

**Executive Director's Summary Report
to the Board of Trustees
of the
Efficiency Maine Trust
November 16, 2022**

1. Public Information and Outreach

A) Awareness and Press

- **Press** (see Appendix A for additional details)
 - *The Portland Press Herald* quoted the Trust's residential program director in an October 30 article about tips for saving money this winter. *Central Maine News* also published this article on October 30.
 - *Energy News Network* quoted the Executive Director in an October 26 article about Commercial Property Assessed Clean Energy, or C-PACE, loans. *The Maine Monitor* also published this article on October 30.
 - *News Center Maine* quoted the Trust's Electric Vehicle (EV) Initiative program manager in an October 18 article about plans to install new high-speed EV chargers in northern and eastern Maine. *News Center Maine* also ran a related television news segment on October 18.
- **Events**
 - Staff supported a booth presence at the Maine Health Care (MHCA) Conference & Expo on October 19 and 20 and the Maine School Management Association (MSMA) Fall Conference on October 27 and 28. Staff also presented on the Trust's commercial program and incentives at the conferences.
 - Staff shared information about the Trust's residential programs at the Prince Memorial Library on November 1.
- **Website and Outreach** (see Appendix B for additional details)
 - October website visits
 - 58,703 unique visitors
 - 10,528 visits driven by digital ads
 - Facebook
 - 4,556 followers

B) Call Center (October)

- 3,259 inbound phone calls were received, up from 3,159 last month and up from 1,951 this month a year ago. Inquiries about insulation, heat pumps, and low-income water heaters are the primary call drivers.
- 94% of calls were answered within 20 seconds (vs. a goal of 90%).
- 216 outbound calls were made compared to 753 this month last year, mostly for home inspection scheduling.
- 1,700 inbound emails were received, up from 915 this month last year, mostly rebate claims for the Retail Initiatives program.
- 958 pieces of inbound mail were processed, compared to 646 this month last year.

C) Government Relations

- Maine Public Utilities Commission (PUC)

- The Trust participated in multiple technical conferences in CMP’s 2022 general rate case (Docket 2022-00152).
- The Trust reviewed and submitted data requests on Versant’s 2022 general rate case filing (Docket 2022-00255).
- The Trust was made a party to a follow-on investigation to the Section 31 NWA, focused on the impact of the approved NWA on interconnecting generators (Docket 2022-00304).
- 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.

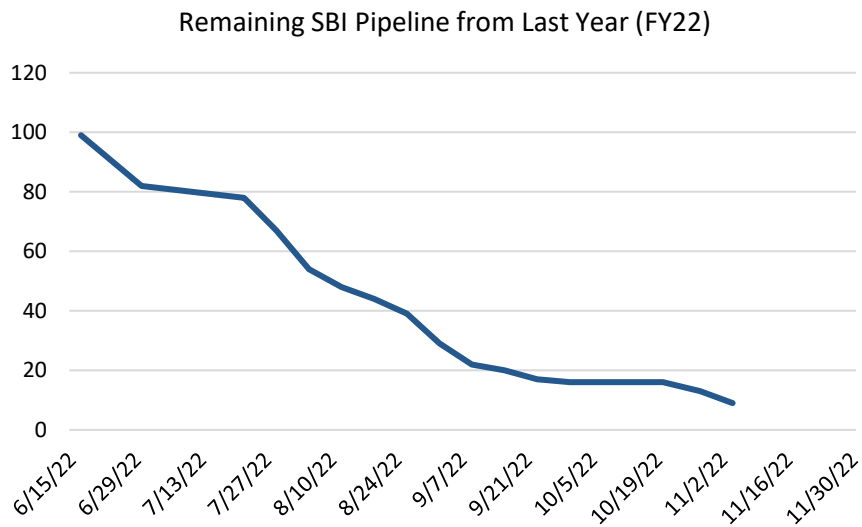
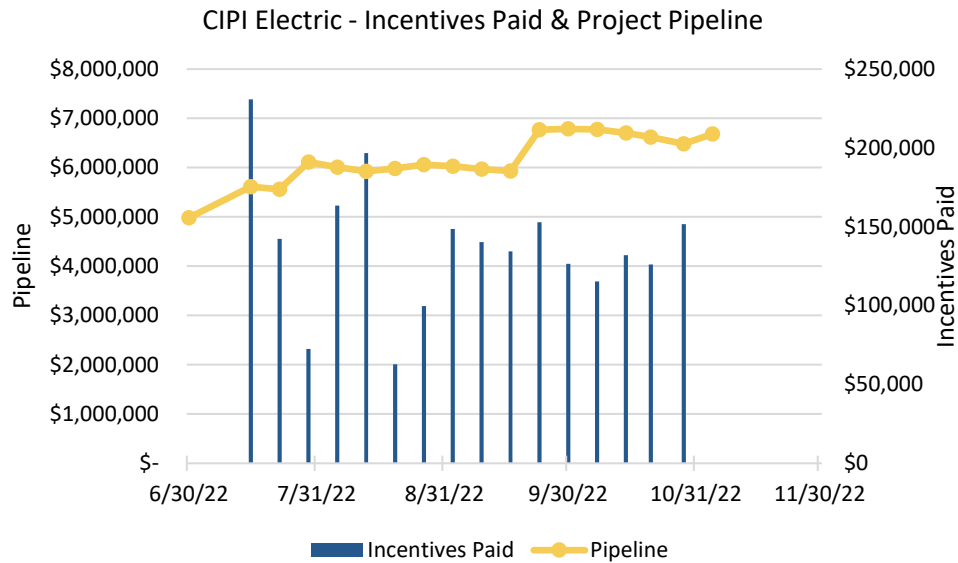
2. Program Highlights¹

