



Communications and Outreach Overview

March 22, 2023

Communication and Outreach Budgets

BUDGET AREA	BUDGET
Public Information and Outreach (PIO)	\$500,000
Programs	>\$2,000,000

- Most expenditures for communications and outreach are covered within programs.
- PIO complements program efforts by providing general energy information and education.

Communications/Outreach Goals and Objectives

- Increase consumer awareness of cost-effective energy-efficient options
- Assist market transformation and further influence the behavior of Maine consumers
- Provide general information about the benefits of energy efficiency and distributed renewable or alternative energy
- Provide tools and resources to support decision-making related to energy conservation
- Support training and workforce development efforts

Outreach Activities

We reach people wherever they get their information, where the efforts are most measurable, and in the most geographically targeted manner.

- **Print advertising**
- **Google ads** (search and display)
- **Radio**
- **Direct mail campaigns**
- Website
- Earned media
- Rebate check stuffers
- Email campaigns
- Educational outreach
- Tax mailers
- Videos – YouTube, Vimeo
- Cross-promotion during inspections
- Support for and outreach to retailers and distributors
- Business consultations and direct outreach
- Vendor support (newsletters, collateral, pro calls)
- Social media (Facebook, LinkedIn, Twitter) posts and ads
- Trade association outreach
- Non-profit outreach
- Events (trade/home shows/community)

Governmental Collaboration


- GEO and GOPIF
- MaineHousing
- MEMA (Maine Emergency Management Agency)
- Maine Municipal Association
- MaineDOT
- Maine PUC
- Department of Health and Human Services
- Maine Office of State Fire Marshal (Building Energy Code Training)
- Maine Real Estate Commission
- GPCOG

Paid Media

Google search and display, print, radio advertising

Total Google Advertising – FY2022

- **Google Search** average click-through rate: **3% - 9%** (industry average is ~2.4%)
- Example **Google Display** placements:
 - familyhandyman.com
 - bobvila.com
 - greenbuildingadvisor.com
 - newscentermaine.com
 - weather.com (The Weather Channel)
 - dwell.com
- **Combined campaign metrics**
 - **Search ads:**
 - Impressions: 1,642,677
 - Clicks: 81,485
 - **Display ads:**
 - Impressions: 4,713,117
 - Clicks: 4,968



**Insulate.
Be comfortable.
Save money.**

**WEATHERIZATION REBATES
FROM \$500 TO \$9,600**

Act now while funds are available.

[LEARN MORE](#)

**efficiency
MAINE**

Google Display Ad

Statewide Print Advertising

23 daily and weekly newspapers

- Aroostook Weeklies
- Bangor Daily News
- Boothbay Register / Wiscasset News
- Brunswick Times Record
- Ellsworth American / Mt. Desert Islander
- Forecaster
- Kennebec Journal / Waterville Sentinel
- Lakes Region Weekly / American Journal
- Lewiston Sun Journal
- Lincoln County News
- Norway Advertiser Democrat / Rumford Falls Times
- Portland Press Herald / Maine Sunday Telegram
- Rockland Courier Gazette / Camden Herald / Belfast Republican Journal
- Sanford Springvale Register Gazette
- Twin City Times

Print Advertising Examples



Heat Pumps

Heat & AC All In One

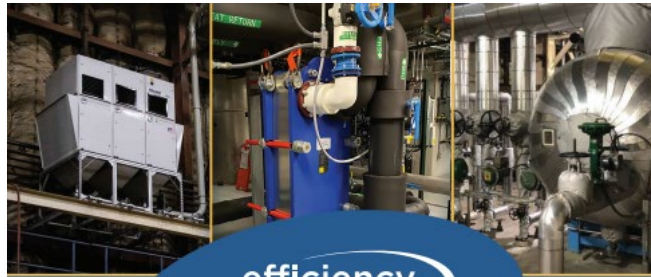
Join the tens of thousands of Mainers who have installed heat pumps for low-cost heating and cooling.

Get

Find a
at effi
or call

Act no

*Income-e
All other f
See effici



Special Funding Opportunity For Manufacturers

Reduce operating costs, enhance facility performance and sustainability through energy efficiency upgrades.

Enjoy Increased Comfort and Savings With Energy Efficient Technology

Efficiency Maine is offering enhanced incentives for hospitality businesses. Incentives available for variable refrigerant flow and heat pump systems, ventilation units, interior and exterior LED lighting, electric vehicles, and more...

Humble Comfort Food and Spirits in Brewer is saving more than \$1,700 a year after installing two heat pumps and LED lighting.



For more information, scan the QR code or visit efficiencymaine.com/at-work/hospitality/hospitality-retrofits-fon/

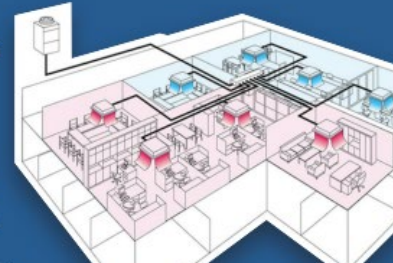


Save Money by Upgrading Your Heating and Cooling

High-performance heating and cooling with Variable Refrigerant Systems

Benefits of Variable Refrigerant Flow Systems:

- Room-by-room temperature control
- Reduced energy costs
- Installation flexibility
- Reduced maintenance demands



Insulate. Be comfortable. Save money.

Weatherization rebates from \$500 to \$9,600*

Now while funds are available. Contact an insulation professional at efficiencymaine.com or call 866-376-2463.

*Eligible homeowners qualify for rebates up to \$9,600. All other homeowners eligible for up to \$500. See efficiencymaine.com for details.



SPECIAL FUNDING OPPORTUNITY FOR MANUFACTURERS

Reduce operating costs and improve facility performance through energy efficiency upgrades.

Enhanced incentives available for projects that reduce fuel use. Bonus incentives available for beneficial electrification and heat recovery projects.

Time and funding limited! For more information visit efficiencymaine.com or email custom@efficiencymaine.com.



Radio Advertising

14 stations plus Maine Public

- WBLM
- WHOM
- WTHT
- WGAN
- WJAB
- WPEI
- WQCB
- WKIT
- WFMX
- WCTB
- WVOM
- WABK
- WBPW
- WOZI
- Maine Public



Webpage Display Ad

The screenshot shows a web browser window with the URL centralmaine.com. The browser's address bar and tabs are visible at the top. The website's navigation menu includes categories like NEWS, SPORTS, OPINION, COMMUNITY, OBITS, and LIFESTYLE. The main content area features a large article on the left with a photo of utility workers shoveling snow and a headline about restoring power. To the right, there are two smaller news snippets under the 'LOCAL & STATE' heading. A display advertisement for 'efficiency MAINE' is positioned on the right side of the page, featuring a photo of a man and a child and text about heat pump rebates.

centralmaine.com

Google AdWords -... Google Analytics Search Google By L... Jig events Webmaster Tools -... Google Certificatio... Bing Ads Other bookmarks

cm NEWS SPORTS OPINION COMMUNITY OBITS LIFESTYLE SUBSCRIBE LOGIN

LOCAL & STATE

Utility crews work to restore power in central

LOCAL & STATE

Ann McGowan, former Morning Sentinel managing editor, dies at 87

A member of the Maine Press Association Hall of Fame, McGowan worked for the Morning Sentinel for more than 35 years and was considered a trailblazer for female journalists in the state.

LOCAL & STATE

\$52.8 million Ticonic Bridge replacement project to start

Heat Pumps
Heat & AC All In One

Rebates up to \$2,400
Act now while funds are available.

LEARN MORE

efficiency MAINE

Unpaid Media

There are two kinds: **owned media** and **earned media**.

Owned Media

Blog, social media, case studies, website, video


Blog Posts

Blog





Keeping Warm in Your EV This Winter | FEBRUARY 14, 2023

Winter is finally in full swing in Maine, which means it's time to think about how cold temperatures might affect your comfort in...




Why Should I Upgrade to a Heat Pump Water Heater? | DECEMBER 8, 2022

Tens of thousands of Mainers own heat pump water heaters. They're popular because they produce lots of hot water, dehumidify, and can save...



Driving an Electric Vehicle in Cold Weather | NOVEMBER 16, 2022

Drivers in Maine and around the world are making the switch to electric vehicles. Electric vehicles, or EVs, are fun to drive, cheaper...




