

**Executive Director's Summary Report
to the Board of Trustees
of the
Efficiency Maine Trust
December 21, 2022**

1. Public Information and Outreach

A) Awareness and Press

- **Press** (see Appendix A for additional details)
 - *Portland Press Herald* reported on the impacts of new utility rates on heat pump customers in a December 18 article.
 - *News Center Maine* quoted the Executive Director in a December 12 article about Maine's progress on reaching its climate goals.
 - *The Maine Monitor* quoted the Executive Director in a December 11 article regarding Maine's progress on its climate goals.
 - *The Bangor Daily News* posted an article on December 6 quoting the Executive Director and discussing Maine's fifth place ranking in the 2022 American Council for an Energy-Efficient Economy (ACEEE) scorecard.
 - *News Center Maine* quoted the Executive Director in a December 1 article highlighting Maine's recent strides in achieving its climate goals.
 - *Bangor Daily News* quoted staff in a December 1 article discussing the Trust's Commercial Property Assessed Clean Energy, or C-PACE, loans.
 - *WMTW 8* quoted Staff on November 12 in an article about strategies to reduce home energy costs in Maine this winter. *WABI TV* also published this article on November 13.
 - *The Portland Press Herald* quoted Staff and highlighted the success of heat pump water heaters in Maine in a November 10 article.

- **Events**
 - *Maine Public Radio* featured the HESP senior program manager in a December 12 *Maine Calling* radio segment on ways Maine residents can save on heating costs this winter.
 - The Trust's senior program manager for finance initiatives presented information about the C-PACE program at an event hosted by the Maine Real Estate & Development Association (MEREDA) on December 8.
 - The Trust's program manager for HESP presented information about the Trust's residential program at a virtual continuing education unit (CEU) course for real estate professionals on December 6; at the South Portland Library on December 7; at a Portland Sustainability Office webinar on November 29 and at an event hosted by the Maine Coalition of Home Inspection Professionals on November 17.
 - The Trust's program manager for EV initiatives shared information about electric vehicle offerings for low-income Mainers at a webinar on November 30 entitled, "Moving Maine: Low Income Offerings for Electric Vehicles."
 - Staff supported a booth presence at the Maine Principal's Association Fall Conference on November 16 and 17. Staff also presented on the Trust's commercial program and incentives at this conference.

- The Trust’s manager for government relations presented information about the Inflation Reduction Act and what it means to Maine homeowners at the Green & Healthy Maine HOMES Home and Energy Chat and a ClimateWork Maine Webinar, both on November 15.
- Representatives of the Trust’s C&I Prescriptive Initiatives supported a booth presence at the Hospitality Maine Summit on November 14 and shared information about the Trust’s commercial program.
- **Website and Outreach** (see Appendix B for additional details)
 - November website visits
 - 51,860 unique visitors
 - 11,829 visits driven by digital ads
 - Facebook
 - 4,574 followers

B) Call Center (November)

- 2,921 inbound phone calls were received, down from 3,259 last month and down from 3,241 this month a year ago. Inquiries about insulation, heat pumps, and low-income water heaters are the primary call drivers.
- 96% of calls were answered within 20 seconds (vs. a goal of 90%).
- 506 outbound calls were made compared to 1,097 this month last year, mostly for home inspection scheduling.
- 1,546 inbound emails were received, up from 989 this month last year, mostly rebate claims for the Retail Initiatives program.
- 1,073 pieces of inbound mail were processed, compared to 713 this month last year.

C) Government Relations

- Maine Public Utilities Commission (PUC)
 - The Trust submitted testimony in Central Maine Power’s (CMP’s) 2022 general rate case (Docket 2022-00152).
 - The Trust participated in technical conferences in Versant’s 2022 general rate case (Docket 2022-00255).
 - The Trust continued to monitor updates in Docket 2021-00325 related to the rollout of revised rates to support the adoption of heat pumps, EVs, and storage.

2. Program Highlights¹

A) C&I Prescriptive Initiatives (CIPI) Program

- The program team conducted 37 inspections over the past month, with a combination of virtual inspections and on sites inspections, pre- and post-installation. Satisfaction relating to installation, equipment expectations, and working with a Qualified Partner (QP) all remain high (average of 4.9 out of 5.0).
- Virtual Customer Consultations (VCCs) requests are still very active, mostly due to the rollout of multiple funding opportunity notices for the Maine Jobs and Recovery Program funds allocated to the Trust.

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 December 15, 2022, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of November 2022).

- To date, 264 VCCs have been requested, 209 of which have been completed.
- The following chart summarizes consultation activity:

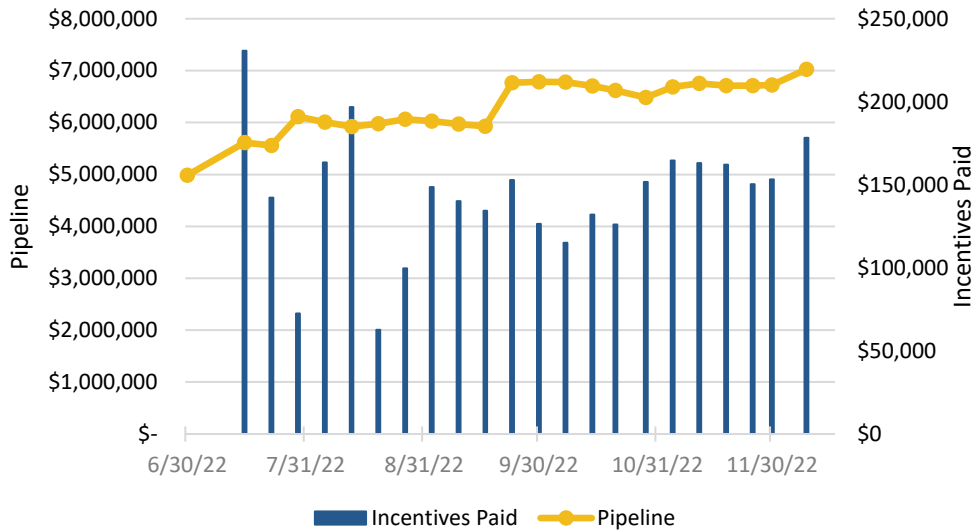
Customer Type	Count of Businesses
Agriculture (non-cannabis)	6
Automobile Sales/Service	6
Cannabis-Related	13
Convenience Store	7
Daycare	3
Grocery Store	2
Gym/Health Club	3
Healthcare	10
Lodging	40
Long-term Care	1
Manufacturing	14
Mixed Commercial Use	3
Multifamily/apartments	42
Municipal Building	20
Office	17
Other	14
Religious	7
Residential	1
Restaurant/Dining	20
Retail	11
School	22
Warehouse	2
Grand Total	264

