

**Executive Director's Summary Report  
to the Board of Trustees  
of the  
Efficiency Maine Trust  
October 26, 2022**

## 1. Public Information and Outreach

### A) Awareness and Press

- **Press** (see Appendix A for additional details)
  - The Trust announced a \$100 DIY Winter Prep Rebate on October 5, which was covered by 11 media outlets, such as *News Center Maine*, *The U.S. Sun*, *Bangor Daily News*, *Seacoastonline*, *Q106.5*, *WABI 5*, *WMTW 8*, *13 WGME*, *The Town Line*, *The NY Times Post*, and *Newswires*.
  - *The Portland Press Herald* quoted the Executive Director in an October 1 front page article about the Trust's manufactured home heat pump pilot, which demonstrated the effectiveness of heat pumps in winter temperatures. The article was republished by *Central Maine News*, *Yahoo! News*, and *All Post Times*.
  - *Bangor Daily News* quoted Staff in an October 13 article about the Trust's plans to expand Level 3 electric vehicle charging in Aroostook County.
  - *Maine Public* quoted the Executive Director in an October 13 article about the new electricity rate that may benefit customers with electric vehicles and heat pumps.
  - *Energy News Network* quoted the Executive Director in an October 4 article about the Trust's Small Municipality Retrofits Funding Opportunity Notice (FON).
- **Events**
  - Staff supported a booth presence at the 2022 Common Ground Fair in Unity, Maine, from September 23 to September 25.
  - The Executive Director presented information on the Trust's low- to moderate- income programs during the Sustainable Building Week webinar on October 13. A YouTube recording of the session can be found [here](#).
  - Staff shared information about the Trust's residential programs with the Finance Authority of Maine on October 12; the Wayne Community Church on September 27; the Kennebec Valley Community College (KVCC) heat pump installation class on October 4; and a Maine Energy Marketers Association (MEMA) heat pump training class on September 27.
  - Staff supported the EV Initiatives program with presences at National Drive Electric Week in Portland, Maine, on October 1 and the Electrify Freeport event on September 25.
  - Staff hosted a webinar in collaboration with the American Institute of Architects (AIA) Maine on September 21 and shared information about commercial incentives.
- **Website and Outreach** (see Appendix B for additional details)
  - September website visits
    - 38,581 unique visitors
    - 8,428 visits driven by digital ads
  - Facebook
    - 4,537 followers

## B) Call Center (September)

- 3,159 inbound phone calls were received, up from 3,145 last month and up from 2,125 this month a year ago. Inquiries about insulation, heat pumps, and low-income water heaters are the primary call drivers.
- 91% of calls were answered within 20 seconds (vs. a goal of 90%).
- 235 outbound calls were made compared to 742 this month last year, mostly for home inspection scheduling.
- 1,637 inbound emails were received, up from 730 this month last year, mostly rebate claims for the Retail Initiatives program.
- 704 pieces of inbound mail were processed, compared to 697 this month last year.

## C) Government Relations

- Maine Public Utilities Commission (PUC)
  - At the end of September, the PUC approved stipulations authorizing Central Maine Power (CMP) and Versant to offer revised rates to help support the adoption of heat pumps, EVs, and storage (Docket 2021-00325). As part of the settlement agreement, CMP will expand access to its coincident peak “B-DCFC” rate to all demand-metered customers in July 2023 and will offer at least one new residential whole-home rate intended to support electric heating. Among other updates, Versant will offer new optional rates intended to support DC fast charging with a greater emphasis of a coincident peak demand charge. The Trust is engaged with the utilities to assist in customer education.
  - The Trust monitored the PUC’s preliminary inquiry into an approach for stakeholder engagement in the Integrated Grid Planning process authorized under LD 1959 (Docket 2022-00290).
  - The Trust continues to engage in CMP’s 2022 general rate case and will participate in technical conferences beginning in early November (Docket 2022-00152).
  - The Trust participated in a hearing on the PUC’s investigation into stranded cost rate design with a focus on how any rate design might affect beneficial electrification (Docket 2022-00160).
  - The Trust intervened in Versant’s rate case (Docket 2022-00255).

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

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

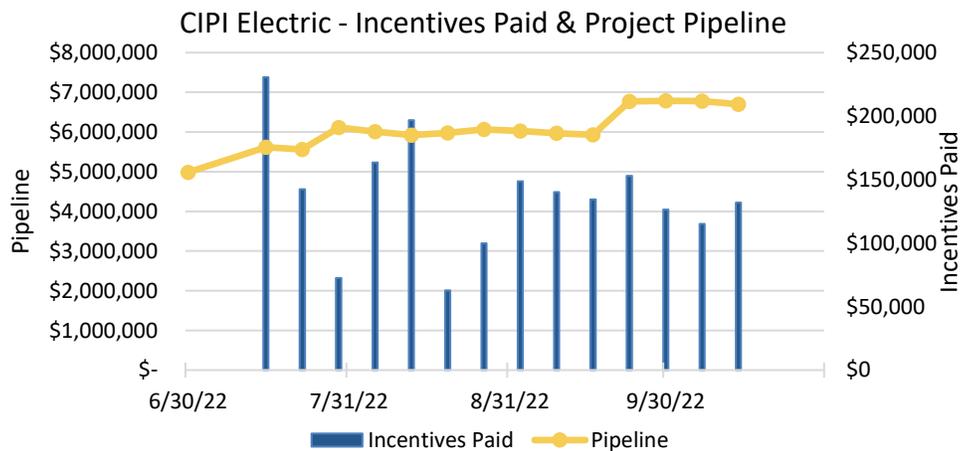
#### Electric Measures

- The pipeline of pending electric projects has increased by almost \$800,000 over the last month, for a total of \$6.7 million. These projects now include lighting upgrades that were previously reported in the Small Business Initiative and the distributor channel.
- There was a shift to more mogul lamp sales over the last month. The total volume of lighting sales and discounts paid through the distributor channel to date represent:
  - 10% are screw-in bulbs (8% of discounts paid).
  - 90% are mogul and T8, T5, and T5HO linear replacement lamps (92% of discounts paid).