- **12** blog posts (FY2022)
 - **4** on heat pumps user tips
 - **4** on weatherization tips
 - **3** on EVs
 - **1** on variable refrigerant flow systems

Social Media – Facebook, Twitter, and LinkedIn

Efficiency Maine Trust
656 followers
5mo • 🌐

Whole-home heat pump systems are keeping mobile homeowners warm during the coldest winter temperatures. Read more: <https://lnkd.in/g2WBpc8c>
#EfficiencyMaine #heatpumps



Pump it up: Can you keep warm in winter
pressherald.com • 8 min read

🌐 9

👍 Like

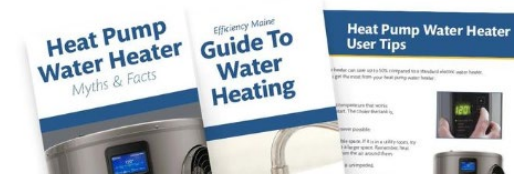
Efficiency Maine
January 17 • 🌐

Thinking about energy upgrades in the new year? We offer rebates on everything from appliances to electric vehicles. Find out more here: <https://loom.ly/gATgOP0> #hotwater #waterheater



Efficiency Maine
February 15 at 1:01 PM • 🌐

Our new online Brochure Request Form allows you to easily request printed brochures and have them mailed to you at no cost. See what's available now. <https://loom.ly/6XN-b9o>




1 share

🔗 Share

Efficiency Maine
February 10 at 1:01 PM • 🌐

Taking a winter break? Setting a heat pump water heater to vacation mode can save energy. As you head out, set it for the number of days you'll be gone. The water heater will turn off while you're away to save money and automatically turn back on just before you return. #waterheater
<https://loom.ly/lwvp2U4>



You and 6 others

👍 Like 💬 Comment 🔗 Share

5 comments 1 share

Efficiency Maine @EfficiencyMaine · Feb 22

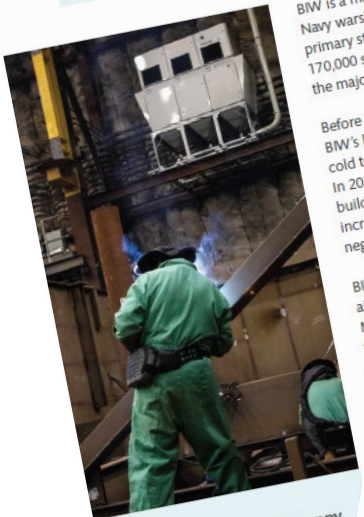
In case you missed our most recent blog post, you can visit our website for some tips on staying warm in your EV this winter: loom.ly/w_fHVFE



🗨️ 🔄 1 ❤️ 1 📊 27 📤

Case Studies

Bath Iron Works (BIW) Efficiency Maine Ventilation Program



BIW is a major shipyard of the US Navy warships in Bath from 1960s to 1990s. The primary structural assets are 170,000 square feet of steel and the majority of the floor area.

Before upgrading BIW's building envelope, the cold temperatures in 2018, BIW's building was increasing its negative energy footprint.

BIW selected air filtration, maintenance, and...

Efficiency Maine Trust is happy for this opportunity to support BIW in the pursuit of healthier and more efficient work environments and looks forward to future opportunities to collaborate.

Portland Water District An Efficiency Maine Case Study



In 2015, the Portland Water District (PWD) prepared its plan for a significant renovation of the East End wastewater treatment facility (WWTP). Built in the 1970s, the facility's original splash aeration system was ageing and underperforming. The renovation plan's full scope of work included new fine-bubble aeration diffusers and infrastructure, new aeration basin layout redesign, selector zone controls, and new electrical service equipment.

With the help of an incentive from Efficiency Maine's C&I Custom Program, they were able to invest in more energy-efficient equipment models; rather than installing the multistage centrifugal blowers with inlet guide vanes, PWD opted for the more efficient single-stage integrally geared blowers.

- Project Cost: \$415,880 (incremental cost of more efficient blowers)
- Efficiency Maine Incentive: \$203,337
- Annual Energy Savings: 726,204 kWh, 158 kW (summer demand)
- Return on Investment: 2.9 years with incentive, 5.7 years without incentive



Learn more at efficiencymaine.com



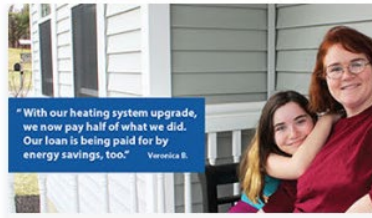
Residential



Jim & Renee Case Study

Jim and Renee used to heat exclusively with wood. Now their heat pumps keep their home comfortable year round and they don't have to get up at night to stoke the fire.

[▶ Watch Now](#)



"With our heating system upgrade, we now pay half of what we did. Our loan is being paid for by energy savings, too." - Veronica B.

Veronica Case Study

Veronica says she's saving over 50% a month now that she's installed a high-efficiency heating system and added insulation in the basement.

[Download Case Study](#)



Dan & Mandy Case Study

When it was time to choose a heating system for their home, the Nelson's opted to heat and cool exclusively with heat pumps and they couldn't be happier.

[▶ Watch Now](#)

Business



Asper & Son Case Study

Asper Wyman & Son keep their refrigeration cool with an energy-efficient refrigeration system.

[▶ Watch Now](#)



St. Mary's CHP Case Study

With help from Efficiency Maine's Commercial & Industrial Custom Program, St. Mary's Health System installed a Combined Heat and Power (CHP) unit in Lewiston. The new system generates electricity on site, using the waste heat for various domestic hot water needs in the facility.

[▶ Watch Now](#)



Oxford Networks Case Study

Oxford Networks made energy efficient improvements by installing high-efficiency lighting and cooling systems. Their new systems help provide uninterrupted access to customer servers. Find out how.

[▶ Watch Now](#)

