

**Executive Director's Summary Report  
to the Board of Trustees  
of the  
Efficiency Maine Trust  
January 25, 2023**

## 1. Public Information and Outreach

### A) Awareness and Press

- **Press** (see Appendix A for additional details)
  - *Architectural Digest* quoted Staff in a January 5 article about the Inflation Reduction Act and the opportunities it presents for residential efficiency upgrades, including heat pumps.
  - *The Maine Monitor* quoted Staff in a December 24 article about the effectiveness of heat pumps in Maine's cold climate.
  - *The Portland Press Herald* quoted Staff in a December 18 article about Central Maine Power (CMP) and Versant's new and updated heat pump electric rates. This article was also posted by *Yahoo! News* on December 18.
  - *Maine Public* quoted Staff in a December 14 article about newly approved heat pump and electric vehicle (EV) utility rates. This article was also published by *Bangor Daily News* on December 14.
  
- **Events**
  - Staff presented information about the Trust's residential program and incentives to residents of Waterford on December 13; the Maine Energy Marketer's Association (MEMA) Heat Pump Training on December 20; the York Ready For Climate Action's "Energy Coaches" on December 20; the Wells Library on January 5; the Kennebec Valley Community College (KVCC) heat pump installation class on January 10; the First Universalist Church of Rockland on January 11; the Freeport Sustainability Advisory Board on January 12, and A Climate To Thrive's Building Solutions Fair on January 14.
  - Staff presented information about the Trust's cold weather heat pump studies at an Electrify Now! Cold Climate Heat Pumps webinar on December 14 that drew more than 300 attendees.
  - Staff shared information about the Trust's commercial program and incentives during a webinar hosted by Resilience Works, LLC on December 15.
  
- **Website and Outreach** (see Appendix B for additional details)
  - December website visits
    - 51,422 unique visitors
    - 10,985 visits driven by digital ads
  - Facebook
    - 4,584 followers

### B) Call Center (December)

- 3,034 inbound phone calls were received, up from 2,921 last month and up from 2,830 this month a year ago. Inquiries about insulation, heat pumps, and low-income water heaters are the primary call drivers.

- 95% of calls were answered within 20 seconds (vs. a goal of 90%).
- 588 outbound calls were made compared to 129 this month last year, mostly for home inspection scheduling.
- 1,526 inbound emails were received, up from 900 this month last year, mostly rebate claims for the Retail Initiatives program.
- 1,012 pieces of inbound mail were processed, compared to 1,041 this month last year.
- The team welcomed two new agents.

### C) Government Relations

- Maine Public Utilities Commission (PUC)
  - The Trust submitted testimony in Versant’s general rate case (Docket 2022-00255).
  - The Trust participated in technical conferences in CMP’s general rate case (2022-00152).

## 2. Program Highlights<sup>1</sup>

### A) C&I Prescriptive Initiatives (CIPI) Program

- The number of incoming calls through live transfers from the Call Center or direct from Qualified Partners was higher in December 2022 (421) than November 2022 (324) by nearly 100 calls. This increase can be attributed to growing interest in the ARPA/MJRP FONs.
- The Delivery Team was assigned a total of 47 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 4.95 out of 5.0. Overall average ratings remain at 4.9.
- Virtual Customer Consultations (VCCs) requests are still very active, mostly due to the rollout of multiple funding opportunity notices.

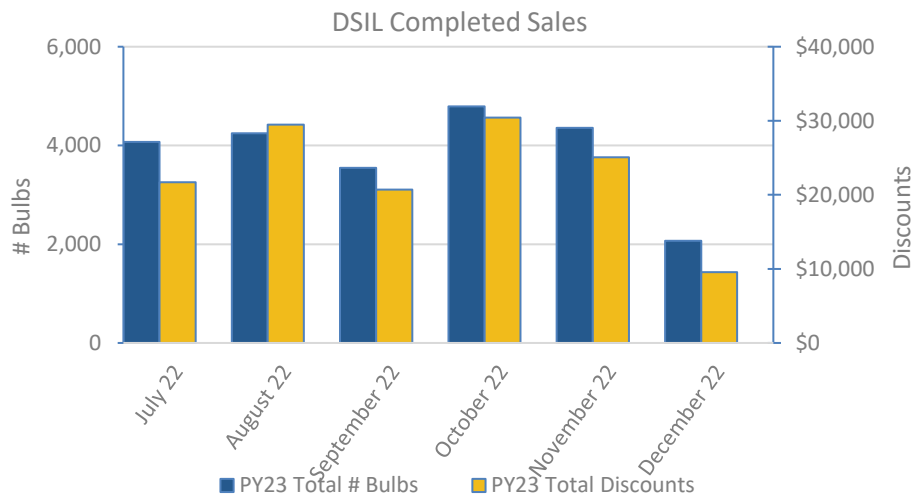
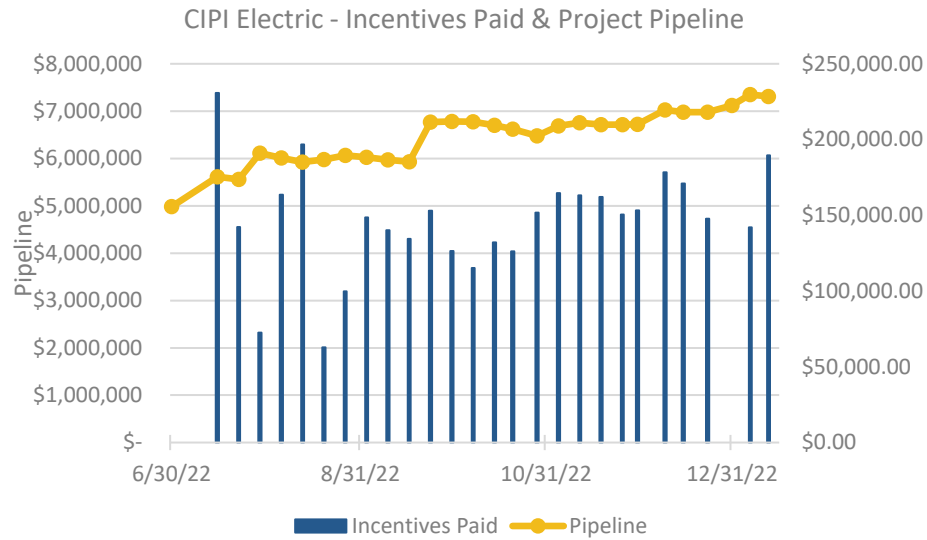
### Electric Measures

