

HESP 2 – First Year Results and FY15 Plans

July 16, 2014

Welcome!



Agenda

- Welcome and Introductions 10 Minutes
- Status Report on FY14 HESP Program 50 Minutes
- HESP Program Guidelines 2 Hrs
 - Review of Guidelines
 - Changes made to date
 - Discussion of future potential changes
- Implementation and Strategy Issues for FY15 1 Hr
- 12:30 Adjourn



HESP Process - Timeline

- Process to Date
 - Summer '13 - Stakeholder Meetings and Written Comments
 - Early Fall '13 Adjustments
 - Feb., 2014 Stakeholder Survey and Board Update
- July '14
 - Gather input from stakeholders at roundtable discussion 7/16/2014
 - Gather additional input from written comments due 7/25/2014
 - I.D. and research issues, provide analysis
- August '14
 - Determine immediate adjustments to program guidelines/program design,
 - IF ANY!
 - Provide notice of changes to vendors / contractors
 - Update written program materials, website



RGGI Statute – Funding Allocation to HESP

35-A MRSA 10109(4)(A):

- For FY 14, 15 and 16 ...
- 35% of the RGGI revenues
- Must lower residential heating energy demand
- Must reduce greenhouse gas emissions
- Must reduce energy costs
- Must be fuel-neutral ...
- May include,
 - energy efficiency improvements to residential buildings
 - upgrades to efficient heating systems



RGGI Statute – Priority of Use

35-A MRSA 10109(4)(A) (continued):

[T]he trust shall fund conservation programs that give priority to measures with the highest benefit-to-cost ratio,

- as long as cost-effective collateral efficiency opportunities are not lost,

and that:

- (1) Reliably reduce greenhouse gas production and heating energy costs by fossil fuel combustion in the State at the lowest cost in funds from the trust fund per unit of emissions; or
- (2) Reliably reduce the consumption of electricity in the State at the lowest cost in funds from the trust fund per kilowatt-hour saved.



Other Statute Provisions

35-A MRSA 10104(4)

F. Goals of Triennial Plan

1. Reduce energy costs, including residential heating costs
2. Weatherize (Wx) substantially all homes whose owners/occupants are willing to share the costs of cost-effective home Wx
- ...
4. By 2020, achieving electricity and natural gas program savings of at least 20% and heating fuel savings of at least 20%
5. Creating jobs providing alternative energy and efficiency
6. Reducing GHG emissions from the heating and cooling of buildings consistent with State goals



HESP Budget FY15

(July 1, 2014 – June 30, 2015)

Funding sources and amounts for HESP in FY15:

| | | |
|---|----------|--|
| | ~\$1.7 M | (projected carry forward from FY14 HESP) |
| + | \$2.87 M | (35% RGGI - \$0.5M set aside for Low Income) |
| + | \$2.4 M | (FCM allocation) |
| + | \$1.53 M | (ARRA Better Buildings) |
| + | \$0.24M | (Natural Gas – Unitil Only) |
| = | \$8.74 M | FY15 HESP Budget Total |

At average of \$950 per project: ~ 9,200 projects possible in next 12 months or ~ 766 per month.

Average of 641 projects completed per month in past 6 months.



Discussion, Questions, Comments

Please mail written comments by July 25, 2014 to:

HESP 2 Program Design Comments

c/o Efficiency Maine Trust

151 Capitol St., Suite 1

Augusta, ME 04330

Or by email to: karen.bickerman@efficiencymaine.com



Status Report on FY14 HESP Program

July 16th, 2014



Summary of HESP FY14 Results

Sept 2013 to June 2014

| | |
|----------------------------------|----------|
| Number of Projects | 4678 |
| Average Job Cost | \$4,939 |
| Average Rebate \$ | \$848 |
| Ave Rebate : Job Cost % | 17% |
| Total Project Costs | \$23.1 M |
| Total Rebate Amount | \$4.0 M |
| Private Investment | \$19.1 M |
| Active Registered Vendors | 589 |
| Vendors comprising 80% | 90 |
| #Loans during HESP2 FY14 | 290 |
| \$Loans during HESP2 FY14 | \$3.2 M |

Rebate distribution by measure

| REBATE ACTIVITY | | | |
|------------------------|-----------------|---------------------|---------|
| Rebate Type | FY 2014 to Date | | |
| | # Rebates | Rebate \$ | % Total |
| Path 1 Tier 1 | 82 | \$ 82,000 | 2% |
| Path 1 Tier 2 | 29 | \$ 43,500 | 1% |
| Air Sealing | 1,348 | \$ 539,200 | 14% |
| Unitil Air Sealing | 51 | \$ 20,400 | 1% |
| Attic Insulation | 587 | \$ 293,500 | 7% |
| Wall Insulation | 106 | \$ 53,000 | 1% |
| Basement Insulation | 408 | \$ 204,000 | 5% |
| Unitil Insulation | 15 | \$ 10,000 | 0% |
| Pellet Stove | 25 | \$ 6,250 | 0% |
| Wood Stove | 2 | \$ 500 | 0% |
| Ductless Heat Pump *** | 2,510 | \$ 1,255,000 | 32% |
| Heat Pump | 7 | \$ 3,500 | 0% |
| Furnace | 47 | \$ 23,500 | 1% |
| Boiler | 257 | \$ 128,500 | 3% |
| Unitil Boiler/Furnace | 9 | \$ 4,500 | 0% |
| Bonus | 734 | \$ 73,400 | 2% |
| Unitil Bonus | 11 | \$ 1,100 | 0% |
| Cap Excess | 9 | \$ (4,500) | 0% |
| Path 3 Pellet Boilers | 214 | \$ 1,066,200 | 27% |
| Path 3 Geothermal | 31 | \$ 155,000 | 4% |
| Total | 6,473 | \$ 3,958,550 | |

Rebate amounts split nearly in thirds between envelope measures, heat pumps, and UL GHG systems.