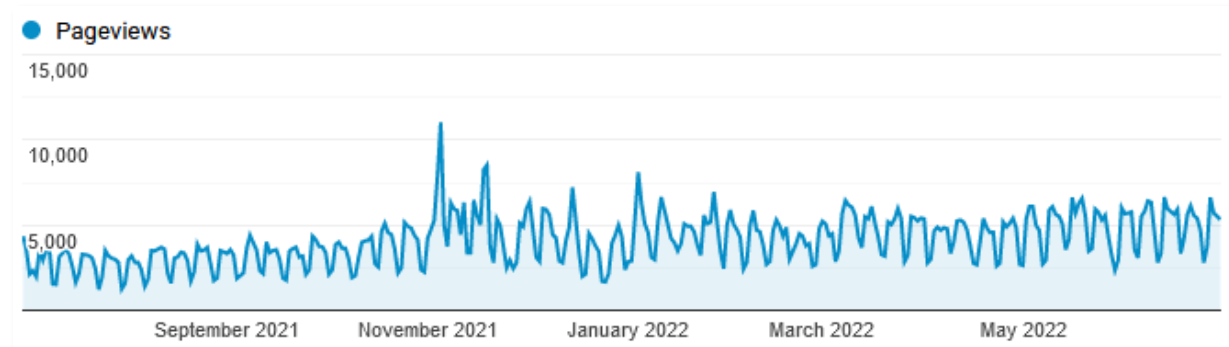
Custom Program Case Studies

Case Study Videos on Efficiency Maine Website

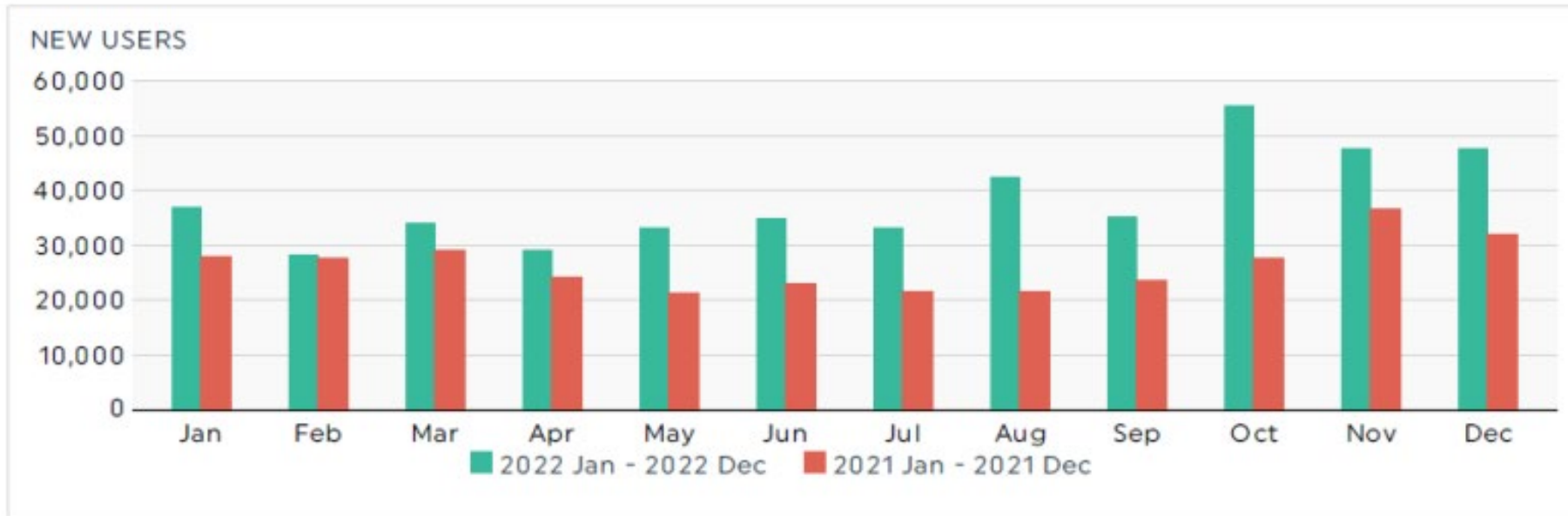


Website Metrics

- Total site visits in FY2022: **1.5 million**
 - **77,000** to Residential Heat Pump Rebates page
 - **73,000** to Vendor Locator page
 - **64,000** to About Heat Pumps page
 - **57,500** to Home Heating Calculator
 - **45,500** to Heat Pump “hub” page
 - **44,500** to At Home page
 - **42,000** to Insulation page
 - **34,000** to Heat Pump Water Heater Rebates page
 - **34,000** to EVs and Charging Solutions page
 - **34,000** to Insulation Rebates page

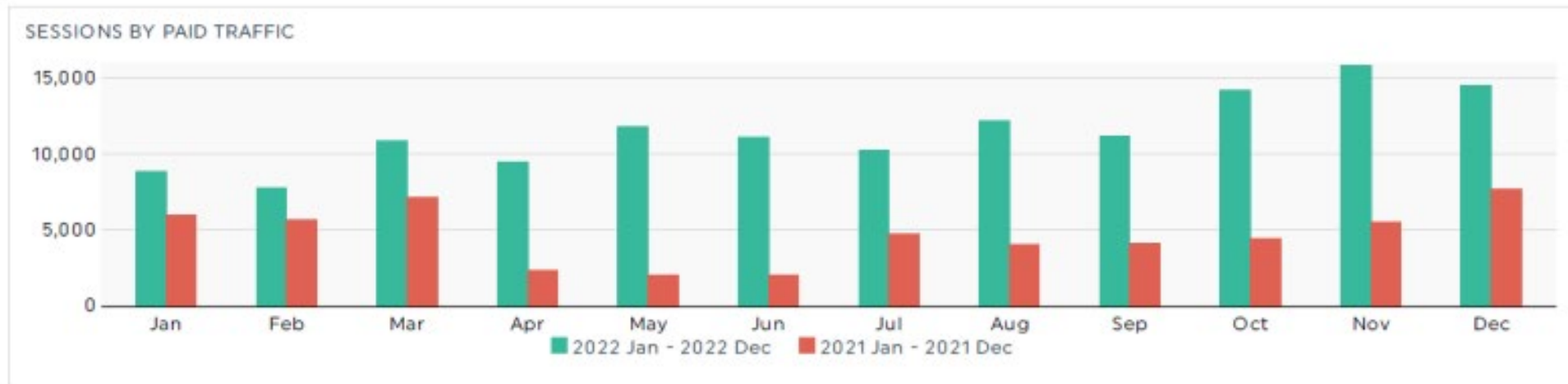


Website Metrics – New Users



Website traffic has increased significantly, which may indicate that rising fuel costs combined with enhanced incentives have impacted interest in energy efficiency resources.

Website Metrics – Sessions By Paid Traffic (Digital Ads)

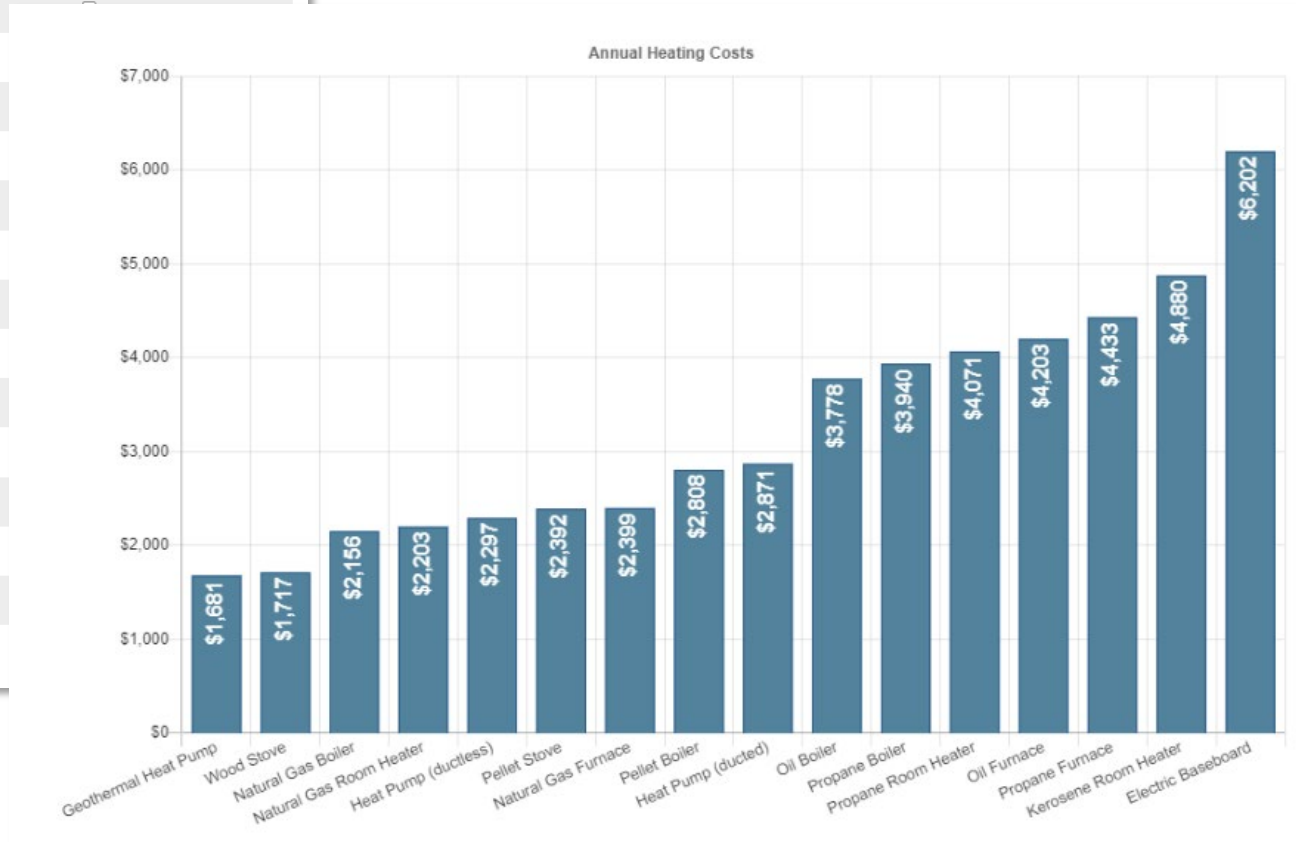


These metrics show significant year-over-year increases in traffic to the Efficiency Maine website driven by digital advertising and market conditions.

