

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

## 1. Public Information and Outreach

### A) Awareness and Press

- **Press** (see Appendix A for additional details)
  - *Grist* quoted Staff in a February 21 article about the effectiveness of heat pumps in Maine's cold climate.
  - *The Natural Resources Council of Maine* posted a podcast on March 2 that featured an interview with Staff discussing the success of heat pumps in Maine.
  - *Business Insider* mentioned the Trust in a February 17 article that explored the national push towards electric heating and cooling.
  - *MIT Technology Review* quoted Staff in a February 14 article discussing the technology behind heat pumps and their effectiveness in cold climates.
- **Events**
  - Staff presented information about the Trust's residential programs and incentives on March 10 during an educational course for Maine realtors hosted by Keller Williams Realty.
  - Staff presented information about the Trust's EV initiative during a York Public Library EV webinar on March 8.
  - Staff presented information about the Trust's commercial initiatives at a series of "Counter Days" at F.W. Webb locations in Augusta, South Portland, and Hampden on February 14, 15, and 16, respectively; and at Bell Simons in Bangor on February 21; and at Johnstone Supply in Hampden and Portland on February 22 and March 2, respectively.
- **Website and Outreach** (see Appendix B for additional details)
  - February website visits
    - 50,167 unique visitors
    - 10,654 visits driven by digital ads
  - Facebook
    - 4,615 followers

### B) Call Center (February)

- 3,080 inbound phone calls were received, down from 3,164 last month and up from 2,348 this month a year ago. Inquiries about heat pumps and water heaters (for income-eligible households) were the primary call drivers.
- 90% of calls were answered within 20 seconds (vs. a goal of 90%).
- 341 outbound calls were made compared to 571 this month last year, mostly for home inspection scheduling.
- 1,364 inbound emails were received, up from 913 this month last year, mostly rebate claims for the Retail Initiatives program.
- 487 pieces of inbound mail were processed, compared to 6,180 this month last year.

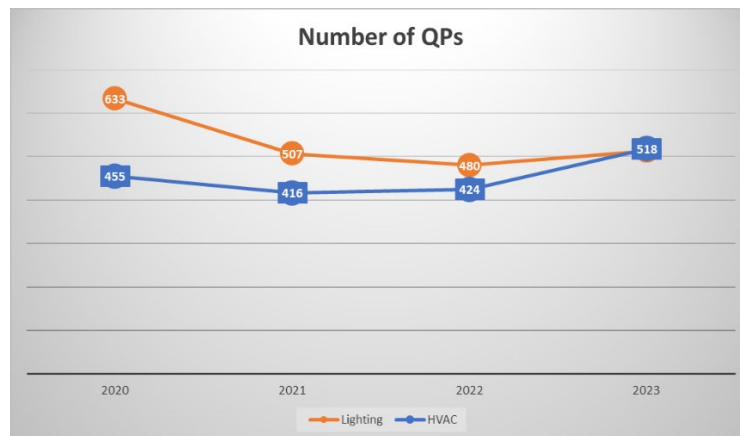
## C) Government Relations

- Maine Public Utilities Commission (PUC)
  - The Trust participated in technical conferences in Central Maine Power's (CMP's) rate case (Docket No. 2022-00152).
  - The Trust filed its Annual Update on Triennial Plan V with the Commission (Docket No. 2021-00380). This filing included the significant change requests approved by the Board in December 2022.
  - The Trust participated in a technical conference in Versant's rate case (Docket No. 2022-00255).
  - The Trust filed brief comments in response to a Commission inquiry on time-differentiated rates for electricity supply (Docket 2023-00019).
- Maine Legislature
  - Staff worked with the bill sponsor of LD 256 to modify the bill language to clarify certain conditions on which the Trust could provide rebates on electric bicycles. The bill was passed out of committee on a straight party line vote.
  - Staff answered questions at two work sessions on LD 187, a bill requested by the Trust to repeal the Renewable Resource Fund in 35-A MRS §10121, about options for the disposition of any future revenues paid from through Alternative Compliance Payments from the Renewable Portfolio Standard.
  - Staff testified a Resolve proposing to have the Trust run a pilot project on Vehicle-to-Grid (V2G) applications of electric school buses. The Trust expressed concerns about unknown and unlimited costs, and recommended that the bill be amended to give the Trust full discretion to design the pilot and to abandon pursuit or implementation of a pilot if the costs forecasts are prohibitive. Costs of such a project to interconnect to the grid have wide variability and are unknown until additional analysis is performed.
  - Staff testified on a bill (LD 815) that would require the Trust to target outreach to residents of manufactured housing and would establish a new "Residential" energy efficiency program to help low- and moderate-income (LMI) Mainers access efficient products. Staff testified that such outreach already exists, and that a Residential efficiency program for LMI already exists – called the Low-Income Initiatives program -- and that the program has been approved through the Triennial Plan with a budget of approximately \$40 million (not including IRA rebate funds) over three years.
- Federal Government
  - Staff filed extensive, detailed comments in response to a Request For Information (RFI) from the US Department of Energy (US DOE) on a slate of 60 questions regarding the Inflation Reduction Act's two rebate programs (a) for home energy performance and (b) for high-efficiency electric equipment and appliances in LMI homes. Staff also followed up US DOE staff to provide background information about the Trust's program designs, strategies and processes related to weatherization and heat pump systems.
  - Staff started the process of developing a grant application for a Revolving Loan Fund in response to a pending US DOE funding opportunity.