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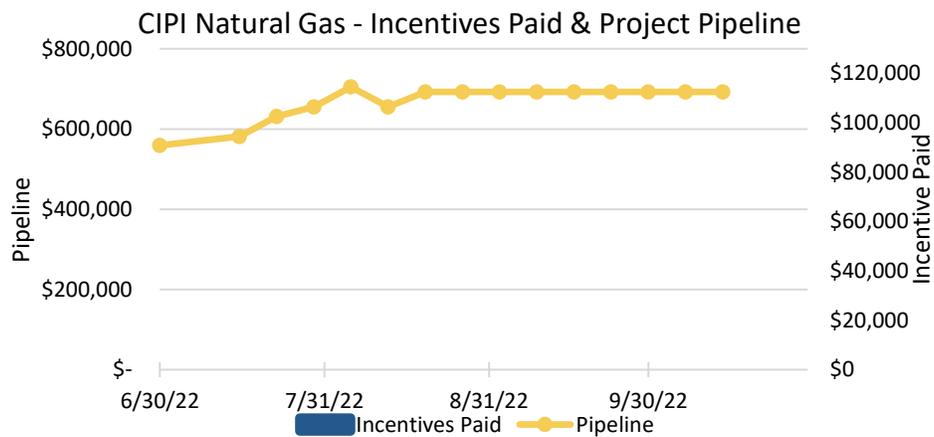
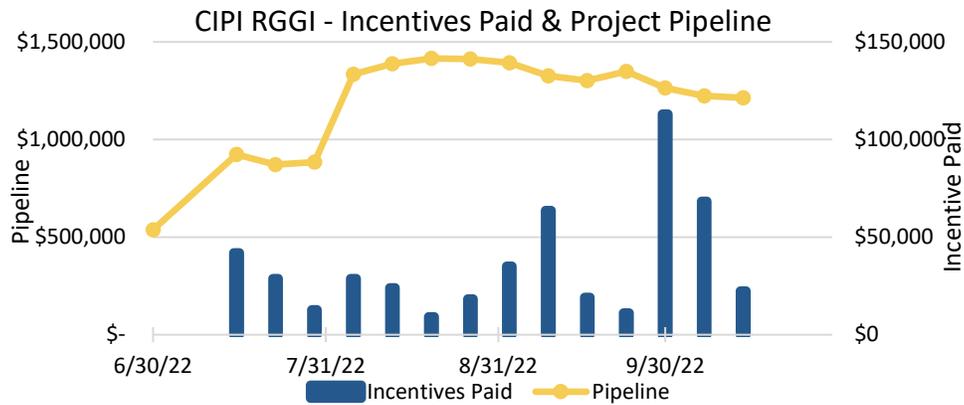
<sup>1</sup> The Updated Financials table reported for each Program reflects data pulled from the Trust’s financial management system at mid-month; the Energy Savings table reflects data pulled from the Efficiency Maine project tracking database on October 20, 2022, to capture the progress for the year through the most recent complete month of reported actual results (i.e., through the end of September 2022).

- The lamp types with the highest volume of sales continue to be 4' T8 LED linear replacement lamps (74.1%) followed by BR40 (4.8%) and 4'T5HO LED lamps (4.4%). PAR38 sales remained consistent at 2.6% of the sales of all lamps.
- 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. Overall average ratings remain above 4.9.
- Prescriptive horticultural lighting applications have slowed slightly over the last few months. To date, projects totaling almost \$1 million in incentives have been pre-approved. Thus far, 48 projects have been completed and \$574,000 incentive paid.
- Virtual Customer Consultations (VCCs) requests are still very active, mostly due to the rollout of multiple funding opportunity notices. VCCs are a means to connect with end users directly to boost program activity by discussing their individual needs and matching to C&I solutions. State-wide marketing, promotion through FONs and the new How to Get Started video have contributed to a successful rollout. To date, almost 200 VCCs have been requested, 157 of which have been completed.
- Rooftop Units (RTUs) have now been added as a prescriptive solution. Primarily used for building ventilation systems, RTUs have advanced and now incorporated heat pump technology for the primary heating source replacing oil, propane and natural gas.
- Participation by small businesses has been steady, now that enhanced incentives are available to eligible small businesses statewide. Statewide marketing plans are in the process of being developed utilizing utility data to target eligible small businesses.



