

Executive Director's Summary Report

to the Board of Trustees
of the
Efficiency Maine Trust

June 22, 2022

1. Public Information and Outreach

A) Awareness and Press

- **Press**
 - Recent press stories of the Trust's programs covered electric vehicle (EV) initiatives and newly enhanced offerings for business customers, including:
 - Multiple television and print outlets covering the June 17, 2022 announcement by the Governor and the Trust that Efficiency Maine would release a Funding Opportunity Notice for public schools using federal funds under the Maine Jobs and Recovery Plan.
 - *CleanTechnica* quoted the Staff in a May 31 article about how heat pumps are a promising climate solution.
 - *The Portland Press Herald* quoted the Trust's Executive Director in a May 20 article about Maine businesses aiming to switch to 100 percent renewable energy.
 - *Maine Public Radio* quoted Staff in a May 19 article about heat pump installations in Maine.
 - See Appendix A for more detailed descriptions and links to these and other articles.
- **Events**
 - Staff hosted the Annual Event and Awards Ceremony in Freeport on June 16. Nearly 200 attendees joined the celebration of the top-performing contractors in the Trust's programs and the recognition of E2Tech as the recipient of the Phil Hastings Award.
 - Staff presented information about the Trust's EV initiatives at a June 9 virtual meeting hosted by the Consortium for Energy Efficiency that discussed the role of EVs in the integrated home.
 - Staff represented the Trust at the Maine Climate Action Webinar Series on May 26 and shared information about the Trust's programs to help low- to moderate-income households.
 - Staff supported a booth presence at the Maine Real Estate & Development (MEREDA) Spring Conference on May 24.
- **Website and Outreach** (see Appendix B for additional details)
 - May website visits:
 - 36,272 unique visitors
 - 11,754 visits driven by digital ads
 - Facebook
 - 4,463 followers

B) Call Center (May)

- 2,728 inbound phone calls were received, roughly the same as last month but up from 1,537 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%).
- 1,064 outbound calls were made compared to 505 this month last year, mostly for home inspection scheduling.
- 1,203 inbound emails were received, up from 790 this month last year, mostly rebate claims for the Retail Program.
- 721 pieces of inbound mail were processed, compared to 9,639 this month last year. Most were for our low-income direct-mail program.

C) Government Relations

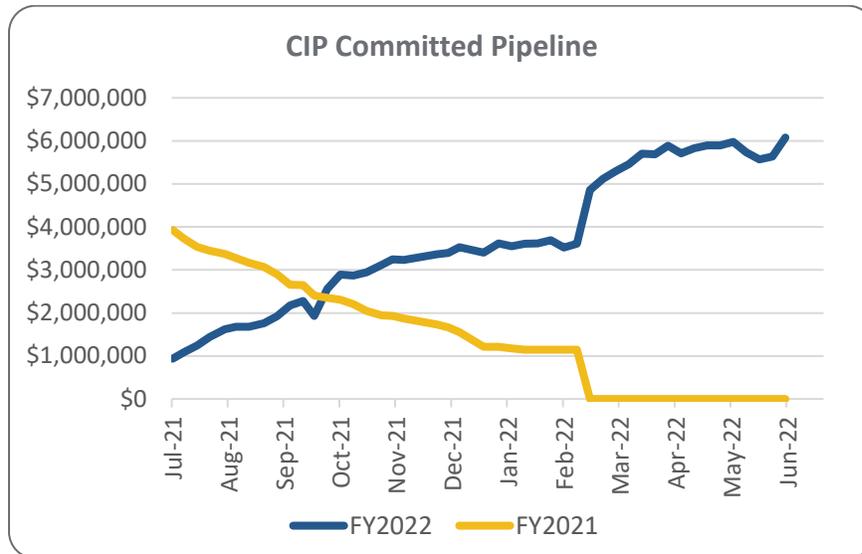
- Maine Public Utilities Commission (PUC)
 - Staff completed all outstanding compliance filings needed to finalize the Triennial Plan V process.
 - Staff continued participation in a settlement conference for the PUC's rate design investigation (Docket Number 2021-00325).
 - Staff attended the final conference in the Grid Modernization case (Docket 2019-00309)
 - Staff participated in the review of CMP's area study process with the NWAC

2. Program Highlights¹

A) C&I Prescriptive (CIP) Program

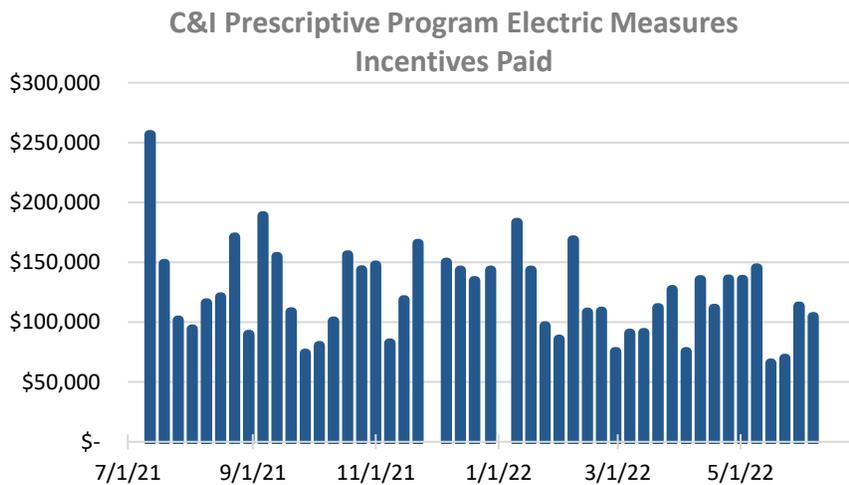
- The pipeline of pending electric projects has slightly increased over the last month and is now approximately \$5 million.
- The RGGI pipeline decreased by \$135,000 due to a large project that did not proceed. The Natural Gas pipeline increased nearly \$167,000. Bangor Natural Gas, Maine Natural Gas, and Unitil have fully committed funds for FY2022; Summit Natural Gas has funds remaining.