A) C&I Prescriptive Initiatives (CIPI) Program

Electric Measures

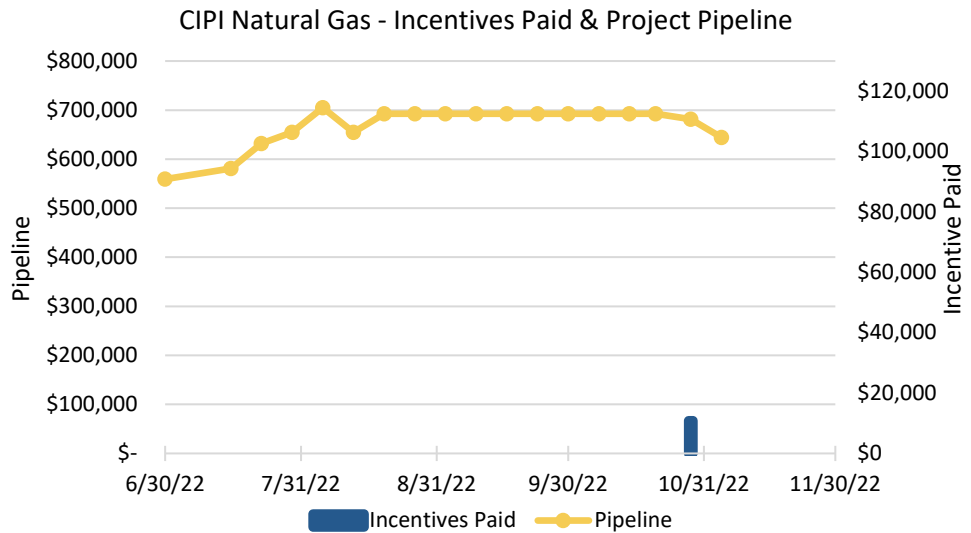
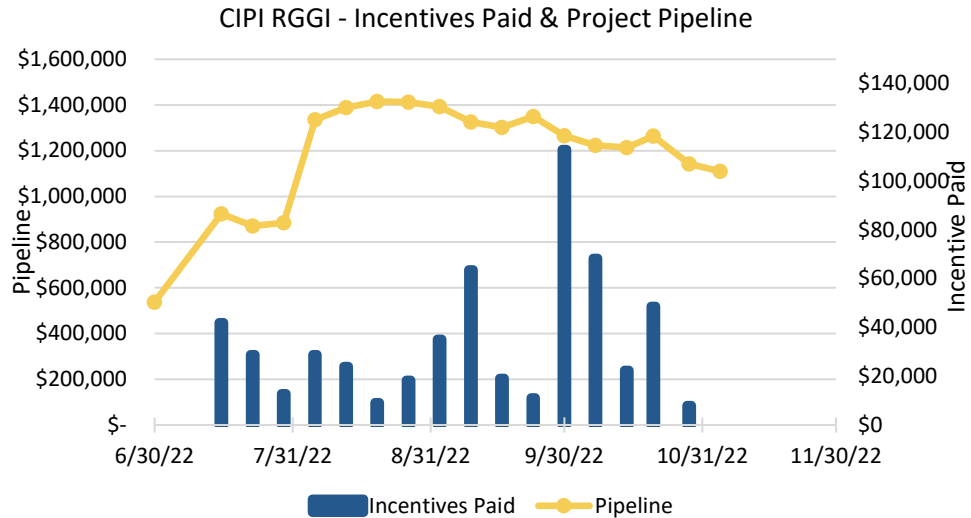
- The pipeline of pending electric projects has been fairly consistent over the last month. The current pipeline is \$6.68 million. Small business lighting projects comprise \$479,000 of this pipeline.
- The total volume of lighting sales and discounts paid through the distributor channel to date represent:
 - 10% are screw-in bulbs (9% of discounts paid).
 - 90% are mogul and T8, T5, and T5HO linear replacement lamps (91% of discounts paid).
 - The lamp types with the highest volume of sales continue to be 4’ T8 LED linear replacement lamps (74.3%), followed by 4’ T5HO LED lamps (6.4%), and then 2’ T8 lamps (3.4%).
 - The DesignLights Consortium (DLC) recently migrated to technical requirements V5.1, products that were delisted were given a grace period through the end of September.
- The Delivery Team was assigned a total of 30 inspections over the last 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 all remain high. Ratings over the last month averaged 5.0 out of possible score of 5.0. Overall average ratings remain above 4.9.
- Virtual Customer Consultations (VCCs) requests are still very active, mostly due to the rollout of multiple funding opportunity notices.
 - To date, 217 VCCs have been requested, 171 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.

¹ The Updated Financials table reported for each Program reflects data pulled from the Trust’s financial management system at mid-month; the Energy Savings table reflects data pulled from the Efficiency Maine project tracking database on November 9, 2022, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of October 2022).