**Thermal Measures**

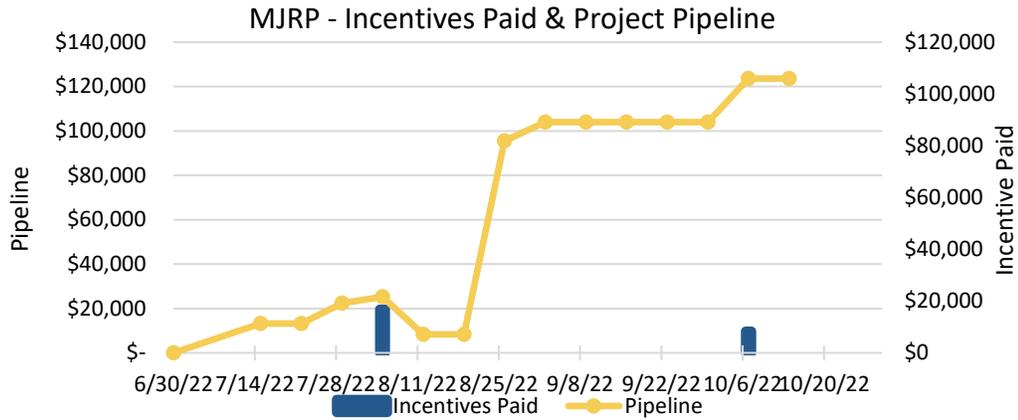
- The pipeline of pending projects funded by the Regional Greenhouse Gas Initiatives (RGGI) was consistent over the last month, and represents \$1.3 million in incentive value. These projects now include small business retrofit heat pumps and RGGI-funded projects by transmission and subtransmission (T&ST) customers.
- Pending natural gas projects have increased slightly to \$692,000 in incentive value; no projects have yet been completed in FY2023.



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

- A Hospitality Funding Opportunity Notice (FON) was launched on May 1, 2022. So far, 14 projects have been pre-approved, worth \$89,000 in incentives. This FON offers heating and cooling, lighting, and refrigeration solutions to hotels, motels, inns, and bed and breakfasts that have fewer than 100 beds, are in Maine, and not a franchisee of, or owned by, a national or international chain. Restaurants in Maine that are not franchisees of, or owned by, a national or international chain are also eligible. The deadline to apply for funding is May 1, 2023, or until funding has been exhausted.
- A Public Schools FON was launched on June 20, 2022. This opportunity offers heating and cooling, lighting, and refrigeration solutions to public schools that are part of an Maine school administrative district (MSAD), regional school unit (RSU), community school district (CSD), or alternative organization structure (AOS) in Maine. Nine projects have been pre-approved so far, worth \$269,000 in incentives. Applications for this opportunity will be accepted until May 31, 2023, or until funding has been exhausted.
- A Small Municipality Retrofits FON launched on September 20, 2022. Six projects have been pre-approved, totaling \$40,000 in incentives. This FON offers heating and cooling, lighting, and refrigeration solutions to municipalities and tribal governments in Maine with a population less than 5,000 (using U.S. 2020 Census data). This opportunity will be available until August 31, 2023, or until funding has been exhausted.
- A Congregate Housing FON launched on October 19, 2022, targeting senior long-term care facilities. Applications will be accepted through October 31, 2023. This FON offers heating and cooling, lighting, and refrigeration solutions to assisting-living, nursing homes, etc.,

across the state. This FON will mark the launch of our Heat Pump Rooftop Unit (HP RTU) measure. Projects must be completed by June 1, 2024.



Updated Financials	Program Investment
FY2023 Program Budget	\$27,898,683
7/1 to 9/30 Spending	\$2,539,341
Percent of Budget Spent to Date	9%
Percent of Year Passed	25%

Additional Details on FY2023 Financials	Program Investment
Expenditures	\$2,539,341
Committed Pipeline	\$8,732,208
Total (Expenditures and Committed Pipeline)	\$11,271,549
Percent of Current Budget	40%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	5,672,678	(3,148)
Thermal Programs	(340,063)	7,794

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

Project Type (through 9/30)	Projects
Agricultural Solutions	14
Prescriptive Lighting Solutions	136
Small Business Direct Install Lighting	94
Distributor Lighting (bulbs)	13,193
Electric Heating and Cooling Solutions	136
Compressed Air Solutions and Other	6
Natural Gas Heating Solutions	0
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 three projects worth \$588,951 in incentive offers.
- The program did not add any new projects to the pipeline. The total pipeline consists of 8 projects worth \$1,109,212 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 two 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	\$19,840,247
7/1 to 9/30 Spending	\$605,120
Percent of Budget Spent to Date	3%
Percent of Year Passed	25%
<b>Additional Details on FY2023 Financials</b>	<b>Program Investment</b>
Expenditures	\$605,120
Committed	\$11,521,546
Pipeline	\$1,109,212
Total (Expenditures, Committed and Pipeline)	\$13,235,878
Percent of Current Budget	67%

<b>Energy Savings (through 9/30)</b>	<b>Annual kWh Savings</b>	<b>Annual MMBtu Savings</b>
Electric Programs	612,178	-
Thermal Programs	-	-

