



The Benefits of Electrification

Annual Event 2024: Session 2

September 12, 2024

Overview of measures qualifying as 'beneficial electrification'



Whole-home heat pumps installed in single family homes, duplexes, and condominiums



Commercial heat pump water heaters, individually vetted for cost-effectiveness, that replace fossil-fueled water heaters



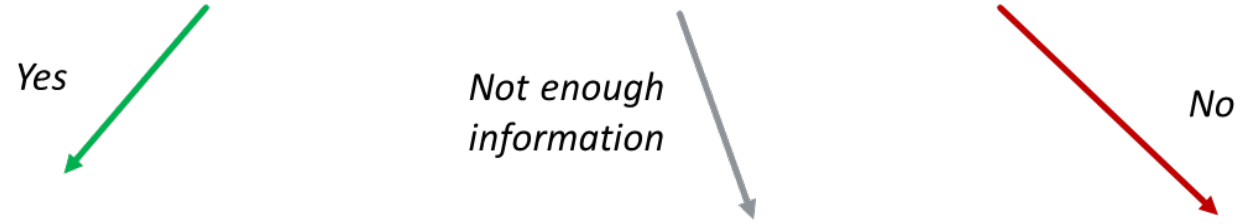
Whole-building or whole-zone heat pumps, including rooftop unit heat pumps, installed in commercial buildings and in multifamily buildings of 3 or more dwelling units



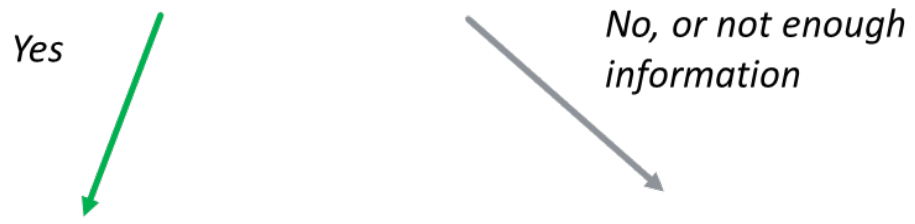
Battery electric and plug-in hybrid electric vehicles bundled with "smart charging," where limited to low- and moderate-income households, commercial customers, governments and nonprofit organizations

How does a measure qualify as 'beneficial electrification'?

