Short-Term Plans Regarding Record-High Fuel Prices

EMT Board Meeting
October 28, 2026

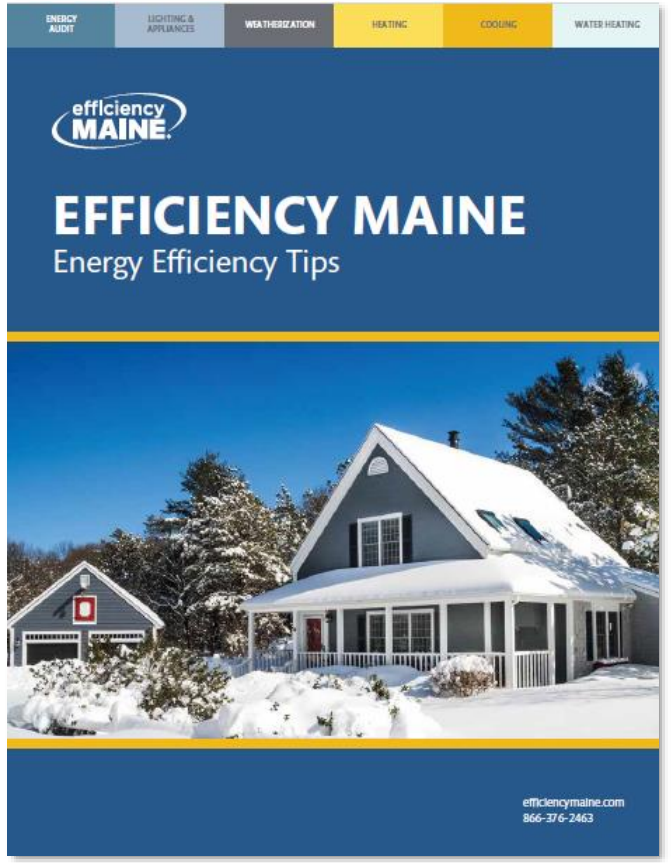
Meeting Mainers Where They Are

- Core programs reduce energy costs for homes and businesses
  - Insulation and air sealing
  - Heat pump, biomass, and geothermal systems
  - Heat pump water heaters
  - Electric vehicles and off-peak chargers
  - Batteries
- Outreach campaign on ways to prepare for winter
- New promotion: rebates for Do-It-Yourself (DIY) measures

] Focus of today's presentation

Promoting Efficiency Maine Energy Tips Booklet

- Working with Maine librarians to publicize the booklet, providing free copies
  - Links and resources
  - Presentation at monthly meeting of state librarians
- The call center is seeing a spike in demand for the Booklet (as of 10/19).
- Notifying municipalities that they can order free copies of the booklet
- Identifying other partners who can help disseminate



Anyone can order Efficiency Maine printed brochures (including the tips booklet) and have them shipped at no cost at https://www.efficiencymaine.com/residential-brochure-request-form/

Examples of Recent Media Coverage

- Planning Now for Winter: Home Energy Costs — *Maine Calling (Maine Public)*, 8/24
- How you can save on your heating bill this winter — *News Center Maine*, 10/16
- Turn down the heat on Maine's annual furnace debate — *Portland Press Herald*; 10/13
- Midcoast Maine braces for a pricey winter — *Bangor Daily News*; 10/7
- Efficiency Maine offers resources to winterize homes — *WABI-5*; 9/18





Recent Radio Spots

- “Get Ready for Winter” for homes
- Commercial biomass incentives
- Worries About Gas Prices (not limited to winter prep)

Promo Box on Efficiency Maine Homepage





Before the campaign: 110 page views (Maine) over 61 days
After the campaign started: 921 page views (Maine) over 54 days

Blog Post Featured on Homepage Carousel

Check Out the Latest from Efficiency Maine



Winter Tips to Help Mainers Keep Warm and Save Energy

October 14, 2026

There's no denying it: it's going to be expensive to heat homes this winter....

Read More →



Efficiency Maine Annual Event Honors Contractors, Vendors, and Communities That Advance Maine's Affordable Energy Objectives

September 18, 2026

Augusta, Maine – September 18, 2026 – Last night, Efficiency Maine recognized contractors, vendors,...

Read More →



Efficiency Maine Launches Driving Costs Calculator

August 11, 2026

Efficiency Maine recently added to its website a calculator that compares fuel costs between...

Read More →

Social Media Campaign





Recent Community Events

- Coastal Enterprises Inc. (CEI) Weatherization Business Class (8/27)
- Wells Energy Advisory Committee Energy Show (9/13)
- Ogunquit Sustainability Committee Meeting (9/24)
- Wells Reserve at Laudholm Climate Stewards Lecture Series: “Get Ready for Winter“ (10/5)
- "Winterize Your Home to Save Money" at the Falmouth Library (10/14)
- Heat Pump Rebates Presentation with Tribal Nations hosted by Maine Labor Climate Council (10/15)
- Residential Offerings and Winter Heating Tips Presentation for the Martha Sawyer Community Library in Lebanon (10/26)

Example Collaboration with DOER and MaineHousing

- "Winter Heating Resources for Maine People" Guide
- Press release with quote from Michael Stoddard
- Webinar in October, with amplified posts on Facebook and LinkedIn



Rebates for DIY Measures *(starting November 1)*

- 50% rebate (up to $600 rebate) for eligible products
  - weather stripping
  - door sweeps
  - window and door caulk
  - spray foam sealant
  - window shrink film and inserts (e.g., WindowDressers)
  - pipe insulation
  - duct insulation and sealant
  - tank wrap
  - foam board insulation



- Covers purchases from November 1, 2026, through March 31, 2027
- Rebate claim forms available online and via mail (e.g., for CAPs, municipalities)
- Total budget: $2 million from RGGI

Terms and Conditions for Limited-Time DIY Promotion

- Limited to $600 in total DIY Winter Prep Rebates per residential installation address. Sales tax not eligible for rebate.
- Businesses and new construction are not eligible.
- Products must be purchased new and customers must commit to self-install in a Maine home within 30 days of purchase.
- Efficiency Maine does not warrant product performance.
- Program is subject to change without notice.
- Incomplete information may delay or disqualify rebate.