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

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

- The program conducted 38 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. Overall average satisfaction ratings remain at 4.9 out of a maximum of 5.0.
- Launched in April 2022, Virtual Customer Consultations (VCCs) continue to generate program interest. To date, the team has received 337 consultation requests, and has completed 310 requests. The remaining 27 are scheduled. Thirty-five consultations have resulted in 48 completed projects to date, with an additional 48 in progress or expected to request preapproval soon.
- The qualified partner (QP) network continues to see growth, primarily with HVAC contractors and engineers, as shown below.

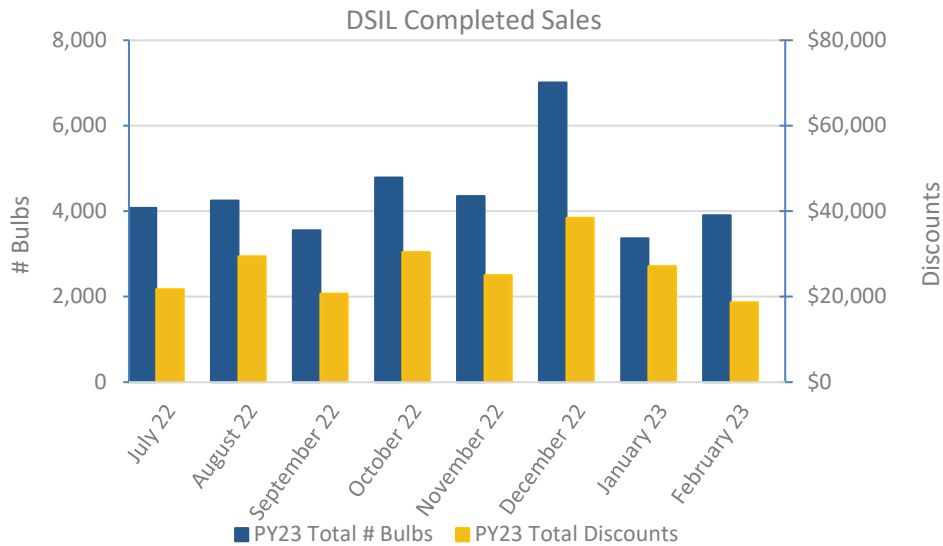
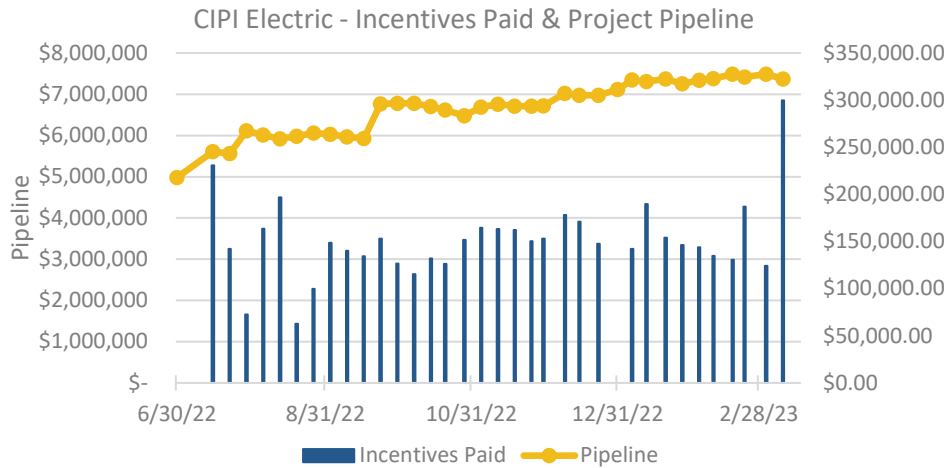


### Electric Measures

- The pipeline of pending electricity projects has remained consistent over the last month. The current pipeline constitutes \$7.3 million in incentives.
- The total volume of lighting sales and discounts paid through the “distributor channel” in FY2023 to date represent:
  - 7% are screw-bulb (7% of discounts paid), for which incentives were discontinued as of January 1, 2023.
  - 93% are mogul and T8, T5, and T5HO linear replacement lamps (93% of discounts paid).
  - The lamp types with the highest volume of sales continue to be 4’ T8 LED linear replacement lamps (80% of the sales of all lamps) followed by 4’T5HO LED lamps (4.9%) and then PAR38 lamps (2.7%).
  - Residential style screw-in lamps were removed from the distributor discount program on 1/1/23. These lamps included R20, PAR16, PAR20, PAR30, BR30, BR40, MR16, Globe and Candelabra lamps.

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

- A limited time promotion was added to enhance the discounts on interior high/low bay and exterior mogul lamps. To date, 196 lamps have been sold and installed with discounts totaling \$16,000. These installations represent 161,000 kWh in first year savings.
- CIPI is currently investigating the feasibility of expanding its electric solution to include heat pump water heating in businesses that have significant water consumption, such as lodging, restaurants, healthcare, and multifamily buildings.

