pump water heater price for homeowners from \$599 to \$429 after instant discount, compared to \$549 at Home Depot and \$449 at Lowe's.

Monthly Distributor HPWH sales



Updated Financials	Program Investment
FY2023 Program Budget	\$13,374,332
7/1 to 1/31 Spending	\$4,515,272
Percent of Budget Spent to Date	34%
Percent of Year Passed	59%

Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	3,302,312	19,637
Thermal Programs	-	662

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

Rebate Type (through 1/31)	Projects
Heat Pump Water Heaters	3,504
Electronically Commuted Pumps	3,589
Distributor HVAC (NG)	51

F) Low Income Initiatives

- The program is developing new heat pump water heater marketing materials.
- The LMI “All Rebates” brochure will be uploaded to efficiencymaine.com in the coming weeks.

Low Income Direct Mail (LED bulbs and low-flow devices)

- Outreach for this initiative is now automated once households confirm eligibility on our website. The program has delivered kits to 640 households since July 1.

Low Income Heat Pump Water Heater Initiative

- Since July 1, 518 HPWHs have been installed. An additional 349 HPWH installations have been reserved.
- Letters to HEAP households are being sent out in batches of 2,000 to communicate the suite of rebates, and drive demand for heat pump water heaters.

Arrearage Management Program (AMP)

- The program has seen 424 new participants since July 1.
- The program continues 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 seem to be a good fit for a heat pump water heater installation.

Manufactured Home Pilot:

- Customer acquisition meetings, emails, phone calls, and soliciting has occurred within several parks this month. Twenty-five customers have installed or scheduled their installation of a whole home heat pump solution where the Miller furnace is removed. The program began a referral program for these homeowners when their referral results in another installation.

Low and Moderate Income (LMI) Initiative (weatherization and heat pumps)

- Since July 1st, the program has rebated installations of 988 single-zone heat pumps.
- Weatherization investment fiscal year to date:

Incentives	\$2,756,178
Marketing and Delivery	\$694,492
Total Investment	\$3,450,670
Homes Served	464
Incentive per Home	\$5,940
Reservations	189

Low Income Natural Gas

- The program is configuring systems for third and fourth quarter investments.

Updated Financials	Program Investment
FY2023 Program Budget	\$16,432,010
7/1 to 1/31 Spending	\$7,773,875
Percent of Budget Spent to Date	47%
Percent of Year Passed	59%
Additional Details on FY2023 Financials	Program Investment
Expenditures	\$7,773,875
Pipeline	\$2,271,160
Total (Expenditures & Committed Pipeline)	\$10,045,035
Percent of Current Budget	61%

Energy Savings (through 1/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	993,954	(237)
Thermal Programs	(2,500,135)	41,841

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

G) Renewable Energy Demonstration Grants Program

- Staff testified in support of LD 187 - *An Act to Eliminate the Energy Efficiency and Renewable Resource Fund* – a bill codifying the legislative recommendation included in EMT’s FY2022 Annual Report.

H) Electric Vehicle (EV) Initiatives

Electric Vehicle Supply Equipment (EVSE)

- The program pre-approved 56 applications for 133 Level 2 charging ports throughout the state through the Level 2 Rural EV charging FON, totaling \$706,000 in incentives from the Trust and \$150,000 in incentives from The Nature Conservancy. The FON closed on January 17, 2023. Projects are scheduled to be completed by July 31, 2023.
 - Locations of pre-approved projects:



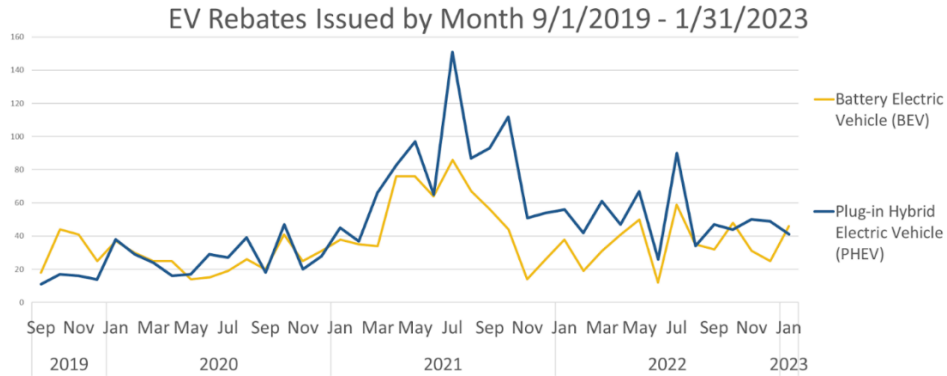
- The program awarded four grants to two bidders, Irving Oil and the Town of Van Buren, through the “Phase 4” RFP for DC fast charging (DCFC). The proposed projects, located in Fort Kent, Presque Isle, Baileyville, and Van Buren, will extend the reach of DC fast charging to the crown of Maine and the eastern border with New Brunswick, and will use federal ARPA funds from the Maine Jobs and Recovery Plan. The program plans to issue a new RFP before the end of March for DCFC for additional sites in Aroostook County, Penobscot County, and also for sites around Augusta, Bangor, and coastal Route 1 from Brunswick to Machias.

EV Rebates

- The program issued 87 EV rebates in the month of January. Supply chain disruptions continue to constrain vehicle supply. Supply chain disruptions are expected to gradually improve throughout 2023 as supply chain restrictions ease.
- The top EV models sold for the month of January were the Toyota RAV4 Prime, Toyota Prius Prime, and the Nissan Leaf.

EV Public Information and Outreach

- The program published two new “how-to” manuals for EV drivers and public charging station hosts. The manuals, which complement EMT’s existing library of educational resources about EVs and charging, can be found at <https://www.energymaine.com/ev/>.



EV Rebates by Customer Type				
Fiscal Year	Commercial*	Low Income	Moderate Income	Any Income
2020	9	2	0	474
2021	76	4	0	977
2022	73	3	0	1,255
2023 (YTD)	34	13	15	569
Total	192	22	15	3,275

**Includes all business, non-profit, and governmental entity rebates*

Total Rebates By Technology Type (9/1/2019 – 1/31/2022)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	1,519 (43%)	\$4,283,000 (68%)
PHEV (Plug-in Hybrid Electric Vehicle)	1,985 (57%)	\$1,974,000 (32%)
Total	3,504	\$6,257,000

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2023 Program Budget	\$6,636,700	\$7,958,173
7/1 to 1/31 Spending	\$171,771	\$1,016,008
Percent of Budget Spent to Date	2.6%	12.8%
Additional Committed	\$4,450,010	\$613,459
Percent of Year Passed		59%

I) Demand Management Program

Demand Response Initiative

- Staff anticipate launching the PON for the FY2024 Demand Management Program by the end of February, beginning CSP pre-enrollment in early March.

Load Shifting Initiative

- Staff awarded RFP-009-2023 (Distributed Energy Resources Management Service Provider) to Virtual Peaker.

J) Strategic Initiatives

• Innovation

- Staff held the first meeting of the Innovation Pilot Advisory Group, providing a retrospective of all pilots conducted in Triennial Plan periods IV and V. The next meeting will be held on April 26.
- Whole Home Heat Pump Solutions Pilot: Work continues for a “Phase 2” of the pilot focused on expanding the mobile home (“manufactured home”) outreach done last year to reach more homes in FY2023. Ten installations will be completed by the end of February, with more in the pipeline.
- Hydronic Heat Pump with Thermal Storage Pilot: The first Hydronic site experienced equipment delays during installation; however the site will be fully operational and heating exclusively with the SpacePak heat pump and a thermal storage solution before the end of the month. A second site is no longer expected to be installed this winter but will be included in next winter’s studies.

• Evaluation, Measurement, and Verification

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

K) Efficiency Maine Green Bank

- Home Energy Loans: The Trust has restricted eligibility for its residential loans using capital from the Revolving Loan Fund to applicants who are eligible in the Trust’s Low- and Moderate-Income program offerings.
 - Staff is developing plans to use third-party capital to expand loan offerings for lower-risk borrowers.
- Small Business Loans: The Trust continues to offer Small Business Loans with no program changes.
- C-PACE: Staff received sign-off from the Attorney General’s office on the Board-approved C-PACE rule, and filed the rule with the Secretary of State and anticipates that it will become effective before the end of February. Staff is working through a program launch process, beginning with outreach to municipalities looking to adopt C-PACE ordinances.
- Manufactured Home Heat Pump Lease: The Manufactured Home Heat Pump Lease is currently being offered to participants of the Manufactured Home Pilot 2. Thus far, most participants of the Manufactured Home Pilot 2 have the lease option.
- Municipal and School Lease: The Municipal and School Lease finance initiative offered by the Trust has been designed to match participants of the commercial and industrial programs with local lenders that provide “Municipal Leases” or a Tax Except Lease Purchase (TELP) among their finance offerings.
- Staff continues to research other underserved customer segments of Maine related to vulnerable communities, financing, and energy savings improvement projects.