Website – Compare Home Heating Costs Calculator

57,500 visits in FY2022

Increase		Decrease		Reset		Calculate	
Fuel Type (Units)	Cost per Unit Delivered	Heating System	Show Details	Annual Cost			
Electric (kWh)	\$0.23	Geothermal Heat Pump	<input type="checkbox"/>	\$ 1,681			
Firewood (cord)	\$350	Wood Stove	<input type="checkbox"/>	\$ 1,717			
Natural Gas (therm)	\$1.94	Natural Gas Boiler	<input type="checkbox"/>				
Natural Gas (therm)	\$1.94	Natural Gas Room Heater	<input type="checkbox"/>				
Electric (kWh)	\$0.23	Heat Pump (ductless)	<input type="checkbox"/>				
Wood pellets (ton)	\$312	Pellet Stove	<input type="checkbox"/>				
Natural Gas (therm)	\$1.94	Natural Gas Furnace	<input type="checkbox"/>				
Wood pellets (ton)	\$312	Pellet Boiler	<input type="checkbox"/>				
Electric (kWh)	\$0.23	Heat Pump (ducted)	<input type="checkbox"/>				
Oil (gallon)	\$4.47	Oil Boiler	<input type="checkbox"/>				
Propane (LP) (gallon)	\$3.28	Propane Boiler	<input type="checkbox"/>				
Propane (LP) (gallon)	\$3.28	Propane Room Heater	<input type="checkbox"/>				
Oil (gallon)	\$4.47	Oil Furnace	<input type="checkbox"/>				
Propane (LP) (gallon)	\$3.28	Propane Furnace	<input type="checkbox"/>				
Kerosene (gallon)	\$6.23	Kerosene Room Heater	<input type="checkbox"/>				
Electric (kWh)	\$0.23	Electric Baseboard	<input type="checkbox"/>				



Website – Compare Water Heating Costs Calculator

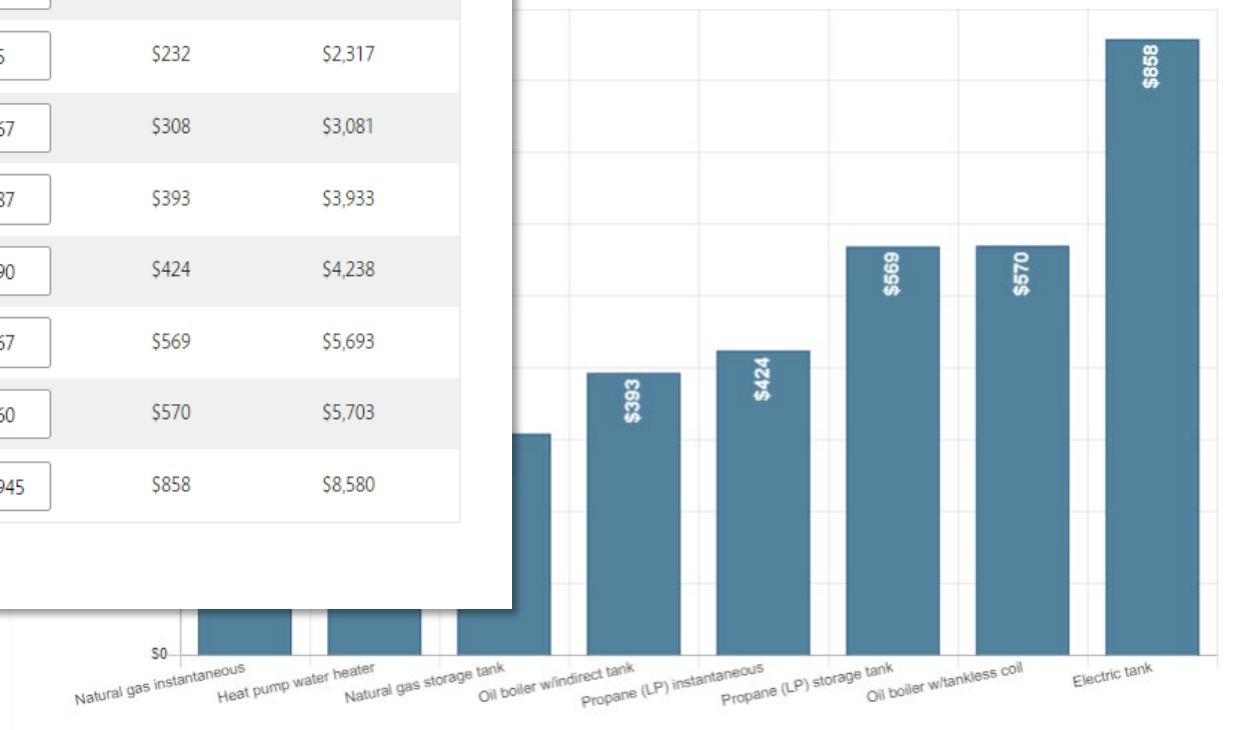
12,300 visits in FY2022

		Gal/Day: <input type="text" value="50"/>	Temperature Rise °F: <input type="text" value="70"/>		
	Energy Unit	Cost/Unit	Energy Factor	Annual Cost	10-yr Cost
Natural gas instantaneous	therm	\$ <input type="text" value="1.94"/>	<input type="text" value="0.90"/>	\$229	\$2,294
Heat pump water heater	kWh	\$ <input type="text" value="0.26"/>	<input type="text" value="3.5"/>	\$232	\$2,317
Natural gas storage tank	therm	\$ <input type="text" value="1.94"/>	<input type="text" value="0.67"/>	\$308	\$3,081
Oil boiler w/indirect tank	gal	\$ <input type="text" value="4.47"/>	<input type="text" value="0.87"/>	\$393	\$3,933
Propane (LP) instantaneous	gal	\$ <input type="text" value="3.28"/>	<input type="text" value="0.90"/>	\$424	\$4,238
Propane (LP) storage tank	gal	\$ <input type="text" value="3.28"/>	<input type="text" value="0.67"/>	\$569	\$5,693
Oil boiler w/tankless coil	gal	\$ <input type="text" value="4.47"/>	<input type="text" value="0.60"/>	\$570	\$5,703
Electric tank	kWh	\$ <input type="text" value="0.26"/>	<input type="text" value="0.945"/>	\$858	\$8,580

CALCULATE

RESET VALUES

Annual Water Heating Costs




Website – Vendor Locators

Find a Residential Registered Vendor

Use this tool to find a residential energy efficiency contractor near you. Efficiency Maine recommends getting estimates from at least three contractors.

[CLICK HERE FOR QUESTIONS TO ASK A REGISTERED VENDOR](#)

Services: All Services | **ZIP Code:** | **Distance:** Select... | **Sort by:** Number Of Rebates* | **SEARCH**



Use our search feature to find a vendor near you.

* Ranked according to the quantity of rebates earned over the past four months.

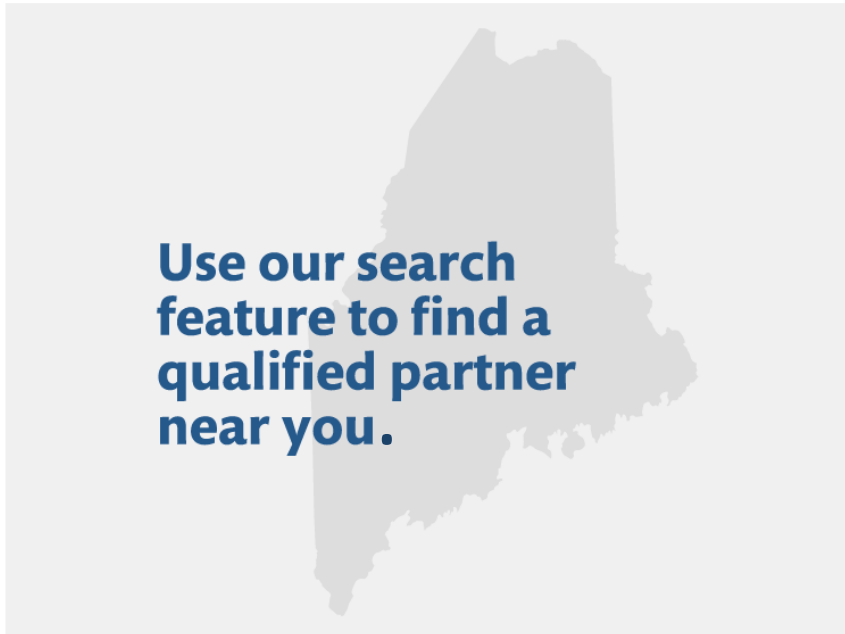
73,000 visits in FY2022

Qualified Partner Locator

SEARCH AND SORT OPTIONS

Start by choosing your provider type and the services you are looking for.