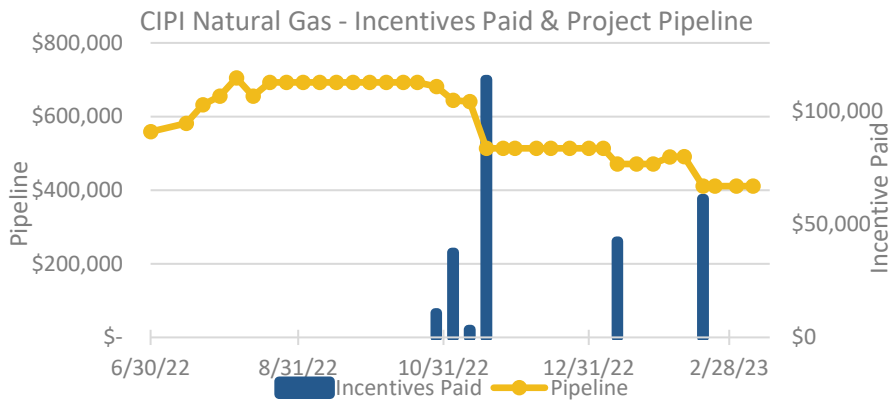
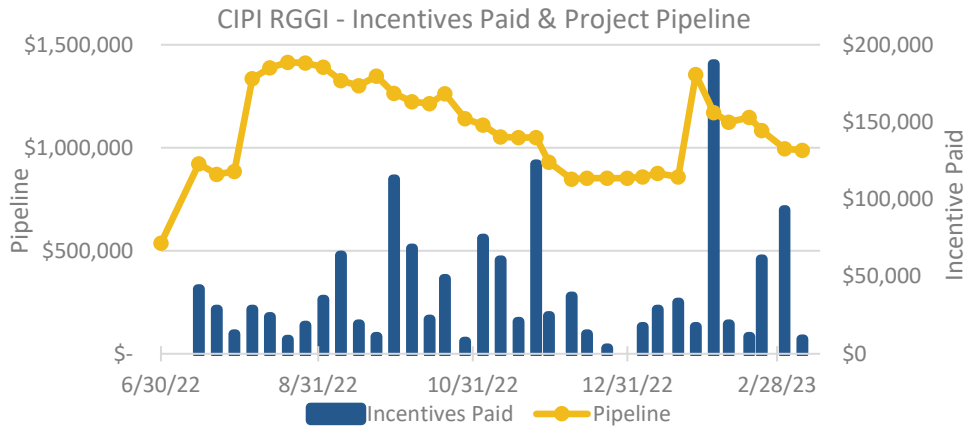


**Thermal Measures**

- The pipeline of pending projects funded by the Regional Greenhouse Gas Initiatives (RGGI) decreased over the past month, mostly due to a large incentive payment. Current commitments are \$987,000 in incentive value, down from \$1.1 million last month.
- The pipeline of pending natural gas projects decreased as projects were completed and incentives were paid out. Current commitments are \$410,000 in incentive value, which fully commits all FY2023 funds. New applications for natural gas measures are no longer being accepted.
- The program continues to explore modifications to the small heat pump retrofit solutions to drive customers to install systems designed to match the building’s heat load. This will drive

fully electric heating and cooling so that the existing heating systems can be removed from service and cost-effectiveness will be improved.

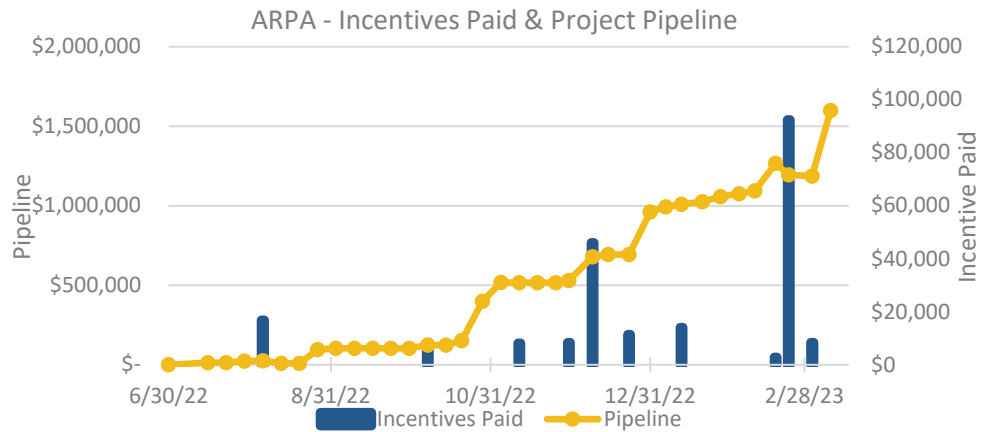
- There have been a few inquiries regarding new weatherization measures for multifamily buildings launched in January. No incentive applications have been submitted to date.