Thermal Measures

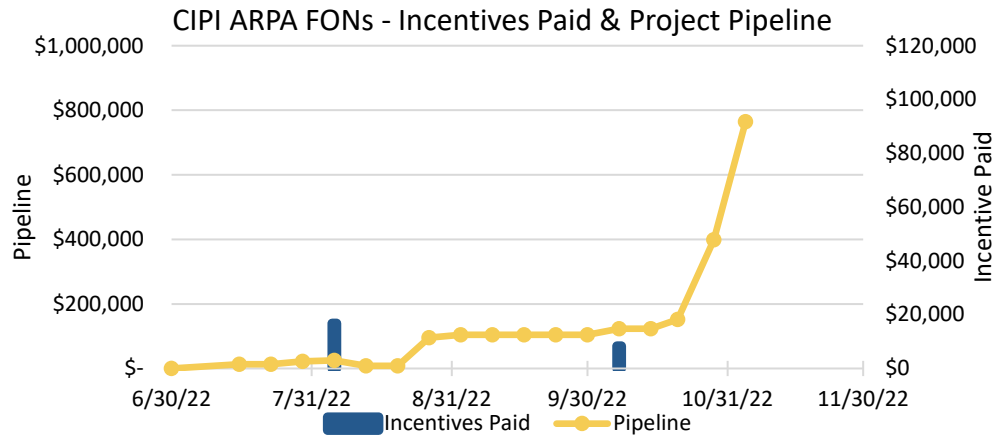
- The pipeline of pending projects funded by the Regional Greenhouse Gas Initiatives (RGGI) was consistent over the past month, and represents \$1.1 million in incentive value. Heat pump retrofits for small businesses comprise approximately \$216,000 of the RGGI pipeline.
- Current commitments for pending natural gas projects are \$644,000 in incentive value.
 - Natural gas budgets for FY2023 in this program are forecasted to be fully invested by the end of the third quarter.



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

- The MJRP/ARPA pipeline has increased exponentially since mid-October.
- Four funding opportunity notices (FONs) have been launched since May 1, 2022. The following shows the status of each FON:

	Launch Date	Consultations	Applications	Committed	Paid
Hospitality	May 1, 2022	54	25 (\$852,000)	15 (\$238,281)	5 (\$25,200)
School	Jun 20, 2022	16	17 (\$683,709)	10 (\$471,040)	0 (\$-)
Small Municipality	Sep 20, 2022	15	12 (\$81,521)	10 (\$55,785)	0 (\$-)
Congregate Housing	Oct 19, 2022	7	0 (\$-)	0 (\$-)	0 (\$-)



Updated Financials	Program Investment
FY2023 Program Budget	\$27,898,683
7/1 to 10/31 Spending	\$3,748,762
Percent of Budget Spent to Date	13%
Percent of Year Passed	33%

Additional Details on FY2023 Financials	Program Investment
Expenditures	\$3,748,762
Committed Pipeline	\$8,958,374
Total (Expenditures and Committed Pipeline)	\$12,707,136
Percent of Current Budget	46%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	8,038,534	(4,180)
Thermal Programs	(433,825)	19,320

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

Project Type (through 10/31)	Projects
Agricultural Solutions	19
Prescriptive Lighting Solutions	177
Small Business Direct Install Lighting	123
Distributor Lighting (bulbs)	16,740
Electric Heating and Cooling Solutions	235
Compressed Air Solutions	10
Natural Gas Heating Solutions	2
All Fuels Heating Solutions	2

B) C&I Custom Program

Electric and Thermal Measures

- The C&I Custom Program Review Team met once and approved five projects worth \$422,025 in incentive offers.
- The program added five new projects to the pipeline, two of which were preapproved since the last board meeting. The total pipeline consists of 7 projects worth \$1,305,156 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 three 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 10/31 Spending	\$1,151,934
Percent of Budget Spent to Date	6%
Percent of Year Passed	33%
Additional Details on FY2023 Financials	Program Investment
Expenditures	\$1,151,934
Committed	\$9,778,169
Pipeline	\$1,305,156
Total (Expenditures, Committed and Pipeline)	\$12,235,259
Percent of Current Budget	62%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	855,446	-
Thermal Programs	(51,530)	5,758

C) Home Energy Savings Program (HESP)

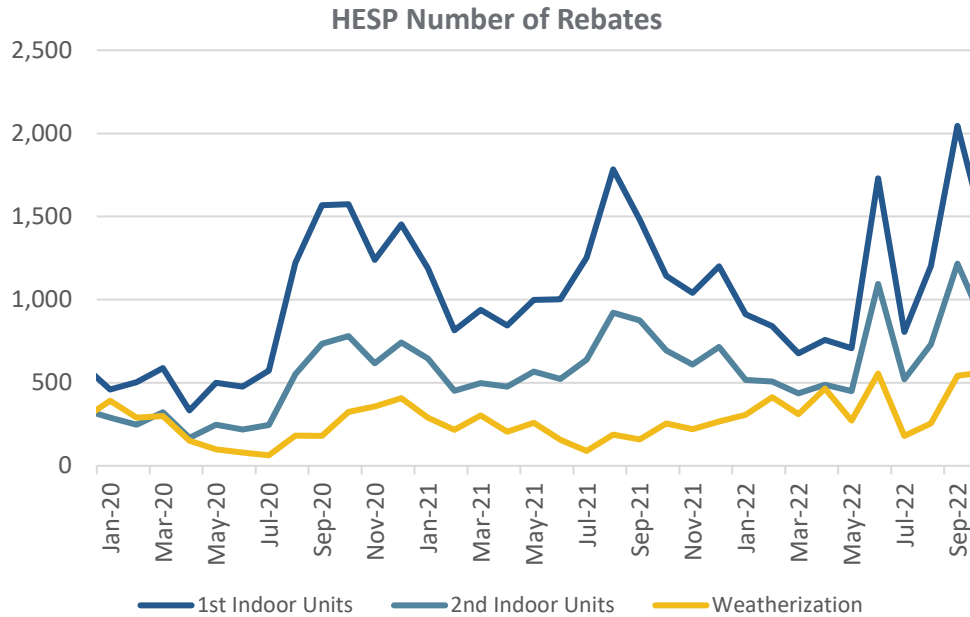
- The number of HESP rebates for FY2023 is forecasted to achieve a year-end increase of 16% compared to FY2022.
- Inbound customer calls and home inspections continue to be monitored to improve customer service.