- As of December 5, 16 projects have moved forward, with at least 37 additional projects in progress or expected to be submitted.

Electric Measures

- The pipeline of pending electric projects has increased slightly over the last month. The current pipeline is \$7.0 million. Small business lighting projects comprise \$435,000 of this pipeline.
- Of the total volume of lighting sales and discounts paid through the distributor channel to date:
 - 9% are screw-in bulbs (8% of discounts paid).
 - 91% are mogul and T8, T5, and T5HO linear replacement lamps (92% of discounts paid).
 - The lamp types with the highest volume of sales continue to be 4' T8 LED linear replacement lamps (75.6%), followed by 4' T5HO LED lamps (7.1%), and then 2' T8 lamps (2.7%).
 - Effective 1/1/2023 lamp replacement discounts for all screw-in general service LED bulbs will be discontinued. Tubular LED (TLED) lamps will continue to be discounted. Additionally, the team is preparing to launch a mogul base lamp replacement promotion. These replacement lamps are typically found in outside parking lot lights or spotlights and interior high/low bay fixtures.

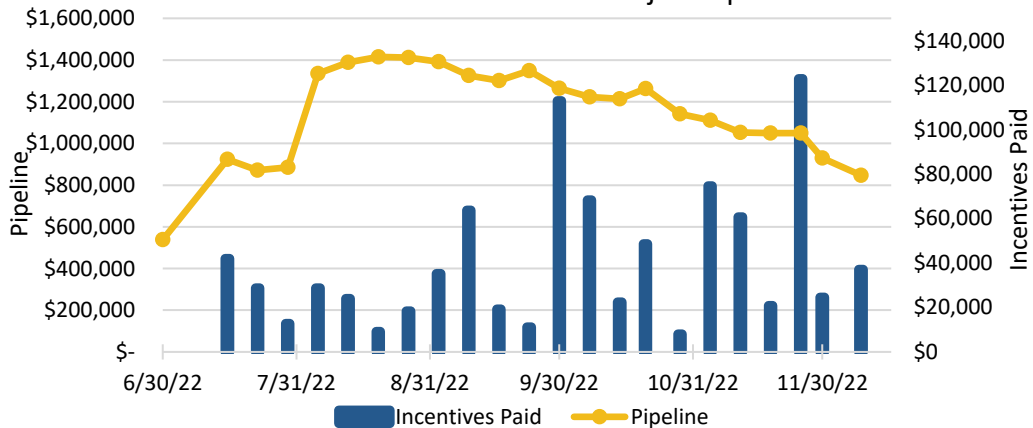
CIPI Electric - Incentives Paid & Project Pipeline

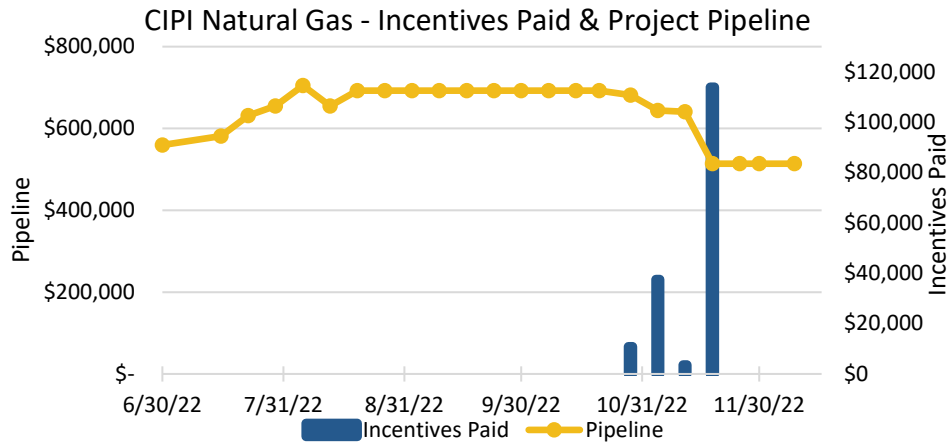


Thermal Measures

- The pipeline of pending projects funded by the Regional Greenhouse Gas Initiatives (RGGI) decreased slightly over the past month, and represents \$848,000 in incentive value. Heat pump retrofits for small businesses comprise approximately \$222,000 of the RGGI pipeline.
- Pending natural gas projects decreased this month due to incentive payments for completed projects. Current commitments are \$514,000 in incentive value, which commits nearly all FY2023 funds.
- The program team is preparing to launch a new multifamily weatherization solution for buildings with five or more apartments, starting January 2023. To promote this solution the team is preparing a funding opportunity notice (FON) for a subset of the multifamily sector, likely to focus on buildings with five to 12 units. Two webinars have been held to date as the program team is currently looking to recruit more contractors that provide insulation and air-sealing services to add to the Qualified Partner Locator Tool.