**Maine Jobs and Recovery Plan (MJRP)/American Rescue Plan Act (ARPA)**

- The program’s Funding Opportunity Notices (FONs) have seen an increase in activity from recent mailings and Virtual Customer Consultations.
- The team will conduct additional outreach with customers and QPs as the hospitality and school FONs approach their application end-date in May for the first round of this funding opportunity.
- The team is focusing on outreach to long-term care communities to increase activity.
- Activity as of 3/10/2023:

FON	Pre-approvals	Complete and Paid	Incentive Request Total
Hospitality	38	13	\$1,409,865
School	26	1	\$1,378,262
Small Municipality	37	13	\$374,442
Long-Term Care	1	-	\$10,527
<b>Total</b>	<b>102</b>	<b>27</b>	<b>\$3,173,096</b>



Updated Financials	Program Investment
FY2023 Program Budget	\$27,891,683
7/1 to 2/28 Spending	\$8,109,046
Percent of Budget Spent to Date	29%
Percent of Year Passed	66%

Additional Details on FY2023 Financials	Program Investment
Expenditures	\$8,109,046
Committed Pipeline	\$10,366,827
Total (Expenditures and Committed Pipeline)	\$18,475,873
Percent of Current Budget	66%

Energy Savings (through 2/28)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	16,941,322	(4,717)
Thermal Programs	(1,126,268)	51,748

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

Project Type (through 2/28)	Projects
Agricultural Solutions	28
Prescriptive Lighting Solutions	379
Small Business Direct Install Lighting	189
Distributor Lighting (bulbs)	35,196
Electric Heating and Cooling Solutions	466
Compressed Air Solutions	20
Natural Gas Heating Solutions	8
All Fuels Heating Solutions	6

## B) C&I Custom Program

### Electric and Thermal Measures

- The C&I Custom Program Review Team met once and approved 3 projects worth \$499,700 in incentives since the last board meeting.
- The program added one new project to the pipeline. The total pipeline consists of 6 projects worth \$111,500 in incentive offers, after adjusting for probability of completion.

- Program staff received no new scoping audit requests and no new Technical Assistance (TA) study requests.
- Program staff reviewed one project proposal that did not meet the program requirements and will not proceed further in the process.

<b>Updated Financials</b>	<b>Program Investment</b>
FY2023 Program Budget	\$19,820,247
7/1 to 2/28 Spending	\$3,541,356
Percent of Budget Spent to Date	18%
Percent of Year Passed	66%

<b>Additional Details on FY2023 Financials</b>	<b>Program Investment</b>
Expenditures	\$3,541,356
Committed	\$10,003,332
Pipeline	\$111,500
Total (Expenditures, Committed and Pipeline)	\$13,656,188
Percent of Current Budget	69%

<b>Energy Savings (through 2/28)</b>	<b>Annual kWh Savings</b>	<b>Annual MMBtu Savings</b>
Electric Programs	2,253,228	-
Thermal Programs	(51,530)	5,758

### C) Home Energy Savings Program (HESP)

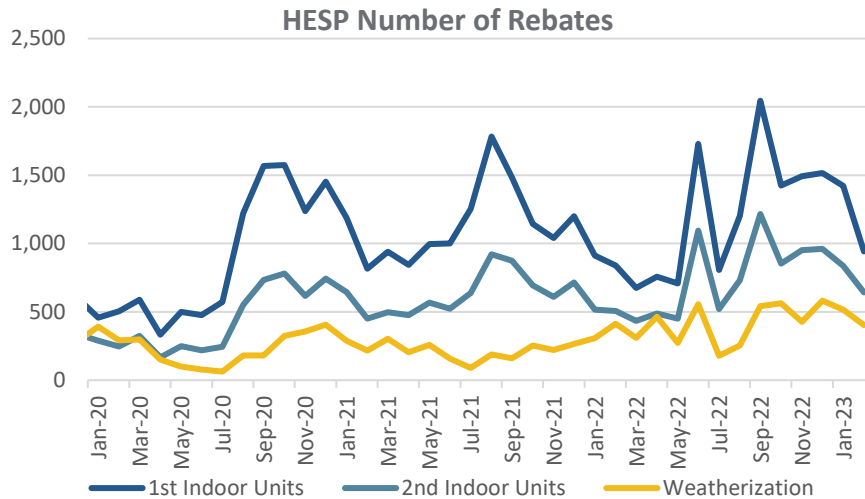
- The number of rebates for FY2023 is forecasted to achieve a year-end increase of 26% compared to FY2022.
- Inbound customer calls and home inspections continue to be monitored to improve customer service.
- Rebate processing speed is the best it has ever been. At the end of February, the team had only 3 days worth of claims in the pipeline, compared to 15 days in the past. Improvements to rebate processing have allowed us to deliver the most rebates in the shortest period of time – well ahead of the six weeks for rebate processing that is advertised.

#### Weatherization

- Weatherization rebate volumes for February were 2% lower than last February (404 vs. 412 rebates). The number of weatherization rebates by year-end of FY2023 is forecasted to be up 60% from FY2022.
- Eleven percent of rebated installation projects were inspected versus a goal of 15%.
- Sixty-six 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 96 days (versus 102 days in January).

### Heat Pumps

- Heat pump rebate volumes for February were 20% higher than last February (1,622 vs. 1,347 rebates). The number of heat pump rebates by year-end of FY2023 is forecasted to be up 20% from FY2022.
- 16% of rebated heat pump projects were inspected versus a goal of 10% to 15%.
- 86% 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 33 days, down from 49 days in January.