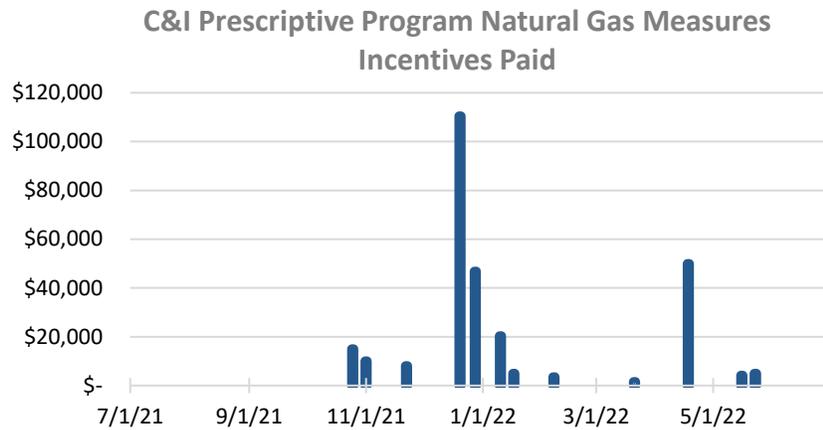
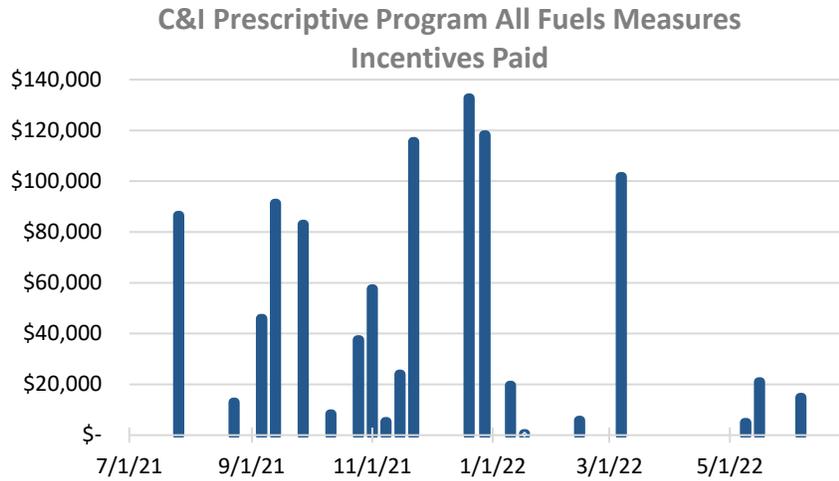
¹ The Updated Financials table reported for each Program reflects data pulled from the Trust's financial management system at mid-month; the Energy Savings table reflects data pulled from the Efficiency Maine project tracking database on June 15, 2022, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of May 2022).



- The program team conducted 49 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 4.97 out of 5. Overall average ratings remain 4.9.
- Prescriptive horticultural lighting continues to see increased activity. To date, 33 projects totaling over \$625,000 in incentives have been pre-approved with multiple projects currently under review. Seventeen projects have been completed and paid (about \$345,000), and two other projects are complete and awaiting an inspection. There are 17 additional prescriptive projects under review. A few previously pre-approved projects have been cancelled.
- Virtual Customer Consultations (VCCs) are a new service offered by the Trust to connect directly with end users and boost program activity by discussing and matching their individual needs to C&I solutions. Statewide marketing, promotion through funding opportunity notices (FONs), and a new “How to Get Started” video have contributed to a successful rollout. Activity to date includes:
 - 78 VCCs requested as of 6/6/22
 - 36 VCCs – completed as of 6/6/22
 - 28 VCCs – scheduling in progress
 - 6 VCCs – customers were unresponsive after multiple outreach attempts
 - 4 VCCs – customers were determined to be residential and directed to the Home Energy Savings Program (HESP)
 - 4 VCCs – other (duplicate request, declined VCC/attended FON for info)
- Preparations are underway for Qualified Partner (QP) annual certification which will begin in June prior to the start of the next program year. This year, the program will be hosting four in-person sessions throughout the state and two live webinars. Registrations for each session is nearly at capacity. The program will continue to offer the online training platform as well.
- The QP network has provided the following market insights:
 - Job market volatility continues (QPs are moving to different companies)
 - Customers are still recovering from COVID-related issues
 - Program is observing very long lead times on larger HVAC equipment, some lighting projects
- Funding opportunity notice (FON) updates:

- The program launched the Hospitality Retrofits Funding Opportunity Notice on May 1, 2022. Five projects have been pre-approved so far, totaling \$25,200 in incentives. This opportunity offers incentives for 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 is exhausted.
- The program has planned to launch a series of FONs focusing on local government, schools, and congregate housing facilities, with funds from the Governor’s Maine Jobs and Recovery Plan (MJRP) and the American Recovery Plan Act (ARPA).
 - Priority/focus areas:
 - Entities a) serving small population sizes, b) located in rural areas, c) serving economically disadvantaged communities
 - HVAC beneficial electrification (e.g., heat pumps for space and water heating, ERV systems); focus on retrofits where entities are currently using unregulated fuels)
 - Launch plans:
 - Public Schools – released June 27, 2022
 - Local Government – August 2022
 - Congregate Housing (Long-Term Care) – October 2022





Updated Financials	Program Investment
FY2022 Program Budget	\$22,611,609
7/1 to 5/31 Spending	\$7,831,481
Percent of Budget Spent to Date	35%
Percent of Year Passed	92%

Additional Details on FY2022 Financials	Program Investment
Expenditures	\$7,831,481
Committed Pipeline	\$6,077,522
Total (Expenditures and Committed Pipeline)	\$13,909,003
Percent of Current Budget	62%

Energy Savings (through 5/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	31,158,349	(2,895)
Thermal Programs	(131,404)	542,766

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

Project Type (through 5/31)	Projects
Prescriptive Lighting Solutions	797
Electric Heating and Cooling Solutions	441
Compressed Air Solutions and Other	54
Natural Gas Heating and Cooling Solutions	16
All Fuels Heating and Cooling Solutions	14

B) C&I Custom Program

- The C&I Custom Program Review Team met once and approved 1 project worth \$80,013 in incentive offers.
- The program added 7 new projects to the pipeline, 3 of which are large. The total pipeline now consists of 16 projects worth \$2,066,035 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 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	\$14,118,425
7/1 to 5/31 Spending	\$2,607,169
Percent of Budget Spent to Date	18%
Percent of Year Passed	92%
Additional Details on FY2022 Financials	Program Investment
Expenditures	\$2,607,169
Committed	\$8,318,901
Pipeline	\$2,066,035
Total (Expenditures, Committed and Pipeline)	\$12,992,105
Percent of Current Budget	92%

