



# Communications and Outreach Overview

JULY 22, 2026

# Communication and Outreach Budgets

| BUDGET AREA                           | BUDGET       |
|---------------------------------------|--------------|
| Public Information and Outreach (PIO) | \$390,000*   |
| Programs                              | >\$3,600,000 |

*\*The PIO budget does not include in-house staffing costs.*

- Most expenditures for communications and outreach are covered within programs.
- PIO complements program efforts by developing general energy information and education and by advising on program-specific plans.

# Meet the Public Information & Outreach (PIO) Team



KATE RANKIN

- Lead on state and national media outreach and inquiries
- Communications liaison to Governor's office
- Lead for Constituent & Stakeholder inquiries
- Liaison for national and significant state events, including first POC for Events Team
- Efficiency Maine Annual Event lead



SHELDON PERKINS

- Website strategy, content creation, and management
- Brand management
- Web analytics
- Web domain management
- Video production
- Technology oversight



FILIP MANJENCIC

- Website content creation, and management (primary)
- Web analytics
- Collaborator on broadcast email management and maintenance
- Custom web functionality
- Domain management



DANIEL MAXTON

- Primary communications and marketing coordination for CIPI
- Communications lead for New England Heat Pump Accelerator
- Media Inquiries back-up
- In-house graphic design
- Blog Posts / Case Studies

**Collaborates with** Program Managers (7) and their marketing agency representatives from Vreeland Marketing & Design (5) and KDK Consulting Group (4).

# Goals and Objectives of Communications/Outreach

- Increase consumer awareness by providing general information about the benefits of energy efficiency, beneficial electrification, and grid flexibility in Maine.
- Assist market transformation and further influence the choices of Maine consumers.
- 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 inserts
- 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) posts and ads
- Trade association outreach
- Nonprofit outreach
- Events (trade/home shows/community)

Items in **bold blue type** represent highest financial investment and impact.

# Governmental Collaboration

- Maine Department of Energy Resources (DOER) and Governor's Office of Policy Innovation and the Future (GOPIF)
- Maine State Housing Authority (MaineHousing)
- MEMA (Maine Emergency Management Agency)
- Maine Municipal Association
- Maine Department of Transportation (MaineDOT)
- Maine Public Utilities Commission (PUC)
- Maine Office of the Public Advocate (OPA)
- Maine Department of Health and Human Services (DHHS)
- Maine Office of Community Affairs (MOCA)
- Maine Real Estate Commission
- Greater Portland Council of Governments (GPCOG)

# Paid Media

Google search and display, programmatic, print, radio advertising

# Google Advertising – FY2026

- **Google Search** average click-through rate: **3% - 16%** (industry average is ~2.4%)
- Example **Google Display placements:**
  - familyhandyman.com
  - bobvila.com
  - greenbuildingadvisor.com
  - newscentermaine.com
  - weather.com (The Weather Channel)
- **Combined campaign metrics**
  - **Search ads:**
    - Impressions: 1,519,768
    - Clicks: 91,897
  - **Display ads:**
    - Impressions: 5,644,036
    - Clicks: 73,912
  - **Video ads:**
    - Impressions: 3,228,819
    - Engagements: 1,463,956



**SKIP EXPENSIVE  
FILL-UPS.**

Charge at home for  
less than gas.

[LEARN MORE](#)

efficiency  
**MAINE**

Google Display Ad

# Statewide Print Advertising

## 24 daily, weekly, and biweekly 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
- Mainebiz
- 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

## Lower Your Operating Costs with Energy Efficiency Upgrades

Efficiency Maine incentives reduce costs of qualifying energy-efficiency upgrades that can help you save in the long run.



Under the Commercial and Industrial Prescriptive Initiatives program, businesses, non-profits, multifamily buildings, schools, and municipalities can access incentives for energy efficiency solutions that can deliver long-term energy savings and improved reliability.

Eligible solutions include certain heat pumps and biomass technologies for heating, ventilation, and air conditioning (HVAC); compressed air system components; heat pump water heaters; commercial refrigeration equipment; lighting retrofits; and more.



Learn about energy-efficiency solutions, incentives, and financing for the commercial and industrial sector at [efficiencymaine.com/at-work](https://efficiencymaine.com/at-work).



## Higher Efficiency Means Lower Costs

Efficiency Maine offers rebates that can reduce costs now, and over time.



Maine businesses, non-profits, schools, municipalities, and multifamily buildings can access rebates to save on eligible energy efficiency upgrades.

Eligible solutions include qualifying heat pumps for heating, ventilation, and air conditioning; biomass heating systems; water heating; compressed air system components; refrigeration equipment; lighting retrofits; and more.



Learn about Efficiency Maine incentives for municipalities at [efficiencymaine.com/at-work/municipal](https://efficiencymaine.com/at-work/municipal). Scan the QR code to access the link.



## New Funding Opportunity for Low-Income Multifamily Retrofits

Qualifying projects can now access larger incentives for weatherization and HVAC retrofits.



Upgrading to efficient, electric HVAC systems can reduce overall emissions and energy costs. Improved weatherization can lower heating and cooling costs further, and increase year-round comfort for tenants.

Incentives approximately 30% higher than typically provided are available for qualifying high-efficiency HVAC systems and weatherization retrofits for low-income multifamily buildings. Informational webinars will be held on April 30 and May 5, at 8:00 a.m. Register at the link below.

This funding opportunity is only available for a limited time.



To learn more about the Low-Income Multifamily Building Retrofits Funding Opportunity Notice, scan the QR code or visit, [efficiencymaine.com/multifamily-building-retrofits](https://efficiencymaine.com/multifamily-building-retrofits).



## Lower Your Energy Costs with Efficiency Upgrades

Efficiency Maine offers incentives for a range of energy efficiency upgrades.

From straightforward prescriptive upgrades to site-specific custom solutions, Efficiency Maine is here to help make energy efficiency more accessible for your business.

Solutions for agriculture include HVAC, lighting and dehumidification, refrigeration, pumps, compressors, high-efficiency heating equipment, greenhouse thermal curtains, and variable frequency drives.



Learn about Efficiency Maine's commercial and industrial incentive opportunities at [efficiencymaine.com/at-work](https://efficiencymaine.com/at-work).



## Planning a New Construction Project?

Talk with us about commercial HVAC incentives.

Efficiency Maine offers incentives for qualifying efficiency upgrades in new construction projects, not just retrofits.

By installing a high-efficiency HVAC system that qualifies for Efficiency Maine incentives, you can lower your up-front costs and save in the long run with reduced energy costs.



Efficiency Maine offers no-cost, no-obligation virtual customer consultations. Sign up today at [efficiencymaine.com/business-customer-consultation](https://efficiencymaine.com/business-customer-consultation). Scan the QR code to access the link.