1. Is the measure cost-effective, according to existing approved Primary Cost Test?



2. Does the measure reliably reduce rates?



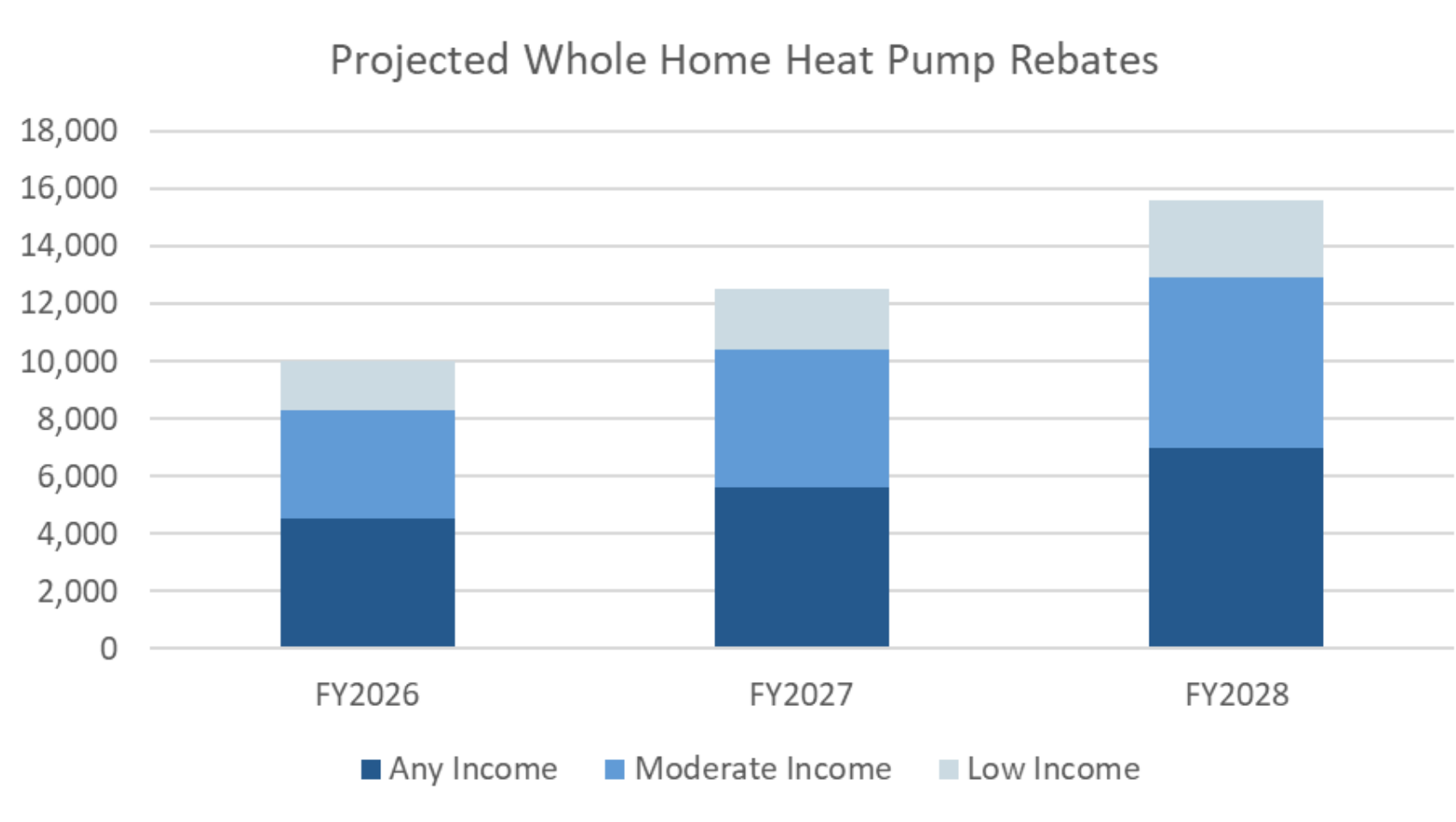
Pilot or additional research

Measure is not included in MACE

Measure **can** be funded with electric procurement (MACE)