Energy Savings (through 5/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	5,415,453	(1,227)
Thermal Programs	(41,782)	72,361

C) Small Business Initiative (SBI)

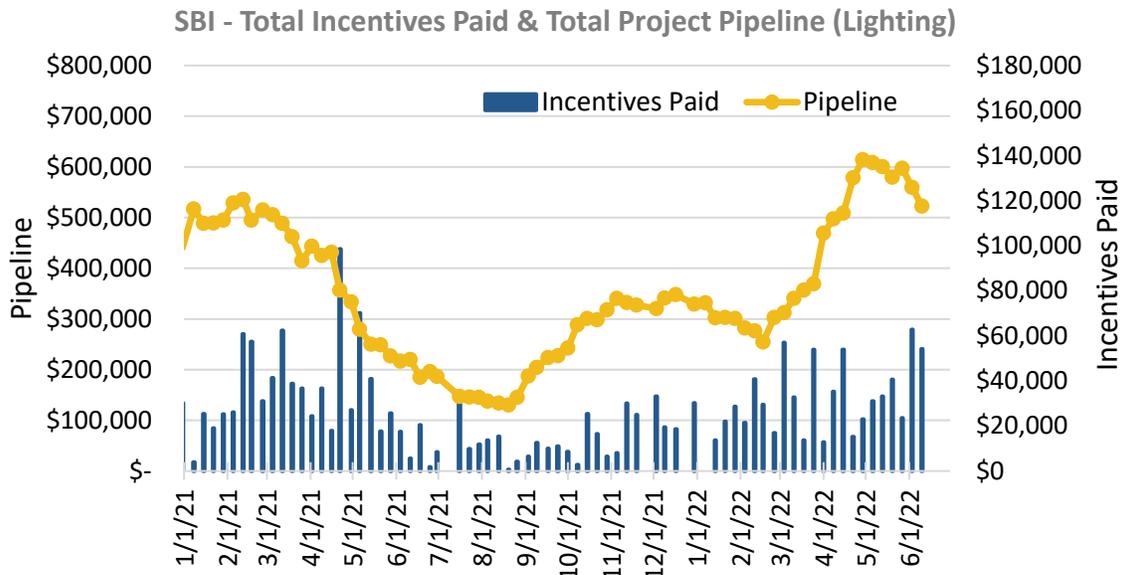
- SBI activity for regions launched in FY2021:

	Region 23 Lewiston/ Auburn
Region Launch Date	Jan-21
# of Participating Lighting Contractors	12
Lighting Assessments Requested/Assigned	99

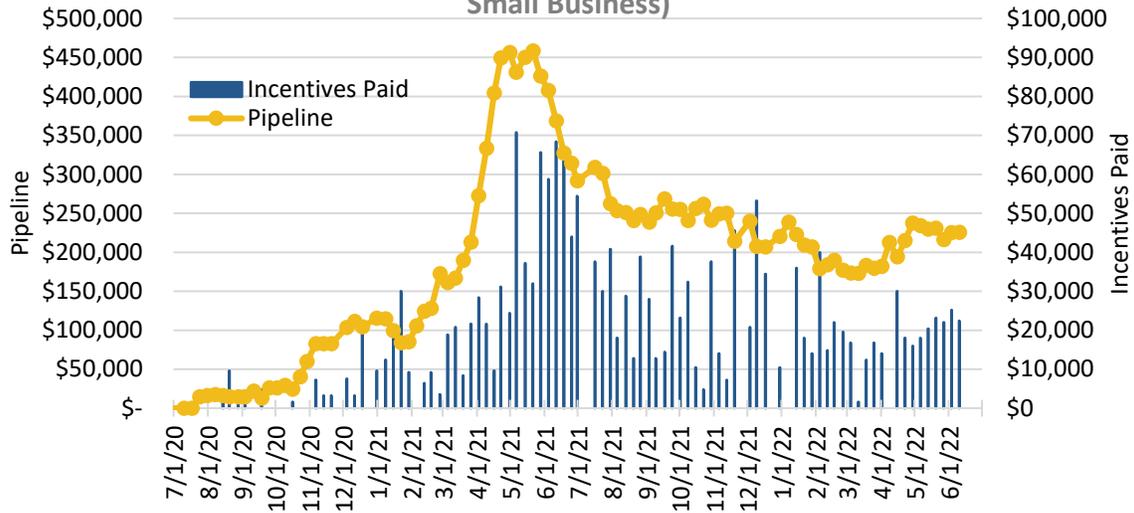
Lighting Assessments Completed	80
Pre-approved Projects	66
Signed SOWs	54
Lighting Installations Underway	3
Lighting Projects Completed & Paid	48

- SBI activity for regions launched in FY2022:

	Region 24 Biddeford/ Saco	Region 25 Machias/ Route 9	Region 26 Brunswick/ Topsham	Region 27 Bath Area	Region 28 Camden/ Wiscasset	Region 29 Northern Aroostook County
Region Launch Date	Jul-21	Aug-21	Sep-21	Sep-21	Sep-21	Jan-22
# of Participating Lighting Contractors	4	11	5	5	5	12
Lighting Assessments Requested/Assigned	20	109	22	6	60	144
Lighting Assessments Completed	16	108	15	3	46	120
Pre-approved Projects	15	100	13	3	35	107
Signed SOWs	7	95	12	3	28	89
Lighting Installations Underway	0	7	0	0	2	33
Lighting Projects Completed & Paid	7	80	11	3	24	46



SBI - Total Incentives Paid & Total Pipeline (Heat Pump Retrofits for Small Business)



Updated Financials	Program Investment
FY2022 Program Budget	\$5,907,936
7/1 to 5/31 Spending	\$2,531,094
Percent of Budget Spent to Date	43%
Percent of Year Passed	92%
Additional Details on FY2022 Financials	Program Investment
Expenditures	\$2,531,094
Committed Pipeline	\$748,455
Total (Expenditures & Committed Pipeline)	\$3,279,549
Percent of Current Budget	56%