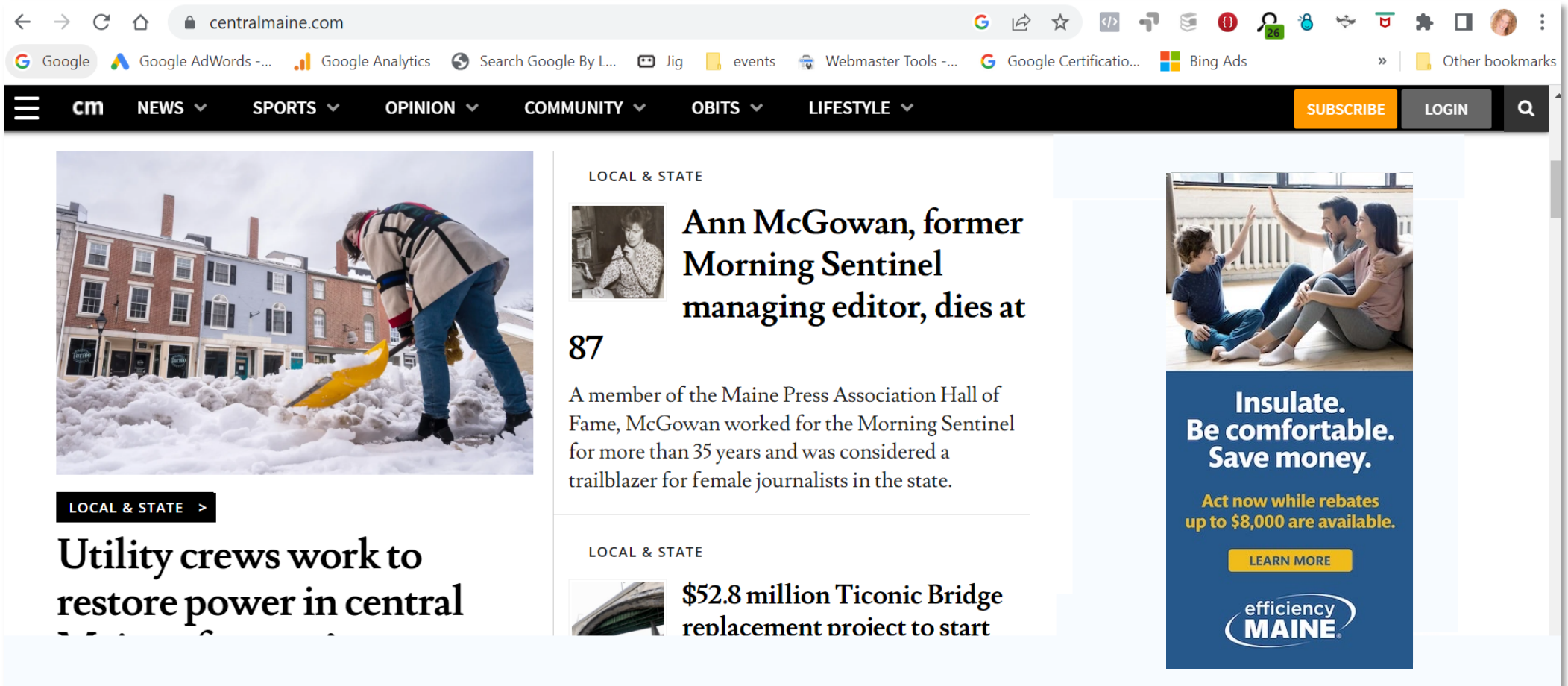
# Radio Advertising

## 14 stations plus Maine Public

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

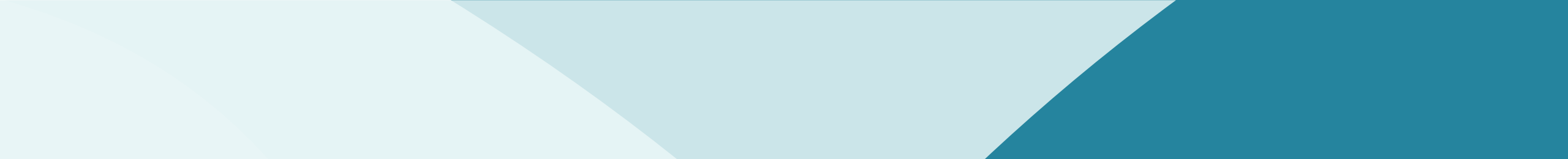


# Webpage Display Ad



# Unpaid Media

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



# Owned Media

Blog posts, social media, case studies, website, and videos.



# Blog Posts



## **Commercial EVs Are a Cost-Effective Business Proposition**

**MAY 29, 2026**

There are a lot of reasons to switch to an electric vehicle (EV). At the top of the list: they can help your...



## **More Maine Small Businesses Are Now Eligible for Enhanced Energy**

**MARCH 17, 2026**

There's a rich variety of small businesses across Maine. Although they may be different in many ways, something many have in common is...



## **Mobile Home Initiative: What to Expect as an MHI Participant**

**DECEMBER 31, 2025**

In our last blog post, we described our Mobile Home Initiative (MHI) – available to low-income homeowners in single-wide mobile homes in designated...



- **9** blog posts (FY2026) featuring
  - **EV** rebates and tools
  - **Small Business** enhanced incentives
  - **Mobile Home Initiative (2)**
  - **Weatherization (3)**
  - **Compressed Air Systems**
  - **Efficiency Maine Green Bank**

# Social Media – LinkedIn



Efficiency Maine Trust

1,250 followers

1mo • 

We recently toured a new school that's fully heated and cooled using heat pump technology. You can see the heat pump ductwork in the gymnasium ceiling. Projects like this show how high-efficiency electric systems are becoming a practical solution for large commercial buildings. The project also incorporated high-efficiency ventilation units and dedicated outdoor air systems.

The school community will benefit from increased comfort control, and safety for decades to come.  
Learn more about Efficiency Maine's commercial incentives and reb



 Satchel Toole and 18 others

5 reposts



Efficiency Maine Trust

1,250 followers

3w • 

It's been a busy week on the road for [Efficiency Maine Trust](#). After the AESP North East Conference in Portland on Tuesday, we had an informative day at the Stronger Communities Summit in Orono Wednesday. A huge thanks to the Community Resilience Partnership for organizing this unique opportunity to hear from municipalities, ...more



 Satchel Toole and 12 others

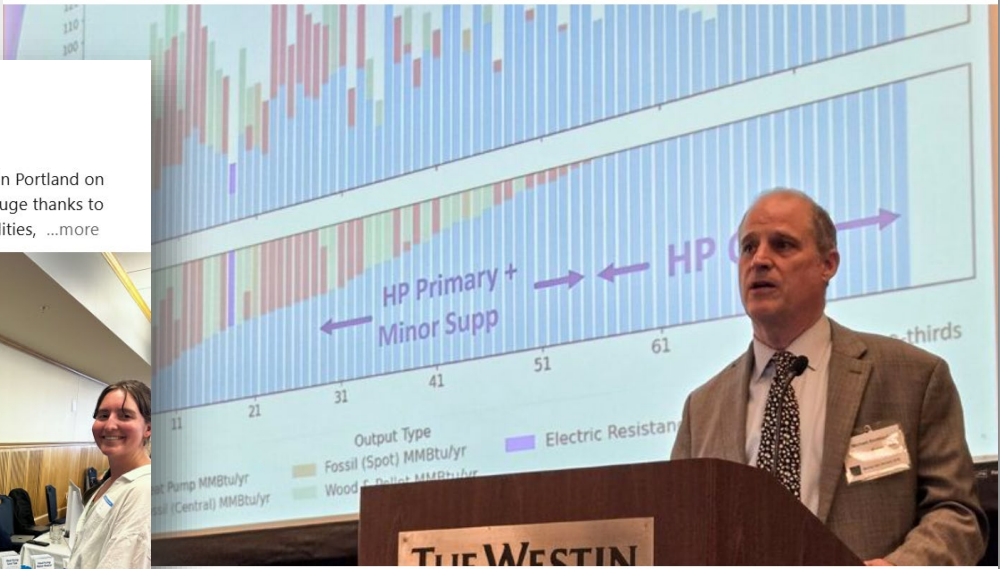


Efficiency Maine Trust

1,250 followers

4w • Edited • 

[Michael Stoddard](#), Executive Director of [Efficiency Maine Trust](#), discusses energy affordability issues with other industry leaders from [Demand Side Analytics](#), [Liberty](#), and [National Grid](#) during a panel at the [AESP Northeast Spring Conference](#) in Portland. Get details about Efficiency Maine programs at [efficiencymaine.com](#).