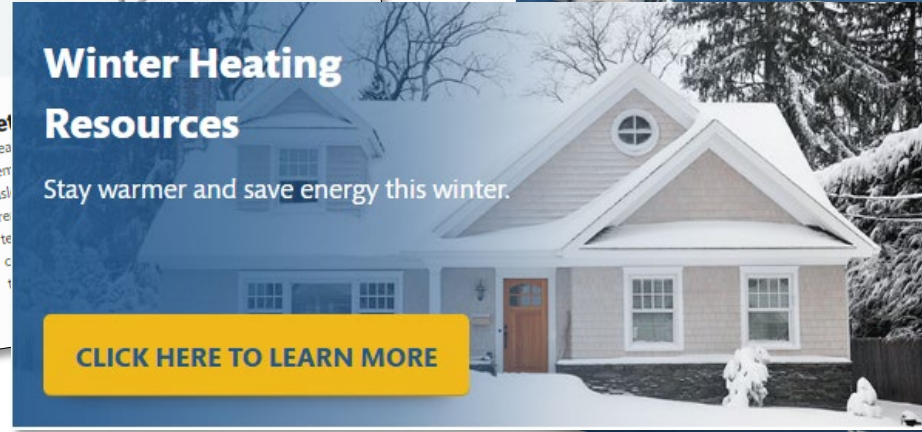
Provider Type: Installer | **What services do you need?:** All Services | **ZIP Code:** | **Radius:** select... | **Sort by:** distance | **SEARCH**



Use our search feature to find a qualified partner near you.

8,500 visits in FY2022

Website – Home Energy Savings Program



Website – Retail and Distributor

Pay as little as \$429

Tens of thousands of Mainers own heat pump water heaters. They're popular because they produce lots of hot water, help dehumidify, and can save more than \$500 per year in electricity.*

Click here to learn more about this technology.

Efficiency Maine offers five ways to take advantage of our heat pump water heater incentives on qualifying units:



34,000 visits in FY2022

1. \$429 after instant discount at **Granite Group**.**
2. \$449 after instant discount or mail-in rebate at **Lowe's**.**
3. \$549 after instant discount or mail-in rebate at **Home Depot**.**
4. **Participating distributors** offer an instant discount to contractors.
5. Heat pump water heaters purchased anywhere else qualify for an \$850 **mail-in rebate**.

Website – Low Income

Home Insulation



About Insulation



Rebates up to \$8,000



Find an Installer



Air Sealing



Energy Assessment



Myths and Facts



Home Energy Efficiency Calculator



Home Energy Loans



Case Studies



Rebates Brochure

MAXIMUM ASSESSED PROPERTY VALUES FOR LOW- TO MODERATE-INCOME REBATES

\$80,000	Aroostook, Somerset, Washington, and Piscataquis
\$90,000	Franklin, Oxford, and Penobscot
\$100,000	Androscoggin, Kennebec, and Waldo
	Cumberland, Hancock, Lincoln, York, and

EXAMPLE

Low Income	Moderate Income	Any Income
\$6,800	\$6,800	\$6,800
\$5,440	\$4,080	\$2,720
\$1,360	\$2,720	\$4,080
\$542	\$542	\$542
2.5	5	7.5

BENEFITS OF WEATHERIZATION

Does your home suffer from ice dams, frozen pipes or drafty rooms? Weatherization may address these problems and deliver the following benefits:

- Increased year-round comfort
- Reduced outside noise
- Lowered heating and cooling costs

Insulation Rebates up to \$8,000



TERMS AND CONDITIONS

Efficiency Maine does not warrant the performance of rebated upgrades. Program and incentives are subject to change. Please allow six weeks for rebate processing. Information may delay or disqualify your rebates. You have the right to verify installation and

Options for Low-Income Households

Find out if you're eligible for enhanced incentives that can save on energy costs.

[CLICK HERE FOR DETAILS](#)

REV 12/12/2022



Website – Income-Eligibility Resources

- Allows users to request income eligibility verification for highest-level incentives based on:
 - HEAP participation
 - SNAP participation
 - TANF participation
 - MaineCare participation
 - Adjusted Gross Income
 - Tax Assessed Valuation of land and building

Income-Based Eligibility Verification

Efficiency Maine offers **low-cost and no-cost** energy upgrades and enhanced electric vehicle rebates for eligible low- or moderate-income Mainers. These rebates are higher than the standard incentives, with the highest amounts for those who are low-income. Efficiency Maine also offers **home energy loans** to eligible homeowners.

Eligibility webpage:

- **5,500** visits/month
- **3,799** people screened to date (launched 10/2022)
- *Unlocked our ability to conduct statewide outreach*

Website – Commercial and Industrial

Video: “Getting Started with Qualified Partners”

A Qualified Partner must be used in order to receive Efficiency Maine incentives.



efficiency MAINE

866-376-2463 | Contact

AT HOME AT WORK RESOURCES ABOUT

Become A Qualified Partner



Many businesses can benefit from outside help selecting energy efficient equipment and applying for incentives, and our network of Qualified Partners offers just the assistance they need. With the increased importance of efficiency, rapid advances in technology, and growing demand for expertise with new equipment, now is the time to become one of our Qualified

Get Started:



Questions? Call us: 1-866-376-2463

Virtual Business Consultations

Businesses can now consult with our team about getting started with an energy efficiency project.

[CLICK HERE TO GET STARTED](#)



Website – Electric Vehicles Resources

One-stop shop for information about EVs:

- Rebates
- Charging infrastructure
- EV educational video library
- List of eligible vehicles
- List of participating EV dealers
- Charging station locator
- Vehicle cost calculator



Website – EV Educational Video Library



2022 WINNER
of Two **GOLD**
VIDDY Video Awards



Go the Distance in an EV

Legendary Maine humorist, Tim Sample, helps Maine drivers understand how EVs work.

[▶ Watch Now](#)



Website – Energy Efficiency Resources

- Energy-Saving Tips
- FAQs
- Myths & Facts
- Electricity Monitor Loaners Program

WEATHERIZATION TIPS



1 Window Treatments

During winter days, let sunlight in by opening curtains, blinds, and shades on windows facing the sun to reduce heating demand. At night, keep drapes and curtains closed to reduce heat loss.



2 Doors

If replacing your doors, apply caulking around door frames and weather stripping around doors that do not close tightly. If replacing your sliding door, select ENERGY STAR®-certified models.



3 Windows

Insulating windows around their edges makes your home even more energy efficient. To reduce heat loss in winter, install storm windows, transparent plastic window film, or indoor window inserts. When purchasing windows, look for ENERGY STAR®-certified models designed for Maine's climate.



5



6

efficiency MAINE AT HOME AT WORK RESOURCES ABOUT

Heat Pumps FAQ

Heat Pumps – Frequently Asked Questions

- + Can heat pumps produce enough heat for an entire home or business?
- + Do heat pumps work in cold weather?
- + How do I find a heat pump installer near me?
- + Why is the air coming out of my heat pump not as hot as it comes out of my furnace?
- + Can I offset household carbon emissions by using a heat pump?

WEATHERIZATION MYTHS AND FACTS



MYTH #1: The solution for ice dams is to call a roofer.

FACT: Ice dams aren't a roofing problem. Ice dams form when attics are unintentionally heated by air leaks and/or insufficient insulation. This causes snow on the roof to melt, and freeze on the eaves, creating ice dams. You can reduce the risk of ice dams by sealing attic air leaks and adding insulation.

MYTH #2: The solution for frozen pipes is to call a plumber.

FACT: Though a plumber can repair frozen pipes, weatherizing is the best way to avoid having them freeze in the first place.

MYTH #6: Newer homes don't need weatherization.

FACT: Houses built before June 2010 were not subject to any state energy efficiency building codes. Therefore, the age of a home is not necessarily a good indicator of energy efficiency.

MYTH #7: A dehumidifier is the best solution for everything from damp basements to mustiness.

FACT: A Residential Registered Vendor can identify moisture sources and recommend ways to reduce moisture in your home without using energy-draining dehumidifiers.