QA Inspections

| REBATE ACTIVITY | QA INSPECTIONS | |
|-----------------------|------------------|-------------|
| Rebate Type | FY 2014 to Date | |
| | # of Inspections | % # Rebates |
| Path 1 Tier 1 | 5 | 6% |
| Path 1 Tier 2 | 4 | 13% |
| Air Sealing | 181 | 13% |
| Unitil Air Sealing | 3 | 5% |
| Attic Insulation | 78 | 13% |
| Wall Insulation | 20 | 19% |
| Basement Insulation | 66 | 15% |
| Pellet/Wood Stove | 4 | 15% |
| Ductless Heat Pump | 505 | 18% |
| Heat Pump | 4 | 57% |
| Furnace | 6 | 13% |
| Boiler | 39 | 14% |
| Path 3 Pellet Boilers | 57 | 24% |
| Path 3 Geothermal | 6 | 16% |
| Total | 975 | 14% |



Rebates and Average Installed Costs

| Measure | Average Installed Cost | Rebate |
|---------------------------------|------------------------|---------|
| Basic Air Sealing | \$ 818 | \$400 |
| Mini-Split Air Source Heat Pump | \$ 3,400 | \$500 |
| Attic Insulation | \$ 3,300 | \$500 |
| Wall Insulation | \$ 3,400 | \$500 |
| Basement Insulation | \$ 3,100 | \$500 |
| Pellet / Wood Stove | \$ 3,700 | \$250 |
| Heat Pump (whole home) | \$ 17,000 | \$500 |
| Boiler | \$ 10,100 | \$500 |
| Furnace | \$ 7,200 | \$500 |
| EPA Pellet Boiler 83% AFUE | \$ 16,000 | \$5,000 |
| Geothermal | \$ 31,500 | \$5,000 |

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Discussion of Eligibility Criteria & Process

- Buildings
- Registered Vendors
- Equipment
- Envelope measures
- Group Discussion, Comments



Eligibility for Buildings

- Eligible buildings include 1-4 unit buildings,
 - owner-occupied year-round residences;
 - rentals with annual leases;
 - No vacation homes or seasonal rentals;
- NOT ELIGIBLE for any path:
 - Previous HESP Program Participants; (HESP1)
 - Multifamily RDI Participants (2,3,4 unit RDI);
- Other incentive programs may apply incrementally:
 - Summit
 - Unitol
 - HPWH rebate
- Full program guidelines available at <http://www.efficiencymaine.com/at-home/home-energy-savings-program/>



Documentation for Registered Vendors

Required Documentation

- Code of Conduct: <http://www.efficiencymaine.com/docs/EMCode-of-Conduct.pdf>
- General Commercial or Professional Liability Insurance
(Minimum coverage: \$500,000)
- Workers Compensation Insurance
(Minimum coverage: \$500,000)

Please Note: A Sole Proprietor without employees is not required to have Workers Compensation coverage. Similarly, a Limited Liability Corporation without employees is not required to have Workers Comp.



Eligibility for Registered Vendors 1

At least one employee or exclusive subcontractor must have any certification. Any given certificate will only be represented once on the Locator.

Energy Advisor
Air Sealing and Assessment

Building Performance Institute (BPI) Building Analyst AND Maine Limited Energy Auditor Technician (LEAT) license

Insulation

Insulation installation training

Heat Pumps

Environmental Protection Agency (EPA) Section 608 Refrigerant Handling Certification AND installation training within the last two years by a manufacturer of ENERGY STAR heat pumps

Gas

Maine Fuel Board License (Master or Journeyman, Propane and Natural Gas Technician)

Eligibility for Registered Vendors 2

| | |
|--------------------|---|
| Oil | Maine Fuel Board License (Master or Journeyman, Oil and Solid Fuel Technician) |
| Pellet Boilers | Maine Fuel Board License (Master or Journeyman, Oil and Solid Fuel Technician) / ET Pilot |
| Pellet/Wood Stoves | Maine Fuel Board License (Master or Journeyman, Oil and Solid Fuel Technician) OR Chimney Safety Institute of America (CSIA)- OR National Fireplace Institute (NFI) |
| Geothermal | International Ground Source Heat Pump Association (IGSHPA)-Accredited Installer |
| Water Heaters | Maine Plumber's License (Master or Journeyman) |
| Solar | North American Board of Certified Energy Practitioners (NABCEP) Certificate |



Rebate Process Requirements

- Contractor completing applicable measure is an active Registered Vendor who had provided evidence of current applicable licenses and insurance.
- Current version of Universal HESP Claim Form filled out, signed by homeowner and contractor certifying that program rules have been followed and eligibility criteria have been met.
- Invoice submitted reflecting amount of rebate if discounted and that balance owed by homeowner has been paid.

Rebate paperwork processed weekly with checks typically sent out within 14 days of receipt of claim form.

(Monday deadline for claim forms. Forms processed and submitted for check run to be mailed out the following Friday.)

Eligibility and Criteria for Assessment and Air sealing

Air Seal & Assessment

\$400

- Requires \$200 customer co-pay minimum;
- Requires assessment by BPI certified professional according to program guidelines;
- Retrofit only; Limit 1 per building;
- Previous Air Sealing customers not eligible for additional air sealing incentive;
- Must prioritize largest leaks throughout structure;
- Unitil and Summit customers may be eligible for additional rebates.