Satchel Toole and 38 others

1 comment • 1 repost



Efficiency Maine Trust

1,250 followers

2w • 

[Efficiency Maine Trust](#) is seeking a qualified contractor or team of contractors to implement a suite of initiatives in Maine to demonstrate new or emerging applications of heat pump technology. In particular, the Trust seeks to use field testing to analyze, optimize, demonstrate and report out the performance and economics of technical ...more

RFP EM-009-2026

[efficiencymaine.com](#)

 Satchel Toole and 18 others

2 comments • 8 reposts

# Social Media – Facebook



Efficiency Maine

Published by Loomly · September 11, 2025 ·

At Efficiency Maine's 2025 Annual Recognition Event yesterday, a broad representation of stakeholders gathered to honor top-performing contractors and vendors, and to review results from Efficiency Maine's programs last year and plans for the year ahead. "Beneficial electrification," which is achieved when consumers reduce their energy bills by switching from fossil fuels to high-efficiency electric alternatives, such as heat pumps, was a featured topic. Another highlight was a keynote address by Patrick Woodcock, president and CEO of the Maine State Chamber of Commerce. Thank you to all who joined us and support energy efficiency in Maine. Read more about Efficiency Maine's Annual Event: <https://loom.ly/3SRkG8M> See less



14

1





Efficiency Maine

Published by Loomly · March 31 ·

Biomass boilers and furnaces provide economical heating using a local, renewable fuel source. Incentives are available for residential and commercial installations. Get details in the first comment below. See less



19

3

12





Efficiency Maine

Published by Loomly · December 11, 2025 ·

Some of Efficiency Maine's most generous residential rebates are offered exclusively to eligible homeowners through the Manufactured Home Initiative. Read our latest blog at the link in the first comment below to learn how this program helps Mainers save on home heating costs. See less



14

2

3



# Case Studies



**Ogunquit Sewer District (OSD)**  
An Efficiency Maine Case Study

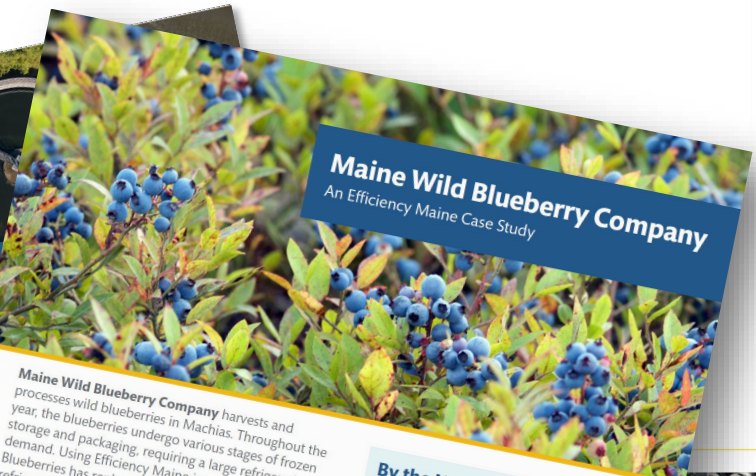
The Ogunquit Sewer District (OSD), a quasi-corporation serving the town of Ogunquit, Maine, has a wastewater treatment facility since 1963. The plant, which treats wastewater through aeration process, relies on aeration blowers to supply oxygen to the process. The system consists of two pump stations and approximately 20 miles of sewer lines.

In the summer of 2022, OSD explored energy use and operating costs by installing positive displacement blowers. As part of Maine's Custom Program, they installed two Inovair geared centrifugal blowers. These high-efficiency blowers...

**By the Numbers**

- \$250,000 Cost for high-efficiency blowers
- \$39,000 Efficiency Maine Incentive
- 138,000 kWh Estimated annual energy savings

Reach the Commercial and Industrial (C&I) Custom Program at 207-358-7957 or [custom@efficiencymaine.com](mailto:custom@efficiencymaine.com).



**Maine Wild Blueberry Company**  
An Efficiency Maine Case Study

Maine Wild Blueberry Company harvests and processes wild blueberries in Machias. Throughout the year, the blueberries undergo various stages of frozen storage and packaging, requiring a large refrigeration system. Using Efficiency Maine incentives, Maine Wild Blueberries has replaced two of their single-fan process refrigeration condensers with one high efficiency, three-fan condenser, installed variable frequency drives (VFDs) on all remaining condenser fans, and has installed optimizing controls on the compressor plant. The condensers serve the process refrigeration system that quick-freezes fresh blueberries at harvest and maintains freezer temperatures for blueberry storage.

**High-Efficiency Condenser**

The upgrades not only produced compressor and condenser fan energy savings, but also improved the performance of the refrigeration system.

Overall, Maine Wild Blueberries was granted \$94,417 in incentives from Efficiency Maine for a new process refrigeration condenser, VFDs, and optimizing controls. This project resulted in approximately 337,000 kWh of annual energy savings and reduced their electric demand by around 40 kW. At the time of review, the simple payback after the incentive was less than four years.

**By the Numbers**

- \$238,606 Cost for high-efficiency condenser, VFDs, and optimizing controls
- \$94,417 Efficiency Maine Incentive award
- 40 kW Peak electrical load reduction
- 337,205 kWh Estimated annual energy savings

## Custom Program Case Studies

## Residential



### Sub-Zero Heat Pump Performance

In recent years, Maine experienced some of the coldest temperatures it's seen in more than 50 years, some as low as -60°F. Some heat pump owners wondered: Will my heat pumps keep me warm?

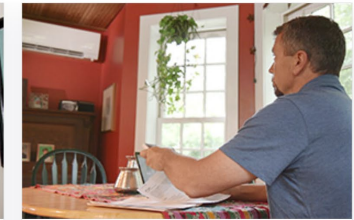
DOWNLOAD CASE STUDY



### Whole-House Heat Pump

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

WATCH NOW

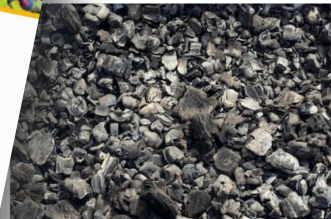


### From Wood Stove to Heat Pumps

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

## Business



### Standard Biocarbon

Standard Biocarbon used a \$367,000 incentive from Efficiency Maine to install an advanced heat recovery drying system instead of a simpler propane-fired dryer. The project is predicted to save 3,688 MMBtus of fuel every year, saving nearly \$30,000 annually.

DOWNLOAD CASE STUDY



### Quarry Road

Learn how Quarry Road Trails in Waterville uses high-efficiency snowmaking technology to ensure reliable winter conditions, promote sustainability, and reduce energy costs.

DOWNLOAD CASE STUDY



### Backyard Farms

Learn how Backyard Farms uses high-efficiency technology to grow fresh tomatoes year-round while reducing heating fuel usage and promoting sustainable agriculture across New England.

DOWNLOAD CASE STUDY

## Case Study Videos on Efficiency Maine Website

# Website



**\$500 Additional Heat Pump Bonus Available**

**Now Through December 31, 2026**

Get heat and AC, all in one.

**GET STARTED >**

## New England Heat Pump Accelerator

Learn about Maine's participation in this regional initiative.

[CLICK HERE TO LEARN MORE](#)



## Switch to a Heat Pump Water Heater

You could save more than \$500/year on your electric bill.

[CLICK HERE TO LEARN MORE](#)



## Mobile Home Heating Upgrades

Low-income homeowners could qualify for a \$12,900 rebate by converting to a new ducted heat pump system.