- The pipeline of pending electric projects has increased slightly over the last month. The current pipeline constitutes \$7.3 million in incentives. Small business lighting projects comprise \$435,000 of this pipeline.
- Small business lighting transitioned to a statewide offering on July 1<sup>st</sup>, 2022. All active SBI regions accepted new customers through June 30<sup>th</sup>, 2022. The final two regions begun in FY22 closed this month:
  - Region 28 (Camden/Wiscasset area) was launched late-September 2021. Results for the region include 53 lighting projects completed, with \$207,151 incentives paid, resulting in lifetime savings of approx. 3,548 MWh.
  - Region 29 (Northern Aroostook County) was launched late-January 2022. Results for the region include 109 lighting projects completed, with \$656,387 incentives paid, resulting in lifetime savings of approx. 10,370 MWh.
- Overall program activity for small businesses has been steady through FY23 to date. Statewide marketing plans are being developed utilizing utility data to target eligible small businesses.

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<sup>1</sup> 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 January 19th, 2023, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of December 2022).

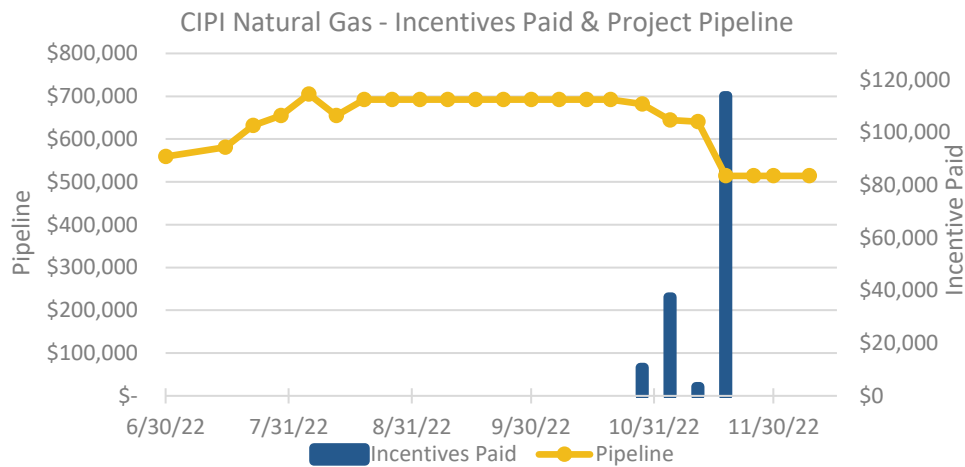
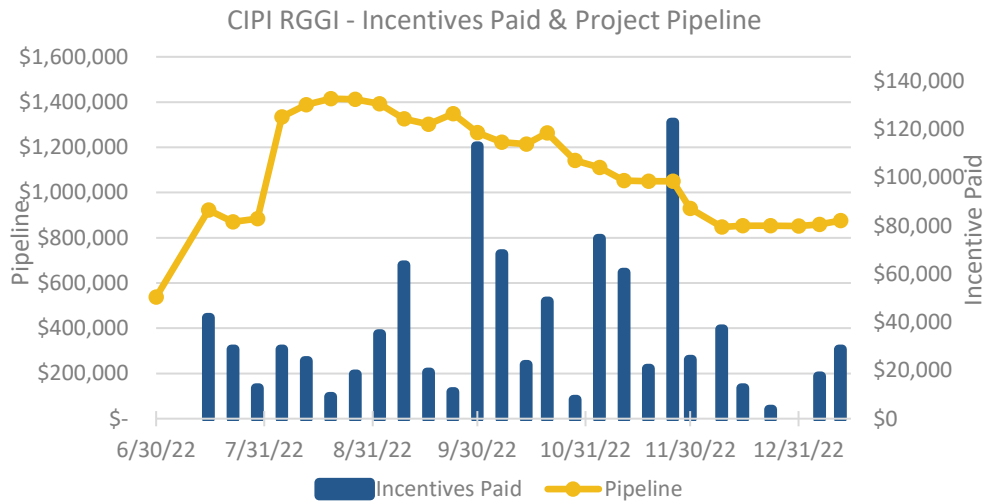
- The total volume of lighting sales and discounts paid through the distributor channel to date represent:
  - 8% are screw-in bulbs (9% of discounts paid).
  - 92% are mogul and T8, T5, and T5HO linear replacement lamps (92% of discounts paid).
  - The lamp types with the highest volume of sales continue to be 4' T8 LED linear replacement lamps (77.6%), followed by 4' T5HO LED lamps (6.2%), and then PAR38 lamps (2.9%).
  - A limited-time promotion was added to enhance the discounts on interior high/low bay and exterior mogul-base replacement lamps.