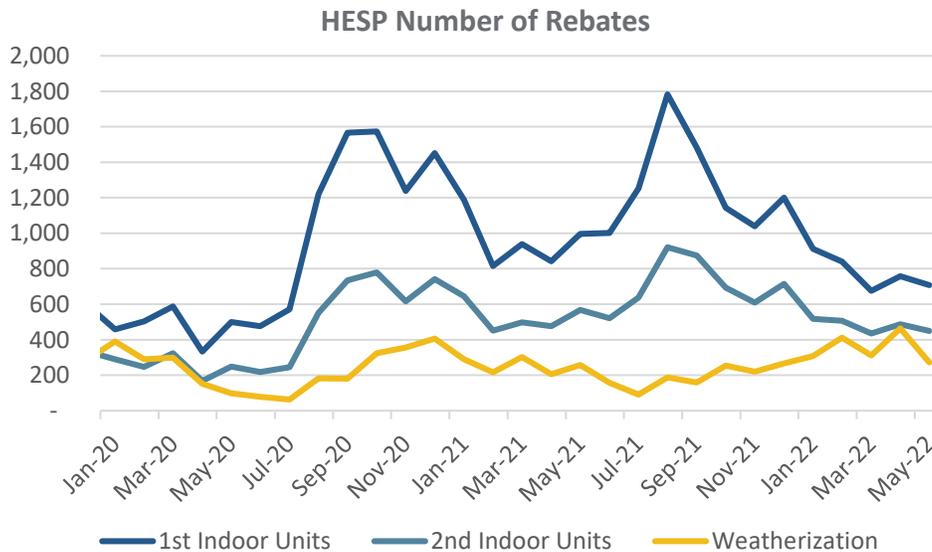
Energy Savings (through 5/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	1,601,949	(1,370)
Thermal Programs	(1,239,416)	17,836

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

Project Type (through 5/31)	Projects
Lighting	285
Heat Pump Retrofits	337

D) Home Energy Savings Program (HESP)

- The total number of rebates is up 1% fiscal year-to-date compared to FY2021 and is forecasted to end up 1% by year end.
- Weatherization
 - Weatherization rebate volumes for May were 5% higher than last May. Demand was driven by program modifications in September and January, by the largest-ever marketing campaign for the program, and growing concern about energy price increases. Weatherization rebates had been lagging FY2021 for the first part of the year but are now 7% ahead year-to-date. The program forecasts that the recent upswing in demand will make up all the shortfall from the first half of the year and end up 12% above last year.
 - Inbound calls, emails, and web views on the subject of weatherization are all up.
 - Contractor backlogs have risen to nearly 90 days. This is occurring during a typically “slow” time of year. Contractors are reporting giving their employees raises and hiring to add capacity.
- Heat Pumps
 - A statewide heat pump marketing campaign (digital ads, print ads, radio ads, direct mail, and email) is yielding high demand.
 - May heat pump rebates were down 26% compared to last April. Year to date they are on pace to nearly equal last year -- the forecast is 1% below last year’s record for HESP of 20,000 heat pump rebates.
 - Technical field representatives used virtual tools to inspect 21% of rebated heat pumps compared to a goal of 10% to 15%. Ninety percent of customers ranked their overall heat pump experience either a 9 or 10 on a scale of 0 to 10.
 - Inbound customer calls and home inspections continue to be monitored to improve customer service.



Updated Financials	Program Investment
FY2022 Program Budget	\$25,601,547
7/1 to 5/31 Spending	\$17,583,016
Percent of Budget Spent to Date	69%
Percent of Year Passed	92%

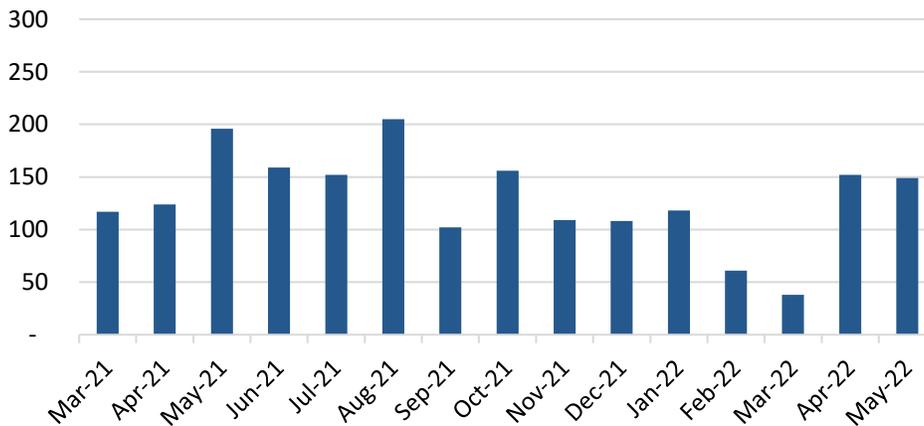
Energy Savings (through 5/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(19,033,847)	281,676
Thermal Programs	834,669	27,246

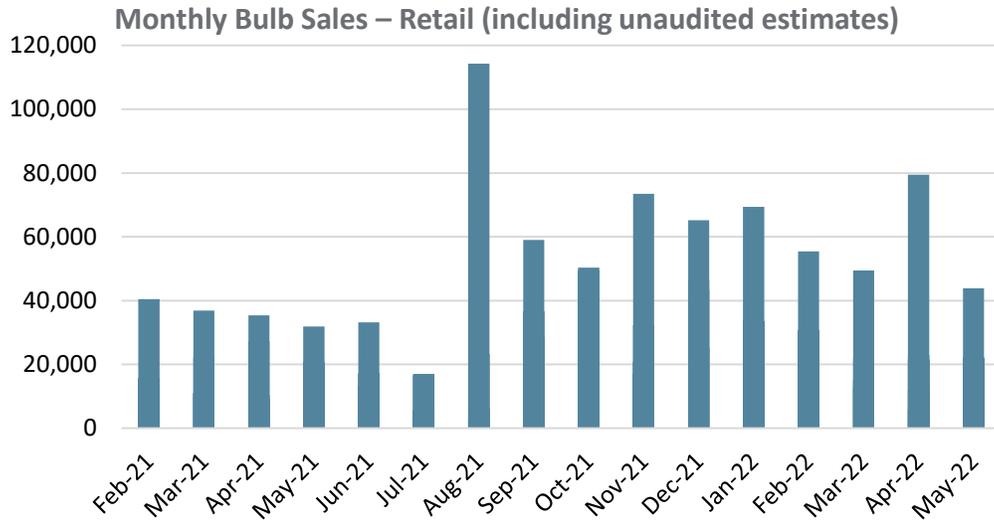
Project Type (through 5/31)	Participating Households
Electric Measures	12,794
Thermal Measures	1,701

