



# Custom Incentives – When Should I Apply and How?

The Efficiency Maine Business Program offers two types of cash incentives: Prescriptive and Custom.

Prescriptive Cash Incentives are available for specified lighting, motors, HVAC equipment, commercial refrigeration and VFD equipment. The qualifying items and the incentive amounts are clearly defined. The use and energy savings for this type of premium equipment is well established and reasonably predictable. The application process for these incentives is, therefore, relatively simple.

Custom Incentives are available to customers planning electric energy-saving projects that are unique to their individual building or business. Custom incentives are based on the estimated energy savings that the project will achieve due to the new equipment installed — as well as the project costs. Since custom projects are more complex and the savings are specific to the situation, a technical analysis is required to qualify for incentives.

While the Custom Incentive option is more involved, the process can help identify, examine and recommend high-performance efficiency measures, or combinations of measures; and Efficiency Maine can provide technical support for a more comprehensive evaluation of these projects. In some instances, Efficiency Maine may help co-fund this analysis. For more information, contact an Efficiency Maine Business Program representative and ask about “Technical Assistance Studies” at 866-376-2463.

## What Measures are Eligible?

Measures that may be eligible for a Custom Incentive include designed lighting systems, HVAC systems, motor systems, refrigeration measures, and a variety of industrial processes. For example, Efficiency Maine has:

**Helped a supermarket** install a state-of-the-art refrigeration system, which qualified them for a **\$9,948** incentive.

**Awarded a pottery manufacturer \$2,668** towards the purchase of a new energy-efficient electric kiln.

**Helped a potato processor** improve the efficiency of its product cooling equipment – which qualified for a **\$50,000** incentive.

**Worked with an electrical contractor** to replace a marginal capacity air compressor and airline system with a full capacity energy efficient air compressor with a variable speed drive, and airline piping system with a large receiver tank and paid an incentive of **\$9,140**.

## How do I Apply?

Applying for a Custom Incentive is a two-part process: First, a customer discusses the proposed project with an Efficiency Maine technical representative, then fills out a Custom Incentive Application with the representative’s assistance, and finally gathers the required technical support documentation.

When an application is accepted and “pre-approved” by Efficiency Maine, the customer knows what measures are eligible and what the incentive amount will be before moving forward. Custom Incentives will not be paid unless the project is pre-approved. Once the equipment is purchased, installed and verified by Efficiency Maine, a check is issued directly to the customer.

Downloadable forms and instructions are available directly from the Efficiency Maine website at [efficiencymaine.com](http://efficiencymaine.com), or call 866-376-2463 for more information.

## For More Information

Learn more about the cash incentives available by visiting our website, [efficiencymaine.com](http://efficiencymaine.com) or call us at 866-376-2463. Our staff will be glad to work with you and your suppliers to provide information and technical assistance, and to provide a list of suppliers familiar with Efficiency Maine. When you are ready to act, we will help you fill out the applications. Just let us know how we can help you achieve your electric energy-efficiency goals.

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Efficiency Maine is a statewide effort to promote the more efficient use of electricity, help Maine residents and businesses reduce energy costs, and improve Maine’s environment.