**Thermal Measures**

- The pipeline of pending projects funded by the Regional Greenhouse Gas Initiatives (RGGI) increased slightly over the past month, and represents \$876,000 in incentive value.
- Pending natural gas projects decreased this month due to incentive payments. Current commitments are \$471,000 in incentive value, which nearly commits all FY2023 funds.

- A new measure for rooftop units (RTUs) was rolled out to complement the heating and cooling solutions offered in the prescriptive portfolio. Replacing existing rooftop units with heat pump systems can significantly lower energy consumption while providing building ventilation, heating, air conditioning, and dehumidification.
- New weatherization measures were added to the prescriptive program to assist multifamily buildings. Incentives for insulation measures for attic and basement spaces along with air sealing activities were launched in January.

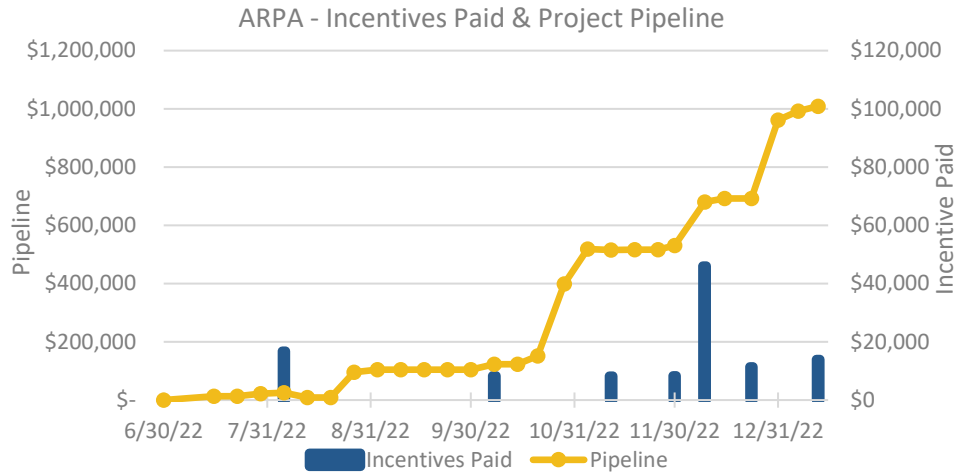


**CIP Initiatives Using Funds of the Maine Jobs and Recovery Plan (MJRP)/American Rescue Plan Act (ARPA)**

- The ARPA/MJRP Funding Opportunities have continued to gain traction. The team continues to offer periodic informational webinar and project development support. Current activity:

	Applications	Approvals	Underway	Pipeline	Paid
Hospitality	31	22	12	\$530,751	9 (\$76,629)
School	20	15	12	\$369,896	1 (\$8,400)

Small Municipality	34	20	11	\$108,393	3 (\$19,600)
Long-Term Care	1	-	-	-	-



Updated Financials	Program Investment
FY2023 Program Budget	\$27,918,683
7/1 to 12/31 Spending	\$5,702,298
Percent of Budget Spent to Date	20%
Percent of Year Passed	50%

Additional Details on FY2023 Financials	Program Investment
Expenditures	\$5,702,298
Committed Pipeline	\$9,664,897
Total (Expenditures and Committed Pipeline)	\$15,367,195
Percent of Current Budget	55%

Energy Savings (through 12/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	11,589,038	(4,518)
Thermal Programs	(628,267)	37,158

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

Project Type (through 12/31)	Projects
Agricultural Solutions	24
Prescriptive Lighting Solutions	242
Small Business Direct Install Lighting	156
Distributor Lighting (bulbs)	23,459
Electric Heating and Cooling Solutions	314
Compressed Air Solutions	15
Natural Gas Heating Solutions	4
All Fuels Heating Solutions	5

**B) C&I Custom Program**

Electric and Thermal Measures

- The C&I Custom Program Review Team did not meet or approve any incentives since the last board meeting.
- The program added four new projects to the pipeline. The total pipeline consists of nine projects worth \$331,244 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 proposals that did not meet the program requirements and will not proceed further in the process.

<b>Updated Financials</b>	<b>Program Investment</b>
FY2023 Program Budget	\$19,820,247
7/1 to 12/31 Spending	\$3,081,098
Percent of Budget Spent to Date	16%
Percent of Year Passed	50%
<b>Additional Details on FY2023 Financials</b>	<b>Program Investment</b>
Expenditures	\$3,081,098
Committed	\$9,115,598
Pipeline	\$331,244
Total (Expenditures, Committed and Pipeline)	\$12,527,940
Percent of Current Budget	63%

<b>Energy Savings (through 12/31)</b>	<b>Annual kWh Savings</b>	<b>Annual MMBtu Savings</b>
Electric Programs	1,756,694	-
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 21% compared to FY2022.
- Inbound customer calls and home inspections continue to be monitored to improve customer service.