E) Retail Initiatives Program

- The program forecasts 1,228 heat pump water heaters (HPWHs) using mail-in rebates and an additional 593 HPWH using instant discounts by year-end.
- Though Lowe’s joined Home Depot in offering instant discounts on HPWHs in April, prices are still much more favorable through the distributor channel than at retail stores, so plumbers are buying almost exclusively through distributors. Lowe’s dropped its HPWH prices by \$200 at the end of May and the program team is encouraging Home Depot will do the same.
- The program forecasts rebating 1.8 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.

Monthly Retail HPWH Sales (invoiced)





Updated Financials	Program Investment
FY2022 Program Budget	\$9,082,980
7/1 to 5/31 Spending	\$6,458,140
Percent of Budget Spent to Date	71%
Percent of Year Passed	92%

Energy Savings (through 5/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	44,105,292	(43,170)
Thermal Programs	-	-

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

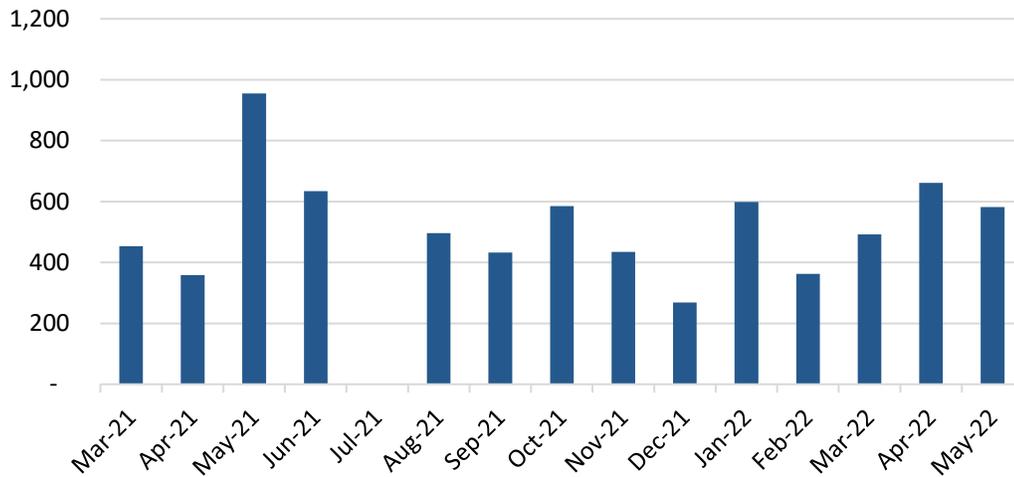
Rebate Type (through 5/31)	Projects
Light Bulbs	1,386,922
Appliance Rebates	5,965

F) Distributor Initiatives

HVAC and Plumbing

- Granite Group is now offering heat pump water heaters (HPWHs) direct to homeowners for \$479 after instant discount. This is an important breakthrough, and retailers (trying to sell the units for \$849 after rebate) are taking notice. Another distributor has expressed interest in selling direct to homeowners as well.
- All Maine plumbing distributors are participating in our HPWH 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. Distributors are outselling retailers 3 to 1. Only 24% percent of the top electric water heater sales are HPWH in retail versus 72% at distributors

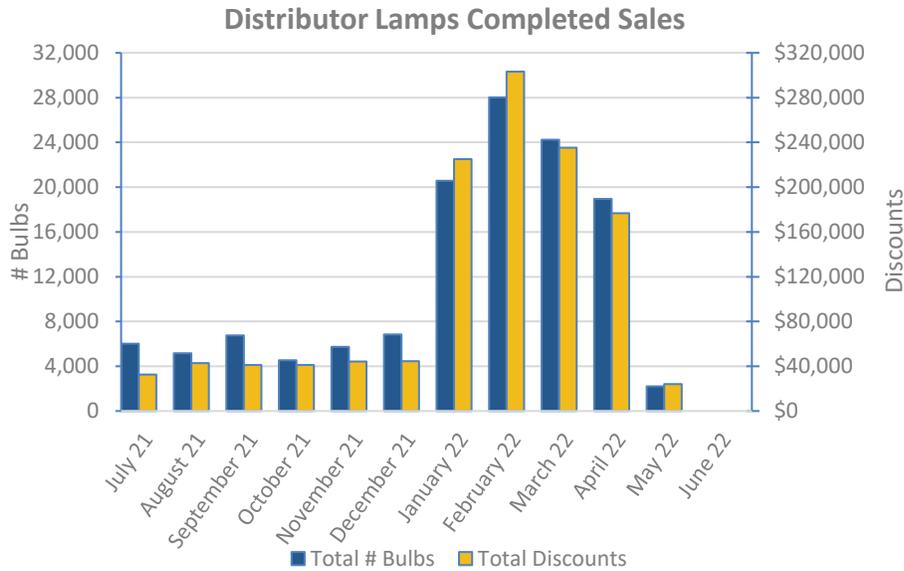
Monthly Distributor HPWH Sales (invoiced)



- Circulator pumps with electronically commutated motor (ECM) technology were 55% of the top selling circulator pumps through May. Last year ECM circulator pumps only had 42% share.
- The program launched natural gas thermostats rebates of \$200/unit on November 1, 2021. All of Maine Natural Gas funds have been invested and the program team forecasts investing 75% of this program’s budgets across the three gas utilities.