Updated Financials	Program Investment
FY2023 Program Budget	\$31,284,381
7/1 to 2/28 Spending	\$19,892,735
Percent of Budget Spent to Date	64%
Percent of Year Passed	66%

Energy Savings (through 2/28)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(11,704,596)	211,701
Thermal Programs	1,044,802	32,088

Project Type (through 2/28)	Participating Households
Heat Pumps	11,991
Weatherization and Other Heating Systems	2,141

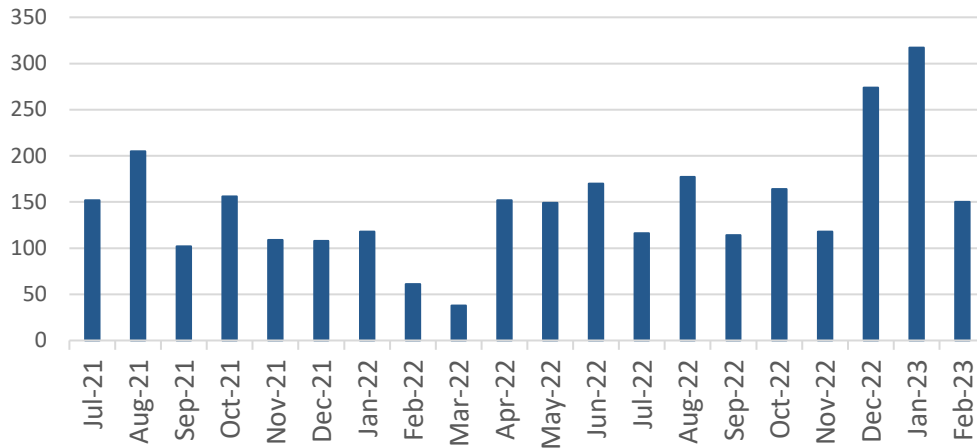
#### D) Retail Initiatives Program

- The program forecasts rebating about 3,875 heat pump water heaters (HPWHs) by the end of FY2023.



- In January, Granite Group dropped its heat pump water heater price for homeowners from \$599 to \$429 after Efficiency Maine’s instant discount, compared to \$449 at Lowe’s and \$549 at Home Depot.
- The installer locator has been modified to sort the search results based on the number of heat pump water heaters installed in the last four months. This will help connect homeowners with plumbers who are most comfortable promoting and installing these units.
- The \$100 DIY Winter Prep Rebate promotional rebate has paid out \$189,000 and is slowing dramatically as the end of the claim window (3/31/2023) approaches.
- The field team continues to visit every major retailer and distributor weekly to update signage, train employees, and ensure that shelves are stocked.

Monthly Retail HPWH sales



Updated Financials	Program Investment
FY2023 Program Budget	\$11,268,336
7/1 to 2/28 Spending	\$5,428,045
Percent of Budget Spent to Date	48%
Percent of Year Passed	66%

Energy Savings (through 2/28)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	26,758,744	(22,981)
Thermal Programs**	-	-

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

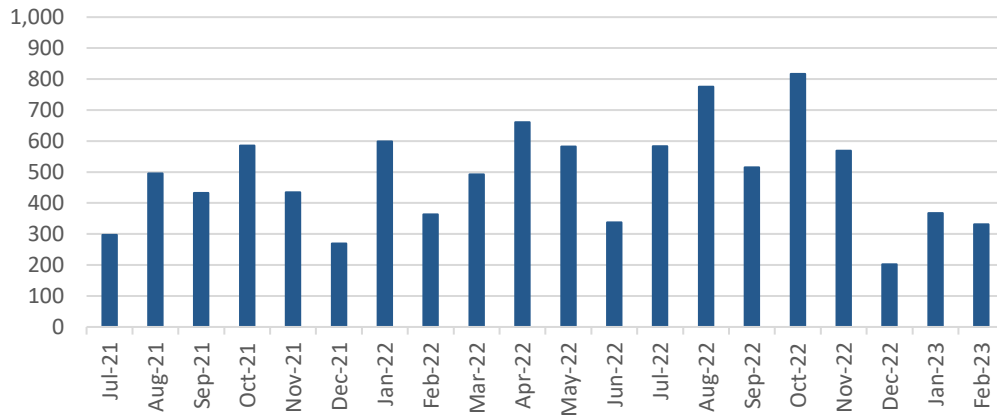
\*\*Savings do not include activities under the DIY Winter Prep Rebate promotion.

Rebate Type (through 2/28)	Projects
Light Bulbs	848,723
Appliance Rebates	4,730

**E) Distributor Initiatives**

- The program forecasts rebating 7,020 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.
- The full-year forecast for ECM circulation pumps is 13,318, up from 11,607 in FY2022; 8,535 in FY2021; and 4,861 in FY2020.

Monthly Distributor HPWH sales



Updated Financials	Program Investment
FY2023 Program Budget	\$13,374,332
7/1 to 2/28 Spending	\$5,032,410
Percent of Budget Spent to Date	38%
Percent of Year Passed	66%

Energy Savings (through 2/28)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	3,443,546	20,358
Thermal Programs	-	701

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

Rebate Type (through 2/28)	Projects
Heat Pump Water Heaters	3,632
Electronically Commuted Pumps	3,785
Distributor HVAC (NG)	54

**F) Low Income Initiatives**

- The “All Rebates” brochure for low- and moderate-income (LMI) households is available on [efficiencymaine.com](http://efficiencymaine.com).
- Over 3,700 Mainers have been screened through the online eligibility tool since its launch on July 1, 2022.