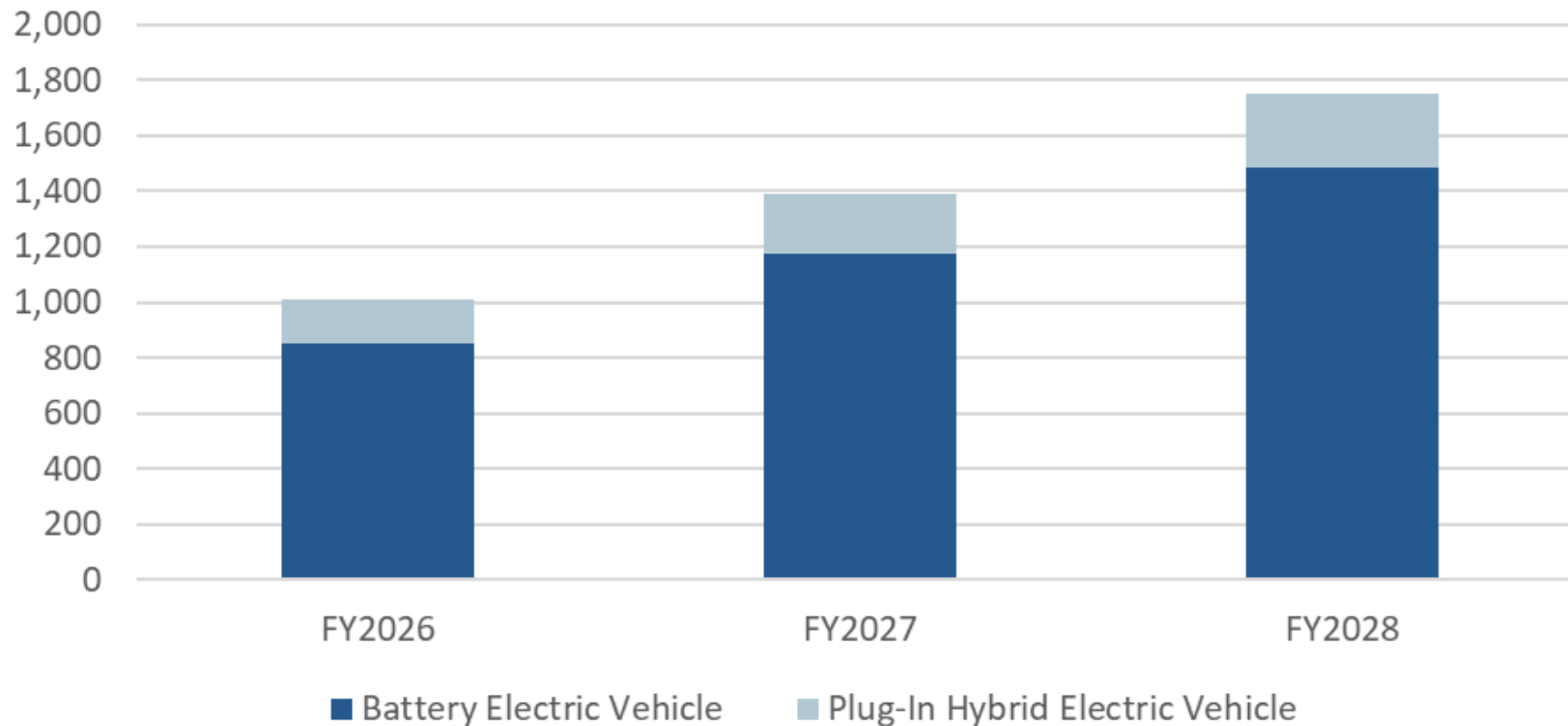
Measure is not included in MACE

Whole Home Heat Pumps in Triennial Plan VI

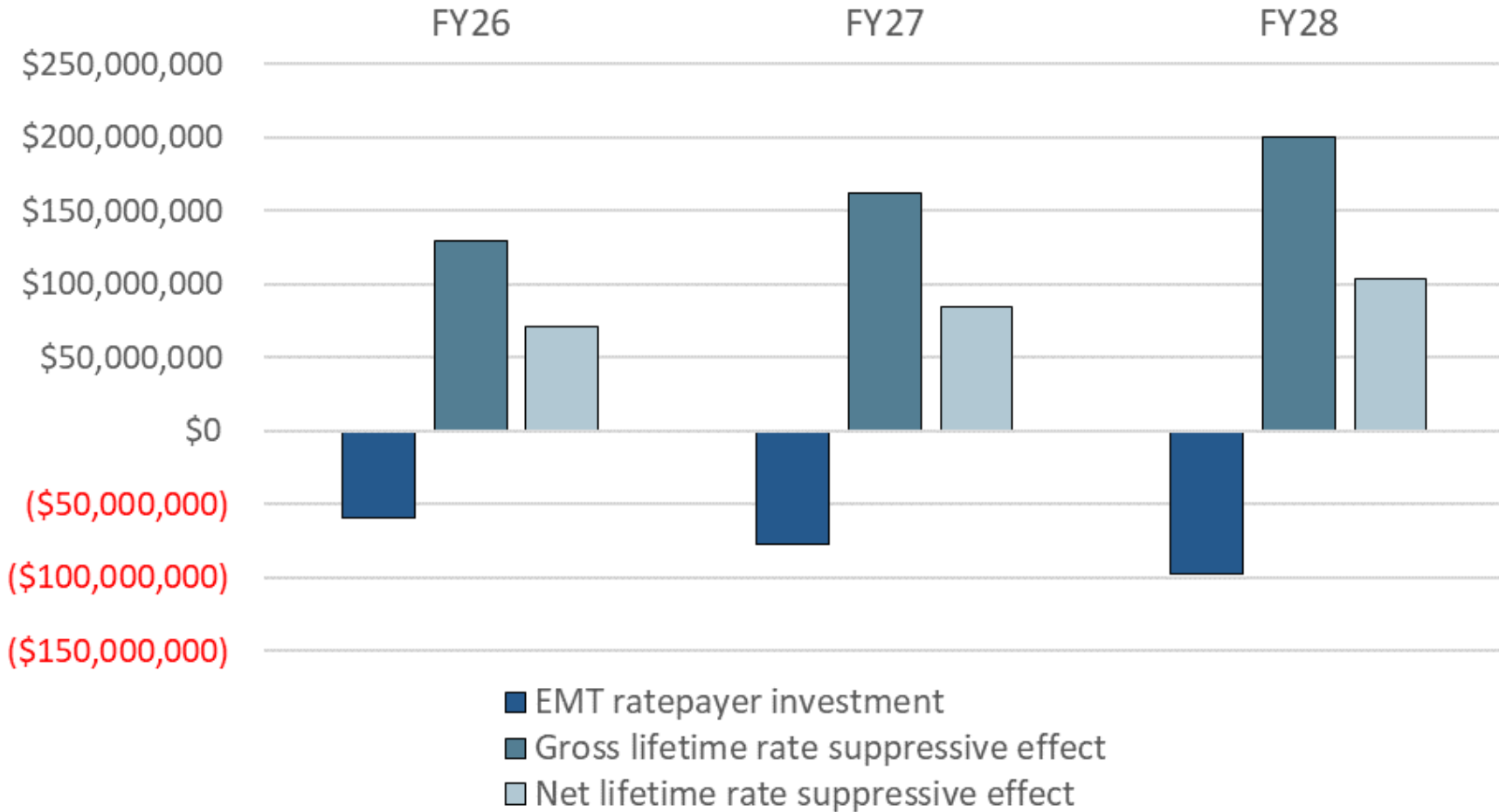


Electric Vehicles paired with "smart