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

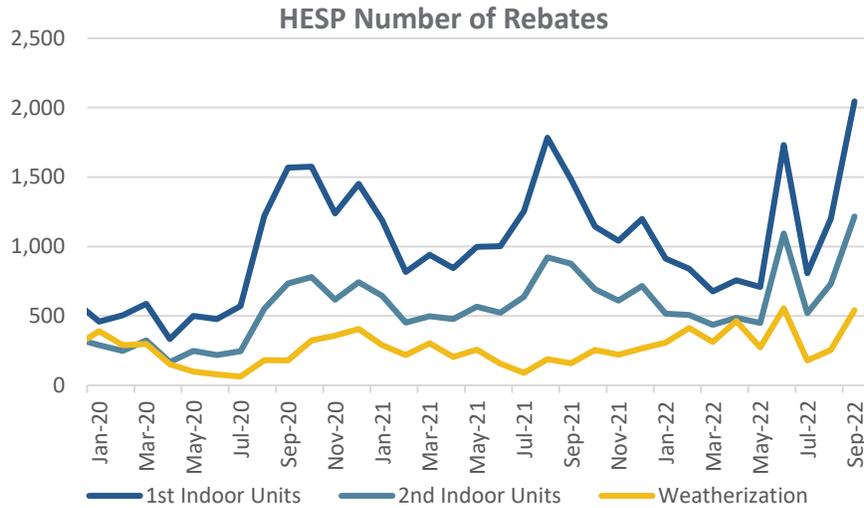
- The number of HESP rebates for FY2023 is forecasted to be up 11% compared to FY2022.
- Inbound customer calls and home inspections continue to be monitored to improve customer service.

Weatherization

- Weatherization rebate volumes for September were 240% higher than last September, and an overall record. The number of weatherization rebates for FY2023 is forecasted to be 43% higher than FY2022.
- Sixty-one 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 74 days. Contractors are reporting giving their employees raises and hiring to add capacity.

### Heat Pumps

- Heat pump rebate volumes for September were 38% higher than last September. 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 55 days.



Updated Financials	Program Investment
FY2023 Program Budget	\$28,617,626
7/1 to 9/30 Spending	\$6,422,367
Percent of Budget Spent to Date	22%
Percent of Year Passed	25%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings
Electric Programs	(4,423,339)	79,371
Thermal Programs	245,003	9,330

Project Type (through 9/30)	Participating Households
Heat Pumps	4,457
Weatherization and Other Heating Systems	599

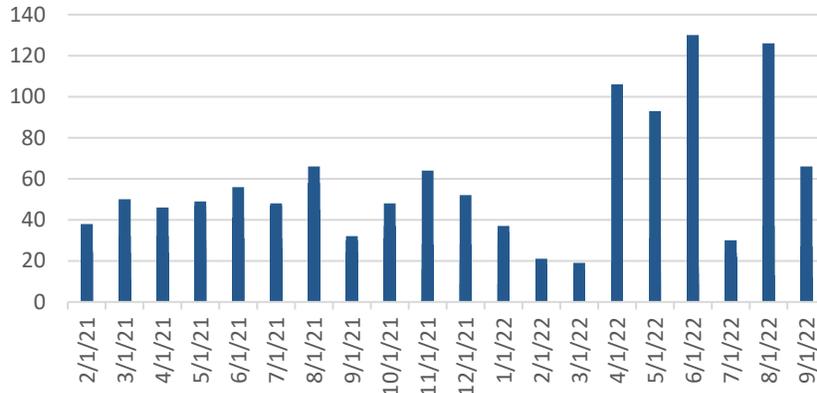
### D) Retail Initiatives Program

- The program forecasts rebating 3,278 heat pump water heaters (HPWHs) using instant discounts, and an additional 585 water heaters using mail-in rebates by the end of FY2023.
- Lowe's has temporarily dropped their heat pump water heater price from \$749 to \$549 after Efficiency Maine's instant discount. It was \$1,799 before mail-in rebate six months ago. This is the lowest price in the state, the lowest price Lowe's has ever offered, and within \$60 of the electric resistance water heaters that account for 80% of sales. The goal is to meet or

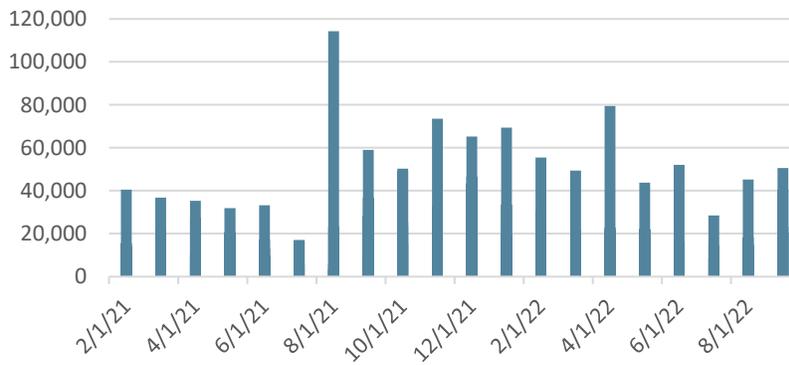
beat electric resistance water heaters. The program is launching a marketing campaign to spread this good news.

- On October 5, the program launched a limited-time \$100 “DIY” Winter Prep Rebate, which will reimburse Maine homeowners and tenants up to \$100 toward the purchase of select weatherization and insulation products, including weather stripping, caulk, spray foam sealant, window insulation shrink kits, pipe and duct insulation, duct sealing, tank wrap, and foam board insulation. The promotion covers eligible purchases made from October 1, 2022, to December 31, 2022. The campaign has generated significant interest from the media and from individuals, who are searching for more information on Efficiency Maine’s website.