Weatherization

- Weatherization rebate volumes for October were 121% higher than last October (563 vs. 255 rebates). The number of weatherization rebates by year-end of FY2023 is forecasted to be up 75% from FY2022. This is a significant change compared to last month's forecast of 43%.
- Sixteen percent of rebated installation projects were inspected versus a goal of 10% to 15%.
- Seventy-three 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 99 days.

Heat Pumps

- Heat pump rebate volumes for October were 24% higher than last October. The total number of heat pump rebates for FY2023 is forecasted to be 6% higher than FY2022's record high.
- 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 65 days.



Updated Financials	Program Investment
FY2023 Program Budget	\$28,617,626
7/1 to 10/31 Spending	\$10,226,400
Percent of Budget Spent to Date	36%
Percent of Year Passed	33%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(5,967,467)	107,099
Thermal Programs	483,039	14,125

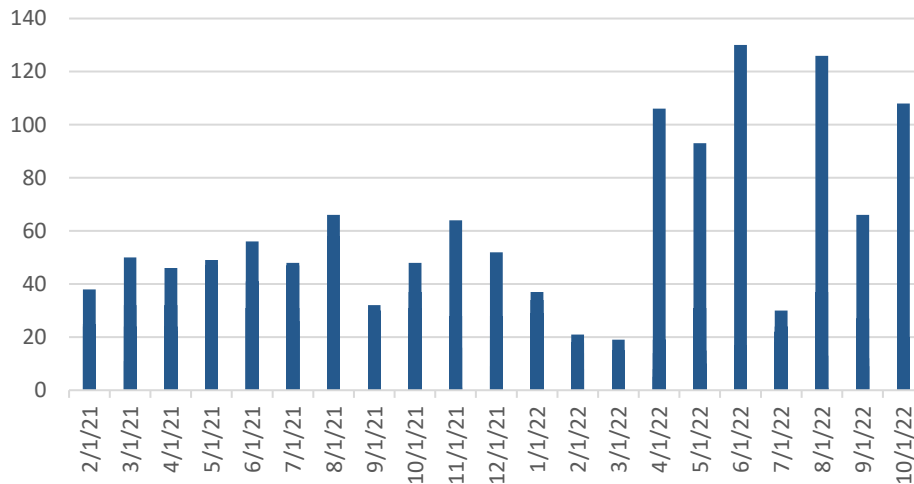
Project Type (through 10/31)	Participating Households
Heat Pumps	6,020
Weatherization and Other Heating Systems	929

D) Retail Initiatives Program

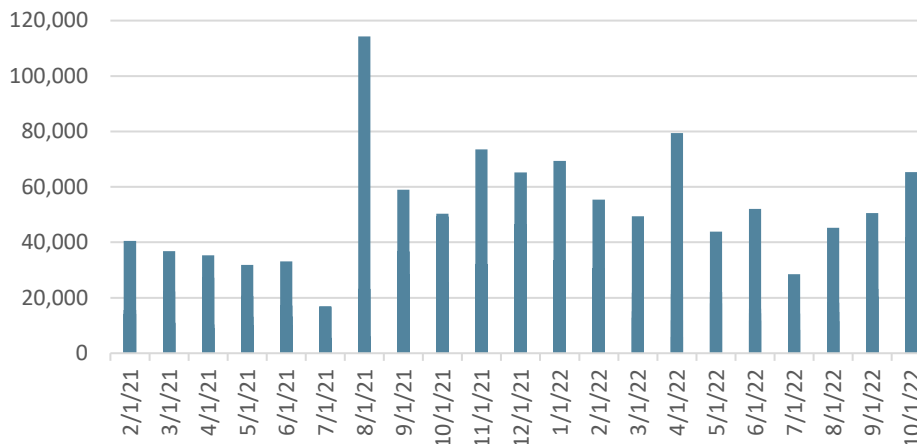
- The Retail program forecasts rebating 3,838 heat pump water heaters (HPWHs) by the end of FY2023, up 120% from 1,724 in FY2022.