[CLICK HERE TO LEARN MORE](#)



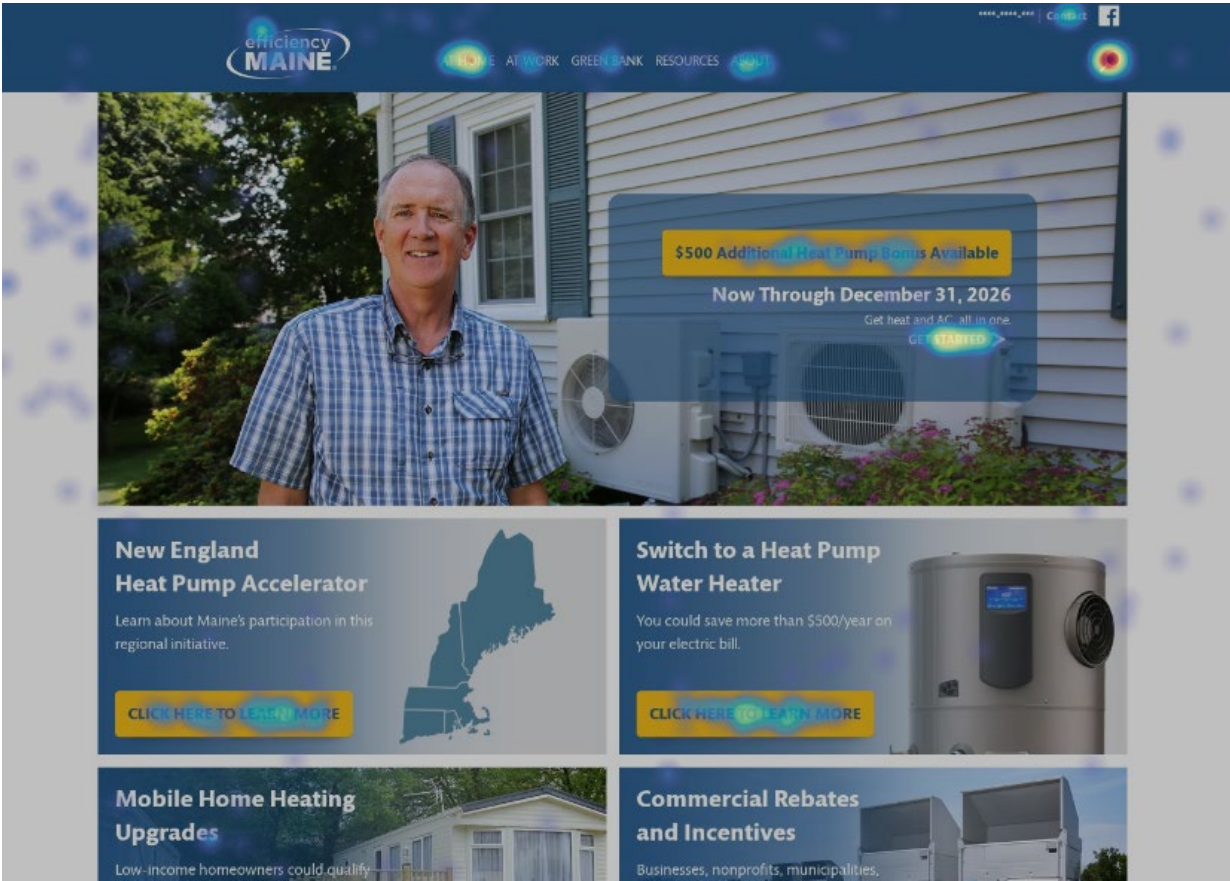
## Commercial Rebates and Incentives

Businesses, nonprofits, municipalities, schools, multifamily buildings, and others may qualify.

[CLICK HERE TO LEARN MORE](#)



# HotJar Analytics



## Commercial and Industrial Prescriptive Initiatives

Efficiency Maine has programs for businesses of all sizes, including multi-family buildings with three or more units and Maine's largest energy customers. Examples of eligible organizations include:

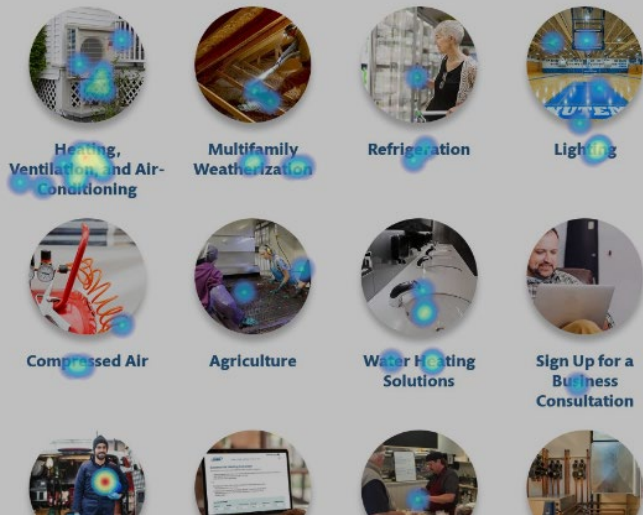
- Businesses, for profit or nonprofit;
- Municipalities;
- Schools and higher education facilities;
- Manufacturing and industrial facilities;
- Multifamily buildings with three or more units; and
- Mixed-use buildings (commercial/residential buildings with at least one commercial meter).

Efficiency Maine's Commercial and Industrial Prescriptive Initiatives does not offer incentives for single-family houses, two-unit duplexes, condominiums, or home-based businesses. These may be eligible for incentives through the residential programs.

### AT WORK

COMMERCIAL AND INDUSTRIAL  
PRESCRIPTIVE INITIATIVES  
COMMERCIAL AND INDUSTRIAL  
(CAI) CUSTOM PROGRAM  
ELECTRIC VEHICLES AND CHARGING  
SOLUTIONS  
FIND A QUALIFIED PARTNER  
BUSINESS CUSTOMER  
CONSULTATIONS

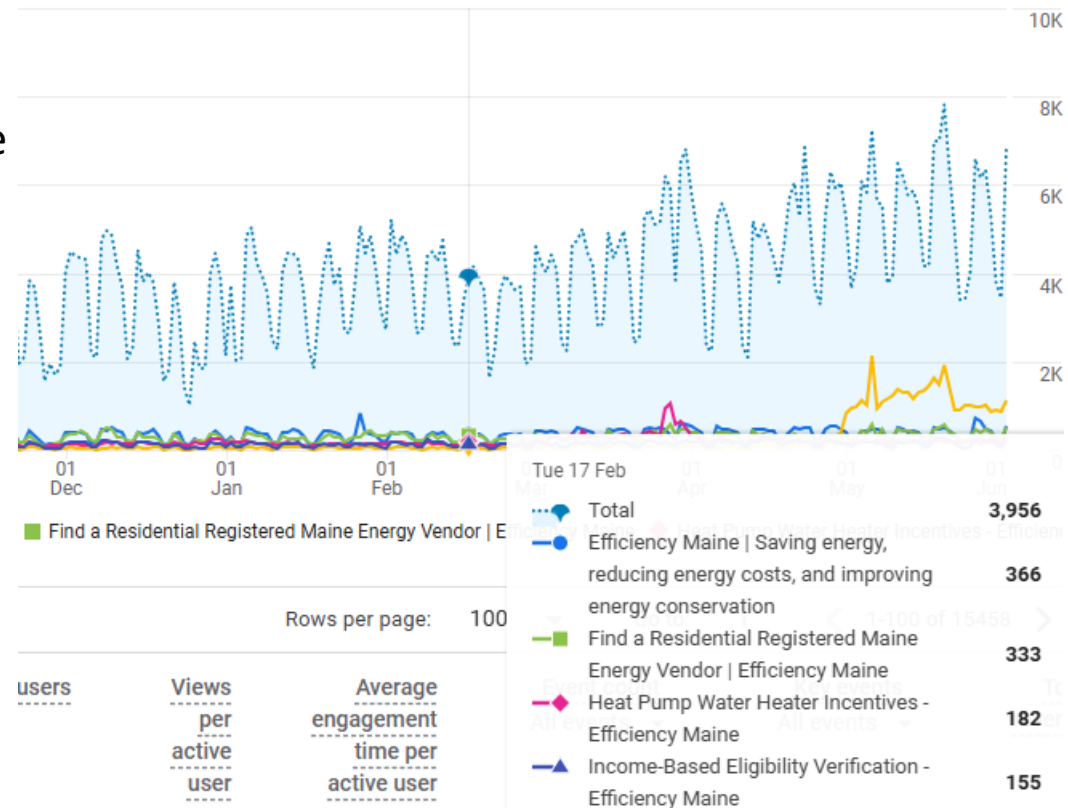
## Efficiency Maine's solutions, incentives, and financing for the Commercial and Industrial Sector