Weatherization

- Weatherization rebate volumes for December were 117% higher than last December (582 vs. 268 rebates). The number of weatherization rebates by year-end of FY2023 is forecasted to be up 65% from FY2022.
- Eighteen percent of rebated installation projects were inspected versus a goal of 15%.
- Seventy-nine 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 68 days.
- The HESP team and Low- and Moderate-Income (LMI) team pre-announced weatherization rebate changes to weatherization Residential Registered Vendors (RRVs). Starting with

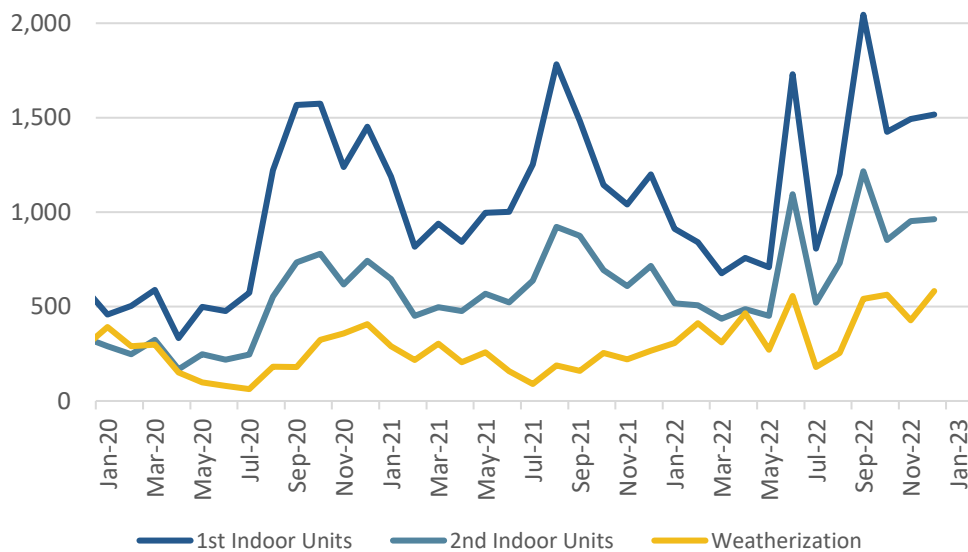
projects completed in 2023, moderate-income individuals qualify for higher rebates than available in 2022. At the same time, we have started the process of revising our rebates for low-income households to align with new federal programs and rebates for any-income households to adjust for the new “moderate-income” tier.

- The HESP and LMI teams hosted a discussion group to get feedback from weatherization RRVs. At the end of December, the teams gave notice to the RRVs of additional weatherization rebate changes. Starting with projects completed in 2023, weatherization RRVs will be required to submit a Weatherization Requirements Checklist, which is similar to our Heat Pump Installation Requirements Checklist.

**Heat Pumps**

- Heat pump rebate volumes for December were 29% higher than last December. The total number of heat pump rebates for FY2023 is forecasted to be 14% higher than FY2022’s record high.
- Nine percent of rebated heat pump projects were inspected versus a goal of 10% to 15%.
- Eighty-five 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 53 days.

**HESP Number of Rebates**



Updated Financials	Program Investment
FY2023 Program Budget	\$31,284,381
7/1 to 12/31 Spending	\$15,135,677
Percent of Budget Spent to Date	48%
Percent of Year Passed	50%

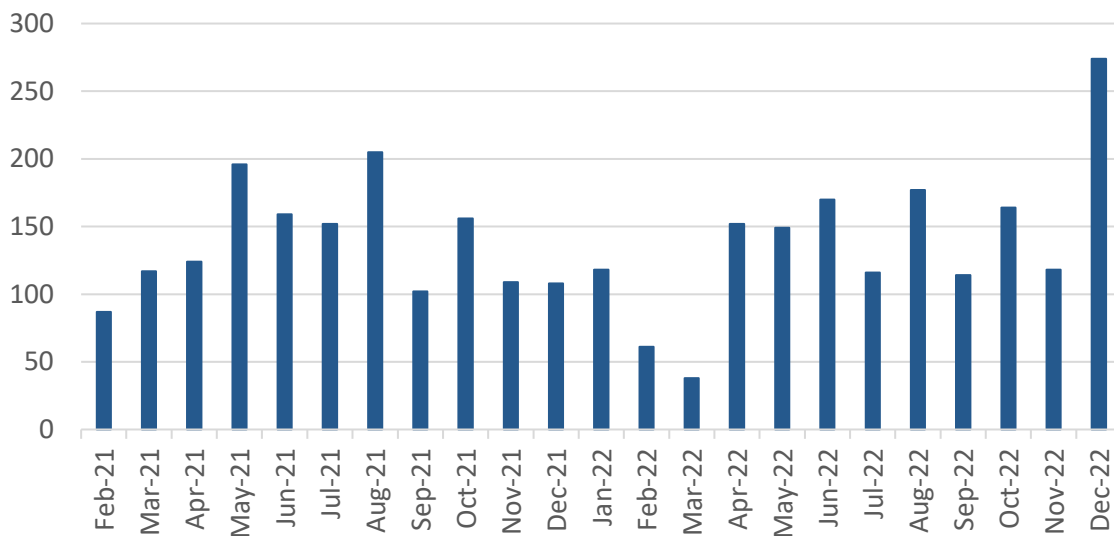
Energy Savings (through 12/31)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(9,252,526)	166,575
Thermal Programs	835,952	23,464

Project Type (through 12/31)	Participating Households
Heat Pumps	9,382
Weatherization and Other Heating Systems	1,579