WINTER ENERGY-SAVING TIPS

HEATING TIPS

- 1 Take Advantage of Zone Heating**
Use only the heat needed – if your home has zone heating, be sure to heat only the smallest zone possible. If you are thermostats and closing registers in vacant zones, taking precautions to avoid frozen pipes.
- 2 Turn Down Manual Thermostats**
If you do not have a heat pump, consider turning down your furnace or boiler thermostat to 55 degrees when your home is unoccupied. For sleeping, consider setting your thermostat to 60 degrees.
- 3 Set Your Programmable Thermostat**
Programmable thermostats run automatically and can adjust the temperature on their own based on the time of day or day of the week. This can help your home use less energy when it is unoccupied or at night while you sleep.
- 4 Switch to a Smart Thermostat**
Compared to conventional thermostats, smart thermostats are more accessible, and more convenient. Some smart thermostats can adjust your presence in a room and can detect your temperature accordingly. They can be controlled via any smartphone, so you can turn the temperature up or down as you return home.
- 5 Clean Boilers & Furnaces**
Make sure your boiler or furnace is cleaned and serviced annually by qualified personnel for optimum efficiency. Cleaning makes the heating system safer and much more efficient and makes it last longer.
- 6 Choose Efficient Circulator Pumps**
If you have a hydronic (often referred to as "forced hot water") heating system, consider Electrically Commutated Motor (ECM) pumps, which can reduce operating cost by 85% because their motors adjust their speed to match the load. They also tend to be more reliable than traditional circulator pumps.
- 7 Maximize the Effectiveness of Your Heat Pump**
1. Prioritize the thermostat on your heat pump so it provides as much heat as possible before your less-efficient back-up heating system turns on.
- 8 Use the Fireplace Damper Correctly**
Properly close the flue damper of your fireplace when not in use. This will not only prevent warm air from escaping in the winter, but also prevent cold air from coming in.
- 9 Reflect Heat from Radiators**
If your home has radiators, place heat-resistant reflectors between radiators and walls to heat the room instead of the wall.

efficiency MAINE

Electricity Monitor Instructions

FOR DEVICES WITH CONSTANT POWER DEMAND

FOR DEVICES THAT CYCLE



Earned Media

Newspaper and trade publication articles, shares, reposts

Media Inquiries

- Seeing more interest from national media – *The Washington Post, Colorado Sun, Architectural Digest, Insider.com, Education Week, Grist*
- Fielding media inquiries and scheduling interviews (where appropriate) for the Executive Director and Staff.
 - FY2023 = **105** (as of 3/21/2023)
 - FY2022 = **77**
 - FY2021 = **59**

Press Releases

News

Send news media inquiries about Efficiency Maine to press@efficiencymaine.com (for media inquiries only).



Efficiency Maine

Efficiency Maine Offers \$100 Rebate on Home Weatherization Products to Help Maine People Save

OCTOBER 5, 2022

Augusta, Maine – October 5, 2022 – Today Efficiency Maine kicked off a special promotion to raise awareness about resources that will help...



Office of Governor Janet T. Mills

Governor Mills, Efficiency Maine Announce Maine Jobs & Recovery Plan Initiative to Cut Energy Costs in Public

AUGUST 30, 2022

August 30, 2022 Funding now available from Governor's Jobs Plan for smaller communities to reduce energy costs and create savings for taxpayers. Norridgewock,...



Efficiency Maine

Efficiency Maine Announces Funding to Expand Electric Vehicle Charging Infrastructure in Rural Communities

AUGUST 18, 2022

Augusta, Maine – August 18, 2022 – A new initiative from Efficiency Maine will further expand the coverage of the state's electric vehicle...



- FY2023:
 - **3** press releases, including DIY \$100 Weatherization Rebate and ARPA/MJRP Municipal initiative
- FY2022:
 - **14** press releases, including Hospitality FON (ARPA); School Retrofits FON (ARPA); Virtual Consultations; EV infrastructure

Media Coverage

- **171** press clips, opinion pieces, and broadcast news segments in FY2023 (as of 3/21/2023)
- **186** in FY2022

The Washington Post

Democracy Dies in Darkness

Heat pumps are defying Maine's winters and oil industry pushback

BDN BANGOR DAILY NEWS

Maine ranks as most improved in nation for energy efficiency efforts

EducationWeek®

SCHOOL & DISTRICT MANAGEMENT

Four Things to Know From a State's Push to Switch Schools to Heat Pumps

34

**MIT
Technology
Review**

Everything you need to know about the wild world of heat pumps

AD ARCHITECTURAL DIGEST

AD IT YOURSELF

What the Inflation Reduction Act May Mean for Your Home Appliances, and Other Upgrades

All you need to know about high-efficiency home rebates, the products covered, and whether you should jump in on these incentives

 **The Colorado Sun**

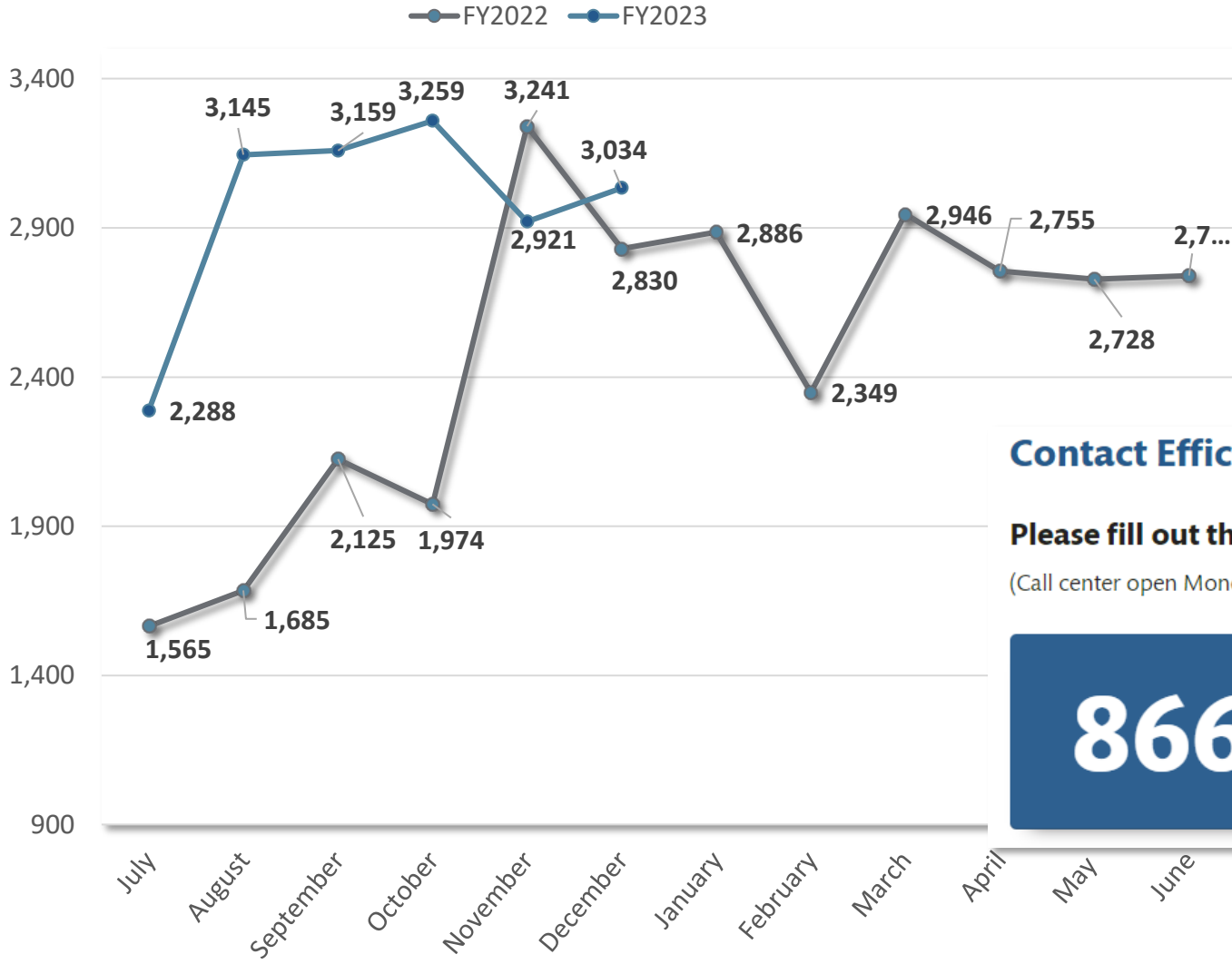
Heat pumps are having a moment in Colorado, but do they really work in the bitter cold? Yes.