- October saw a significant change in the marketplace. EMT’s negotiations with Lowe’s led the retailer to drop its HPWH prices from \$749 to \$549 after accounting for Efficiency Maine instant discount. Six month’s ago, Lowe’s list price was \$1,799 (before accounting for the EMT mail-in rebate). The new price is the lowest price Lowe’s has ever offered, and it is within \$60 of the price of the baseline electric water heaters that account for 80% of all water heater sales. The program team immediately launched a major awareness campaign (email, direct mail, social media). The stores experienced a near sell out of inventory.
- Two weeks later, Home Depot dropped its HPWH price to match Lowe’s.
- The program team plans to launch a major marketing campaign to spread this good news.
- The field team continues to visit every major retailer and distributor weekly to update signage, train employees, and ensure that shelves are stocked.
- The program launched the DIY Winter Prep Rebate as a promotional effort to raise awareness about weatherization while helping homeowners get their home ready for the cost of home heating this winter. EMT’s promotion is a limited-time offer of up to \$100 for do-it-yourself (DIY) projects using select retail products. Eligible products are weather stripping; window and door caulking; spray foam sealant; window insulation shrink kits; pipe insulation; duct insulation; duct sealant; tank wrap; and foam board insulation.

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 10/31 Spending	\$2,414,068
Percent of Budget Spent to Date	18%
Percent of Year Passed	33%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	11,294,816	(10,505)
Thermal Programs**	-	-

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

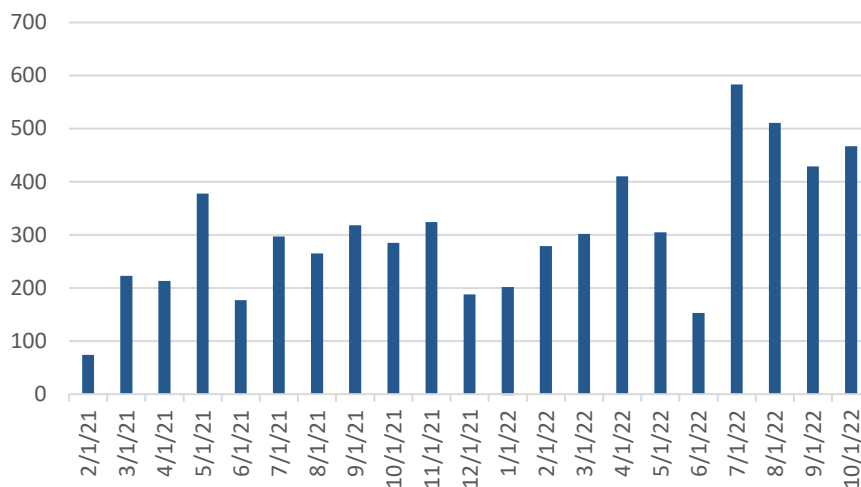
**Savings do not include activities under the DIY Winter Prep Rebate promotion.

Rebate Type (through 10/31)	Projects
Light Bulbs	360,441
Appliance Rebates	2,048

E) Distributor Initiatives

- The program forecasts rebating 7,167 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.
- Granite Group continues to offer heat pump water heaters direct to homeowners for \$599 after instant discount, compared to \$549 at Lowe’s and Home Depot.

Monthly Distributor HPWH sales (invoiced)



Updated Financials	Program Investment
FY2023 Program Budget	\$13,374,332
7/1 to 10/31 Spending	\$2,624,124
Percent of Budget Spent to Date	20%
Percent of Year Passed	33%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	1,442,921	9,228
Thermal Programs	-	203

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

Rebate Type (through 10/31)	Projects
Heat Pump Water Heaters	1,655
Electronically Commuted Pumps	1,114
Distributor HVAC (NG)	16

F) Low Income Initiatives

- A new eligibility prescreening form is live on EMT’s website, expanding the pathways for income-eligible households to receive enhanced rebates. 1,543 households have prescreened as low income and 106 households have prescreened as “moderate income.”

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 initiative to send kits of LED bulbs and low-flow devices will no longer send business reply cards through the mail. The program has delivered kits to 333 households since July 1.

Low Income Heat Pump Water Heater Initiative

- Since July 1, 301 HPWH have been installed. An additional 390 HPWH installations have been reserved.
- Thirty-two installations are scheduled next month in Presque Isle for tenants of the Aroostook Housing Authority.

Arrearage Management Program (AMP)

- The program has seen 229 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. 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 with energy saving measures.

Affordable Housing – Passive House Design Pilot:

- Avesta hit the first milestone payment in October.
- The following is the payment schedule for the two participating Affordable Housing projects:
 - 40% of incentive amount at 50% project construction,
 - 40% of incentive amount upon issuance of Certificate of Occupancy for the affordable housing units, and

- 20% of incentive amount at project completion in accordance with Passive House PHIUS 2021 standards as documented by a Certified Passive House Consultant.

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

- Since July 1, this initiative has issued:
 - 200 rebates for weatherization measures
 - 569 rebates for single-zone heat pumps.
- Backlogs for heat pump installs is averaging 55 days due to high demand, but the backlogs are trending downward.
- We are receiving reports of supply chain shortages primarily impacting Mitsubishi 15,000 Btu/h heat pump systems. Fujitsu inventory is also sparse. Installers are securing Daiken, Samsung, and GE systems without delay. Electrical elements are also in short supply.
- We also are receiving reports that backlogs for weatherization installations are reaching 68 days due to high demand. This backlog is in a steady state. Earlier concerns about shortages of spray foam have cleared up.