**D) Retail Initiatives Program**

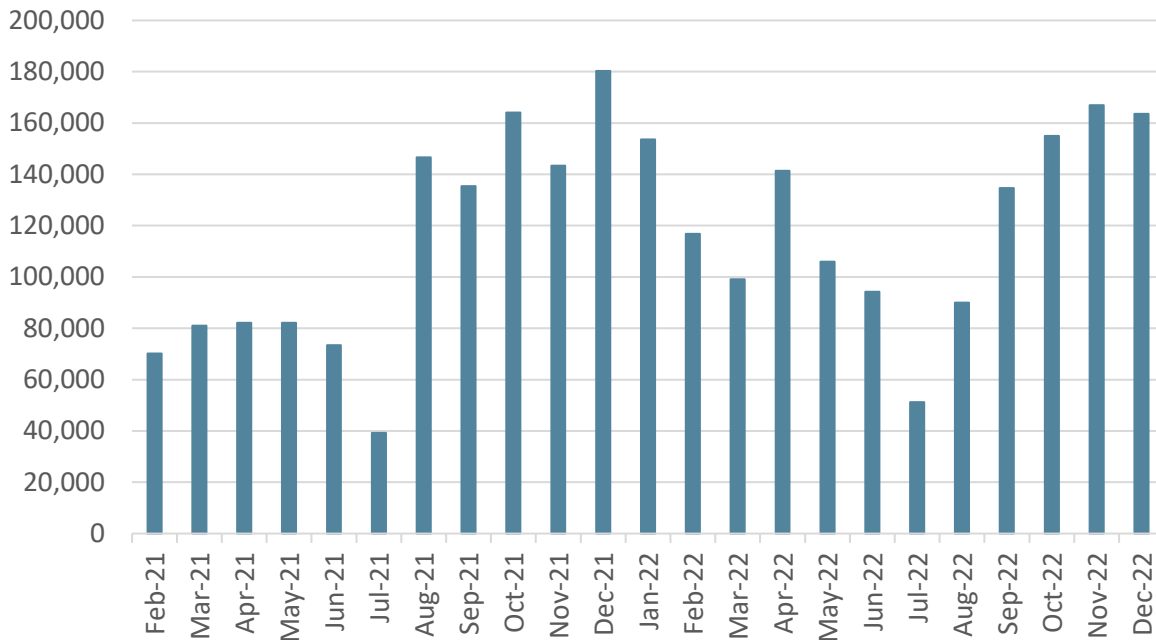
- The Retail program forecasts rebating about 4,000 heat pump water heaters (HPWHs) by the end of FY2023, up more than 230% from 1,724 in FY2022.
- Further negotiations by the program team with Lowe’s has led them to drop their price on 12/1/2022 to \$449 after the program’s instant discount. In October, Lowe’s heat pump water heater price was \$549 after the program’s instant discount. Six months ago, it was \$1,799 before mail-in rebate. \$449 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. The team plans to launch another major marketing campaign.
- The field team continues to visit every major retailer and distributor weekly to update signage, train employees, and ensure that shelves are stocked.

Monthly Retail HPWH sales





### Monthly Bulb sales - Retail (including unaudited estimates)



Updated Financials	Program Investment
FY2023 Program Budget	\$13,468,336
7/1 to 12/31 Spending	\$4,106,626
Percent of Budget Spent to Date	30%
Percent of Year Passed	50%

Energy Savings (through 12/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	21,515,792	(20,201)
Thermal Programs**	-	-

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

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

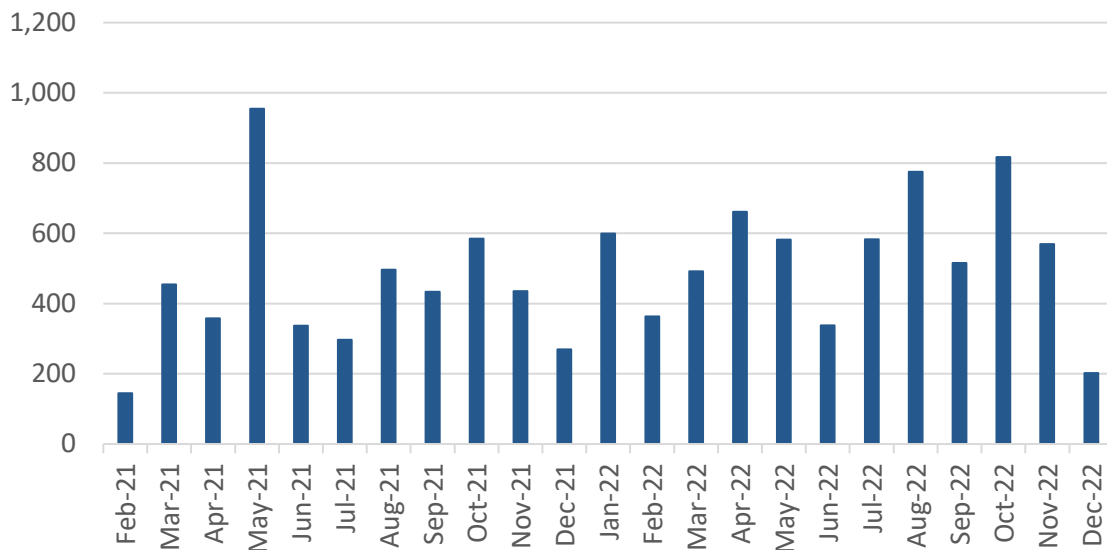
Rebate Type (through 12/31)	Projects
Light Bulbs	689,144
Appliance Rebates	3,384

#### E) Distributor Initiatives

- The program forecasts rebating 7,192 heat pump water heaters using instant discounts at distributor branches by the end of FY2023.
- All Maine plumbing distributors are participating in our heat pump water heater initiative. Plumbers receive an instant discount at time of purchase so there is no waiting for a rebate check and no risk of a claim being denied. Distributors are outselling retailers in HPWH sales by a ratio of 2 to 1. Seventy-four percent of the top electric water heaters sold by distributors are HPWHs versus only thirty-three percent 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



Updated Financials	Program Investment
FY2023 Program Budget	\$13,374,332
7/1 to 12/31 Spending	\$3,719,312
Percent of Budget Spent to Date	28%
Percent of Year Passed	50%

Energy Savings (through 12/31)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	2,700,050	16,017
Thermal Programs	-	570

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

Rebate Type (through 12/31)	Projects
Heat Pump Water Heaters	2,861
Electronically Commuted Pumps	2,993
Distributor HVAC (NG)	44

**F) Low Income Initiatives**

- The eligibility landing page/prescreening form is live on [efficiencymaine.com](http://efficiencymaine.com). Over 3,000 Mainers have prescreened as low income or 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 program has delivered kits to 552 households since July 1.