CIPI RGGI - Incentives Paid & Project Pipeline

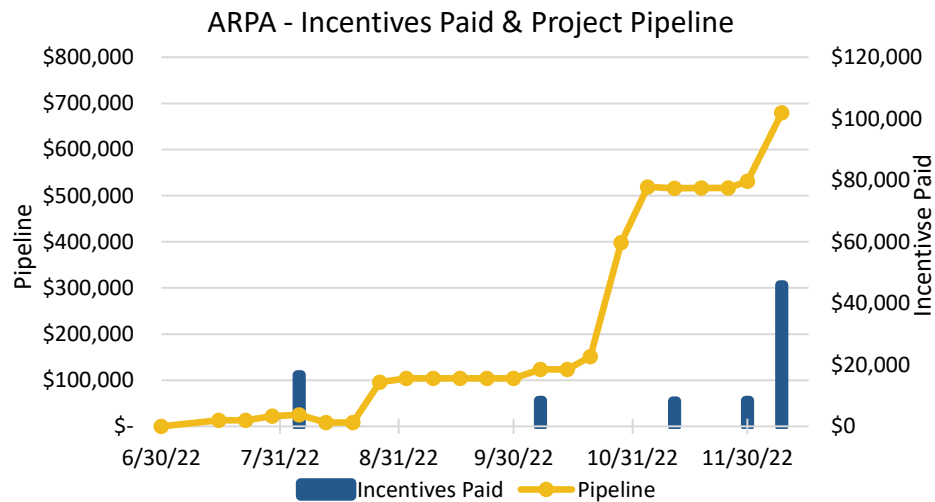




Initiatives Funded Through the Maine Jobs and Recovery Plan (MJRP)/American Rescue Plan Act (ARPA)

- The MJRP/ARPA pipeline of projects has continued to increase.
- Funding Opportunity Notice (FON) status updates as of 11/30/2022:

Funding Opportunity Notices	Pre-Approved (# in effRT)	Complete/ Paid	Estimated Incentive Total	Business Ownership Tracking or Notes
Hospitality Retrofits FON-008-2022	29 (15)	9 for \$73,829	\$1,035,789	1 woman owned, 1 veteran owned, 1 minority owned
School Retrofits FON-009-2022	11 (10)	1 for \$8,400	\$433,322	6 lighting, 5 HVAC
Small Muni Retrofits FON-010-2023	12 (9)	1 for \$5,600	\$89,921.00 (\$219,601)	5 additional applications received. 4 lighting, 8 HVAC
Long-Term Care Retrofits FON-011-2023	-	-	-	-
Totals	52 (25)	11 for \$87,829.01	\$1,559,033 (\$1,688,713)	



Updated Financials	Program Investment
FY2023 Program Budget	\$27,898,683
7/1 to 11/30 Spending	\$4,929,225
Percent of Budget Spent to Date	18%
Percent of Year Passed	42%

Additional Details on FY2023 Financials	Program Investment
Expenditures	\$3,748,762
Committed Pipeline	\$9,064,111
Total (Expenditures and Committed Pipeline)	\$13,993,336
Percent of Current Budget	50%

Energy Savings (through 11/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	10,501,115	(5,607)
Thermal Programs	(613,127)	35,819

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

Project Type (through 11/30)	Projects
Agricultural Solutions	22
Prescriptive Lighting Solutions	204
Small Business Direct Install Lighting	137
Distributor Lighting (bulbs)	20,257
Electric Heating and Cooling Solutions	271
Compressed Air Solutions	13
Natural Gas Heating Solutions	4
All Fuels Heating Solutions	3

B) C&I Custom Program

Electric and Thermal Measures

- The C&I Custom Program Review Team met once and approved four projects worth \$1,227,258 in incentive offers.
- The program added two new projects to the pipeline. The total pipeline consists of five projects worth \$474,000 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	\$19,840,247
7/1 to 11/30 Spending	\$1,151,934
Percent of Budget Spent to Date	6%
Percent of Year Passed	42%
Additional Details on FY2023 Financials	Program Investment
Expenditures	\$1,151,934
Committed	\$11,005,427
Pipeline	\$474,000
Total (Expenditures, Committed and Pipeline)	\$12,631,361
Percent of Current Budget	64%

Energy Savings (through 11/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	1,700,999	-
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 16% compared to FY2022.
- Inbound customer calls and home inspections continue to be monitored to improve customer service.