L) Other Initiatives

Agricultural Fair Assistance Program

- At the Agricultural Fair’s Annual Conference (January 27-29, 2023) 14 fairs were awarded \$522,000 in financial incentives for lighting and heating/cooling upgrades.
 - Awards made ranged from \$7,000 to \$85,000.
 - Staff is drafting project agreements for these awards. The completion deadline for all projects is September 30, 2023.

Lead By Example (LBE)

- The LBE Initiative Review Team approved one project worth \$28,144 in incentives since the last board meeting.
- No new LBE technical assistance (TA) funding was awarded.
- No new facilities received invites to apply, and the total pipeline still consists of seven projects in various stages of bid solicitation development.

3. Administration and Finance Highlights

A) Administration

- Staff filed the Budget Transparency report on January 30 with the Energy, Utilities and Technology Committee of the Maine Legislature.
- Staff filed the Quasi-State Agency report on February 1 with the President of the Senate and the Speaker of the House in the Maine Legislature.

B) Financial

Revenues

- The sum of the year’s new revenues from state and regional sources through the end of January 2023 was \$58.4 million out of a total expected annual revenue of \$78.7 million. Approximately \$669,000 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 \$2.1 million. The total budgeted revenue for FY2023 is \$103 million.

Expenditures

- Total expenditures through the end of January 2023 were \$52.7 million of which approximately:
 - i. \$4.47 million was spent on Administration (excluding interfund transfers)
 - ii. \$140,000 was spent on Public Information
 - iii. \$316,000 was spent on Evaluation work
 - iv. \$460,000 was spent on Innovation Pilots
 - v. \$278,000 was spent on the Demand Management Program
 - vi. \$7.77 million was spent on Low Income Initiatives
 - vii. \$5.07 million was spent on the Retail Initiatives Program
 - viii. \$4.52 million was spent on the Distributor Initiatives Program
 - ix. \$18.19 million was spent through HESP
 - x. \$7.01 million was spent through the C&I Prescriptive Initiatives Program
 - xi. \$3.18 million was spent on the C&I Custom Program
 - xii. \$64,000 was spent in Inter-Agency Transfers
 - xiii. Another \$69.78 million is encumbered across all budget categories but is not yet spent.

Appendix A

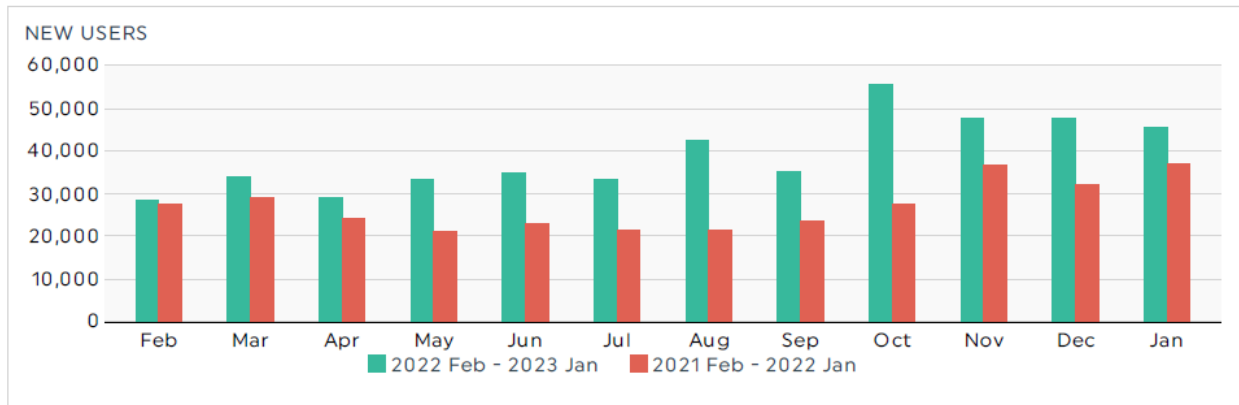
Full List of Press Coverage (plus links)