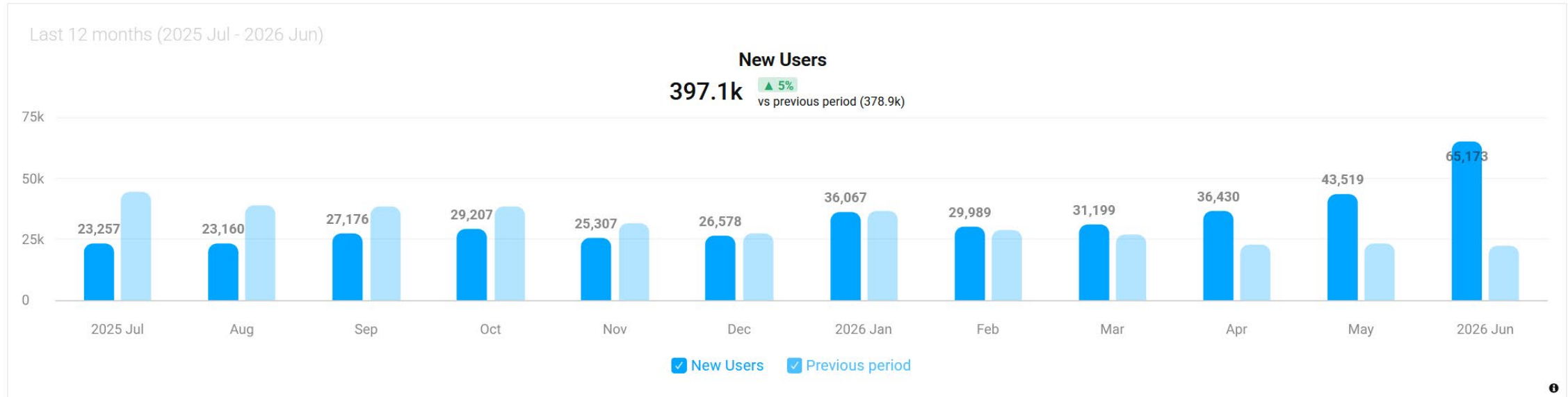
# Website Metrics

- Total site visits in FY2026: **1.5 million**

- **111,000** to Vendor Locator page
- **70,000** to Heat Pump Water Heater Rebates page
- **75,000** to EV “hub” page
- **55,000** to Insulation Rebates page
- **60,000** to Residential Heat Pump Rebates page
- **44,000** to About Heat Pumps page
- **37,000** to Home Heating Calculator
- **44,000** to Heat Pump “hub” page
- **48,000** to At Home page
- **42,000** to Insulation page

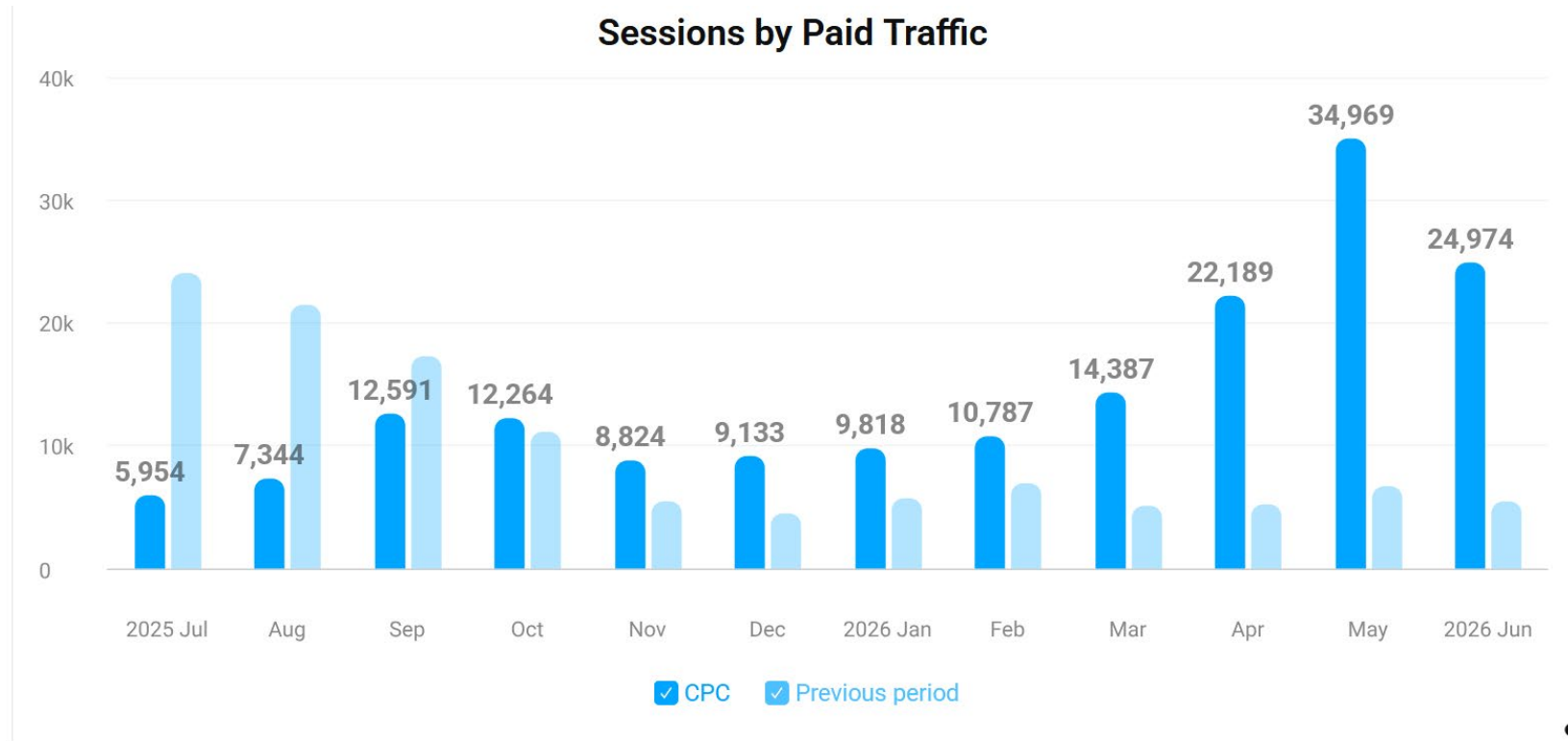


# Website Metrics – New Users



Website traffic has recently increased significantly, which may indicate that rising fuel costs combined with enhanced incentives have boosted 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 – New Homepage News and Blog Feed Feature

## Check Out the Latest from Efficiency Maine



### Commercial EVs Are a Cost-Effective Business Proposition

May 29, 2026

There are a lot of reasons to switch to an electric vehicle (EV). At...

[Read More →](#)



### More Maine Small Businesses Are Now Eligible for Enhanced Energy Efficiency Incentives

March 17, 2026

There's a rich variety of small businesses across Maine. Although they may be different...

[Read More →](#)



### Mobile Home Initiative: What to Expect as an MHI Participant

December 31, 2025

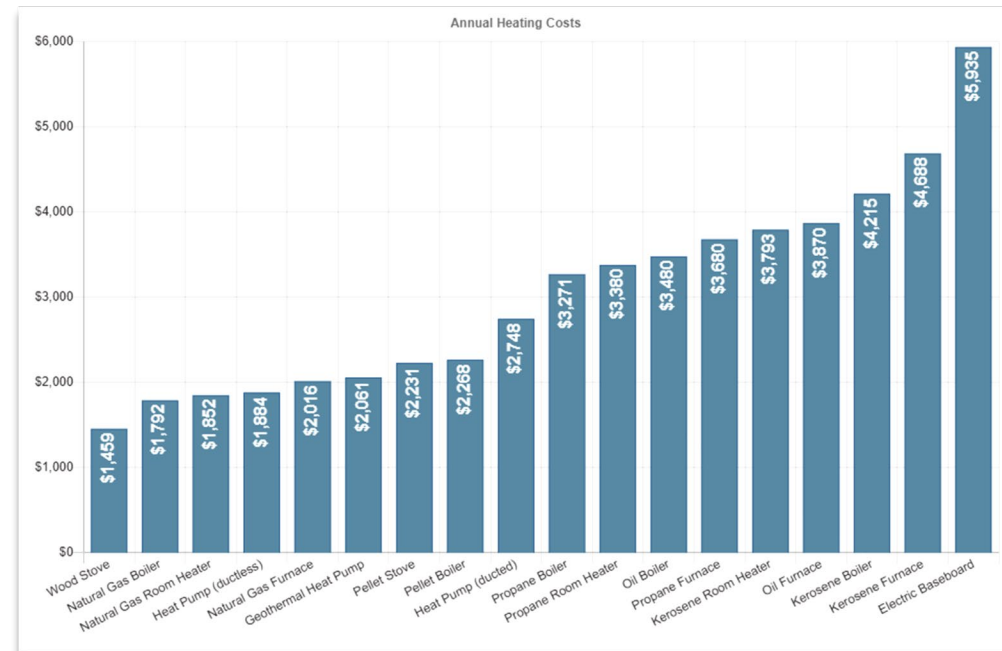
In our last blog post, we described our Mobile Home Initiative (MHI) – available...