Lighting

- The total volume of lighting sales and discounts paid through distributors to date represent:
 - 4% are screw-bulb (3% of discounts paid)
 - 96% are mogul and T8, T5, and T5HO linear replacement lamps (97% of discounts paid).
 - The lamp types with the highest volume of sales continue to be 4’ LED linear replacement lamps (88%) followed by T8 U-Bend (2.0%) and PAR38 lamps (1.9%).
- A T8 Type A Lamp promotion ended on June 1.
 - There has been significant participation in the program through all participating distributors. To date, there have been over 97,000 lamps sold and \$966,000 in paid discounts. These installations represent 4,500 MWh in first year savings.
 - The distributor pipeline of pre-authorized projects is \$91,000 for 7 projects and there are additional sales from May that will be paid prior to the end of the fiscal year.



Updated Financials	Program Investment
FY2022 Program Budget	\$10,533,485
7/1 to 5/31 Spending	\$7,278,545
Percent of Budget Spent to Date	69%
Percent of Year Passed	92%

Energy Savings (through 5/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	13,030,708	18,810
Thermal Programs	-	5,024

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

Rebate Type (through 4/30)	Units	Projects
Distributor Lighting	129,126	-
Distributor HVAC (Electric)	-	6,057
Distributor HVAC (NG)	-	500
Distributor Hot Water (Electric)	-	4,614

G) Low Income Initiatives

- More pathways to eligibility for low-income participants were added this month. Verification of low-income status now includes:
 - Low Income Home Energy Assistance Program (LIHEAP)
 - Supplemental Nutrition Assistance Program (SNAP) for food assistance
 - Temporary Assistance for Needy Families (TANF) for cash assistance
 - MaineCare for medical insurance coverage
 - Tax Assessed Valuation of Land and Building

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

- So far in FY2022, the program has sent 14,110 Do-It-Yourself (DIY) kits of LED bulbs, faucet aerators, and an optional showerhead to low-income tenants and homeowners.

Low Income Heat Pump Water Heater Initiative

- So far in FY2022, 884 households have received a new heat pump water heater installed at no cost to them.
- The program has a robust pipeline of 422 households awaiting installs. More than half are installed in homes with domestic hot water coming off an oil boiler system. This application is highly cost effective and is the only program in the nation to install a heat pump water heater free of charge in low-income homes that use oil boilers.
- The program anticipates cost increases for July 1, 2022.
- All distributors that participated in FY2022 have agreed to participate in FY2023.

Arrearage Management Program (AMP)

- So far in FY2022, the program has seen 505 new enrollments into AMP. An 18-month moratorium on disconnections to electric utility service expired on April 15.
- 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. The program mails each new enrollee an education booklet compiled by Efficiency Maine that outlines energy saving tips. Half of all AMP enrollees request DIY kits of energy saving measures.

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

- So far in FY2022, 376 households have completed weatherization projects, with reservations for another 100 projects. Trends show a larger investment per home, with more insulation assigned per home. The program has achieved its goal to double the number of homes served compared to FY2021.
- So far in FY2022, 944 LMI households installed heat pumps, with an additional 70 projects holding reservations.

Affordable Housing Initiative Pilot (New Construction of Multifamily Housing)

- The program continues to support two new construction affordable housing 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 modify their baseline and build to Passive House standards. The Trust has benefited from the modeling exercises associated with the application process and will gain a better understanding of actual energy use after the builds are complete.

Low Income Natural Gas (smart thermostats)

- A smart thermostat has been offered to all low-income natural gas customers within eligible LDC territories. Five reimbursements have been paid to date.

Updated Financials	Program Investment
FY2022 Program Budget	\$16,106,053
7/1 to 5/31 Spending	\$8,150,905
Percent of Budget Spent to Date	51%
Percent of Year Passed	92%

Additional Details on FY2022 Financials	Program Investment
Expenditures	\$8,150,905
Committed Pipeline	\$1,391,000
Total (Expenditures & Committed Pipeline)	\$9,541,905
Percent of Current Budget	59%

Energy Savings (through 5/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	8,028,018	4,382
Thermal Programs	(2,336,973)	35,393

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

Installations (through 5/31)	Units
Direct Installs	976
Market-based Installs	171

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

- Staff presented a draft of Maine’s EV Charging Infrastructure Plan at several stakeholder groups including Drive Electric Maine, the Transportation Working Group of the Maine Climate Council, the Trust’s Low Income Advisory Group, and the MaineDOT State Transportation Innovation Council. The Trust is collaborating with other state agencies to develop this statewide plan, which will be submitted to the US DOT/DOE joint office to receive Maine’s allotment of funds through the National EV Infrastructure (NEVI) Program. The plan was available for public comment on the MaineDOT website until June 10.
- Staff attended the Electric Vehicle Charging and Multifamily Housing Conference.