- *Maine Public Radio* quoted the Executive Director in a February 13 article about the performance of heat pumps during Maine’s recent cold snap (<https://www.mainepublic.org/climate/2023-02-13/maines-cold-snap-didnt-knock-out-heat-pumps-but-can-they-withstand-fossil-fuel-industry-pressure>). This article was also published by:
- *Vermont Public* on February 13 (<https://www.vermontpublic.org/2023-02-13/maines-cold-snap-didnt-knock-out-heat-pumps-but-can-they-withstand-fossil-fuel-industry-pressure>).
- *CleanTechnica* quoted the Executive Director in a February 9 article based on *The Washington Post* February 7 article highlighting the effectiveness of heat pumps in Maine’s cold climate (<https://cleantechnica.com/2023/02/09/heat-pump-wars-in-maine/>).
- *The Courier Gazette* posted an article on February 8 discussing the application by Union, Maine, for an electric vehicle charging grant through the Trust (<https://knox.villagesoup.com/2023/02/08/union-does-the-electric-slide/>).
- *Maine Public Radio* quoted the Executive Director in a February 8 Maine Calling radio segment on rising energy prices in Maine and steps residents can take to control how much energy they consume (<https://www.mainepublic.org/show/maine-calling/2023-02-08/high-electric-bills-and-what-can-be-done-about-rates-and-energy-use>). This article was also published by
- *Prairie Public Newsroom* on February 8 (<https://news.prairiepublic.org/2023-02-06/maine-home-can-stay-at-70-degrees-without-a-furnace-even-when-its-freezing-out>).
- *The Sun Journal* quoted the Executive Director in a February 8 article about the possibility of electric bike rebates (<https://www.sunjournal.com/2023/02/08/e-bikes-may-be-added-to-efficiency-maines-rebate-program/>). This article was also published by *Yahoo! News* on February 8 (<https://news.yahoo.com/efficiency-maine-may-add-electric-233200096.html>).
- *Government Technology* on February 9 (<https://www.govtech.com/transportation/maine-looks-to-add-electric-bikes-to-rebate-program>).
- *Maine Public* quoted the Executive Director in a February 7 article about a legislative hearing for possible electric bike rebates (<https://www.mainepublic.org/environment-and-outdoors/2023-02-07/bill-that-would-qualify-e-bikes-for-for-efficiency-maine-rebates-hinges-on-how-its-funded>).
- *The Washington Post* quoted the Executive Director in a February 7 article that highlighted the effectiveness of heat pumps in Maine’s cold climate. (<https://www.washingtonpost.com/climate-environment/2023/02/07/maine-gas-industry-heat-pumps/>).
- *The Portland Press Herald* quoted the Executive Director in a February 2 article about the introduction of legislation in Maine to launch a trial electric vehicle rebate for medium- and heavy-duty commercial vehicles (<https://www.pressherald.com/2023/02/02/lawmakers-consider-commercial-ev-truck-rebate-trial/>). This article was also posted by:
- *Yahoo! News* on February 2 (https://news.yahoo.com/lawmakers-consider-commercial-ev-truck-045900747.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAALDYkLKSPJEgOAqeeq_Xug3d-ZNMRwS7WuYcOHKA8vBLoEgbMFDcBFtsTBxvQg8X9nN-apNxlI-U19EP7MKMt76e8WatMyB5Q3Kyfamt2g9uAbdoPbFf2dcMX-ZvDX3g5zKUGY51zso9TBi6yRhk85OOvoKJ5j-TiMaU9XD4MXF).
- *Government Technology* on February 3 (<https://www.govtech.com/transportation/maine-considers-rebate-for-commercial-ev-trucks>).
- *Maine Public Radio* aired two segments prior to the cold snap during the first weekend of February that highlighted the ability of heat pumps to perform in extreme cold weather.