Low Income Heat Pump Water Heater Initiative

- Since July 1, 447 HPWHs have been installed. An additional 366 HPWH installations have been reserved.
- Letters to HEAP households are being sent out in batches of 2,000 to communicate the suite of rebates, and drive demand for heat pump water heaters.

Arrearage Management Program (AMP)

- The program has seen 338 new participants since July 1.
- The program continues to provide electricity usage assessments, energy-saving tips, and offers for energy-saving devices to 100% of new AMP enrollees. Outbound calls are made to households that seem to be a good fit for a heat pump water heater installation.

Manufactured Home Pilot:

- Customer acquisition meetings, emails, phone calls, and soliciting within several parks this month. Twenty-five customers have installed or scheduled their installation of a whole home heat pump solution where the Miller furnace is removed.

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

- Since July 1<sup>st</sup>, the program has:
  - Weatherized 330 homes,
  - Rebated installations of 897 single-zone heat pumps.

Low Income Natural Gas

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

<b>Updated Financials</b>	<b>Program Investment</b>
FY2023 Program Budget	\$16,432,010
7/1 to 12/31 Spending	\$6,435,760
Percent of Budget Spent to Date	39%
Percent of Year Passed	50%
<b>Additional Details on FY2023 Financials</b>	<b>Program Investment</b>
Expenditures	\$6,435,760
Pipeline	\$1,370,000
Total (Expenditures & Committed Pipeline)	\$7,805,760
Percent of Current Budget	48%

<b>Energy Savings (through 12/31)</b>	<b>Annual kWh Savings</b>	<b>Annual MMBtu Savings*</b>
Electric Programs	904,490	(237)
Thermal Programs	(2,109,041)	35,205

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

**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)

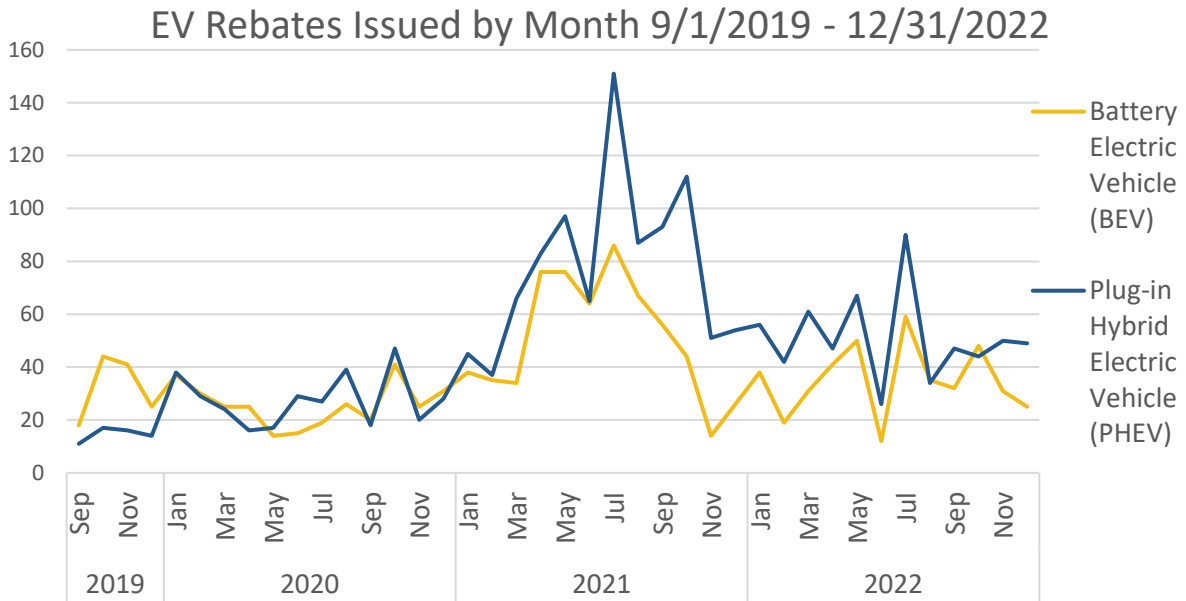
- Sixty applicants have applied for EMT's Level 2 Rural EV charging FON. The deadline for applications was January 17, 2023.

EV Rebates

- The program issued 74 EV rebates in the month of December. Supply chain disruptions continue to constrain vehicle supply. Supply chain disruptions are expected to continue throughout the coming year.
- The top EV models sold for the month of December were the Toyota RAV4 Prime, Toyota Prius Prime, Kia EV6, and the Chevrolet Bolt EUV.

**EV Public Information and Outreach**

- Staff attended Drive Electric Maine’s quarterly meeting.
- Staff attended the Northeast Regional Alignment Summit on Transportation in New York City.