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 675 households since July 1, and expects a large distribution in March.

Low Income Heat Pump Water Heater Initiative

- Since July 1, 591 heat pump water heaters have been installed. An additional 375 installations have been reserved.
- The program has developed new marketing materials for print media and will be used in areas of the state with the most capacity.

Arrearage Management Program (AMP)

- The program has seen 506 new participants since July 1.
- The program continues to provide electricity usage assessments, energy-saving tips, and offers for energy-saving devices to 100% of new AMP enrollees. Outbound calls are made to households that seem to be a good fit for a heat pump water heater installation.

Manufactured Home Pilot

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

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

- Since July 1, the program has rebated installations of 1,050 single-zone heat pumps, with an additional 119 reservations in the pipeline. The team is seeing an expected seasonal decline in the pipeline.
- Since July 1, the program has rebated insulation measures in 558 homes, with an additional 169 reservations in the pipeline. The team is seeing an expected seasonal decline in the pipeline.

Low Income Natural Gas

- Seventy-five percent of Maine Natural Gas funds have been invested. The program forecasts additional investments in Unitil and Bangor Natural Gas territories by fiscal year end.

<b>Updated Financials</b>	<b>Program Investment</b>
FY2023 Program Budget	\$16,432,010
7/1 to 2/28 Spending	\$8,723,631
Percent of Budget Spent to Date	53%
Percent of Year Passed	66%
<b>Additional Details on FY2023 Financials</b>	<b>Program Investment</b>
Expenditures	\$8,723,631
Pipeline	\$2,141,000
Total (Expenditures & Committed Pipeline)	\$10,864,631
Percent of Current Budget	66%

Energy Savings (through 2/28)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	1,133,242	(278)
Thermal Programs	(2,745,500)	46,246

\*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)

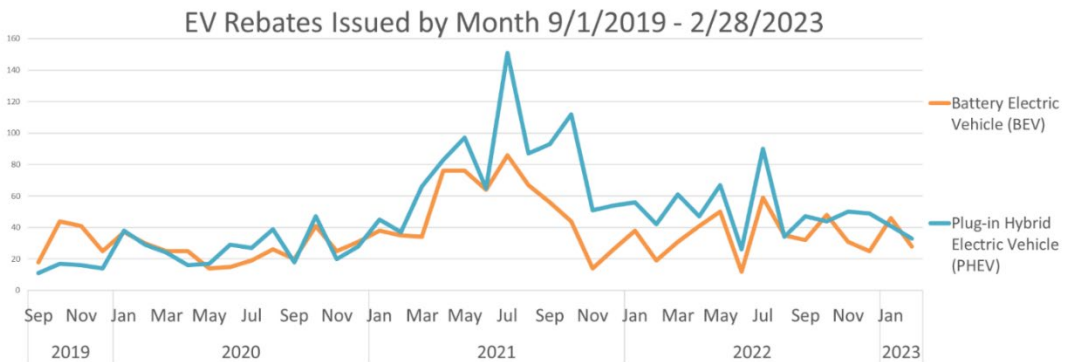
- The program launched a new FON for public Level 2 EV charging projects in rural areas of Cumberland and York counties. The offer includes incentives of \$8,000 per Level 2 plug capped at 90% of the total eligible project costs for projects at local government-owned facilities and public libraries, and \$5,000 per Level 2 plug capped at 80% of the total eligible project costs for all other projects. Applications are open until June 30, 2023. A previous round awarded funding for 54 projects in all 14 of Maine's other counties.
- The program hosted a pre-bidder's webinar for its upcoming "Phase 5" DC fast charging RFP. 38 participants attended the webinar.
- The program hosted a webinar, "Installing Level 2 Electric Vehicle Chargers at Commercial and Public Properties," to discuss topics covered in the new level 2 charger installation guidebook. 31 participants attended the webinar. A second webinar is scheduled for April 3, 2023 at 9 a.m.

EV Rebates

- The program issued 61 EV rebates in the month of February. Supply chain disruptions continue to constrain vehicle supply. Vehicle availability is expected to gradually improve throughout 2023 as supply chain restrictions ease.
- The top EV models sold for the month of February were the Toyota RAV4 Prime, Nissan Leaf, and the Chevy Bolt EUV.

EV Public Information and Outreach

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



EV Rebates by Customer Type				
Fiscal Year	Commercial*	Low Income	Moderate Income	Any Income
2020	9	2	0	474

2021	76	4	0	977
2022	73	3	0	1,255
2023 (YTD)	35	16	20	621
<b>Total</b>	<b>192</b>	<b>22</b>	<b>15</b>	<b>3,275</b>

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

Total Rebates By Technology Type (9/1/2019 – 2/28/2023)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	1,547 (43%)	\$4,336,500 (68%)
PHEV (Plug-in Hybrid Electric Vehicle)	2,018 (57%)	\$1,997,500 (32%)
<b>Total</b>	<b>3,565</b>	<b>\$6,334,000</b>

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2023 Program Budget	\$7,884,684	\$7,460,189
7/1 to 2/28 Spending	\$171,771	\$1,106,464
Percent of Budget Spent to Date	2%	15%
Additional Committed	\$5,117,297	\$609,011
Percent of Budget with Committed	67%	23%
Percent of Year Passed		66%

#### I) Demand Management Program

##### Demand Response Initiative

- Staff launched a Program Opportunity Notice (PON) on March 1, kicking off the Curtailment Service Provider (CSP) pre-approval period. Pre-approved CSPs will be allowed to begin submitting customer enrollment portfolios for the upcoming summer capacity season on April 3.