Eligibility and Criteria for Insulation Measures

\$500 per zone to \$1,000

Requires assessment by BPI certified professional according to program guidelines;

- Retrofit only; May not be used where meeting building energy code is required;
- Proper considerations are given to health and safety issues per BPI guidelines;
- Limit 2 insulation measures (\$1,000) from this category per building;
- Requires minimum customer contribution of 2x the insulation incentive. This means total Insulation project cost must exceed 3x insulation incentive.

Attic Insulation

Attic sealed and increased to R49 or dense-packed/ foamed to fill bays.

Wall Insulation

Walls dense-packed/foamed to fill all accessible bays or minimum R12 rigid foam applied on entire exterior.

Basement Insulation

All sills and chases sealed, basement wall insulation increased to R15 or 2" thick continuous foam, compliant with fire code.

Eligibility for Wood and Pellet Stoves

\$250

- Eligible EPA approved model stoves with emission rating of ≤ 3.5 g/hr non-catalytic or ≤ 2.5 g/hr for catalytic and pellet stoves (300+ models listed) when installed with combustion make-up air ducted to or near the stove.
- Installed or inspected by a Chimney Safety Institute of America (CSIA) or National Fireplace Institute (NFI) certified installer, who offer professional installation and service and can assure a safe and compliant installation.

Eligibility and Criteria for Heat Pumps

\$500

- Ductless Mini-splits are treated as Supplemental Heating.
- HSPF \geq 10.0 any unit.
- One \$500 rebate per dwelling unit for supplemental units.
- One \$500 rebate per building for central units.
- Installation standards
 - Outdoor unit protected from bulk moisture.
 - Mounted on platform or bracket well above grade.
 - All lines insulated, covered with “line hide”, no exposed copper.
 - All applicable electrical code and state licensing.

Eligibility for Conventional Fuel Boilers and Furnaces

\$500

- Propane, Natural Gas, Oil
- Central Heating (no rebate on space heaters)
- Condensing
 - or for boilers has Thermal Purge –pre and post burn
- No tankless coils
- Modulating (2 stages minimum)
 - Or includes air sealing and assessment of envelope.
 - Or includes sealing and insulating of all ducts/piping.

Eligibility for Pellet Boilers 1

To meet minimum system configuration standards:

\$5,000

1. The system must include a bulk fill system that would provide continuous heat without human intervention for 2 weeks (estimated at 1 ton pellet capacity), OR has a minimum 500 pound capacity fill bin and a permanently installed back-up heating system (propane, oil, natural gas) that automatically switches fuel sources and provides continuous central heat to the home using the same thermostatic control and heating distribution system as the pellet boiler if the biomass heating system runs out of pellets, and
2. The new system or existing back-up system (when one exists) must provide heat in areas of plumbing, which will maintain the temperature of at least 50 degrees Fahrenheit for an extended period of time (2 weeks or longer) without human intervention, and
3. Meet applicable Federal, state, and local requirements, including but not limited to emissions limits, nuisance limits, and siting limits, and



Eligibility for Pellet Boilers 2

To meet energy efficient standards, Pellet boilers must be:

1. Listed or certified as a White Tag pellet boiler model on EPA's List of Phase 2 Qualified Cleaner Hydronic Heaters.
<http://www.epa.gov/burnwise/owhhlist.html>. This certification ensures that these heaters have been tested by an EPA accredited laboratory using test method M28 WHH *, and reviewed and qualified by EPA, or
2. A European biomass boiler that has been certified under EN 303-5 1999 Class 3* efficiency or higher, as evidence by the European certifying agency's EN303-5 compliance label attached to the unit, and
3. Installed according to the manufacturer's recommendations including but not limited to chimney height, proximity to other structures, sizing, and proper thermal storage. This applies to both Phase 2 White Tag and EN 303-5 boilers.

Eligibility for Geothermal UL GHG rebate

\$5,000

To meet energy efficient standards, Geothermal Systems must be:

- Energy Star units only
- May be open or closed loop design
- Have a minimum rated COP ≥ 4.0
- Meet applicable federal, state, and local requirements, including but not limited to siting and permitting

Rebate Process Requirements

- Contractor completing applicable measure is an active Registered Vendor who had provided evidence of current applicable licenses and insurance.
- Current Version of Universal HESP Claim Form filled out, signed by homeowner and contractor certifying that program rules have been followed and eligibility criteria have been met.
- Invoice submitted reflecting amount of rebate if discounted and that balance owed by homeowner has been paid.

Rebate paperwork processed weekly with checks typically sent out within 14 days of receipt of claim form.

(Monday deadline for claim forms. Forms processed and submitted for check run to be mailed out the following Friday.)

Home Energy Savings Program – (Unitil adder)

Unitil Gas Utility heating customers are eligible for additional incentive amounts on certain efficiency measures in addition to rebates available through the Home Energy Savings Program funded by RGGI.

Measures eligible for a “Unitil-doubler” rebates include:

- Modeled Path 1 (Tier 1 and Tier 2)
- Air Sealing with Assessment
- Attic Insulation
- Wall insulation
- Basement Insulation
- Natural Gas Central Heating Systems

Rebate amounts for RGGI and Gas SBC are tracked and accounted for separately as always.