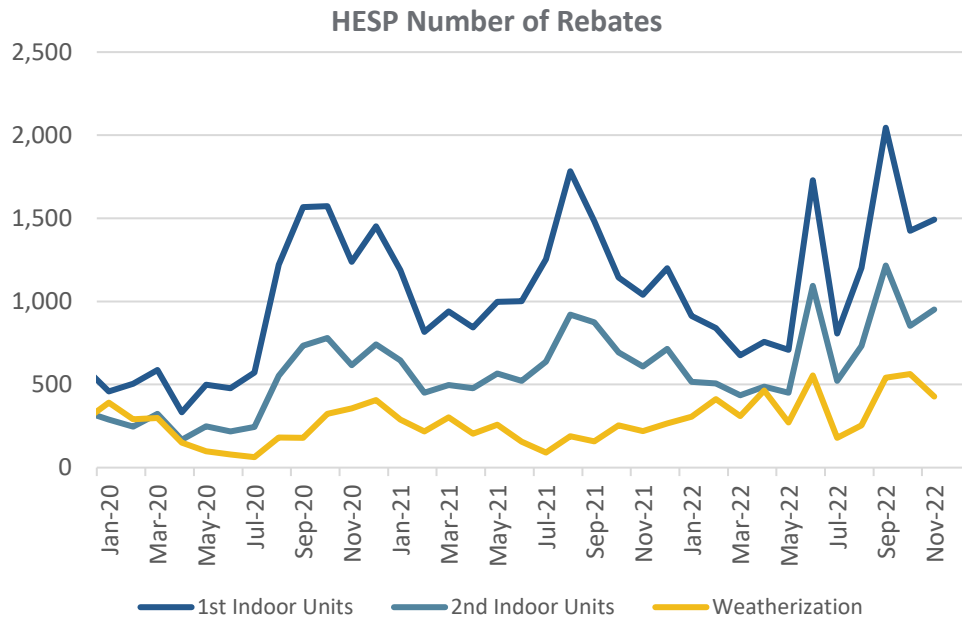
Weatherization

- Weatherization rebate volumes for November were 93% higher than last November (427 vs. 221 rebates). The number of weatherization rebates by year-end of FY2023 is forecasted to be up 61% from FY2022.
- 31% of rebated installation projects were inspected versus a goal of 15%.
 - 77% 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 81 days, down from 99 days in the last report.
- The HESP and LMI teams pre-announced weatherization rebate changes to weatherization Residential Registered Vendors (RRVs). Starting with projects completed in calendar year 2023, moderate-income individuals qualify for higher rebates than available today. At the same time, the program team has revised its rebates for low-income households to align eligibility with new federal programs and with rebates for any-income households given the new moderate-income tier.

Heat Pumps

- Heat pump rebate volumes for November were 47% higher than last November. The total number of heat pump rebates for FY2023 is forecasted to be 9% higher than FY2022's record high.
- Seven 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 74 days, up from 65 days in the last report.



Updated Financials	Program Investment
FY2023 Program Budget	\$28,617,626
7/1 to 11/30 Spending	\$12,413,829
Percent of Budget Spent to Date	43%
Percent of Year Passed	42%

Energy Savings (through 11/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(7,570,394)	136,283
Thermal Programs	611,506	18,380

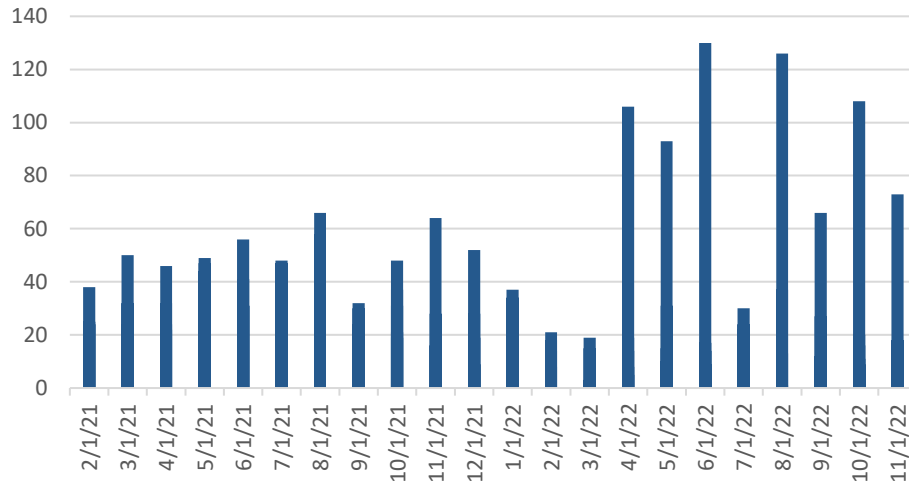
Project Type (through 11/30)	Participating Households
Heat Pumps	7,672
Weatherization and Other Heating Systems	1,208

D) Retail Initiatives Program

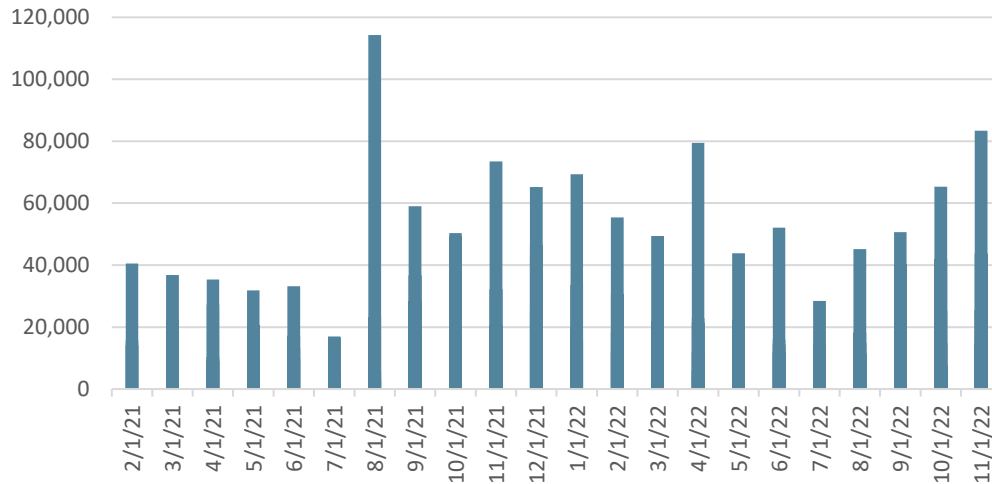
- The program forecasts rebating 4,025 heat pump water heaters (HPWHs) by the end of FY2023, up 233% from 1,724 in FY2022.
- Further negotiations with Lowe’s led the big box store to drop its price on December 1 to \$449 after Efficiency Maine’s instant discount. In October, Lowe’s heat pump water heater price was \$549 after Efficiency Maine’s instant discount. A price of \$449 (after discount) is the lowest price Lowe’s has offered, and it is very competitive with the price of their traditional electric water heaters that have been the top sellers.