**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 9/30 Spending	\$1,414,064
Percent of Budget Spent to Date	10%
Percent of Year Passed	25%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	6,637,770	(5,402)
Thermal Programs**	-	-

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

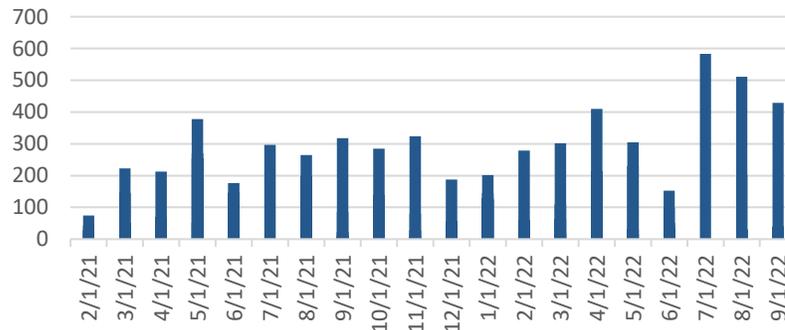
\*\*Savings do not include activities under the DIY Winter Prep Rebate promotion.

Rebate Type (through 9/30)	Projects
Light Bulbs	206,963
Appliance Rebates	1,619

### E) Distributor Initiatives

- The program forecasts rebating 7,085 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 4 to 1. Only 23% percent of the top electric water heater sales are heat pump water heaters in retail versus 75% at distributors.
- Granite Group continues to offer heat pump water heaters direct to homeowners for \$599 after instant discount, compared to \$549 at Lowe's.

Monthly Distributor HPWH sales (invoiced)



Updated Financials	Program Investment
FY2023 Program Budget	\$13,374,332
7/1 to 9/30 Spending	\$1,527,773
Percent of Budget Spent to Date	11%
Percent of Year Passed	25%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	1,113,424	7,263
Thermal Programs	-	92

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

Rebate Type (through 9/30)	Projects
Heat Pump Water Heaters	1,302
Electronically Commuted Pumps	833
Distributor HVAC (NG)	7

**F) Low Income Initiatives**

- A new eligibility prescreening form is live on [efficiencymaine.com](http://efficiencymaine.com), expanding the ways income-eligible households can receive enhanced rebates. Since July 1, over 1,313 households have logged into the site to submit information.

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

- Outreach for this initiative is now automated once households confirm eligibility on our website; we will no longer send business reply cards through the mail. The program has sent 239 kits since July 1.

Low Income Heat Pump Water Heater Initiative

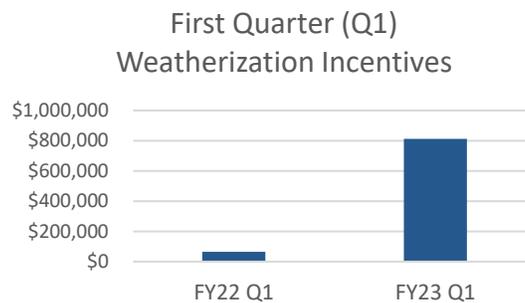
- Since July 1, 257 heat pump water heaters have been installed.
- Five new installers have joined the program since July 1, bringing the total to 22.

Arrearage Management Program (AMP)

- The program saw 112 new participants since July 1. Utilities reported no new enrollees in September.
- 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.

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

- Since July 1, the program has issued weatherization rebates for 131 homes, and 423 rebates for single-zone heat pumps.



Updated Financials	Program Investment
FY2023 Program Budget	\$16,432,010
7/1 to 9/30 Spending	\$2,550,968
Percent of Budget Spent to Date	16%
Percent of Year Passed	25%

Additional Details on FY2023 Financials	Program Investment
Expenditures	\$2,550,968
Pipeline	\$1,465,500
Total (Expenditures & Committed Pipeline)	\$4,016,468
Percent of Current Budget	24%

Energy Savings (through 9/30)	Annual kWh Savings	Annual MMBtu Savings*
Electric Programs	547,998	(138)
Thermal Programs	(1,032,335)	(16,294)

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

Installations (through 9/30)	Units
Direct Installs	386
Market-based Installs	494

#### G) Renewable Energy Demonstration Grants Program

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

#### H) Electric Vehicle (EV) Initiatives

##### Electric Vehicle Supply Equipment (EVSE)

- Staff released an FON for Rural Level 2 EV Charging. Local governments, businesses, tribal governments, and non-profits in eligible towns outside of Cumberland and York counties may apply. Projects at local government-owned properties, tribal properties, and public libraries are eligible for a bonus incentive covering up to 90% of the project cost through a partnership with The Nature Conservancy. This is the first of several upcoming funding opportunities for public EV charging using MJRP/ARPA funds.
- Staff issued a Notice of Intent to issue a Request for Proposals (RFP) for DC fast chargers at select locations in northern and eastern Maine. This RFP, so-called “Phase 4” of the Trust’s EVSE initiative, will solicit bids in eight locations in Aroostook and Washington counties, including Presque Isle, Fort Kent, Calais, and Machias.