charging" in Triennial Plan VI

Projected Electric Vehicle Rebates

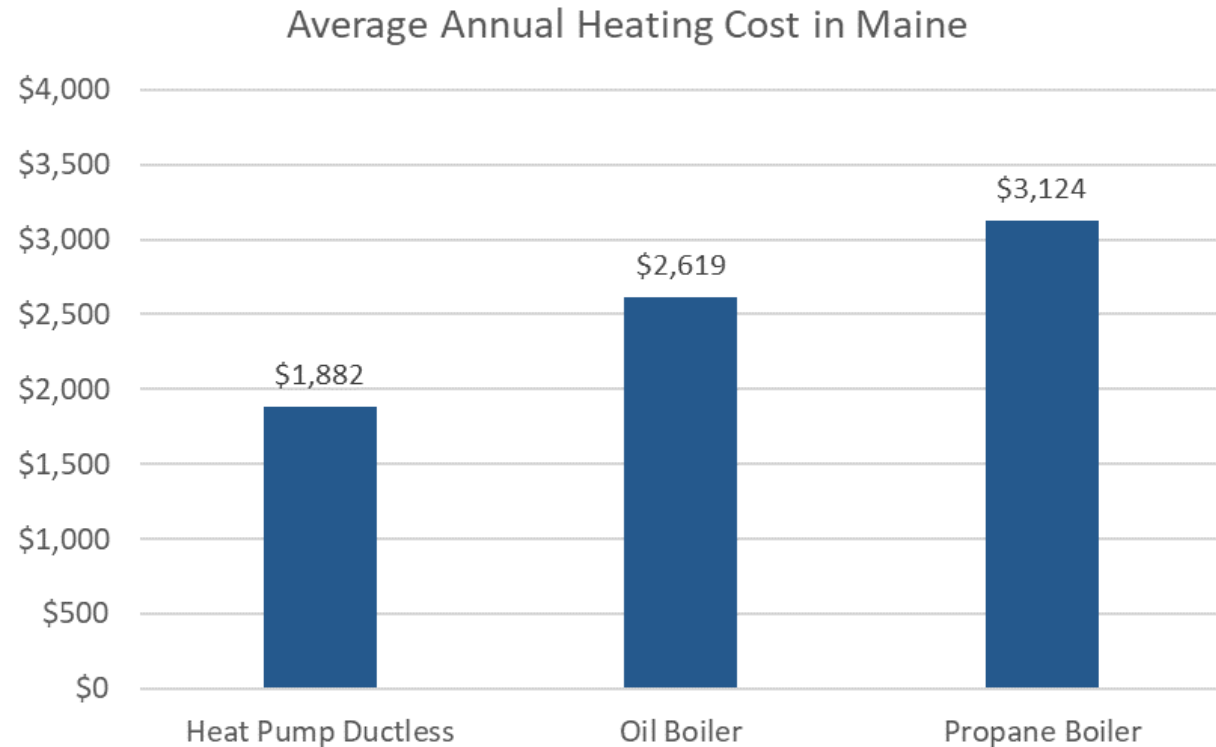


Rate suppression effect of measures qualifying as 'beneficial electrification'