<b>Total Rebates By Technology Type (9/1/2019 – 12/31/2022)</b>	<b>Number of Rebates</b>	<b>Dollars Spent</b>
BEV (Battery Electric Vehicle)	1,473 (43%)	\$4,183,000 (68%)
PHEV (Plug-in Hybrid Electric Vehicle)	1,944 (57%)	\$1,949,000 (32%)
<b>Total</b>	<b>3,417</b>	<b>\$6,132,000</b>

<b>Updated Financials</b>	<b>Electric Vehicle Supply Equipment</b>	<b>EV Rebate Program</b>
FY2023 Program Budget	\$6,636,700	\$7,958,173
7/1 to 12/31 Spending	\$160,190	\$866,987
Percent of Budget Spent to Date	2.4%	10.9%
Additional Committed	\$2,477,663	\$647,769
Percent of Year Passed		50%

**I) Demand Management Program**

Demand Response Initiative

- The Trust completed its final settlement payments in early January, formally closing out this year’s (FY23) summer capacity season. The overall realization rate is lower than staff had originally anticipated but is not outside the realm of expectation of first year performance from similar programs. The Trust anticipates improving upon this realization rate through several program design changes that will increase competition between Curtailment Service Providers (CSPs) and optimize the enrolled portfolio of customers.
- Staff are working to incorporate customer and CSP feedback into the PON for this coming summer capacity season, planning to launch the program PON in mid-February.

CY2022 Summer Capacity Period Summary	
Enrolled CSPs	2
Enrolled Customers	23
Enrolled MW	11.2
Enrolled Incentive Budget	\$392,000
Events called	8
Delivered performance (MW)	7.5
Realization Rate	66%
Incentives paid to CSPs	\$262,210

Load Shifting Initiative

- The application period for RFP-009-2023 (Distributed Energy Resources Management Service Provider) closed on January 6, 2023.

**J) Strategic Initiatives**

• **Innovation**

- Staff plan to hold the first meeting of the Efficiency Maine Innovation Advisory Group in late January.
- Whole Home Heat Pump Solutions Pilot: Work continues for a “Phase 2” of the pilot focused on expanding the mobile home (“manufactured home”) outreach done last year to reach more homes in FY2023. Five installations are complete with more scheduled for the coming weeks.
- Hydronic Heat Pump with Thermal Storage Pilot: SpacePak air-to-water equipment and a SCADA control device has been installed in the first site with final distribution elements coming soon. The system is expected to be fully operational by the end of the month, with a second site targeted for February.
- Level 2 Smart Charging Pilot: Staff have received all final deliverables and plan to publish results and the final report in the coming weeks.

• **Evaluation, Measurement, and Verification**

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

**K) Efficiency Maine Green Bank**

- Home Energy Loans: The Trust is limiting the availability of residential loans from the Revolving Loan Fund to LMI-program eligible applicants only. Staff is further developing plans to utilize third-party capital to expand loan offerings.
- Small Business Loans: The Trust has no new information to report on this initiative this month.

- C-PACE: Staff is proceeding with the Rulemaking process for the program and has received one written comment in response to December’s Notice of Proposed Rulemaking. The proposed rule is ready for Board review and approval.
- Manufactured Home Finance Initiative: The equipment leasing option is now live and being offered to pilot participants. At the end of the lease period, participants will own their heat pump system.
- Municipal and School Finance Initiative: Staff is exploring opportunities to offer lease financing arrangements to municipalities and school districts that participate in Efficiency Maine’s commercial and industrial programs. Staff is collaborating with local vendors to participate in the program.
- 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

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

##### Lead By Example

- The LBE Initiative Review Team, did not approve any project incentives since the last board meeting.
- LBE technical assistance (TA) funding was awarded to one agency to support development of a bid solicitation.
- Two new facilities received invites to apply, and the total pipeline now consists of seven projects in various stages of bid solicitation development.

### 3. Administration and Finance Highlights

#### A) Administration

- Nothing new to report this month.

#### B) Financial

##### Revenues

- The sum of the year’s new revenues from state and regional sources through the end of December 2022 was \$57.1 million out of a total expected annual revenue of \$81.2 million. Approximately \$570,000 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 \$1.8 million. The total budgeted revenue for FY2023 is \$104.9 million.

##### Expenditures

- Total expenditures through the end of December 2022 were \$43.9 million of which approximately:
  - i. \$3.81 million was spent on Administration (excluding interfund transfers)
  - ii. \$105,000 was spent on Public Information
  - iii. \$293,000 was spent on Evaluation work
  - iv. \$360,000 was spent on Innovation Pilots
  - v. \$6.44 million was spent on Low Income Initiatives
  - vi. \$4.11 million was spent on the Retail Initiatives Program
  - vii. \$3.72 million was spent on the Distributor Initiatives Program
  - viii. \$15.14 million was spent through HESP

- ix. \$5.70 million was spent through the C&I Prescriptive Initiatives Program
- x. \$3.08 million was spent on the C&I Custom Program
- xi. \$64,000 was spent in Inter-Agency Transfers
- xii. Another \$75.25 million is encumbered across all budget categories but is not yet spent.