Loan products and criteria

- PACE (4.99% APR up to 15 years)
 - Secured loans up to \$15,000 on 1 to 4 unit homes
 - No minimum credit score
 - Borrow against any equity you have
 - Available in 176 towns so far
- PowerSaver (4.99% APR up to 20 years)
 - Secured loans up to \$25,000 on single family homes only
 - Unsecured loans up to \$7,500
 - Available Statewide
- Home Energy Loans (4.99% & 5.99% APR up to 10 years)
 - Available now through same online application
 - Unsecured loans up to \$15,000
 - Fast approval and closing
 - Loans up to \$7,500 with credit score as low as 620

Program changes made to date

- Elimination of “new construction only” limitation on UL GHG systems.
- Allowance for 2” of rigid foam on basement and exterior surfaces to qualify for insulation rebates.
- Incorporation of mini-split heat pumps into HESP from Appliance Rebate Program.
- Simplification of rebate form and data collection.
- Elimination of 50 unit cap and reservations on UL GHG systems.
- Increase in number of Eligible Wood and Pellet Stoves listed.
- Ability for HESP2 participants to receive partial UL GHG rebate to \$5,000 limit.
- Increase of central heat pump HSPF from 9.0 to 10.0.
- Modulation for boilers and furnaces changed from 3 stages minimum to 2 stages minimum.
- Ability for non-modulating boilers and furnaces to qualify for a rebate with inclusion of insulation of duct work and hydronic lines.
- Expansion of Unitil “doubler” rebates to insulation and natural gas central heating systems.
- Increase in number of “logo categories” on the locator tool.

Prompts for discussion

Increase HSPF on single heat pumps to HSPF > 12.0

- 17 units currently on the market from 5 manufacturers
- More than 50% of rebates are to units ≥ 12.0
- Maintain better heat capacity below zero degrees
- Cheaper to operate at all temperatures

Revisit Geothermal standard

- Shift to “Energy Star Tier 3” products?
- Evaluate savings and load of open loop well pumps.

Revisit rebate amounts and categories

- Which rebates are failing to tap efficiency opportunity?
- Are there added technology categories to be considered?

Homeowner and building eligibility considerations?

²⁵Changes in energy markets since last year?



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HESP Marketing and Outreach



Marketing and Outreach Strategies

- Increasing Awareness and Driving Traffic to Website
- Connecting Consumers with Contractors and Information on the Web
- Supporting Contractors with Sales, Marketing, and Customer Service Training
- Connecting with Harder-to-Reach Communities
- FY15 Plans

Increasing Awareness and Driving Traffic to Website



Earned Media

- Press Herald/Kennebec Journal: "Power use tumbles as efficiency kicks in" (6/8/14)



- Bangor Daily News, Sun Journal: "Oil use drops; Efficiency Maine offering rebates to find alternatives" (9/19/13)



- BDN Editorial: "Make your heating fuel stretch, drop by drop" (1/29/14)



Earned Media

- MPBN: "(ACEEE) Scorecard: Maine Energy Bill Boosts State's "Efficiency" Ranking" (11/6/13)



- WCSH: "New program offsets cost of pellet boilers", (2/21/14)

- WABI- CBS : "Swan's Island Residents Warming Up During Weatherization Week" (1-15-14)



Earned Media

- Press Herald: "LePage touts energy efficient heat source at Blaine House" (6/20/14)



- WGME: Weatherization/Heating/Cooling Tips Interview w/Dana Fischer (1/5/14 and 7/14/14)

- WBLM: Interview w/Michael Stoddard on The Morning Show (2/25/14)



- WVOM 101.3/103.9: Deb Neuman's "Back to Business Radio Show," Interview w/Michael Stoddard (10/6/13)




Conferences and Trade Shows

- Common Ground Fair, Unity
- Maine Municipal Association Annual Conference, Augusta
- MaineBiz Momentum Convention, Augusta
- Saco Energy Fair
- Androscoggin Business to Business Trade Show, Lewiston
- Northeast Biomass Heating Conference, Portland
- Summit Natural Gas Fair, Yarmouth



Google Ads (Text and Display Network)



Cut heating costs up to 50% with a Ductless Heat Pump.

efficiency MAINE

Save even more with a \$500 Heat Pump rebate.

GET STARTED

Some restrictions apply.

Lower your monthly energy costs with a more efficient heating system.



efficiency MAINE

Up to \$1,500 in incentives available now!

GET STARTED

Some restrictions apply.

June Statistics:

4,485 Clicks
3,064 New Visitors
\$1.35 Cost-per-Click
\$6,388 Total Budget

[Efficient Home Insulation](#)

www.EfficiencyMaine.com

Cut Heating Costs By 40% Or More!
Incentives Available. Learn More.

[Efficient Heating Systems - Find Efficiency Maine Incentives.](#)