Updated Financials	Program Investment
FY2023 Program Budget	\$16,432,010
7/1 to 10/31 Spending	\$4,158,478
Percent of Budget Spent to Date	25%
Percent of Year Passed	33%
Additional Details on FY2023 Financials	Program Investment
Expenditures	\$4,158,478
Pipeline	\$2,226,000
Total (Expenditures & Committed Pipeline)	\$6,384,478
Percent of Current Budget	39%

Energy Savings (through 10/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	589,256	(140)
Thermal Programs	(1,398,858)	21,891

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

Installations (through 10/31)	Units
Direct Installs	445
Market-based Installs	671

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 traveled to Presque Isle for a public meeting to conduct outreach for the upcoming Phase 4 RFP for DC fast charging in northern and eastern Maine. This is one of a series of funding opportunities using MJRP funds and is part of a statewide initiative to expand the state's EV charging network following Maine's Plan for EV Infrastructure Deployment,

published by MaineDOT in July. A report of the meeting was picked up by the Bangor Daily News, News Center Maine, and was re-posted on LinkedIn by the US Secretary of Energy, Jennifer Granholm.

EV Rebates

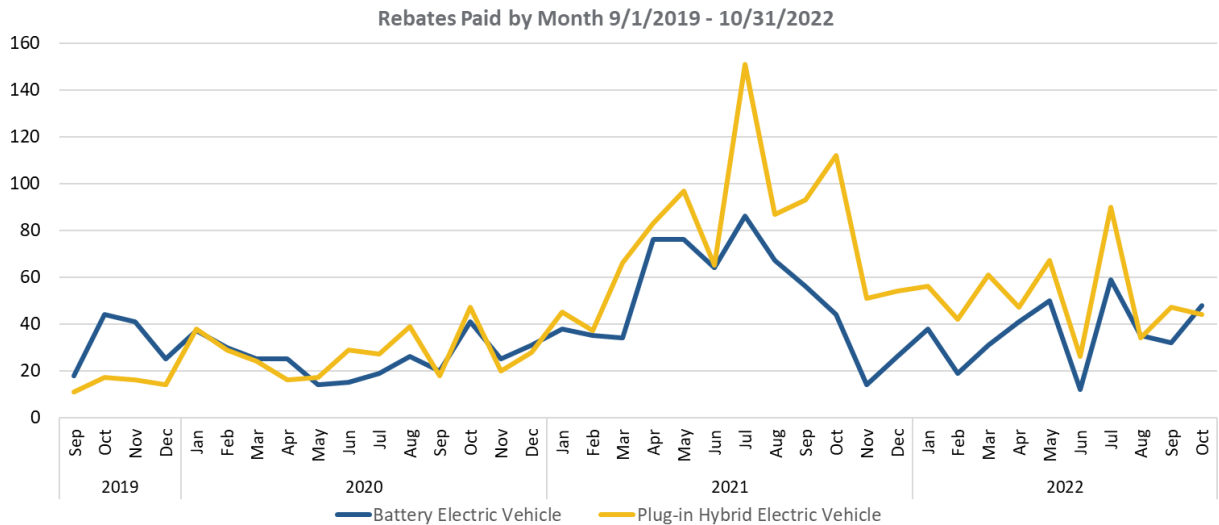
- The program launched a new tier of rebates in its electric vehicle (EV) rebate program. “Moderate-income” customers can now qualify for enhanced rebates of \$3,500 for BEVs and \$2,000 for PHEVs, if their adjusted gross income (AGI) is less than \$70,000 if filing individually, and \$100,000 if filing jointly. Customers can pre-qualify through a portal on the EMT website ([here](#)). Alongside adding the new rebate tier, the program’s rebates for low-income consumers were increased to \$7,500 for BEVs and \$3,000 for PHEVs, while the rebate level for all other income levels was reduced to \$1,000 for BEVs and \$500 for PHEVs. A table below summarizes the new rebate levels for each income category.

	Any Income	Moderate Income	Low Income
New Battery Electric Vehicle (BEV)	\$1,000	\$3,500	\$7,500
New Plug-in Hybrid Electric Vehicle (PHEV)	\$500	\$2,000	\$3,000
Used PHEV or BEV	N/A	N/A	\$2,500

- The program issued 92 EV rebates in the month of October. Supply chain disruptions continue to constrain vehicle supply. Supply chain disruptions are expected to continue throughout the next year.
- The top EV models sold for the month of October were the Toyota RAV4 Prime, Chevy Bolt EUV, and the Volkswagen ID.4/Toyota Prius Prime.

EV Public Information and Outreach

- Staff spoke or presented at the following events: National Drive Electric Week (Portland), Maine Municipal Association Fall Conference (Bangor), Energy Efficiency Fair (Orono).
- Staff conducted presentations for the Phase IV DC Fast Charging RFP both in-person in Presque Isle and online via Zoom.
- Staff visited participating EV dealers in northern Maine.