- Last month, the program team’s marketing campaign led to a near total sell out of inventory. Since then, the field team worked with manufacturers to restock retailers with heat pump water heater inventory.
- The field team continues to visit every major retailer and distributor weekly to update signage, train employees, and ensure that shelves are stocked.
- The \$100 DIY Winter Prep Rebate promotional rebate has paid out \$109,000 across 1,375 rebates so far.

Monthly Retail HPWH sales (invoiced)



Monthly Bulb Sales – Retail (including unaudited estimates)



Updated Financials	Program Investment
FY2023 Program Budget	\$13,468,336
7/1 to 11/30 Spending	\$3,090,792
Percent of Budget Spent to Date	23%
Percent of Year Passed	42%

Energy Savings (through 11/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	16,354,828	(15,793)
Thermal Programs**	-	-

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

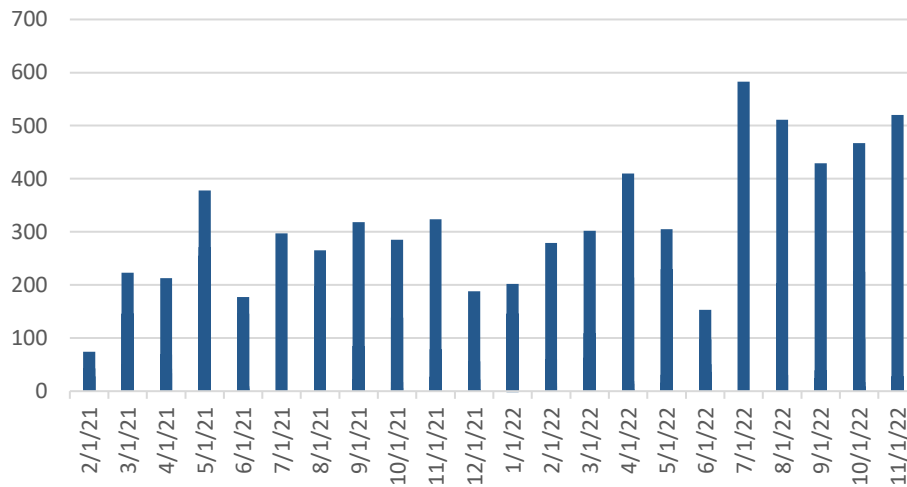
**Savings do not include activities under the DIY Winter Prep Rebate promotion.

Rebate Type (through 11/30)	Projects
Light Bulbs	525,551
Appliance Rebates	2,551

E) Distributor Initiatives

- The program forecasts rebating 7,206 heat pump water heaters (HPWHs) using instant discounts at distributor branches by the end of FY2023. All Maine plumbing distributors are participating in our heat pump water heater initiative, and they are outselling retailers in HPWH sales by a ratio of 2 to 1. 75% of the top electric water heaters sold by distributors are heat pump units versus only 30% at retail.
- Granite Group continues to offer heat pump water heaters direct to homeowners for \$599 after instant discount, compared to \$549 at Home Depot and \$449 at Lowe's.

Monthly Distributor HPWH sales (invoiced)



Updated Financials	Program Investment
FY2023 Program Budget	\$13,374,332
7/1 to 11/30 Spending	\$3,302,419
Percent of Budget Spent to Date	25%
Percent of Year Passed	42%

Energy Savings (through 11/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	1,950,486	12,127
Thermal Programs	-	343

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

Rebate Type (through 11/30)	Projects
Heat Pump Water Heaters	2,170
Electronically Commuted Pumps	1,711
Distributor HVAC (NG)	27

F) Low Income Initiatives

- So far, 2,882 Mainers have pre-screened as low- or moderate-income using Efficiency Maine’s online income-based eligibility verification form.

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

- Outreach for this initiative is now automated once households confirm eligibility on our website. DIY kits include LED bulbs, faucet aerators, and an optional showerhead. The program has delivered kits to 460 households since July 1.

Low Income Heat Pump Water Heater Initiative

- Since July 1, 371 heat pump water heaters have been installed. An additional 423 HPWH installations have been reserved.

Arrearage Management Program (AMP)

- The program has seen 252 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 are a fit for a heat pump water heater installation.

Affordable Housing – Passive House Design Pilot:

- A recent site visit by Staff to a new Avesta multi-family development revealed that many of the Passive House learnings from the Valley Street project (Portland) build are being used in other builds by both Avesta and the lead construction firm Landry/French.

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

- Since July 1, this initiative has rebated 878 weatherization measures and 735 single-zone heat pumps.
- Starting January 1, the program will launch a new moderate-income pathway for households having an adjusted gross income of \$70,000 or less for single filers, and \$100,000 or less for joint filers. These households are eligible for 60% of the insulation project cost up to a \$6,000 rebate.
- The backlog for heat pump installs is averaging 55 days due to high demand, but the backlogs are trending downward.
- The backlog for weatherization projects is 60 days due to high demand. The backlog is in a steady state.