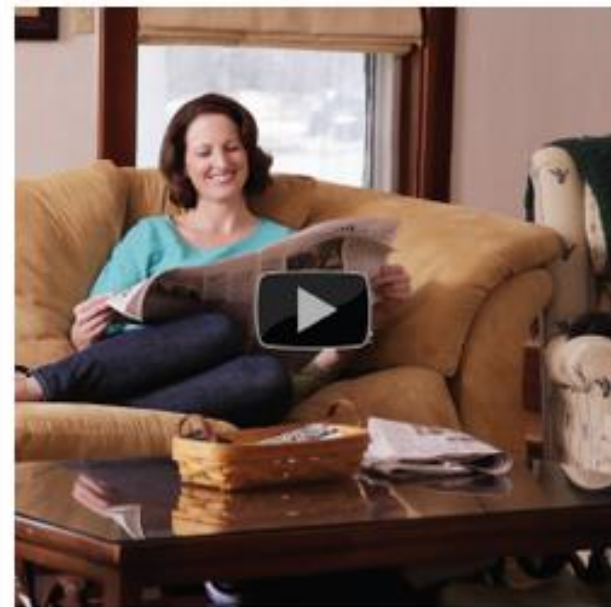
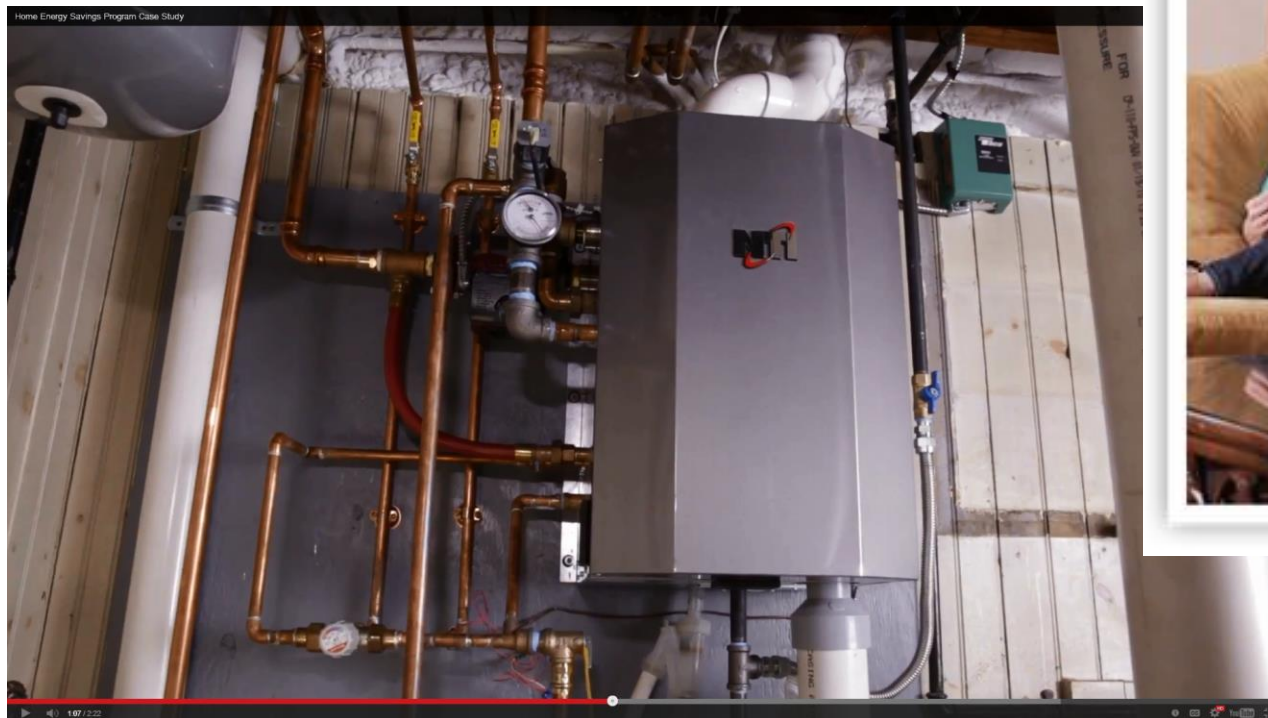
www.EfficiencyMaine.com

Act Fast - Limited Availability.



Video Ads: Hulu and You Tube

252,046 Impressions
to Date



Helping Mainers save energy and homes and businesses more ene

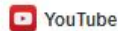
The logo for Efficiency Maine, featuring the letters 'eM' in white on a green square background.TWEETS
541PHOTOS/VIDEOS
10FOLLOWING
56FOLLOWERS
2,105

More



Efficiency Maine @EfficiencyMaine · May 14

Check out Efficiency Maine's new video on air sealing! [youtube.com/watch?v=xdzuIO...](https://www.youtube.com/watch?v=xdzuIO...)



YouTube

  2  2  [View more photos and videos](#)

Social Media



Efficiency Maine

January 16

Interested in using a local fuel? Get a \$250 incentive for pellet stoves and a \$5,000 incentive for pellet boilers. Find out more about Efficiency Maine's Home Energy Savings Program and eligibility here: <http://www.efficiencymaine.com/renewable-energy/wood-heating/>

[Like](#) · [Comment](#) · [Share](#)

195 people reached



Efficiency Maine

Posted by Anne Stephenson (?) · July 10

Interested in ductless heat pumps? Learn more about this new technology and how it can help you save up to 50% on your heating bills by clicking here: <http://www.efficiencymaine.com/heat-pumps/>



Radio

- Statewide Radio Campaign
 - December-January
 - 6 Weeks
 - 539 Spots
 - WBLM, WHOM, WTHT, WKIT
- Pandora
 - May- Ongoing
 - 500,000 Impressions

Mulch
flower
beds

Air Sealing
Insulation

Sign
up for
camp

High
Efficiency
Heating
System



*It is a great time of year
to check tasks off your list.*

**Incentives
up to \$1,500**

Save thousands on energy
bills for years to come.



efficiencymaine.com
866-376-2463

Spring Home Improvement Sections,
Major Papers



Classifieds

Ad runs statewide in regional weeklies

**Find Local
Energy Contractors**

Get up to \$1,500 for Qualified Home
Insulation and Heating System Projects

**efficiency
MAINE**

efficiencymaine.com 1-866-376-2463

Direct Mail to Direct Install Participants

Email and Postcard to Air Sealing Program (RDI) Participants

Everyone in Maine is talking about lowering energy costs.