Total Rebates By Technology Type (9/1/2019 – 10/31/2022)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	1,417 (43%)	\$4,013,000 (68%)
PHEV (Plug-in Hybrid Electric Vehicle)	1,845 (57%)	\$1,875,000 (32%)
Total	3,262	\$5,888,000

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2023 Program Budget	\$6,636,700	\$7,958,173
7/1 to 10/31 Spending	\$8,354	\$503,546
Percent of Budget Spent to Date	0.1%	7.5%
Additional Committed	\$2,141,298	\$577,728
Percent of Year Passed		33%

I) Demand Management Program

Demand Response Initiative

- The program and its vendors concluded the Calendar Year (CY) 2022 summer capacity season on September 30, concluding the first year of the initiative’s active phase.
- The program and CSPs continue with the settlement phase of the program whereby performance incentives are granted based on mutual agreement of curtailment performance.

Load Shifting Initiative

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

J) Strategic Initiatives

• **Innovation**

- Integrated Controls Pilot: A draft report has been delivered to Efficiency Maine and is in the process of review. Staff hopes to have the report finalized in the next few weeks.

- Whole Home Heat Pump Solutions Pilot: Work continues for a “Phase 2” of the pilot focusing on expanding the manufactured home outreach done last year to reach more homes in FY23. Participant recruitment and screening has begun, with 5 homes that have been recruited and approved thus far. Installations are expected to start in mid-December.
 - Hydronic Heat Pump with Thermal Storage Pilot: Modeling has been completed for two sites to participate in the pilot. A hydronic heat pump and SCADA have been installed at the first site while equipment is still being selected for a second as well as the thermal storage tanks for both sites.
 - Level 2 Smart Charging Pilot: The Trust has entered a Memorandum of Understanding (MOU) with National Grid to utilize baseline data from its “Charge Smart Massachusetts” program. This data will be very valuable to the Trust and its vendor in finalizing its assessment of this pilot’s performance. A draft report is expected in the next week.
 - Split-System Heat Pump Water Heater Pilot: After initially encountering delays in finding installers, the equipment has been fully installed and commissioned at all four sites. The Trust and its vendor continue to run into supply chain disruption around metering equipment, a trend seen within other Innovation pilots.
 - Onboard EV Charging Management Pilot: The Trust has received the initial draft report and is working towards completing a final version.
 - Phase Change Material Pilot: The Trust has conducted additional analysis on the value of PCM measures within a Coincident Peak (CP) rate. The Trust anticipates publishing these findings by the end of November.
- **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, 2022, continues to exceed historical patterns and deplete the pool of available funds. 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 drafted program guidelines and conducted the stakeholder feedback process. Staff is working to complete a rulemaking in FYQ3.
- Whole Home Heat Pump Solutions Pilot: The pilot reported above in Innovation includes is developing 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 completing a draft lease agreement 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 confirm product viability and develop a program design.
- Staff continues to research other underserved customer segments of Maine related to vulnerable communities, financing, and energy savings improvement projects. Staff is also conferring with a small group of individuals with expertise in the capital markets and financial product creation, to help refine the design of finance initiatives.

L) Other Initiatives

Agricultural Fair Assistance Program

- A targeted FON has been sent to contacts for the agricultural fairs. The FON covers lighting and HVAC retrofit opportunities. The application deadline is November 30, 2022; awards are planned for December 2022. Representatives from the Maine Association of Agricultural Fairs will be reviewing the applications with Efficiency Maine.
- Three informational webinars have been held with 19 fairs attending.

Lead By Example

- The C&I Custom program team has completed a preliminary cost-effectiveness screening and invited six state agency facilities to apply. Of those six, one has received approval for technical assistance funding to support the development of a bid solicitation and one has received a quote, which is being reviewed for potential incentive approval.
- In total, the program has engaged with more than 10 different agencies representing almost two dozen potential facilities.
- Work has begun on the energy services contract to develop a state buildings energy and emissions baseline.

3. Administration and Finance Highlights

A) Administration

- Staff completed a draft of the Annual Report for FY2021 and submitted it to the Board for approval.

B) Financial

Revenues

- The sum of the year's new revenues from state and regional sources through the end of October 2022 was \$33.3 million out of a total expected annual revenue of \$78.5 million. Approximately \$350,000 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 \$1.2 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. \$2.57 million was spent on Administration (excluding interfund transfers)
 - ii. \$67,000 was spent on Public Information
 - iii. \$123,000 was spent on Evaluation work
 - iv. \$133,000 was spent on Innovation Pilots
 - v. \$4.16 million was spent on Low Income Initiatives
 - vi. \$2.41 million was spent on the Retail Initiatives Program
 - vii. \$2.62 million was spent on the Distributor Initiatives Program
 - viii. \$10.23 million was spent through HESP
 - ix. \$3.75 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 \$77.14 million is encumbered across all budget categories but is not yet spent.