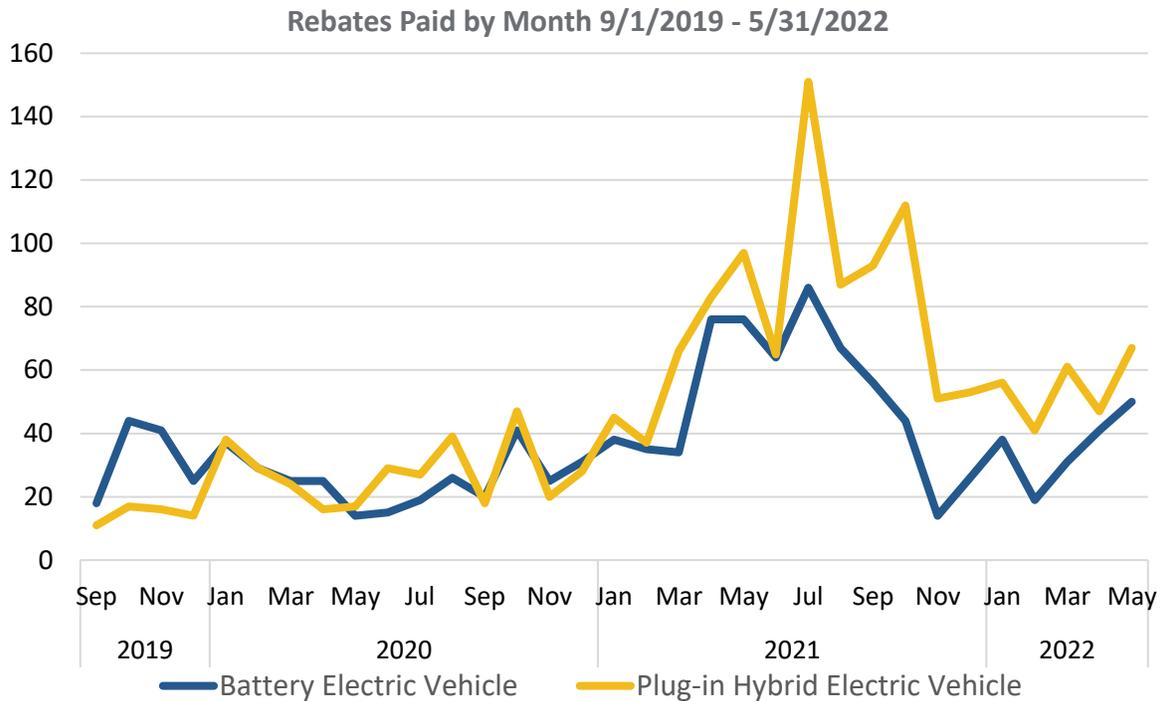
EV Accelerator Rebate Program

- The program issued 117 EV rebates in the month of May. Supply chain disruptions continue to constrain vehicle supply. Disruption is expected to continue throughout the next year.
- The program issued its first rebates and pre-approvals for electric Ford E-Transit vans. Businesses, governmental entities, and non-profits can receive enhanced rebates for these all-electric commercial vans through a limited-time promotion.
- The top EV models in May were the Toyota RAV4 Prime, Toyota Prius Prime, and Mustang Mach-E.
- The program has begun reaching out to Subaru dealerships about participating in the EV Rebate Program to offer rebates on the new Subaru Solterra EV.
- Staff helped to facilitate the State of Maine’s EV ride and drive for state agencies and presented a webinar for state agencies looking to transition their fleets to EVs.

EV Public Information and Outreach

- Informational flyers about DCFC site host requirements were distributed to Northern Maine community outreach groups.
- Current Level 2 charger suppliers were contacted about their interest in being on a Level 3 charger supplier list.

- Staff attended the Islesboro Community Energy Jamboree and distributed EV resources.
- Staff attended the Maine Real Estate and Development Association (MEREDA) energy conference.



Total Rebates By Technology Type (9/1/2019 – 5/31/2022)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	1,230 (43%)	\$3,553,500 (69%)
PHEV (Plug-in Hybrid Electric Vehicle)	1,602 (57%)	\$1,626,500 (31%)
Total	2,832	\$5,180,000

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2022 Program Budget	\$3,613,147	\$6,103,495
7/1 to 5/31 Spending	\$326,419	\$2,197,604
Percent of Budget Spent to Date	9%	36%
Additional Committed	45%	n/a
Percent of Year Passed		92%

J) Demand Management Program (New program starting in FY2023)

Demand Response Initiative:

- Staff closed the customer enrollment process for the FY2023 Demand Management Program’s Demand Response Initiative (DRI), enrolling the full 11.2MW goal between two pre-qualified curtailment service providers (CSPs) and 13 individual customers.
- The summer capacity season began on June 1st and will run through the end of September.

K) Strategic Initiatives

- **Innovation**

- Integrated Controls Pilot: A participant survey has been distributed to all 31 participants, preliminary data is being analyzed. Metering data, electric usage, and prior fuel data is continuing to be collected and analyzed. A non-participant survey has been drafted and will soon be ready for distribution.
- Whole Home Heat Pump Solutions Pilot: The current priority is to analyze preliminary metering data and collect prior fuel usage data for all 19 participants. A draft report on the technologies being implemented is still being completed. A preliminary participant survey has been distributed.
- L2 Smart Charging Pilot: The Trust and its subcontractor are conducting additional analysis on the managed charging datasets which has pushed the final expected publication date for the report to mid-June.
- Split System Heat Pump Water Heater Pilot: The Trust and its subcontractor are working to complete installations of systems at Jackson Labs, Airline Brewing, and College of the Atlantic. Engineering intensiveness, labor shortages, and supply chain disruptions continue to be complicating factors to the commissioning of these systems.
- Connected Communities Transactive Energy Pilot: The Trust has collaborated with the Post Road Foundation and various stakeholders to build out a concrete plan for community enrollment in the pilot's transactive energy system. Next steps include direct outreach to community groups to begin the dialogue of community buy-in and project engagement.
- Onboard EV Charging Management Pilot: The Trust and its subcontractor have fully enrolled and commissioned all 43 pilot participants. The test period has begun with Trust staff holding preliminary conversations about reporting requirements and expectations.
- Critical Care Facility Energy Storage System Pilot Program: Staff launched PON EM-023-2022 seeking applications from critical care facilities to participate in a pilot program with the goal of installing and dispatching energy storage systems (ESS) to reduce load during ISO-New England peak load conditions.

- **Evaluation, Measurement, and Verification**

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

3. Administration and Finance Highlights

A) Administration

- Staff is in the process of securing services for the next Triennial Plan to help deliver programs. Staff has been reviewing bids, issuing awards and finalizing contracts.
- Staff re-opened the offices as of June 13, 2022.
- Staff continues to process project descriptions, grant agreements and other administrative matters related to receipt and disbursement of the federal ARPA funds (also known as the Maine Jobs and Recovery Act funds). Individual initiatives will be launched in the coming months.

B) Financial

Revenues

- The sum of the year's new revenues from state and regional sources through the end of May 2022 was \$83.4 million out of a total expected annual revenue of \$86.9 million.

Approximately \$897,100 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 \$2.77 million. The total budgeted revenue for FY2022 is \$108.2 million.

Expenditures

- Total expenditures through the end of May 2022 were \$63.1 million of which approximately:
 - i. \$5.87 million was spent on Administration (excluding interfund transfers)
 - ii. \$321,000 was spent on Public Information
 - iii. \$859,000 was spent on Evaluation work
 - iv. \$896,000 was spent on Innovation Pilots
 - v. \$8.15 million was spent on Low Income Initiatives
 - vi. \$6.46 million was spent on the Retail Initiatives Program
 - vii. \$7.28 million was spent on the Distributor Initiatives Program
 - viii. \$17.58 million was spent through HESP
 - ix. \$7.83 million was spent through the C&I Prescriptive Program
 - x. \$2.61 million was spent on the C&I Custom Program
 - xi. \$2.53 million was spent on the Small Business Initiative
 - xii. \$0 was spent in Inter-Agency Transfers
 - xiii. Another \$47.5 million is encumbered across all budget categories but is not yet spent.