##### Load Shifting Initiative

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

#### J) Strategic Initiatives

##### • Innovation

- Whole Home Heat Pump Solutions Pilot: Ten new installations have been completed in manufactured homes so far this year, with 3 installations scheduled before the end of the month and a pipeline of 12 additional homes to be scheduled.
- Hydronic Heat Pump with Thermal Storage Pilot: The test bed site in Freedom is operational with the hydronic heat pump, storage, and SCADA device is operational and collecting data. The team is developing plans to expand the learnings of this test home into more pilot homes in the next few months.

##### • Evaluation, Measurement, and Verification

- The Trust kicked off the 2023 ISO M&V Compliance Review with NMR Group. NMR will determine Trust portfolio compliance with ISO-NE Forward Capacity rules. In particular, NMR will calculate the portfolio's relative precision at the 80% confidence interval and determine if it complies with the 80/10 requirement.

### K) Efficiency Maine Green Bank

- The Trust is a member of the Coalition for Green Capital and Staff is exploring opportunities for funding including opportunities that stem from the Inflation Reduction Acts' Greenhouse Gas Reduction Fund.
  - 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.
- Home Energy Loans: The Trust has limited the availability of residential loans from the Revolving Loan Fund to applicants who are eligible in the Trust's Low- and Moderate-Income program offerings. Staff is developing plans to use third-party capital to expand loan offerings.
- Small Business Loans: The Trust continues to offer Small Business Loans with no program changes.
- C-PACE: The adopted C-PACE rule took effect in February 2023. Staff has launched the Municipality participation process and is working through a program launch process for capital provider registration and project applications.
- Manufactured Home Heat Pump Lease: The Manufactured Home Heat Pump Lease is currently being offered to participants of the Manufactured Home Pilot 2. Thus far, most participants of the Manufactured Home Pilot 2 have selected the lease option.
- Municipal and School Lease: The Municipal and School Lease finance initiative offered by the Trust has been designed to match participants of the commercial and industrial programs with local lenders that provide "Municipal Leases" or a Tax Except Lease Purchase (TELP). Staff is collaborating with local vendors to participate in the program and anticipates a launch of the program soon.

### L) Other Initiatives

#### Agricultural Fair Assistance Program

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

#### Thermal Energy Investment Program

- One biomass boiler application has been received for pre-approval to date.
- Staff is engaged with trade associations which indicated that several projects are being considered and likely submitted to the program for pre-approval.

#### Lead By Example (LBE)

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

## 3. Administration and Finance Highlights

### A) Administration

- Staffers Emily Cushman and Anne Stephenson have been given formal assignments to assist the Deputy Director in fulfilling the duties of that position. Ms. Cushman will serve as Assistant Deputy Director for Programs and Ms. Stephenson will serve as Assistant Deputy Director for Operations.

### B) Financial

#### Revenues

- The sum of the year's new revenues from state and regional sources through the end of February 2023 was \$59.1 million out of a total expected annual revenue of \$78.7 million. Approximately \$687,000 in additional revenue has been received year-to-date on interest

from outstanding loans and other miscellaneous revenues. Year-to-date, the Trust has made interfund transfers of \$2.5 million. The total budgeted revenue for FY2023 is \$103 million.

Expenditures

- Total expenditures through the end of January 2023 were \$58.6 million. Details are below:

\$5.19 million	Administration (excluding interfund transfers)
\$155,000	Public Information
\$329,000	Evaluation work
\$508,000	Innovation pilots
\$278,000	Demand Management Program
\$8.72 million	Low Income Initiatives
\$5.43 million	Retail Initiatives Program
\$5.03 million	Distributor Initiatives Program
\$19.89 million	Home Energy Savings Program
\$8.11 million	C&I Prescriptive Initiatives Program
\$3.54 million	C&I Custom Program
\$64,000	Inter-Agency transfers
\$65.97 million	Encumbered across all budget categories but not yet spent

## Appendix A

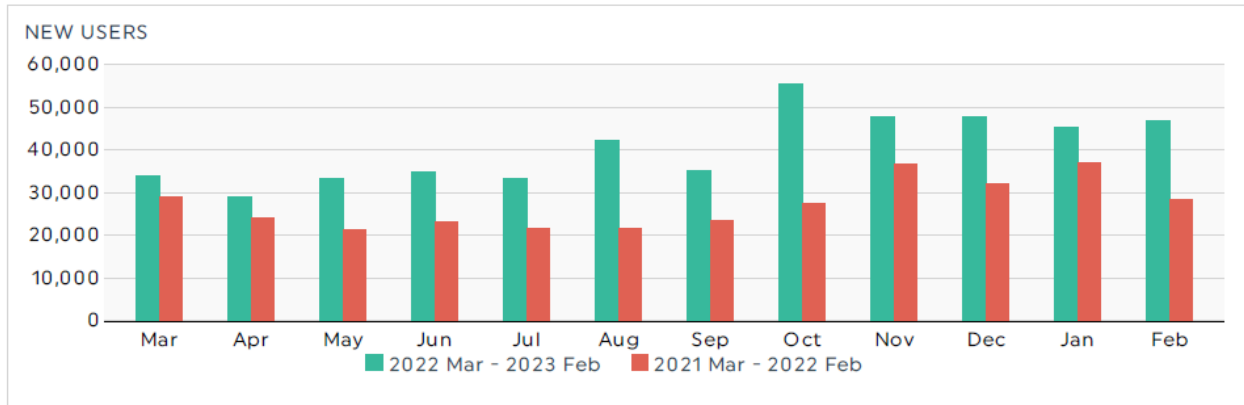
### Full List of Press Coverage (plus links)