**Green & Healthy
Maine HOMES**

Owning your carbon footprint when you rent

Other Channels

Call Center – Inbound Calls Handled



Contact Efficiency Maine

Please fill out the form below or call

(Call center open Monday – Friday 8:00 a.m. to 5:00 p.m., except state holidays):

866-376-2463

Events

Trade shows and industry forums; community groups; counter days; workshops/conferences; Efficiency Maine-hosted workshops, and industry- or measure-specific workshops.



FY2023:

- **93** events to date
- **33** additional events booked to 6/26/2023

FY2022:

- **66** events

Heat Pump User Kits

13,559 kits sent in FY2022



GET STARTED
Check efficiencymaine.com for more details on these tips and a video on how to get the most from your heat pump.

If you don't yet have a heat pump, go to efficiencymaine.com for more information on how to select a model, rebates, financing, installation considerations and more.

TO LEARN MORE
info@efficiencymaine.com
efficiencymaine.com
866-376-2463

Heat Pump User Tips

Get the most from your heat pump with these easy tips

HEAT PUMP TIPS
Mainers have installed lots of thousands of heat pumps because they are the most efficient way to heat and cool. If you've made the investment, or are considering it, we'd like to share tips on how you can save the most with your heat pump.

Dear Heat Pump Owner,

Congratulations on your new high-performance heat pump. You have joined tens of thousands of other homeowners and businesses across Maine that heat and cool their buildings with heat pumps, saving money and energy in the process.

At Efficiency Maine, we've been studying the performance of heat pumps for years. We've talked to homeowners and businesses to learn more about their experience and best practices for maximizing savings. We've compiled the highlights of our research findings in the enclosed heat pump tips and typical solutions and configurations documents. We hope they'll help you get the most from your heat pump. We've also enclosed a magnet so you can have a local reminder of the tips.

While every home and business is different, a high-performance heat pump will operate most efficiently and reduce overall heating and cooling costs if you follow these tips. You can find more information on heat pumps and best practices at efficiencymaine.com/about-heat-pumps.

Sincerely,

The Team at Efficiency Maine

HOW TO GET THE MOST FROM YOUR HEAT PUMP WHEN USING IT WITH A BOILER/FURNACE

ARE YOU GETTING THE MOST FROM YOUR HEAT PUMP?

- 1 Use it all winter
- 2 Set it and forget it
- 3 Use before boiler or furnace
- 4 Avoid Auto mode in summer or winter
- 5 Optimize airflow direction
- 6 Optimize fan speed
- 7 Set for comfort
- 8 Clean your filters
- 9 Keep outdoor unit clean
- 10 Have unit professionally serviced
- 11 Match summer mode to the weather

See 11/1/2022

EXAMPLE #1
My boiler/furnace thermostat is **NOT** in a space heated by my heat pump.

BEFORE



If the heat pump can't reach the boiler/furnace thermostat then follow these steps to avoid heating the boiler/furnace heat rooms that the lower-cost heat pump can reach.

ACTION

AFTER

Simply close the boiler/furnace radiators or dampers in spaces heated by the heat pump. This will let the lower-cost heat pump and boiler/furnace heat their own zones without interfering with one another.



EXAMPLE #2
My boiler/furnace thermostat is **IN** a space heated by my heat pump.

BEFORE



If the heat pump can reach the boiler/furnace thermostat then it will interfere with the boiler/furnace's operation. There's how to save money and keep every room comfortable.

ACTION

AFTER

Simply close the boiler/furnace radiators or dampers in spaces heated by the heat pump and move the boiler/furnace thermostat out of the heat pump's reach. This will let the lower-cost heat pump and boiler/furnace heat their own zones without interfering with one another.



OPEN DAMPER/RADIATOR (HEATING)
 OPEN DAMPER/RADIATOR (NOT HEATING)
 CLOSED DAMPER/RADIATOR
 BOILER/FURNACE THERMIST

But what if my whole home can be heated by only heat pump? In your boiler/furnace is still in place, just be sure to set your heat pump to comfort and turn down/off your boiler/furnace. And what if I added a heat pump to a room that was previously unheated or poorly heated? Your situation is similar to that in the floor plan in Example 2 above. You may need to close dampers or radiators in the room heated by the heat pump.

Learn more at efficiencymaine.com or call 866-376-2463

See 10/21/2022

38

Direct Postal Mail

50+ separate postal mailings in FY2022 and FY2023:

- offers for DIY energy kits to low-income households
- mailings to business sectors with targeted energy solutions
- heat pump operation tips for new owners
- residential “Grad” cross-sell campaign
- monthly email and postal mail to prior participants

Low Income Program mailings

- **2** mailings in the past 3 years to entire DHHS list
- **45,087** letters distributed to HEAP individuals featuring enhanced rebate eligibility
- **18** Low Income Program brochure bundles delivered to partner offices
- **200** municipalities used Efficiency Maine bill stuffer on HPWH and insulation incentives



Insulate. Be Comfortable. Save Money.

Our records show our heat pump rebates. Good news. We also professionally installed. Tens of thousands of our insulation rebates. Insulation is popular because it lowers your heating and cooling costs and increases year-round comfort.

Call us at **866-376-2463** or visit efficiencymaine.com for more information.

Mailing ID: 20220802A



Save \$5,000 on Water Heating

Tens of thousands of Mainers own heat pump water heaters. They're popular because they produce lots of hot water and can save more than \$5,000 in electricity.



Learn how you can get a rebate of hundreds of dollars and

* Compared to an electric water heater

In addition to water heaters

Efficiency Maine is offering a limited-time funding opportunity not available elsewhere with enhanced incentives for public schools upgrading to energy efficient technologies.

Projects Eligible For Enhanced Incentives

- Variable Refrigerant Flow and Heat Pump
- Energy Recovery Ventilators
- Interior and Exterior LED lighting
- Refrigeration Equipment
- Heat Pump Rooftop Units (RTUs)



For more information, scan here or go to: www.efficiencymaine.com/school-retrofits-cip-fon-009-2

Limited-Time Enhanced Incentives for Maine Schools

Save money and increase comfort with Efficiency Maine incentives. Funding available for eligible Maine public schools upgrading to energy efficient technologies.

efficiency MAINE

efficiency MAINE

Email Newsletters

Monthly RRV, QP, EV Dealer newsletters



E-NEWS efficiency MAINE

Efficiency Maine News: February 2023

QP Webinar Registration
The next QP webinar will be on Thursday, March 23, at 7:30 a.m. To register for the webinar, please [click here](#).
If you have any questions, please contact the program delivery team at (207) 213-6247 or CIP@efficiencymaine.com

Rooftop Units (RTUs) Eligibility
Efficiency Maine recently made changes to the Heat Pump Rooftop Unit (RTU) eligibility criteria. The Coefficient of Performance (COP) for larger capacity units has been reduced from 2.2 to 2.0. In addition, the minimum required efficiency criteria for Seasonal Energy Efficiency Ratio (SEER) and Energy Efficiency Ratio (EER) have been removed. The following table shows the revised eligibility criteria and incentives available through the prescriptive initiatives and multiple Funding Opportunity Notices (FONs).