Spring and summer are the best times to get a jump on the next heating season. Get up to \$1,500 for insulation and heating system improvements that will save you money in the years to come.

Financial Example:

\$6,000 Attic and basement insulation
–\$1,000 Incentive from Efficiency Maine (up to \$1,500 available)
\$5,000 Net installation cost

\$1,000/year average savings*

5 year simple payback

\$5,000 can be financed with nothing down and cost as little as \$53 per month over 10 years at 4.99% APR (with an Efficiency Maine Loan)

*Your savings may vary.

Learn how you can get up to \$1,500 from Efficiency Maine for energy upgrades. Fast and easy financing options, too. Visit efficiencymaine.com or call 866-376-2463.



P.O. Box
Waldo

Good choice on last year's air sealing project.

Ready to go beyond air sealing? You may be eligible to receive up to

\$1,500
for additional energy upgrades.

efficiencymaine.com
866-376-2463



Tax Mailers

105 municipalities
~250,000 homes

Take action and weatherize your home with affordable and convenient financing and rebates from Efficiency Maine.

Slash your energy costs by at least 20 percent – even up to 50 percent or more. Receive up to \$25,000 with 4.99 percent APR financing (unsecured loans have a 5.99 percent APR rate) and no closing fees.



peace-of-mind • weatherization • heating • lighting • solar

What types of work are covered?

- ✓ **Weatherization** (insulation, air sealing, new windows and doors)
- ✓ **Energy-efficient heating system upgrades** including pellet systems, heat pumps, and natural gas conversion
- ✓ **Energy-efficient lighting** including LED bulbs and ENERGY STAR appliances
- ✓ **Solar thermal or solar photovoltaic systems**
- ✓ **High-efficiency heat pump water heaters**

What are the loan terms?

- ✓ Fixed interest rate of 4.99 percent APR
- ✓ Loans range from \$6,500 to \$15,000 for PACE, and from smaller amounts up to \$25,000 for PowerSaver!
- ✓ No fees or hidden costs of any kind
- ✓ PACE loans are transferable upon sale of property

* Loan repayment period up to 20 years for select projects that include alternative energy components.

How do I take advantage of Efficiency Maine Home Energy Loans?

- ✓ Hire a Residential Registered Vendor at efficiencymaine.com/at-home/vendor-locator.
- ✓ Initiate the loan process by calling Efficiency Maine at **866-376-2463** or visit www.efficiencymaine.com
- ✓ Price out your job
- ✓ Submit your loan application and contractor's quote
- ✓ Upon approval, we'll sign the loan documents right at your kitchen table!

Find a Residential Registered Vendor

It's easy to find the right contractor or energy advisor near you. Check out our Residential Registered Vendor Locator at efficiencymaine.com/at-home/vendor-locator. Simply enter your zip code, a search radius, and what service you're looking for.

You'll get a selection of contractors, a description of their services, and their contact information. Contact them directly to hire the right contractor for you.

Trusted Source of Information

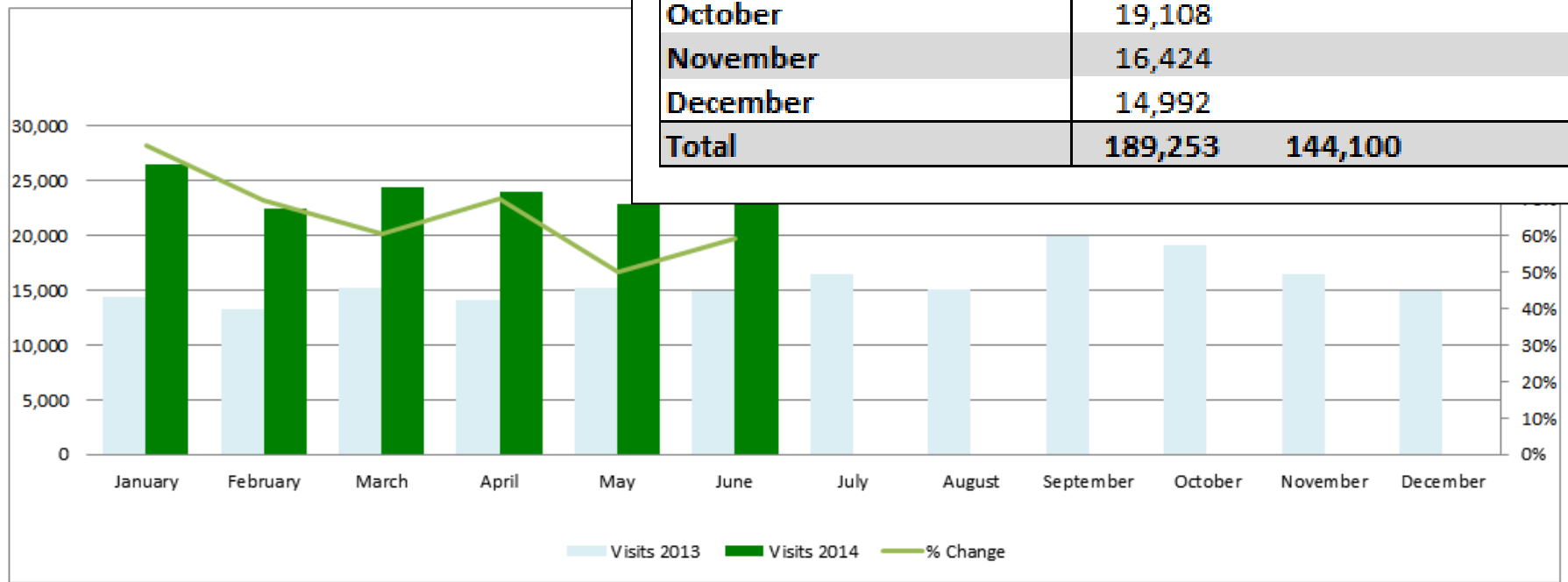
Whether you're weatherizing your home or selecting a new heating system, making the right energy efficiency investments can be daunting, and the variety of choices can be overwhelming. Efficiency Maine makes it easier with a number of website tools, including a heating options cost comparison calculator, a water heating options comparison calculator, money-saving tips, and a library of videos about timely topics such as heat pumps, air sealing, and heat pump water heaters.