Updated Financials	Program Investment
FY2023 Program Budget	\$16,432,010
7/1 to 11/30 Spending	\$4,958,720
Percent of Budget Spent to Date	30%
Percent of Year Passed	42%
Additional Details on FY2023 Financials	Program Investment
Expenditures	\$4,958,720
Pipeline	\$2,128,050
Total (Expenditures & Committed Pipeline)	\$7,086,770
Percent of Current Budget	43%

Energy Savings (through 11/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	776,863	(201)
Thermal Programs	(1,722,405)	27,915

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

Installations (through 11/30)	Units
Direct Installs	617
Market-based Installs	846

G) Renewable Energy Demonstration Grants Program

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

H) Electric Vehicle (EV) Initiatives

Electric Vehicle Supply Equipment (EVSE)

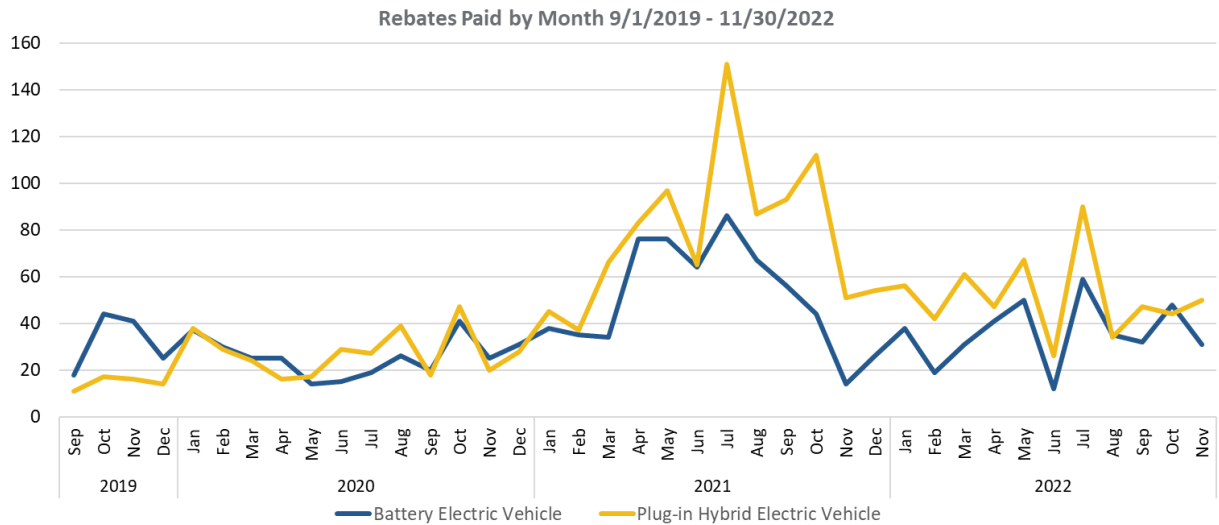
- Staff released a request for proposals (RFP) for electric vehicle DC fast charging stations in target areas located in Northern and Eastern Maine. These areas are consistent with the Maine Plan for EV Infrastructure Deployment published by the Maine Department of Transportation (MaineDOT) in July 2022. Proposals will be due on January 6th, 2023.
- Twenty-nine applicants have applied for EMT's Level 2 Rural EV charging FON. The deadline for applications has been extended to January 17, 2023.

EV Rebates

- The program issued 81 EV rebates in the month of November. Supply chain disruptions continue to constrain vehicle supply and are expected to continue throughout the next year.
- The top EV models sold for the month of November were the Toyota RAV4 Prime, Toyota Prius Prime, and the Chevy Bolt EUV.

EV Public Information and Outreach

- Staff presented a webinar on low- and moderate-income EV initiatives to Moving Maine.
- Staff presented a webinar for bidder's interested in the DC fast charging stations RFP in Northern and Eastern Maine.



Total Rebates By Technology Type (9/1/2019 – 11/30/2022)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	1,448 (43%)	\$4,077,000 (68%)
PHEV (Plug-in Hybrid Electric Vehicle)	1,895 (57%)	\$1,911,000 (32%)
Total	3,343	\$5,988,000

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2023 Program Budget	\$6,636,700	\$7,958,173
7/1 to 11/30 Spending	\$8,354	\$713,546
Percent of Budget Spent to Date	0.1%	9%
Additional Committed	\$2,527,557	\$617,956
Percent of Year Passed		42%

i) Demand Management Program

Demand Response Initiative

- Staff continue to analyze utility interval data to finalize the program’s performance-based incentive payments. Staff anticipate final payments to be made before the new year.
- Vendor feedback will be collected over the coming weeks with the goal of improving program design for the summer calendar year 2023 capacity season. The program opportunity notice (PON) for this coming summer capacity season will begin pre-approving curtailment service providers (CSPs) in late January with customer enrollment ideally starting in early March.

Load Shifting Initiative

- Staff launched an RFP to procure services for a Distributed Energy Resource Management Service (DERMS) provider to support the implementation of the load shifting initiative (LSI) and other demand-side management initiatives run by Efficiency Maine.

J) Strategic Initiatives

• Innovation

- Integrated Controls Pilot: A final report with supporting data has been delivered to the Trust for review. Staff will present the findings to the Board at a future meeting.
- Whole Home Heat Pump Solutions Pilot: Work continues for “Phase 2” of the pilot and has focused on expanding the outreach to mobile home owners done last year to reach more homes in FY2023 through meetings, emails, phone calls, and solicitations within several parks. Five installations are expected to be completed by the end of the year, with an additional 10 participants recruited so far.
- Hydronic Heat Pump with Thermal Storage Pilot: Improvements have been made to the SCADA device in the pilot. SpacePak Monobloc heat pumps will be installed in two pilot homes in the next few weeks, with the field-ready SCADA implementation expected in mid-January.
- Level 2 Smart Charging Pilot: Staff expect a final version of the L2 Smart Charge Pilot report soon.

• 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: Demand since July 1 continues to exceed historical patterns. Staff is closely monitoring activity and developing plans to address high demand for loans as well as to pursue third-party capital to maintain – and expand – loan offerings.
- Small Business Loans: The Trust has no new information to report on this initiative this month.
- C-PACE: Staff has issued a proposed rulemaking, and is planning to finalize it in early calendar year 2023.
- Whole Home Heat Pump Solutions Pilot: The pilot reported above in Innovation includes a financing component that will enable homeowners to lease their heat pump system for low monthly payments over 50 months. At the end of the lease period, they will own the system. Staff is drafting a lease agreement and working with a vendor to prepare for lease servicing.
- Staff is exploring opportunities to offer lease arrangements to municipalities and school districts that participate in Efficiency Maine’s commercial and industrial programs. Staff is collaborating with local lenders and stakeholders to design and implement this finance initiative.