[Read More →](#)

# Website – Compare Home Heating Costs Calculator

**37,000** visits in FY2026

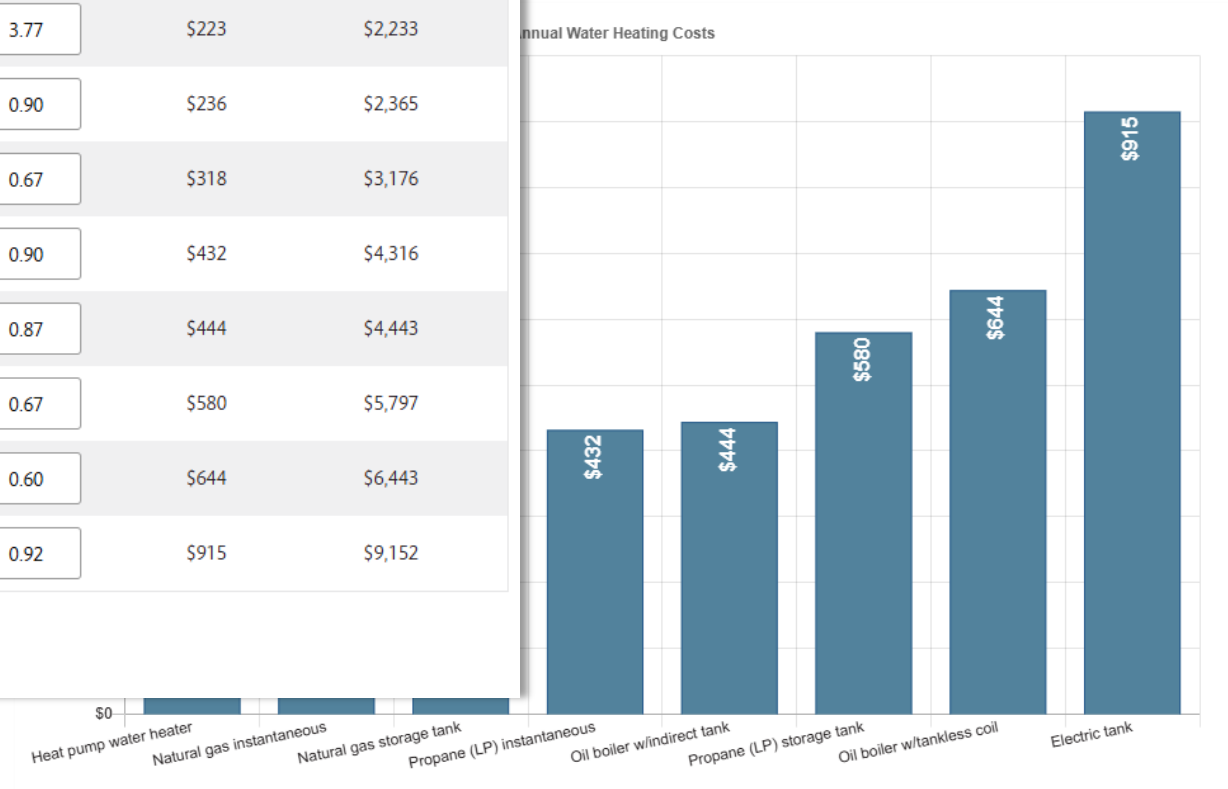
| Increase              | Decrease                | Reset                   | Calculate                |             |
|-----------------------|-------------------------|-------------------------|--------------------------|-------------|
| Fuel Type (Units)     | Cost per Unit Delivered | Heating System          | Show Details             | Annual Cost |
| Firewood (cord)       | \$ 355                  | Wood Stove              | <input type="checkbox"/> | \$ 1,459    |
| Natural Gas (therm)   | \$ 2.00                 | Natural Gas Boiler      | <input type="checkbox"/> | \$ 1,792    |
| Natural Gas (therm)   | \$ 2.00                 | Natural Gas Room Heater | <input type="checkbox"/> | \$ 1,852    |
| Electric (kWh)        | \$ 0.27                 | Heat Pump (ductless)    | <input type="checkbox"/> | \$ 1,884    |
| Natural Gas (therm)   | \$ 2.00                 | Natural Gas Furnace     | <input type="checkbox"/> | \$ 2,016    |
| Electric (kWh)        | \$ 0.27                 | Geothermal Heat Pump    | <input type="checkbox"/> | \$ 2,061    |
| Wood pellets (ton)    | \$ 357                  | Pellet Stove            | <input type="checkbox"/> | \$ 2,231    |
| Wood pellets (ton)    | \$ 357                  | Pellet Boiler           | <input type="checkbox"/> | \$ 2,268    |
| Electric (kWh)        | \$ 0.27                 | Heat Pump (ducted)      | <input type="checkbox"/> | \$ 2,748    |
| Propane (LP) (gallon) | \$ 3.34                 | Propane Boiler          | <input type="checkbox"/> | \$ 3,271    |
| Propane (LP) (gallon) | \$ 3.34                 | Propane Room Heater     | <input type="checkbox"/> | \$ 3,380    |
| Oil (gallon)          | \$ 5.05                 | Oil Boiler              | <input type="checkbox"/> | \$ 3,480    |
| Propane (LP) (gallon) | \$ 3.34                 | Propane Furnace         | <input type="checkbox"/> | \$ 3,680    |
| Kerosene (gallon)     | \$ 5.94                 | Kerosene Room Heater    | <input type="checkbox"/> | \$ 3,793    |
| Oil (gallon)          | \$ 5.05                 | Oil Furnace             | <input type="checkbox"/> | \$ 3,870    |
| Kerosene (gallon)     | \$ 5.94                 | Kerosene Boiler         | <input type="checkbox"/> | \$ 4,215    |
| Kerosene (gallon)     | \$ 5.94                 | Kerosene Furnace        | <input type="checkbox"/> | \$ 4,688    |
| Electric (kWh)        | \$ 0.27                 | Electric Baseboard      | <input type="checkbox"/> | \$ 5,935    |



# Website – Compare Water Heating Costs Calculator

**12,000** visits in FY2026

|                            |             | 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 |
| Heat pump water heater     | kWh         | \$ <input type="text" value="0.27"/>     | <input type="text" value="3.77"/>                    | \$223       | \$2,233    |
| Natural gas instantaneous  | therm       | \$ <input type="text" value="2.00"/>     | <input type="text" value="0.90"/>                    | \$236       | \$2,365    |
| Natural gas storage tank   | therm       | \$ <input type="text" value="2.00"/>     | <input type="text" value="0.67"/>                    | \$318       | \$3,176    |
| Propane (LP) instantaneous | gal         | \$ <input type="text" value="3.34"/>     | <input type="text" value="0.90"/>                    | \$432       | \$4,316    |
| Oil boiler w/indirect tank | gal         | \$ <input type="text" value="5.05"/>     | <input type="text" value="0.87"/>                    | \$444       | \$4,443    |
| Propane (LP) storage tank  | gal         | \$ <input type="text" value="3.34"/>     | <input type="text" value="0.67"/>                    | \$580       | \$5,797    |
| Oil boiler w/tankless coil | gal         | \$ <input type="text" value="5.05"/>     | <input type="text" value="0.60"/>                    | \$644       | \$6,443    |
| Electric tank              | kWh         | \$ <input type="text" value="0.27"/>     | <input type="text" value="0.92"/>                    | \$915       | \$9,152    |



# Website – Compare Driving Costs Calculator

**Gasoline Price Per Gallon (\$/gallon):**

**Gasoline Vehicle Miles Per Gallon (miles/gallon):**

**Select Electric Vehicle:**

**Electricity Rate (\$/kWh):**

**CALCULATE**

Cost to drive 100 miles:

Total Gasoline Cost: **\$13.62**

Total Electricity Cost: **\$5.96**

| Mode        | Cost to drive 100 miles (Dollars) |
|-------------|-----------------------------------|
| Gasoline    | 13.62                             |
| Electricity | 5.96                              |

Driving a Hyundai Ioniq 6 is like paying **\$1.79** per gallon of gas with a 30-MPG vehicle.