Consumer savings from heating with whole home heat pumps rebated during Triennial Plan VI

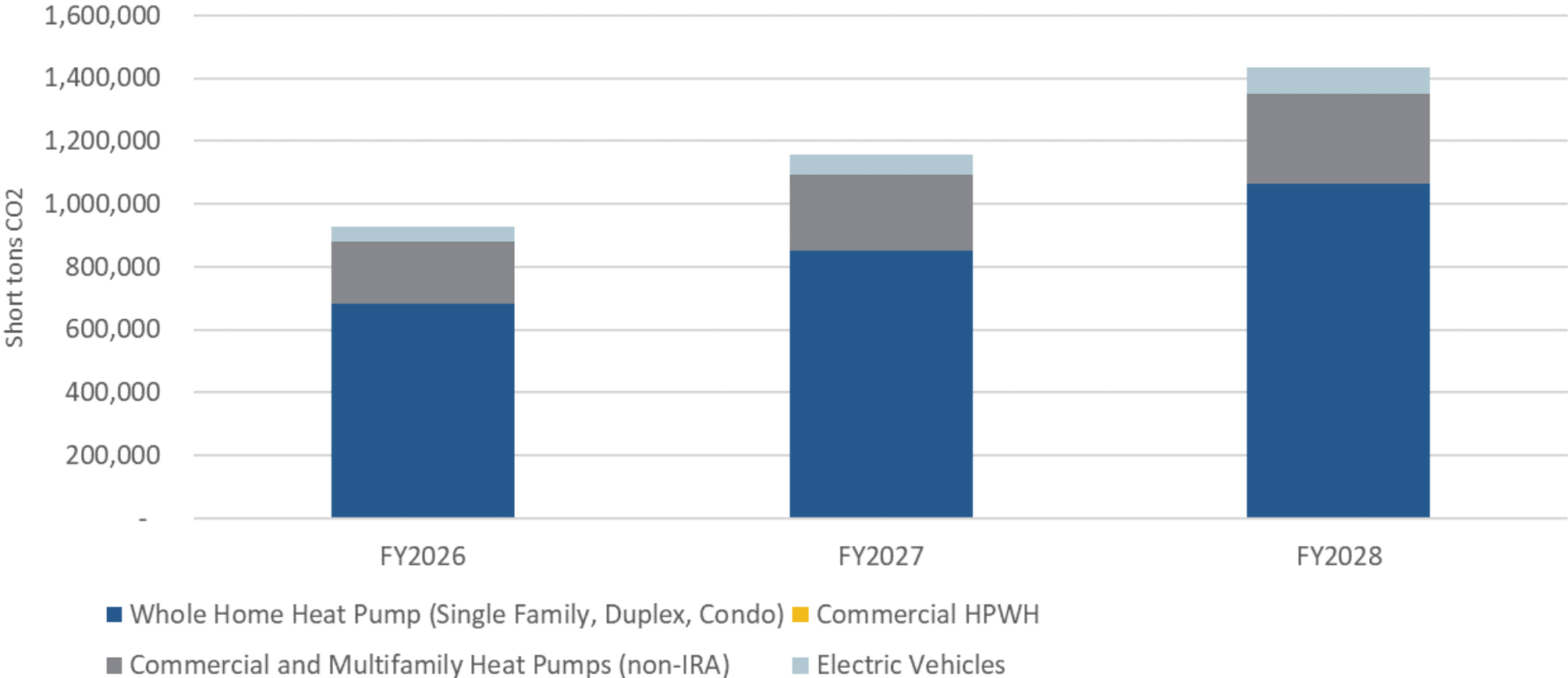
38,100 whole home heat pump systems
x ~ \$1,000 savings per home, per year*
~\$685 million lifetime consumer savings



*Efficiency Maine Compare Home Heating Calculator accessed 9/9/2024

Lifetime Carbon Reduction from 'beneficial electrification' measures rebated in Triennial Plan VI

Carbon Reduction from Beneficial Electrification measures rebated in Triennial Plan VI



Residential heat pump rebate activity

Whole Home Heat Pumps Rebated