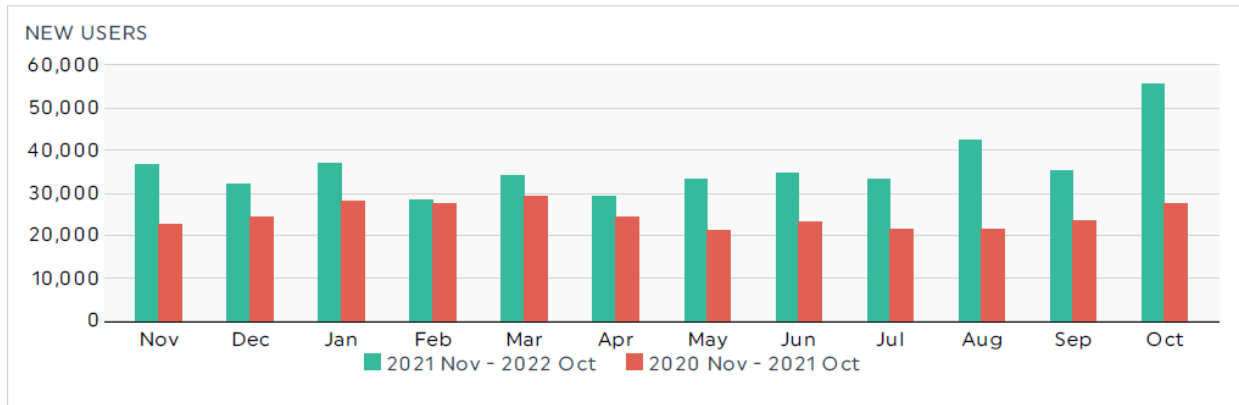
Appendix A

Full List of Press Coverage (plus links)

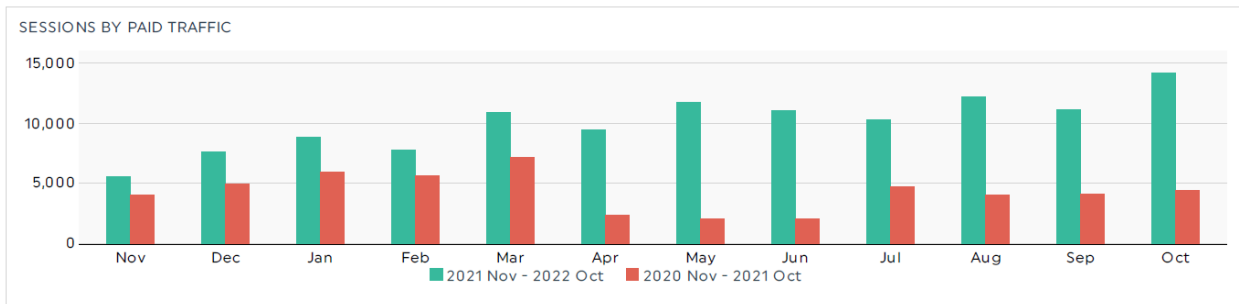
- WMTW mentioned the Trust’s heat pump and weatherization programs in a November 3 article about the Governor race in Maine (<https://www.wmtw.com/article/paul-lepage-and-janet-mills-campaign-focuses-on-home-heating-challenges-ahead/41849296>).
- *The Maine Monitor* mentioned the Trust in an October 30 article about the cost savings associated with heat pumps (<https://www.themainemonitor.org/a-pricey-winter-on-oil-makes-the-case-for-heat-pumps/>).
- *The Portland Press Herald* quoted the Trust’s residential program director in an October 30 article about tips for saving money this winter (<https://www.pressherald.com/2022/10/30/how-to-save-money-when-trying-to-stay-warm/>). This article was also published by:
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 - *The Maine Monitor* on October 30 (<https://www.themainemonitor.org/commercial-building-owners-are-about-to-get-a-new-tool-to-fight-climate-change-in-maine/>).
- *The Portland Press Herald* posted an article on October 23 about home electrification upgrades available to Maine homeowners and cited the Trust and its available rebates (<https://www.pressherald.com/2022/10/23/electrification-is-the-new-luxury/>).
- *The Portland Press Herald* posted an article on October 20 about the importance of insulation in Maine homes and mentioned the Trust’s weatherization program and vendor locator tool (<https://www.pressherald.com/2022/10/20/our-sustainable-city-why-should-i-insulate/>).
- *News Center Maine* quoted the Trust’s Electric Vehicle (EV) Initiative program director in an October 18 article about new EV chargers being installed in northern and eastern Maine (<https://www.newscentermaine.com/article/tech/new-faster-electric-vehicle-charging-stations-coming-to-northern-and-eastern-maine-arostook-county-washington/97-c9906b3b-aa06-4d98-a5db-038cd4339fd9>).
 - *News Center Maine* also ran a television news segment on this story on October 18. The segment can be found on YouTube here: (https://www.youtube.com/watch?v=JiNWg0U_vwg).
- *The Maine Monitor* republished an article about the Trust’s recently announced enhanced incentives for Maine’s small municipalities (<https://www.themainemonitor.org/maine-program-aims-to-help-small-towns-electrify-heat-in-public-buildings/>). The original article was published on October 4 by *Energy News Network*.

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
/	15,413
/at-home/100-diy-winter-prep-rebate/	11,195
/at-home/heat-pump-water-heater-program/	5,246
/at-home/heating-cost-comparison/	4,597
/about-heat-pumps/	4,279
/at-home/ductless-heat-pumps/	3,389
/home-insulation/	3,242
/heat-pump-user-tips/	2,672
/ev/	2,414
/at-home/	1,982

TOP LANDING PAGE FROM ORGANIC (SESSIONS)	
Landing Page Path	Sessions
/	9,377
/at-home/heating-cost-comparison/	3,429
/at-home/ductless-heat-pumps/	2,508
/heat-pump-user-tips/	2,339
/heat-pumps/	1,357
/at-home/	1,276
/at-home/100-diy-winter-prep-rebate/	986
/electric-vehicle-rebates/	730
/at-home/water-heating-cost-comparison/	697
/at-home/energy-loans/	604

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