# 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:  ZIP Code:  Distance:  Sort by:

Use our search feature to find a vendor near you.

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

**111,000** visits in FY2026

(Now includes EV charger and battery installers.)

**Qualified Partner Locator**

**SEARCH AND SORT OPTIONS**

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

Provider Type:  What services do you need?:  ZIP Code:  Radius:  Sort by:

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

**9,300** visits in FY2026

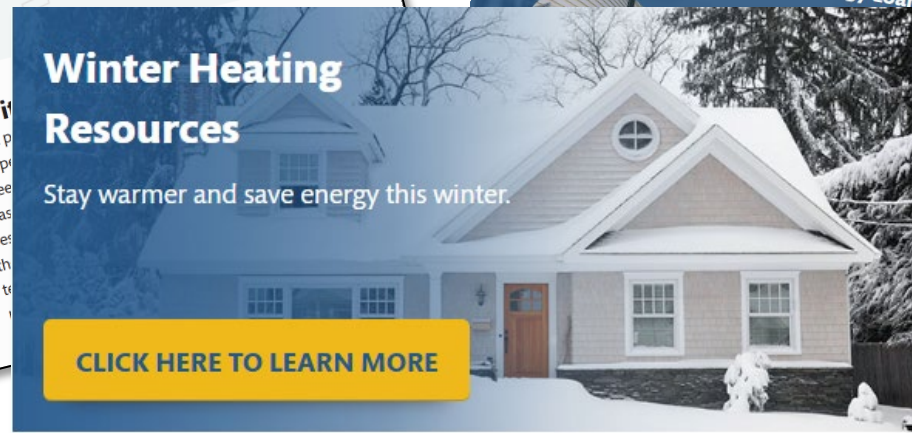
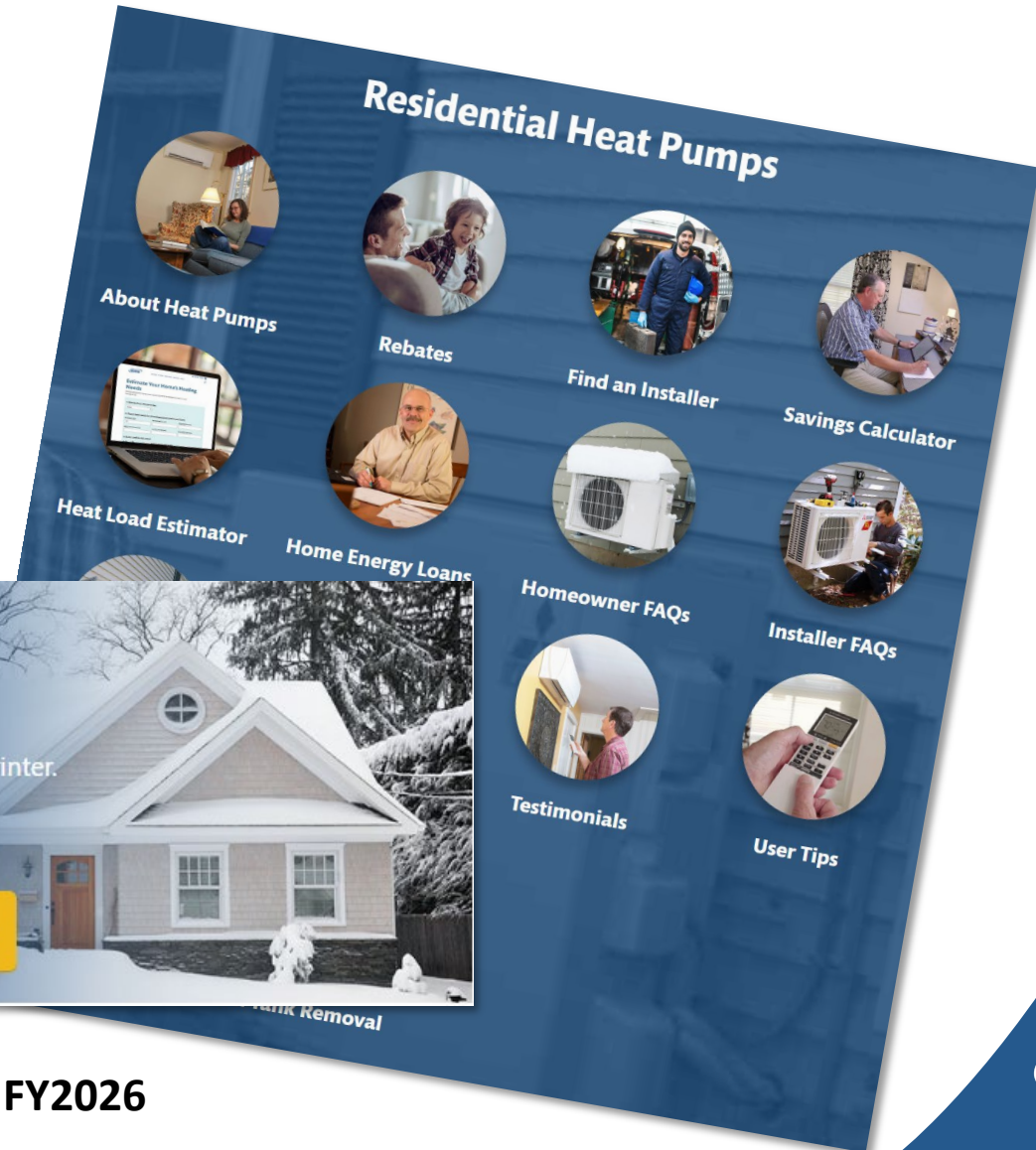
**Mobile Home Initiative:  
Participating Contractor Locator**

Enter ZIP Code:  Select Services:

Use our search feature to find a participating contractor near you.

**1,400** visits in FY2026

# Website – Home Energy Savings Program



# Website – Retail and Distributor

## \$1,150 Instant Discount

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](#), including installation considerations. For information on heavy duty commercial heat pump water heaters, [click here](#).



**70,491** visits in FY2026

Efficiency Maine offers five ways to get the **best pricing** in Maine:

1. Granite Group – \$349 after **instant discount**
2. Selco – \$399 after instant discount
3. Home Depot – \$399 after **\$1,150 instant discount\*\***
4. Lowe's – \$400 after **\$1,150 instant discount\*\***
5. Plumbers can get an instant discount from **participating distributors**.
6. Heat pump water heaters purchased without an instant discount qualify for a \$1,150 **mail-in rebate**.

# Website – Income-Eligible Options

## Income-Eligible Options

Efficiency Maine offers low-cost energy upgrades for eligible households. Click the links below to find detailed information about available options and program requirements.



**See If You're Eligible**



**Electric Vehicles**



**Heat Pumps**



**Ducted Heat Pump Rebates for Mobile Homes**



**Insulation**



**Home Energy Loans**



**Rebates for Income-Eligible Households Brochure**

## Options for Low-Income Households

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

[CLICK HERE FOR DETAILS](#)

## Rebates for Income-Eligible Households



Prequalifying takes less than 5 minutes and could save you thousands.