Existing RTU, Baseline Fossil Fuel Heat Section Input Capacity or Heating Coil Capacity (MMBtu)	Minimum Required Efficiency Criteria (Heating)	Maximum Incentive New Construction (\$/MMBtu)	Maximum Incentive Retrofits (\$/MMBtu)	FON Maximum Incentive Rate (per Unit)
60-80	8.5 HSPF	\$30	\$130	\$4.80
81-120	8.5 HSPF	\$30	\$130	\$7.2
121-160	2.0 COP	\$27.27	\$118.18	\$9



efficiency MAINE

EV Rebate Participating Dealer News: February 2023

Here's what's going on in the EV program (click the links to read more):

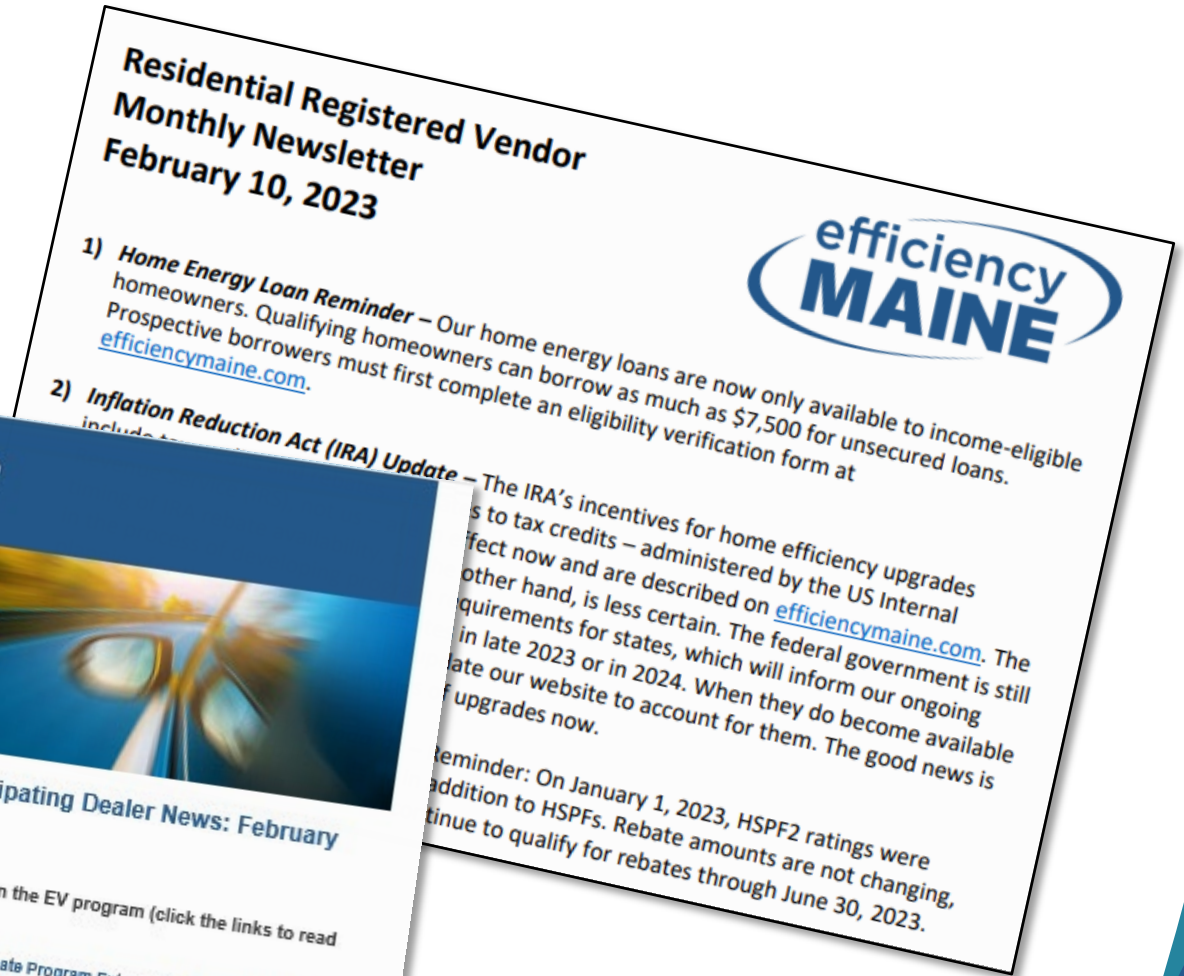
- [Vehicle Orders and Rebate Program Extended to December 31, 2023](#)
- [NEW EV Rebate Amounts](#)
- [EV Rebate Program Updates](#)

Total program numbers (As of 2/1/2023)

Rebates paid: 3,504

Battery Electric Vehicles (BEV): 1,519

Plug-in Hybrids (PHEV): 1,985



efficiency MAINE

Residential Registered Vendor Monthly Newsletter February 10, 2023

- 1) Home Energy Loan Reminder** – Our home energy loans are now only available to income-eligible homeowners. Qualifying homeowners can borrow as much as \$7,500 for unsecured loans. Prospective borrowers must first complete an eligibility verification form at efficiencymaine.com.
- 2) Inflation Reduction Act (IRA) Update** – The IRA's incentives for home efficiency upgrades to tax credits – administered by the US Internal Revenue Service (IRS) – are in effect now and are described on efficiencymaine.com. The IRA's incentives for home efficiency upgrades, on the other hand, is less certain. The federal government is still determining the requirements for states, which will inform our ongoing work in late 2023 or in 2024. When they do become available, we will update our website to account for them. The good news is that you can still take advantage of our rebates on efficiency upgrades now.
Reminder: On January 1, 2023, HSPF2 ratings were updated. In addition to HSPF1s, HSPF2 ratings were added. Rebate amounts are not changing, and you can continue to qualify for rebates through June 30, 2023.

In-Person, In-Store Support



End Cap Display



Pro Desk



Check-out Counter

Training

- Efficiency Maine-developed training – HP, QP, EV, and Building Energy Codes
- Support BPI and HP training through registered trainers and scholarships



HEAT PUMP TRAINING

Efficiency Maine offers free, online heat pump basics training, as well as links to heat pump classes offered by Efficiency Maine Registered Trainer organizations across the state. Courses include installer training and heat pump sizing, selection, and design. Information also is available on how to become a Registered Heat Pump Trainer. [Click here to learn more.](#)



QUALIFIED PARTNER TRAINING

Many businesses can benefit from outside help selecting energy efficient equipment and applying for incentives, and our network of Qualified Partners offers just the assistance they need. With the increased importance of efficiency, rapid advances in technology, and growing demand for expertise with new equipment, now is the time to become one of our Qualified Partners. [Click here to explore our commercial training.](#)



INTERNATIONAL ENERGY CONSERVATION CODE

During October, November and December 2021, Efficiency Maine offers seven (7) free workshops on code provisions and best practices for compliance with the 2015 International Energy Conservation Code (IECC). As of July 1, 2021, the IECC 2015 is the building energy code, and mandatory for all construction in Maine. [Click this link to view an archive of the workshop videos presentations.](#)

Heat Pump Training

1. Efficiency Maine Heat Pump Basics video training certificate (free one-hour online video)
 - a. [Click here](#) to watch the free one-hour video and get a certificate.
 - b. [Click here](#) to download a PDF of the video presentation.
2. Heat Pump Installer Training covering **these topics** offered by the following Efficiency Maine Registered Trainers:
 - a. **Bell Simons**
 - b. **Eastern Maine Community College**
 - c. **Central Maine Community College**
 - d. **FW Webb Company**
 - e. **Kennebec Valley Community College**
 - f. **Maine Energy Marketers Association**
 - g. **UA Local 716**
3. Heat Pump Sizing, Selection, and Design Training covering **these topics** offered by the following Efficiency Maine Registered Trainers:
 - a. **Bell Simons**
 - b. **Central Maine Community College**
 - c. **FW Webb Company**
 - d. **Kennebec Valley Community College**

Training Opportunities

	Dates	Course Title	Location	
1	2/14/2023 – 2/15/2023	Heat Pump Training	F.W. Webb	
2	3/13/2023 – 3/17/2023	Heat Pump Installer	Kennebec Community College	
3	3/27/2023 – 3/31/2023	Heat Pump Installer	Maine Energy Marketers Association	
4	5/15/2023 – 5/19/2023	Heat Pump Installer	Maine Energy Marketers Association	Information
5	6/26/2023 – 6/30/2023	Heat Pump Installer	Maine Energy Marketers Association	Click for Course Information
6	9/18/2023 – 9/22/2023	Heat Pump Installer	Maine Energy Marketers Association	Click for Course Information
7	11/29/2023 – 12/5/2023	Heat Pump Installer	Maine Energy Marketers Association	Click for Course Information

Become a Registered Trainer

1. [Click here](#) for information about how to become a Registered Heat Pump Trainer.

Inquiries

- Handle dozens of calls and emails on specific and general program issues
 - Maine government agency officials
 - Maine legislators
 - Out-of-state agencies and organizations
- Preferred entry point: **866-376-2463**
 - Phone representatives are trained to help callers connect to the right Efficiency Maine resources, whether staff or information on the website