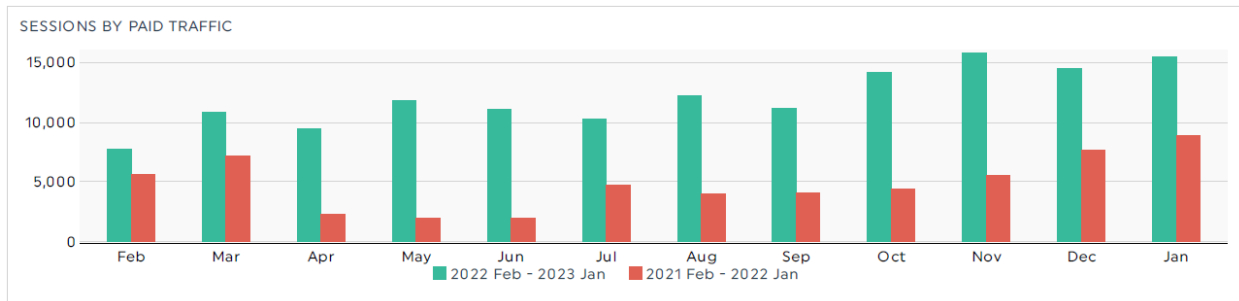
- This month, the Trust was briefly referenced in 8 additional articles.
 - *WGME 13* cited the Trust's cold climate heat pump research in a February 1 article about how upcoming cold temperatures will affect the performance of heat pumps in Maine (<https://wgme.com/news/local/extreme-cold-likely-affect-performance-heat-pumps-maine-weekend-wind-chill-oil>). This article was also posted by
 - *Fox 23* on February 1 (<https://fox23maine.com/news/instagram/extreme-cold-likely-affect-performance-heat-pumps-maine-weekend-wind-chill-oil>).
 - *Maine Public Radio* mentioned the Trust in a February 1 article describing the possibility of electric bike rebates (<https://www.mainepublic.org/politics/2023-02-01/new-bill-would-create-e-bikes-rebate-program-through-efficiency-maine>).
 - *Autoweek* mentioned the Trust in a February 1 article describing the overall cost associated with owning and operating an electric vehicle (<https://www.autoweek.com/news/a37938689/all-the-costs-in-owning-an-electric-car/>)>
 - *The American Prospect* quoted the Executive Director in a January 31 article about the national rise in heat pump installations (<https://prospect.org/environment/2023-01-31-what-could-chill-heat-pumps/>).
 - *Education Week* quoted Staff in a January 31 article about the Trust's work to install energy efficient technology in Maine schools (<https://www.edweek.org/leadership/four-things-to-know-from-a-states-push-to-switch-schools-to-heat-pumps/2023/01>).
 - *The Bangor Daily News* mentioned the Trust's programs and incentives in a January 27 article calling for more climate action in the state of Maine (<https://www.bangordailynews.com/2023/01/27/opinion/letters/letter-more-climate-coverage-needed/>).
 - *The Colorado Sun* quoted Staff in a January 26 article about using heat pumps in cold climates (<https://coloradosun.com/2023/01/26/heat-pumps-work-colorado/>).

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 Google Adwords, Google Display Network, and Facebook.



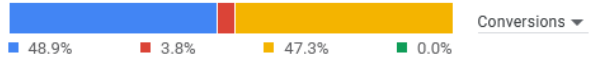
Efficiencymaine.com (represented by "/") is always the top page by sessions or path. It is the URL most advertised and used directly. Below are our top pages and paths. Organic sessions include all people who found the Efficiency Maine website through a search engine (not via an ad).

TOP LANDING PAGES BY SESSIONS	
Landing Page Path	Sessions
/	11,770
/electric-vehicle-rebates/	6,085
/at-home/heat-pump-water-heater-program/	4,665
/at-home/heating-cost-comparison/	4,547
/heat-pump-user-tips/	3,746
/home-insulation/	2,897
/about-heat-pumps/	2,818
/category/news/	2,234
/at-home/ductless-heat-pumps/	2,016
/at-home/	2,000

TOP LANDING PAGE FROM ORGANIC (SESSIONS)	
Landing Page Path	Sessions
/	7,122
/heat-pump-user-tips/	3,399
/at-home/heating-cost-comparison/	3,302
/at-home/ductless-heat-pumps/	1,482
/at-home/	1,088
/at-home/water-heating-cost-comparison/	1,035
/heat-pumps/	939
/electric-vehicle-rebates/	847
/heat-pump-user-tip-use-your-heat-pump-all-winter/	817
(not set)	656

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

Mobile phones
Tablets
Computers
TV screens



Devices