L) Other Initiatives

Agricultural Fair Assistance Program

- A funding opportunity notice (FON) was launched in August. Three informational webinars were held with 19 fairs attending. The application deadline was originally 11/30/2022, but was extended to 12/30/2022 to allow unfinished applications to be completed.
- Of 13 applications received so far, 6 fairs were eligible, and 7 fairs were deemed ineligible (because they were in the SGS rate class, which does not incur demand charges).
- The funding award announcement will be made during the Maine Agricultural Fair Association annual conference held on January 27-29, 2023.

Lead By Example

- The C&I Custom program team has completed a preliminary cost-effectiveness screening and invited 7 state agency facilities to apply. Of those, one has received approval for

technical assistance funding to support the development of a bid solicitation and one has received an incentive approval.

- In total, the program has engaged with more than 10 different agencies representing more than two dozen potential facilities.
- The energy services contractor has begun collecting data from agencies to develop an energy and emissions baseline profile for State buildings.

3. Administration and Finance Highlights

A) Administration

- Staff completed an annual report on the activities funded with the Dirigo Fund and HQ Fund from the NECEC Settlement.
- Staff conferred with Department of Administration and Finance to clarify the procedure for securing remittance of funds from the Maine Jobs and Recovery Plan.

B) Financial

Revenues

- The sum of the year's new revenues from state and regional sources through the end of November 2022 was \$38.1 million out of a total expected annual revenue of \$78.6 million. Approximately \$390,000 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 \$1.5 million. The total budgeted revenue for FY2023 is \$102.2 million.

Expenditures

- Total expenditures through the end of October 2022 were \$27.8 million of which approximately:
 - i. \$3.15 million was spent on Administration (excluding interfund transfers)
 - ii. \$69,000 was spent on Public Information
 - iii. \$152,000 was spent on Evaluation work
 - iv. \$276,000 was spent on Innovation Pilots
 - v. \$4.96 million was spent on Low Income Initiatives
 - vi. \$3.09 million was spent on the Retail Initiatives Program
 - vii. \$3.30 million was spent on the Distributor Initiatives Program
 - viii. \$12.41 million was spent through HESP
 - ix. \$4.93 million was spent through the C&I Prescriptive Initiatives Program
 - x. \$1.15 was spent on the C&I Custom Program
 - xi. \$0 was spent in Inter-Agency Transfers
 - xii. Another \$82.11 million is encumbered across all budget categories but is not yet spent.

Appendix A

Full List of Press Coverage (plus links)

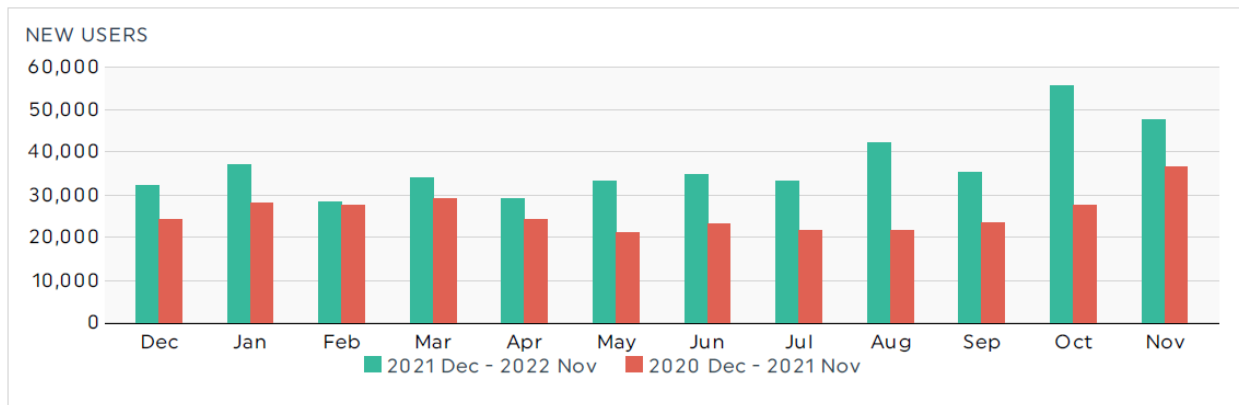
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- *The Maine Monitor* quoted the Executive Director in a December 11 article regarding Maine's progress on its climate goals (<https://www.themainemonitor.org/visualizing-maines-progress-toward-its-climate-goals/>).
- *The Good Men Project* quoted the Executive Director in a December 9 article about the Trust's Commercial Property Assessed Clean Energy, or C-PACE, loans (<https://goodmenproject.com/featured-content/commercial-building-owners-are-about-to-get-a-new-tool-to-fight-climate-change-in-maine/>). This article was originally published by *Energy News Network* in October of 2022.
- *NASDAQ* posted an article on December 9 discussing the differences between electric and gas heating systems and cited the Trust's resources comparing the cost of the two systems (<https://www.nasdaq.com/articles/electric-heat-vs-gas-heat-which-is-cheaper>).
- *The Bangor Daily News* posted an article on December 6 quoting the Executive Director and discussing Maine's fifth place ranking in the 2022 American Council for an Energy-Efficient Economy (ACEEE) scorecard (<https://www.bangordailynews.com/2022/12/06/mainefocus/maine-most-improved-state-energy-efficiency-efforts/>).
- *WMTW 8* quoted the Senior Residential Program Manager in a December 5 article about the Trust's available rebates to help lower energy costs this winter (<https://www.wmtw.com/article/rebates-maine-homes-heatpumps/42158756>).
- *The Times Record* quoted the Senior Residential Program Manager in a December 5 article about the town of Freeport's potential plan to offer residents rebates for heat pumps, electric vehicles and more (<https://www.pressherald.com/2022/12/05/freeport-weighs-local-heat-pump-rebates-as-energy-costs-rise/>).
- *The Maine Monitor* quoted the Senior Residential Program Manager in a December 4 article about weatherization in Maine (<https://www.themainemonitor.org/maine-weatherization-contractors-race-to-hire-and-expand-as-demand-booms/>). This article was originally published by *Energy News Network* in August of 2022.
- *News Center Maine* quoted the Executive Director in a December 1 article highlighting Maine's recent strides in achieving its climate goals (<https://www.newscentermaine.com/article/news/politics/gov-mills-touts-climate-council-accomplishments-in-two-years-since-inception-maine-politics-environment/97-25efd5ed-59a8-478f-9973-f2ca5e93a12a>).
- *Bangor Daily News* quoted the Trust's Program Manager of Finance Initiatives in a December 1 article discussing the Trust's Commercial Property Assessed Clean Energy, or C-PACE, loans (<https://www.bangordailynews.com/2022/12/01/mainefocus/energy-efficient-loans-program-joam40zk0w/>).
- *EcoWatch* quoted the Executive Director in a November 16 article about the Trust's Commercial Property Assessed Clean Energy, or C-PACE, loans (<https://www.ecowatch.com/maine-clean->