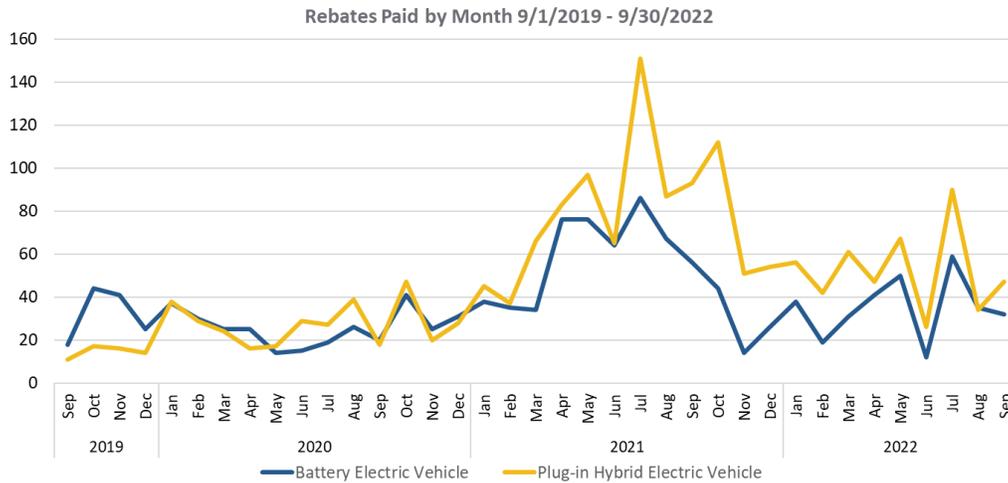
##### EV Rebates

- The program issued 79 EV rebates in the month of September. Supply chain disruptions continue to constrain vehicle supply. Disruption is expected to continue throughout 2023.
- The top EV models in September were the Toyota RAV4 Prime, Toyota Prius Prime, Nissan LEAF, and Volkswagen ID.4.
- The program launched new higher EV rebates for qualified moderate-income customers (based on Adjusted Gross Income) as well as different rebate amounts for any income and low income customers. To date, at least 20 individuals have requested pre-qualification as “moderate-income” using Efficiency Maine’s new webpage for income-based eligibility verification.

	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

### EV Public Information and Outreach

- Staff attended the following events: EV Car Show (Wells); Island Institute Climate Symposium (Portland), including presenting; Common Ground Fair (Unity); Drive Electric (Freeport); and Drive Electric Maine Quarterly Meeting.
- Staff visited participating EV dealers in western and midcoast Maine.
- Staff conducted the second Rural Level 2 Electric Vehicle Community Charging FON webinar.



Total Rebates By Technology Type (9/1/2019 – 9/30/2022)	Number of Rebates	Dollars Spent
BEV (Battery Electric Vehicle)	1,369 (43%)	\$3,911,500 (68%)
PHEV (Plug-in Hybrid Electric Vehicle)	1,801 (57%)	\$1,833,000 (32%)
<b>Total</b>	<b>3,170</b>	<b>\$5,744,500</b>

Updated Financials	Electric Vehicle Supply Equipment	EV Rebate Program
FY2023 Program Budget	\$6,636,700	\$7,958,173
7/1 to 9/30 Spending	\$7,089	\$423,168
Percent of Budget Spent to Date	0.11%	5.3%
Additional Committed	\$2,130,968	\$39,992
Percent of Year Passed		25%

### I) Demand Management Program

#### Demand Response Initiative

- The program and its vendors concluded the Calendar Year (CY) 2022 summer capacity season, concluding the first year of the initiative’s active phase. The Trust identified the top three ISO-NE hours for this season (see chart below).
- Per program rules, curtailment service providers must call an event that falls on at least one of the top three hours to be eligible for incentives through DRI. Both curtailment service providers (CSPs) participating this year successfully met this requirement.

- The program and CSPs now enter the settlement phase of the program whereby performance incentives are granted based on mutual agreement of curtailment performance. The program has partnered with a pre-approved vendor to serve as an independent validator of CSP curtailment claims. The program anticipates distributing incentives to the CSPs by the end of November.

RANK	DATE	PEAK HOUR (Hour Ending, EDT)	Peak Demand (MW)
#1	20-Jul	19	24,233
#2	04-Aug	19	24,168
#3	19-Jul	19	22,597

#### 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 of the final report has been delivered to Efficiency Maine this week and is currently under review.
- Whole Home Heat Pump Solutions Pilot: Work is continuing for a “Phase 2” of the pilot focusing on expanding the manufactured home outreach done last year to reach up to 100 homes in FY2023.
- Hydronic Heat Pump with Thermal Storage Pilot: Hydronic heat pump equipment is being selected to test this winter and a list of participants is being finalized. One home has been modeled and is expected to receive a hydronic heat pump installation next month.
- Level 2 Smart Charging Pilot: The Trust has centered a Memorandum of Understanding (MOU) with National Grid to utilize baseline data from its “Charge Smart Massachusetts” program. This data will be invaluable to the Trust and its vendor in finalizing its assessment of pilot performance. The Trust expects to receive a draft report by early November.
- Split-System Heat Pump Water Heater Pilot: After encountering delays finding installers, the equipment has been fully installed and commissioned at all four sites. Metering will be installed over the next month to begin the test period. The four sites represent the following profiles:
  - A college dorm that meets all water heating needs with split HPWH configured in a traditional setup;
  - A brewery that meets a large portion of its domestic hot water needs by chilling a cooler space;
  - A scientific lab that serves a portion of its domestic hot water needs via a condenser unit placed in a server room server room; and,
  - A food processor that meets all of its process hot water needs with a split heat pump water heater configured in a traditional set up.
- Onboard EV Charging Management Pilot: The Trust and its vendor have concluded its test year and are in the process of drafting a final report. The Trust anticipates publishing this report before the end of the calendar year.

- **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 before the end of the calendar year.
- Whole Home Heat Pump Solutions Pilot: The pilot mentioned under Innovation includes a financing component whereby homeowners can elect 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.
- The program recently awarded a contract for energy services to develop an energy baseline of state buildings for Lead by Example reporting and to support the identification of eligible buildings.