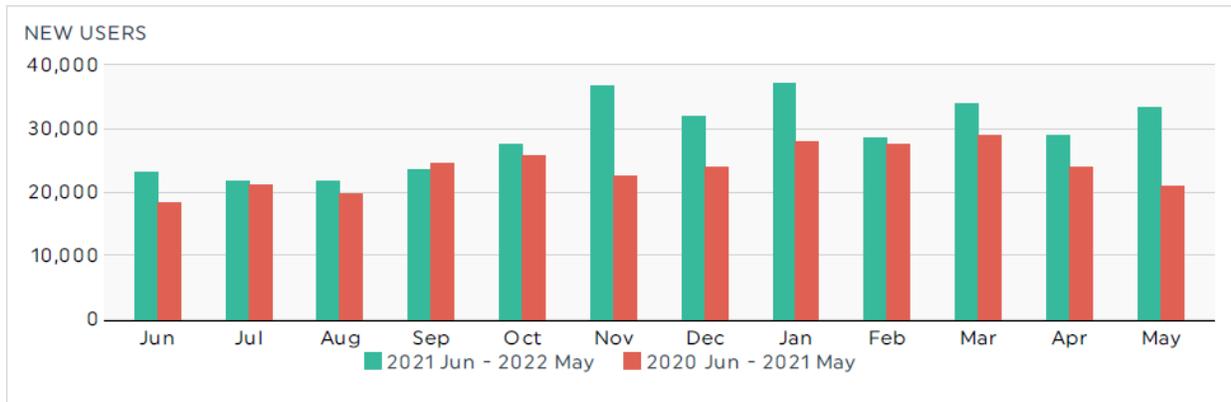
Appendix A

Full List of Press Coverage (plus links)

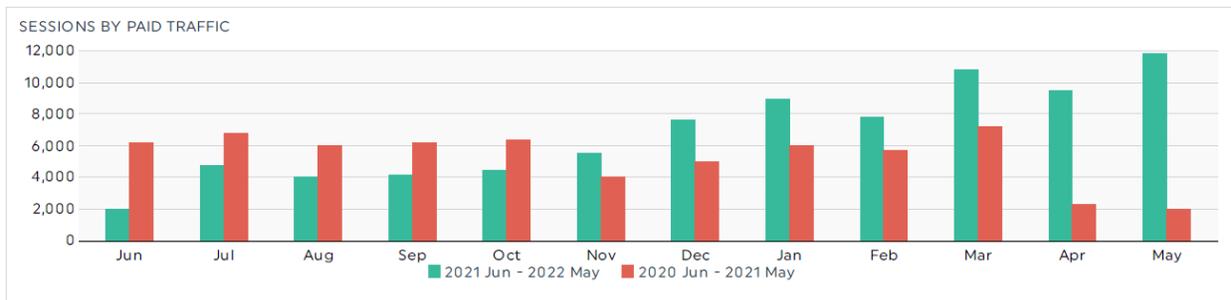
- *The Portland Press Herald* mentioned the Trust's electric vehicle program in a June 9 article about EV charging in Maine (<https://www.pressherald.com/2022/06/09/our-sustainable-city-ev-charging-rebates-grants-and-more/>).
- *The Natural Resources Council of Maine* mentioned the Trust's electric vehicle rebates in a June 2 article about an EV road trip from California to Maine (<https://www.nrcm.org/blog/my-ev-road-trip-from-los-angeles-to-maine/>).
- *Bangor Daily News* mentioned the Trust in a June 2 article about new electric vehicle charging stations in the city of Belfast, Maine (<https://bangordailynews.com/2022/06/02/news/midcoast/belfast-triples-electric-vehicle-charging-capacity-joam40zk0w/>).
- *Governing* also published this article on June 2 (<https://www.governing.com/next/maine-city-installs-ev-chargers-to-boost-energy-independence>).
- *CleanTechnica* quoted the Trust's residential program manager in a May 31 article about how heat pumps are a promising climate solution (<https://cleantechnica.com/2022/05/30/converting-from-fuel-oil-to-heat-pumps-would-save-the-us-47-of-the-oil-we-used-to-import-from-russia/>).
- *The Portland Press Herald* quoted the Trust's Executive Director in a May 20 article about Maine businesses aiming to switch to 100 percent renewable energy (https://www.pressherald.com/2022/05/20/some-maine-businesses-are-starting-down-a-path-to-100-renewable-power/?utm_source=Newsletter&utm_medium=email&utm_content=Daily+Headlines%3A+Some+Maine+businesses+are+starting+down+a+path+to+100++renewable+power&utm_campaign=PPH+DH+-+FRIDAY+%28HTML%29).
- *Maine Public Radio* quoted the Trust's residential program manager in a May 19 article about heat pump installation in Maine (<https://www.mainepublic.org/environment-and-outdoors/2022-05-19/maines-heat-pump-business-is-booming-but-theyre-still-a-tough-sell-for-some-homeowners>).
- *Bangor Daily News* mentioned the Trust's EV program in a May 18 article about electric scooters (<https://bangordailynews.com/2022/05/18/news/bangor/old-town-electric-scooters-joam40zk0w/>).

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
/	10,373
/at-home/heat-pump-water-heater-program/	4,386
/about-heat-pumps/	4,138
/at-home/ductless-heat-pumps/	2,875
/at-home/heating-cost-comparison/	2,370
/heat-pumps/	2,366
/ev/	2,071
/weatherization-rebates/	1,795
/category/news/	1,765
/heat-pump-user-tips/	1,372

TOP LANDING PAGE FROM ORGANIC (SESSIONS)	
Landing Page Path	Sessions
/	6,216
/at-home/ductless-heat-pumps/	2,030
/heat-pumps/	1,760
/at-home/heating-cost-comparison/	1,691
/heat-pump-user-tips/	1,184
/electric-vehicle-rebates/	824
/at-home/	619
/at-home/water-heating-solutions/heat-pump-water-...	503
/at-home/water-heating-cost-comparison/	495
/at-home/energy-loans/	485

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