Need more help?

If you can't find what you're looking for, or need additional help or clarification, just call our toll-free customer service line at **866-376-2463**.

| | Visits | | |
|--------------|----------------|----------------|----------|
| | 2013 | 2014 | % Change |
| January | 14,378 | 26,577 | 85% |
| February | 13,251 | 22,501 | 70% |
| March | 15,253 | 24,459 | 60% |
| April | 14,153 | 24,049 | 70% |
| May | 15,212 | 22,842 | 50% |
| June | 14,882 | 23,672 | 59% |
| July | 16,504 | | |
| August | 15,089 | | |
| September | 20,007 | | |
| October | 19,108 | | |
| November | 16,424 | | |
| December | 14,992 | | |
| Total | 189,253 | 144,100 | |



Website Statistics



| Top Viewed Pages | Pageviews | Unique Pageviews |
|---------------------------|-----------|------------------|
| HESP Incentives | 7,122 | 3,557 |
| Heat Pumps | 6,803 | 4,280 |
| Vendor Locator | 4,983 | 3,861 |
| HESP Home | 2,946 | 2,226 |
| HESP Adwords Landing Page | 2,693 | 2,595 |
| Business Programs | 2,664 | 1,726 |
| Heating Solutions | 2,013 | 1,460 |
| Energy Loans | 1,933 | 1,418 |
| At Home | 1,737 | 1,355 |
| HPWH Adwords Landing Page | 1,633 | 1,423 |

June Website Statistics



| | | MoM % | | YoY % | |
|---------------------|--------|--------|--------|--------|--------|
| Traffic Summary | Jun-14 | May-14 | Change | Jun-13 | Change |
| Visits | 23,672 | 22,842 | 3.6% | 14,882 | 59.1% |
| Unique Visitors | 17,141 | 16,299 | 5.2% | 9,719 | 76.4% |
| Pages/Visit | 3.63 | 3.81 | -4.7% | 3.01 | 20.6% |
| Avg. Time on Site | 3:33 | 3:46 | -5.8% | 3:25 | 3.9% |
| Traffic Sources | | | | | |
| Organic Search | 11,112 | 10,626 | 4.6% | 7,520 | 47.8% |
| Referral Sites | 2,230 | 2,292 | -2.7% | 3,179 | -29.9% |
| Direct | 3,584 | 4,020 | -10.8% | 3,840 | -6.7% |
| Paid Search | 3,794 | 3,359 | 13.0% | 0 | - |
| Display Ads | 2,337 | 2,028 | 15.2% | 0 | - |
| Social Media | 545 | 406 | 34.2% | 141 | 286.5% |
| Mobile Traffic | | | | | |
| Tablet & Smartphone | 6,876 | 6,399 | 7.5% | 2,187 | 214.4% |

June Website Statistics



Connecting Consumers with Contractors and Information on the Web



Informational Videos

Heat Pump Water Heaters



The Heat Pump
Water Heater

0:00 / 5:19 YouTube

Heat Pump Water Heater
Instructional Video



Ductless Heat Pump
Case Study



Technical Information and Financial Examples

High-Efficiency Boilers and Furnaces

[Home](#) » [At Home](#) » High-Efficiency Boilers and Furnaces

**\$500 to \$1,500
available in incentives**

Most Maine homes are centrally heated with either a boiler or furnace. Energy-efficient options for boilers and furnaces are available for all heating fuels. Efficiency Maine offers [rebates](#) and [financing](#) for homeowners installing high-efficiency heating equipment. Read on below to find out more about high-efficiency systems, rebates, and how much you might save with a system upgrade.

Central Heating Systems

Boiler and furnace efficiency is often measured or compared by annual fuel utilization efficiency (AFUE). AFUE measures how much of the fuel that goes into the system gets turned into heat in the system. The typical Maine home has a boiler with an AFUE of 75% and many new systems can achieve efficiency ratings of 90% or higher. This efficiency difference can significantly cut your fuel bill but before making the switch, Efficiency Maine recommends improving the energy efficiency of your home (by air sealing and insulating).

This can also be a time to address other heating distribution improvements including sealing and insulating ducts and pipes, particularly in basements and crawl spaces, and adding distribution controls (more on these below). As a result of improvements to the building envelope and distribution system, you may be able to install a smaller heating system than the one currently in place, further reducing the costs of installation and on-going heating.



High-efficiency boiler with domestic hot water tank.

New Technical Pages on:
Air Sealing, Energy Assessments, Insulation, High-Efficiency Boilers and Furnaces, Pellet Stoves and Boilers, Solar Thermal, and Solar PV

Visually-engaging Navigation Paths

HIGHLIGHTS

learn more about
**DUCTLESS
HEAT PUMPS**



[CLICK HERE](#)

Heat Pumps

Cut heating and cooling costs by up to 50%. \$500 incentive now available or get up to \$1,500 as part of a custom energy saving project. Find out more about heat pumps and Efficiency Maine's Home Energy Savings Program.