### 3. Administration and Finance Highlights

#### A) Administration

- Staff submitted the Component Unit report to the State of Maine on October 12.
- Staff is preparing its annual report for the Energy Efficiency and Conservation Block Grant (EECBG) Program, due October 30.

## B) Financial

### Revenues

- The sum of the year's new revenues from state and regional sources through the end of September 2022 was \$32.5 million out of a total expected annual revenue of \$78 million. Approximately \$270,000 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 \$892,000. The total budgeted revenue for FY2023 is \$101.7 million.

### Expenditures

- Total expenditures through the end of August 2022 were \$10.2 million of which approximately:
  - i. \$1.86 million was spent on Administration (excluding interfund transfers)
  - ii. \$29,000 was spent on Public Information
  - iii. \$55,000 was spent on Evaluation work
  - iv. \$95,000 was spent on Innovation Pilots
  - v. \$2.55 million was spent on Low Income Initiatives
  - vi. \$1.41 million was spent on the Retail Initiatives Program
  - vii. \$1.53 million was spent on the Distributor Initiatives Program
  - viii. \$6.42 million was spent through HESP
  - ix. \$2.54 million was spent through the C&I Prescriptive Initiatives Program
  - x. \$605,000 was spent on the C&I Custom Program
  - xi. \$0 was spent in Inter-Agency Transfers
  - xii. Another \$75.32 million is encumbered across all budget categories but is not yet spent.

## Appendix A

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

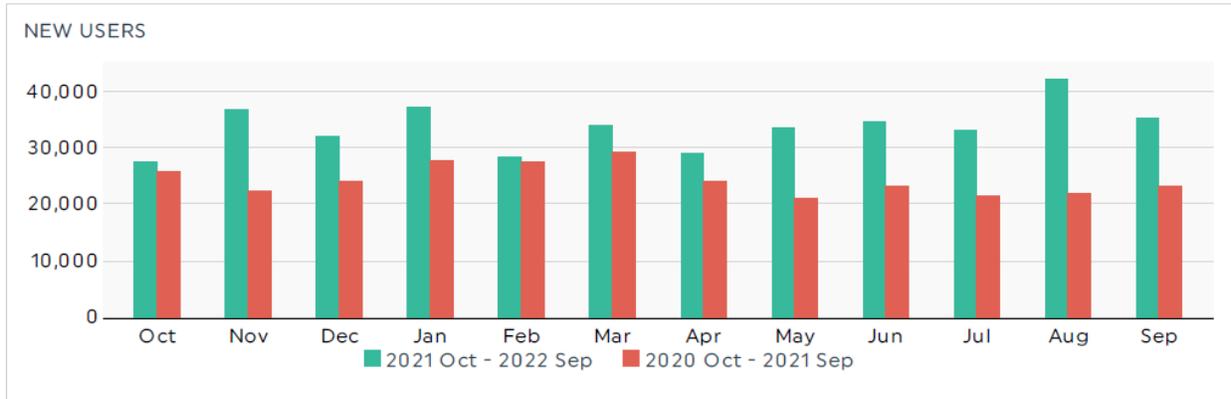
- *Newswires* mentioned the Trust and its available winter resources in an October 13 article about new winter resources recently released by the Governor’s Energy Office ([https://www.einnews.com/pr\\_news/595785864/governor-s-energy-office-releases-updated-guide-to-help-maine-people-save-money-and-stay-warm-this-winter](https://www.einnews.com/pr_news/595785864/governor-s-energy-office-releases-updated-guide-to-help-maine-people-save-money-and-stay-warm-this-winter)).
- The following publications published articles about the Trust’s recently announced \$100 DIY Winter Prep Rebate:
  - *The U.S. Sun* on October 13 (<https://www.the-sun.com/money/6435649/maine-rebates-energy-costs-apply/>). This article was also published by *NY Times Post* on October 14 (<https://nytimepost.com/600000-americans-can-get-100-off-energy-bills-when-temperatures-drop-how-to-apply/>).
  - *Q106.5* on October 10 (<https://q1065.fm/efficiency-maine-offering-rebates/>).
  - *The Town Line* on October 13 (<https://townline.org/efficiency-maine-offers-100-rebate-on-home-weatherization-products/>).
  - *WABI 5* on October 12 (<https://www.wabi.tv/2022/10/12/efficiency-maine-offers-100-rebates-dyi-home-winter-prep/>).
  - *WMTV 8* on October 11 (<https://www.wmtv.com/article/efficiency-maine-offers-dollar100-rebates-for-dyi-home-winter-prep/41589974>).
  - *Seacoastonline* on October 11 (<https://www.seacoastonline.com/story/opinion/2022/10/11/efficiency-maine-rebate-opportunities-save-money-lower-heating-costs/10468584002/>).
  - *13 WGME* on October 6 (<https://wgme.com/news/local/efficiency-maine-offers-100-rebate-on-home-weatherization-products-100-diy-winter-prep-rebate-governor-janet-mills-promotion-details>).
  - *Bangor Daily News* on October 6 (<https://www.bangordailynews.com/2022/10/06/business/winter-weatherization-rebate-maine/>).
  - *News Center Maine* on October 6 (<https://www.newscentermaine.com/article/money/efficiency-maine-to-offer-100-rebate-on-home-weatherization-products-winter-weather/97-abb1d8b9-5334-4a1e-9149-baf2fc457079>).