## Appendix A

### Full List of Press Coverage (plus links)

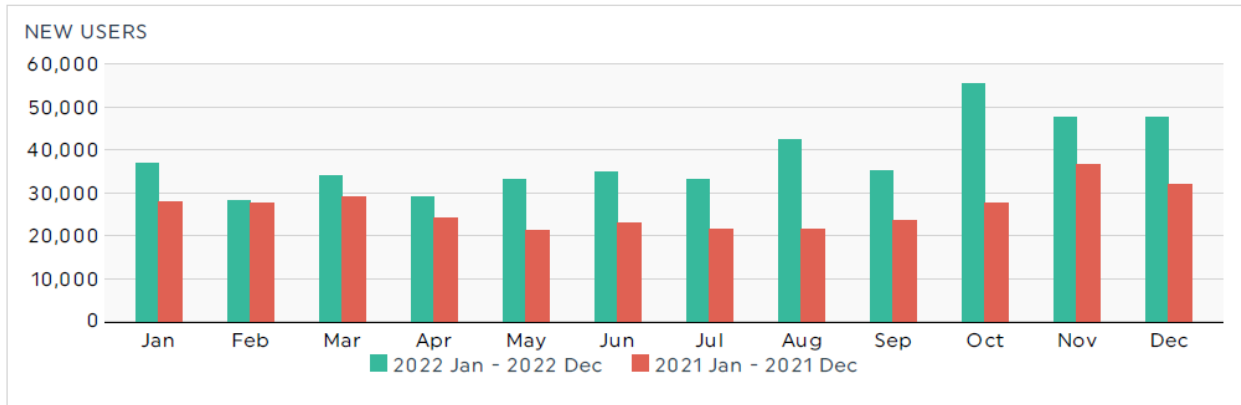
- *Bangor Daily News* mentioned the Trust in a January 9 article about the lack of electric vehicle chargers in Aroostook County (<https://www.bangordailynews.com/2023/01/09/news/aroostook/electric-vehicles-chargers-aroostook-joam40zk0w/>).
- *The Portland Press Herald* quoted staff in a January 8 article about the town of Freeport’s new \$40,000 rebate program for energy efficiency upgrades (<https://www.pressherald.com/2023/01/08/freeports-electrification-rebate-among-coming-boons-for-the-eco-conscious-2/>).
- *Architectural Digest* quoted the Executive Director in a January 5 article about the Inflation Reduction Act and the opportunities it presents for homeowners (<https://www.architecturaldigest.com/story/inflation-reduction-act-home-appliances>).
- *Bangor Daily News* mentioned the Trust in a January 5 article about two new electric vehicle chargers in Bangor (<https://www.bangordailynews.com/2023/01/05/news/bangor/bangor-new-electric-vehicle-chargers/>).
- *Central Maine* mentioned the Trust in a January 3 article about how to use energy-efficient technology to reduce costs (<https://www.centralmaine.com/2023/01/03/maine-compass-how-to-use-clean-energy-to-beat-inflation/>).
- *The Maine Wire* published an article on December 28 about the dangers of cobalt mining—mining that is required to make batteries for electric vehicles—and mentioned the Trust and its electric vehicle program (<https://www.themainewire.com/2022/12/maine-ev-goals-put-green-ideology-over-lives-of-cobalt-mining-congolese-children/>).
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- *The Portland Press Herald* quoted the Executive Director in a December 18 article about skepticism around the new and updated utility heat pump rates (<https://www.pressherald.com/2022/12/18/electricity-rate-option-triggers-skepticism-partisan-charges/>). This article was also posted by:
  - *Yahoo News!* on December 18 (<https://news.yahoo.com/electricity-rate-option-triggers-skepticism-090500343.html>).
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  - *Yahoo! News* on December 18 (<https://news.yahoo.com/heat-pump-electric-rates-could-173400774.html>).
- *Maine Public* quoted staff in a December 14 article about newly approved heat pump and EV utility rates (<https://www.maine-public.org/environment-and-outdoors/2022-12-14/maine-public-utilities-commission-approves-lower-rates-for-heat-pumps-and-evs>). This article was also published by:



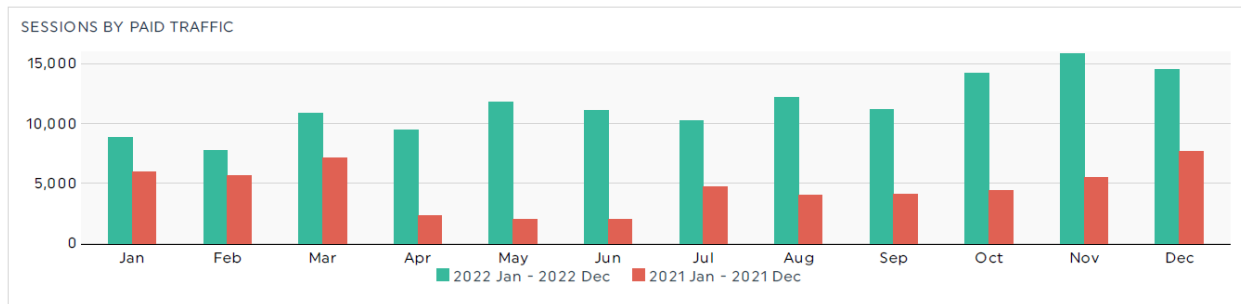
- *Bangor Daily News* on December 14 (<https://www.bangordailynews.com/2022/12/14/business/heat-pump-evs-lower-rates-approved/>).

## 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
/	12,851
/heat-pump-user-tips/	5,600
/electric-vehicle-rebates/	5,574
/at-home/heating-cost-comparison/	5,417
/at-home/heat-pump-water-heater-program/	4,056
/about-heat-pumps/	3,287
/home-insulation/	2,726
/at-home/100-diy-winter-prep-rebate/	2,232
/at-home/ductless-heat-pumps/	2,039
/at-home/	1,858

TOP LANDING PAGE FROM ORGANIC (SESSIONS)	
Landing Page Path	Sessions
/	7,136
/heat-pump-user-tips/	5,145
/at-home/heating-cost-comparison/	4,044
/at-home/ductless-heat-pumps/	1,415
/at-home/	1,054
/heat-pumps/	909
/at-home/water-heating-cost-comparison/	858
/electric-vehicle-rebates/	663
(not set)	621
/heat-pump-user-tip-use-your-heat-pump-all-winter/	570

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