[READ MORE](#)

save with
**EFFICIENCY MAINE
INCENTIVES**



[CLICK HERE](#)

New Residential Incentives

Get up to \$1,500 for Home Insulation and Heating System Projects. Upgrade your heating system, weatherize your home, or make other improvements to lower your energy bills with Home Energy Incentives and Home Energy Loans.

[READ MORE](#)

learn more about
**HOME ENERGY
LOANS**



[CLICK HERE](#)

Energy Loans

Upgrade your heating system, weatherize your home, or make other improvements to lower your energy bills. Make low monthly payments and offset the cost of your loan through your energy savings!

[READ MORE](#)





PATH 1
Custom



PATH 2
Menu



PATH 3
Pellet Boilers and
Geothermal Systems

Path 3 Pellet Boilers and Geothermal Systems



\$5,000
For Qualified
Central Pellet
Boiler Systems

[ADDITIONAL INFO](#)

*No rebate
reservation
required*

**GET STARTED.
FIND AN
INSTALLER.**



\$5,000
For Qualified
Central Geothermal
Systems

[ADDITIONAL INFO](#)

Visually-engaging Incentive Information



Search and Sort Options

Start by entering your ZIP Code and a search radius.











ZIP Code: Radius:

















Sort by:

* Ranked according to the quantity of projects that were completed and received a rebate from Efficiency Maine over the past four months.

What services do you need?

Hover over service icons below for more information on services and qualifications.

- ☒  All Services
- ☐  Energy Advisor
- ☐  Air Sealing & Assessment
- ☐  Insulation
- ☐  Heat Pumps
- ☐  Gas
- ☐  Oil
- ☐  Pellet Boilers
- ☐  Pellet/Wood Stoves
- ☐  Geothermal

| Vendor | Services Provided | Miles | More Info |
|---|---|-------|---|
| 1 The Breathable Home Manchester, ME - 207-512-2408 www.thebreathablehome.com |       | 8 |  |
| 2 Home Energy Answers Albion, ME - 207-200-1880 www.homeenergyanswers.net |     | 18 |  |
| 3 Advanced Spray Foam Clinton, ME - 207-426-2500 www.advancedsprayfoam.com |    | 21 |  |
| <p>Vendor-supplied information</p> <p>Advanced Spray Foam dawn@advancedsprayfoam.com PO Box 705 207-426-2500 Clinton, ME www.advancedsprayfoam.com</p> <p>Established 2000</p> <p>About our Company Advanced Spray Foam is a family-operated business that takes pride in outstanding workmanship, honesty, competitive pricing and customer service. We treat our customers' homes and businesses as if they were our own.</p> <p>Our Services Advanced Spray Foam provides energy audits, air sealing, insulation services and all aspects of weatherization services to tighten the home or business and make the customer more comfortable while saving money.</p> <p>Typical Project Most of our projects begin as spray foam insulation and air sealing, and then may proceed on if the home requires additional work.</p> <p>Service Area Counties: Kennebec, Somerset, York, Cumberland, Androscoggin, Sagadahoc, Lincoln, Knox, Penobscot, Pesqataquis, and Oxford. Other areas can be accessed pending the scope of the project.</p> | | | |

Updated Vendor Locator



Supporting Contractors with Sales, Marketing, and Customer Service Training



Training with Dale Carnegie

- Sales Training (Offered in Portland and Bangor, Fall 2013)
- Customer Service Training (Offered in Portland and Bangor, Fall 2013)
- Marketing Training (Offered in Portland and Bangor, Fall 2013)
- Combined Sales and Customer Service Training (Offered in Augusta, Spring 2014)

Workshop participants developed a better understanding of the customer contact process to better sell energy efficiency, including building rapport and effectively gaining customer commitments. Participants also focused on improved service quality and increased customer loyalty.



Connecting with Harder-to-Reach Communities



Education and Outreach

- An RFP for the delivery of coordinated home energy retrofit education and outreach efforts in targeted communities was awarded to two organizations in March:
 - The Island Institute
 - Sustain Mid-Maine (working in Waterville, Winslow, Fairfield area)



FY 15 Plans



Marketing and Outreach through December

- Earned Media (Continued effort on Press Releases and Events)
- Social Media
- Google Ads and Google Display Ads
- Hulu and You Tube (through October)
- Classifieds (through December)
- Fall Home Improvement Sections
- Direct Mail to Heat Pump Installations
 - Best Practices
 - Additional Incentives
- Tax Mailers



Fairs/Conferences

- Maine Energy Marketers Association
- Common Ground Fair
- Maine Municipal Association
- MaineBiz Momentum Convention

Radio

- Statewide Radio Campaign
 - July-August, 8 Weeks
 - 774 Spots
 - Portland: WFNK, WBLM, WPOR, WHOM, WCLZ, WGAN
 - Bangor: WQCB, WKIT, WTOS
 - Augusta: WEBB, WVOM, WBFB
 - Presque Isle: WBPW, WOZI, WEGP
- Pandora (through October)

Current FY15 Plans: Website

- Continue to develop interactive customer-friendly web resources
 - Focus on calculators and tools
 - Focus on videos
- Grow referral traffic from social media

Discussion, Questions, Comments

Please mail written comments by July 25, 2014 to:

HESP 2 Program Design Comments

c/o Efficiency Maine Trust

151 Capitol St., Suite 1

Augusta, ME 04330

Or by email to: karen.bickerman@efficiencymaine.com