[energy-upgrades.html](#)). This article was originally published by *Energy News Network* in October of 2022.

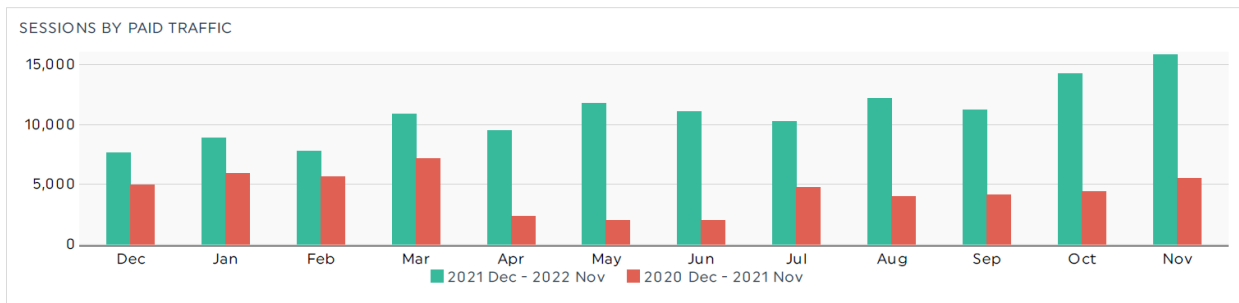
- *WMTW 8* quoted the Senior Residential Program Manager on November 12 in an article about strategies to reduce home energy costs in Maine this winter (<https://www.wmtw.com/article/rebates-offer-maine-homeowners-financial-incentives-to-become-more-energy-efficient/41939580>). This article was also posted by:
 - *WABI TV* on November 13 (<https://www.wabi.tv/2022/11/13/rebates-offer-maine-homeowners-financial-incentives-become-more-energy-efficient/>).
- *The Portland Press Herald* published an article on November 11 about tackling the challenge of home heating prices in Maine this winter and mentioned the Trust's programs and resources (<https://www.pressherald.com/2022/11/11/sen-eloi-vitelli-staying-warm-at-home-as-the-weather-turns-colder/>).
- *The Portland Press Herald* posted an article on November 11 announcing a free Weatherization and Heating Resources workshop on Saturday, November 19 hosted by the Trust along with other local organizations (<https://www.pressherald.com/2022/11/11/snug-it-up-home-weatherization-heating-resources-workshop-takes-place-at-scarborough-public-library/>).
- *The Portland Press Herald* posted an article on November 10 quoting the Senior Residential Program Manager and highlighting the success of heat pump water heaters in Maine (<https://www.pressherald.com/2022/11/10/our-sustainable-city-hot-water-heat-pump-price-drop-and-rebates/>). This article was also published by:
 - *USA Max News* on November 10 (<https://usamaxnews.com/our-sustainable-city-price-reduction-of-heat-pumps-for-hot-water-and-rebates-usa-max-news/>)
 - *Rare Techy* on November 10 (<https://raretechy.com/our-sustainable-city-hot-water-heat-pump-price-reduction-and-cost-savings-rare-techy/>).
- *Seacoastonline* published an article on November 9 that mentioned the Trust's programs and incentives in the context of lower home heating costs during Maine's winter (<https://www.seacoastonline.com/story/opinion/columns/2022/11/09/getting-ready-stay-warm-this-winter-with-heat-pumps/69629806007/>).

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
/	14,033
/at-home/heating-cost-comparison/	5,452
/electric-vehicle-rebates/	5,422
/at-home/heat-pump-water-heater-program/	5,191
/heat-pump-user-tips/	4,310
/about-heat-pumps/	3,394
/home-insulation/	3,178
/at-home/ductless-heat-pumps/	2,657
/at-home/100-diy-winter-prep-rebate/	2,289
/at-home/	2,060

TOP LANDING PAGE FROM ORGANIC (SESSIONS)	
Landing Page Path	Sessions
/	7,824
/at-home/heating-cost-comparison/	4,287
/heat-pump-user-tips/	3,895
/at-home/ductless-heat-pumps/	1,832
/heat-pumps/	1,213
/at-home/	1,165
/at-home/water-heating-cost-comparison/	766
(not set)	676
/electric-vehicle-rebates/	532
/about-heat-pumps/	501

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