*News Center Maine* also ran a television news segment on October 6 (<https://www.newscentermaine.com/video/money/efficiency-maine-offers-rebates-for-home-weatherization-products/97-ce4e7ac5-fc69-48ff-b446-061cff0671fc>).
- *Maine Public* quoted the Executive Director in an October 13 article about the new Central Maine Power (CMP) electricity rate (<https://www.mainepublic.org/environment-and-outdoors/2022-10-13/how-new-electric-rates-for-mainers-using-heat-pumps-or-electric-vehicles-will-work>).
- *Bangor Daily News* quoted the Trust’s Electric Vehicle Initiatives program manager in an October 13 article about the Trust’s plans to expand Level 3 electric vehicle charging in Aroostook County (<https://www.bangordailynews.com/2022/10/14/news/aroostook/electric-vehicle-charging-stations-aroostook-joam40zk0w/>).

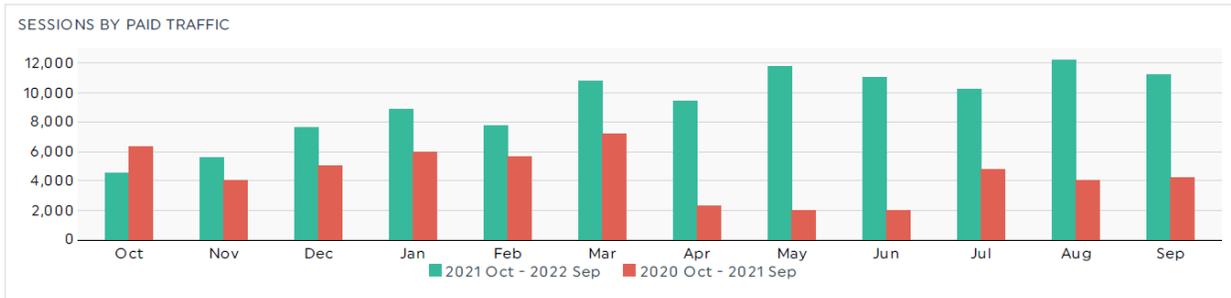
- *The Portland Press Herald* mentioned the Trust in an October 12 article about how to maintain home energy efficiency throughout a Maine winter (<https://www.pressherald.com/2022/10/12/the-recycle-bin-saving-oil-this-winter-with-energy-efficiency-improvements/>).
- *Fox23* mentioned the Trust and its online resources in an October 11 article about Mainers preparing for high heating costs this upcoming winter (<https://fox23maine.com/news/local/cost-of-heating-oil-skyrocketing-heres-what-you-can-do>).
- *News Center Maine* mentioned the Trust in an article on October 11 about a new electric rate being offered by Central Maine Power (CMP) (<https://www.newscentermaine.com/article/news/politics/maine-politics/maine-legislators-at-odds-over-gov-mills-energy-policy-politics/97-f8ff64cd-4673-4b13-9f2f-f4ac0252abda>).
- *The Ellsworth American* posted an article on October 6 supporting the Trust's push to implement more EV infrastructure in Maine (<https://www.ellsworthamerican.com/opinions/ev-investments-will-pay-off-for-maine/>).
- *Energy News Network* quoted the Executive Director in an October 4 article about the Trust's Small Municipality Retrofits FON on October 4 (<https://energynews.us/2022/10/04/maine-program-aims-to-help-small-towns-electrify-heat-in-public-buildings/>).
- *News Center Maine* published an article on October 3 mentioning the Trust's heat pump website resources, rebates and research (<https://www.newscentermaine.com/article/news/special-reports/maines-changing-climate/maine-tops-list-key-climate-change-metric-greenhouse-gas-emissions/97-e38f747c-7764-4aed-8e10-699fefeb712c>).
- *The Portland Press Herald* posted an article on October 1 about the Trust's manufactured home heat pump pilot and shared information about heat pump's effectiveness in winter temperatures (<https://www.pressherald.com/2022/10/01/pump-it-up-maine-mobile-homes-point-to-potential-of-heat-pumps/>). This article was also posted by:
  - *All Post Times* on October 1 (<https://allposttimes.com/>).
  - *Central Maine News* on October 1 (<https://www.centralmaine.com/2022/10/01/pump-it-up-maine-mobile-homes-point-to-potential-of-heat-pumps/>).
  - *Yahoo! News* on October 1 (<https://news.yahoo.com/pump-keep-warm-winter-heat-163400085.html>).

## 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
/	11,923
/about-heat-pumps/	3,680
/at-home/heat-pump-water-heater-program/	3,645
/at-home/heating-cost-comparison/	3,425
/at-home/ductless-heat-pumps/	3,046
/home-insulation/	2,488
/ev/	1,906
/heat-pumps/	1,900
/category/news/	1,763
/heat-pump-user-tips/	1,701

TOP LANDING PAGE FROM ORGANIC (SESSIONS)	
Landing Page Path	Sessions
/	6,963
/at-home/heating-cost-comparison/	2,641
/at-home/ductless-heat-pumps/	2,290
/heat-pump-user-tips/	1,457
/heat-pumps/	1,313
/at-home/	897
/electric-vehicle-rebates/	779
/at-home/energy-loans/	693
/about-heat-pumps/	630
/at-home/water-heating-cost-comparison/	603

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