- *The Portland Press Herald* mentioned the Trust in a March 8 article announcing an upcoming speaking session where Staff presented suggestions for cutting home energy costs (<https://www.pressherald.com/2023/03/08/letters-to-the-editor-msad-75-support-cost-of-pine-tree-power-clamping-down-on-energy-costs/>).
- *The Portland Press Herald* mentioned the Trust in a March 5 article about ways to improve home energy efficiency (<https://www.pressherald.com/2023/03/05/the-recycle-bin-many-options-for-home-energy-efficiency-and-rebates/>).
- *Greenstreet.com* published a newsletter that highlighted the Trust's Commercial Property Assessed Clean Energy, or C-PACE, program (<https://www.greenstreet.com/news/asset-backed-alert?breakdownId=76#issues>).
- *The Natural Resources Council of Maine* posted a podcast on March 2 that featured an interview with Staff discussing the success of heat pumps in Maine (<https://soundcloud.com/nrcmenvironment/93-march-2-2023>).
- *The New York Times* mentioned the Trust in a February 22 article about the effectiveness of heat pumps in cold climates (<https://www.nytimes.com/interactive/2023/02/22/climate/heat-pumps-extreme-cold.html>).
- *Grist* quoted Staff in a February 21 article about the success of heat pumps in Maine's cold climate (<https://grist.org/looking-forward/heat-pumps-are-taking-off-in-maine-one-of-the-coldest-states/>).
- *Business Insider* mentioned the Trust in a February 17 article that explored the national push towards electric heating and cooling (<https://www.businessinsider.com/cities-require-or-encourage-switch-green-buildings-natural-gas-electric-2023-2>).
- *Bangor Daily News* published an article on February 14 highlighting the performance of heat pumps during Maine's recent cold snap (<https://www.bangordailynews.com/2023/02/14/business/heat-pumps-cold-weather/>). This article was originally published by *Maine Public Radio* on February 13.
- *MIT Technology Review* quoted Staff in a February 14 article discussing the technology behind heat pumps and their effectiveness in cold climates (<https://www.technologyreview.com/2023/02/14/1068582/everything-you-need-to-know-about-heat-pumps/>).

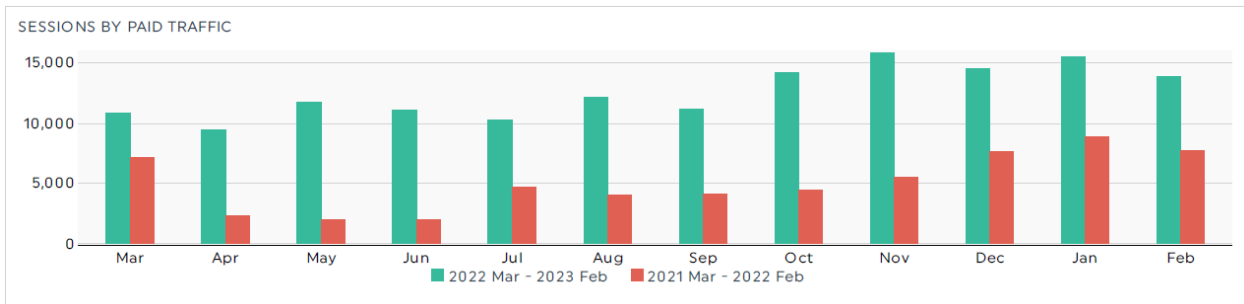


## Appendix B Additional Website Metrics

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).

Landing Page Path	Sessions
/	11,356
/electric-vehicle-rebates/	5,860
/at-home/heating-cost-comparison/	5,186
/at-home/heat-pump-water-heater-program/	4,002
/category/news/	3,182
/heat-pump-user-tips/	3,044
/home-insulation/	2,793
/about-heat-pumps/	2,755
/heat-pumps/	2,112
/heat-pump-user-tip-use-your-heat-pump-all-winter/	1,975

Landing Page Path	Sessions
/	7,070
/at-home/heating-cost-comparison/	2,754
/heat-pump-user-tips/	2,632
/heat-pump-user-tip-use-your-heat-pump-all-winter/	1,892
/at-home/ductless-heat-pumps/	1,270
/at-home/	1,095
/heat-pumps/	1,049
/electric-vehicle-rebates/	784
/at-home/water-heating-cost-comparison/	782
/heat-pump-user-tip-what-mode-should-i-use-on-my-...	686

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