Visit: [efficiencymaine.com/income-based-eligibility-verification](https://efficiencymaine.com/income-based-eligibility-verification)  
Call: 866-376-2463



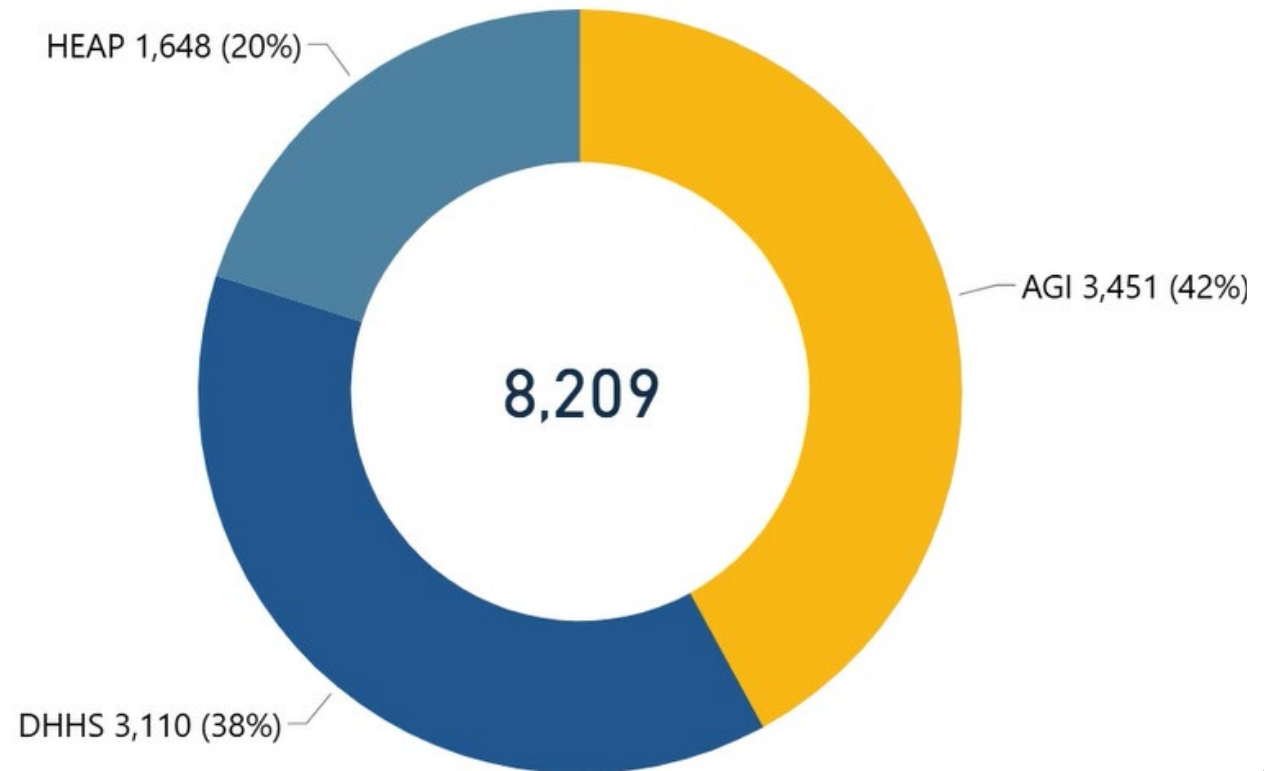
# Website – Online Income-Eligibility Verification

- Allows users to request income eligibility verification for highest-level incentives based on:

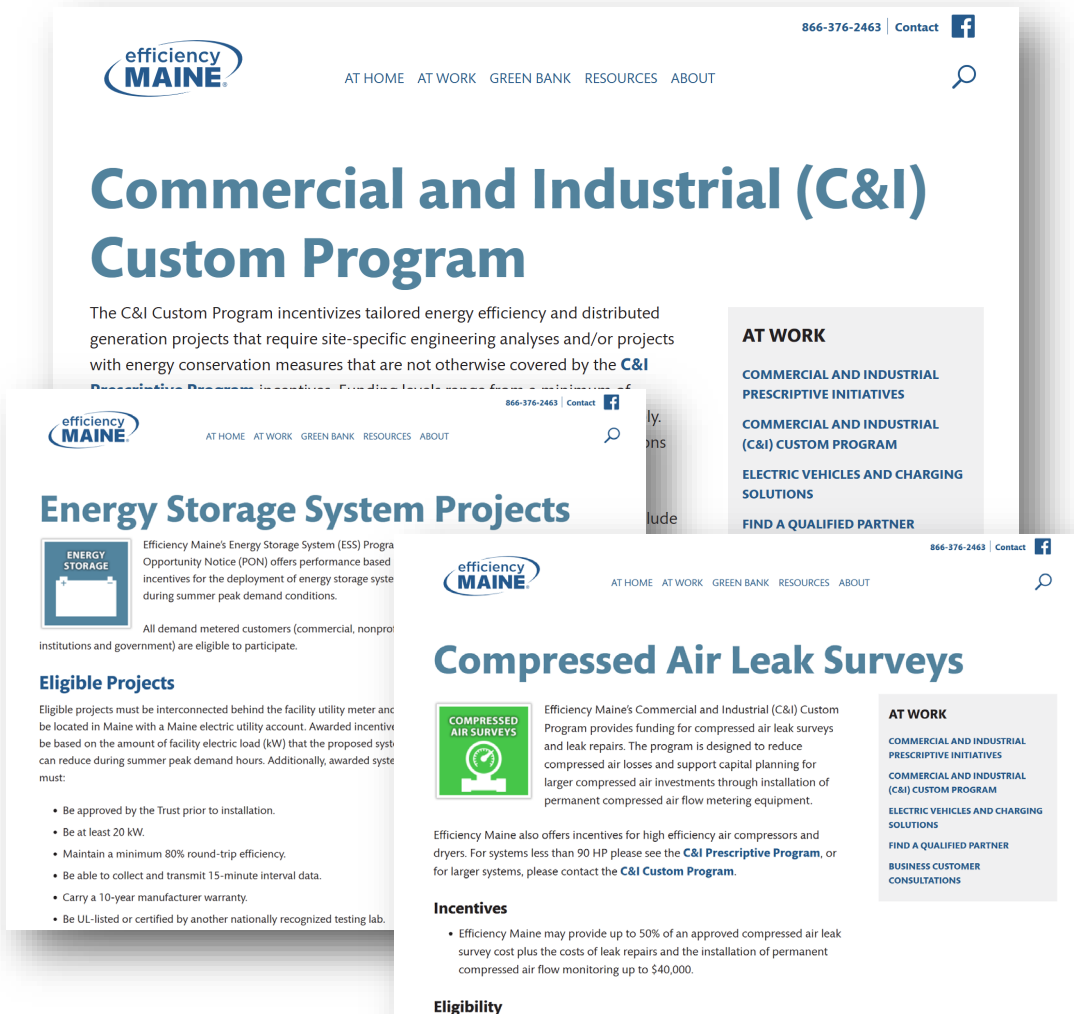
- HEAP participation
- SNAP participation
- TANF participation
- MaineCare participation
- Adjusted Gross Income

## Eligibility webpage:

- **4,500** average visits/month
- **8,209** people screened in FY2026



# Website – Commercial and Industrial



# Website – Electric Vehicles Resources

## One-stop shop for information about EVs:

- Rebates
- Charging infrastructure
- Finding a vehicle
- List of participating EV dealers
- Charging station locator
- Compare Driving Costs Calculator
- Vehicle cost calculator
- EV educational video library

### Residential EV Videos



#### How to Find EV Chargers

There are more than 700 public charging plugs in Maine. Learn how to find them with the help of an app.

▶ Watch Now

### Commercial EV Videos



#### Reasons to Install a Public EV Charger

EV chargers attract customers and visitors, add value to rental housing, and improve employee satisfaction. See why more businesses, workplaces, schools, and multi-unit dwellings are offering EV charging.

▶ Watch Now



#### What Makes a Good EV Charging Site?

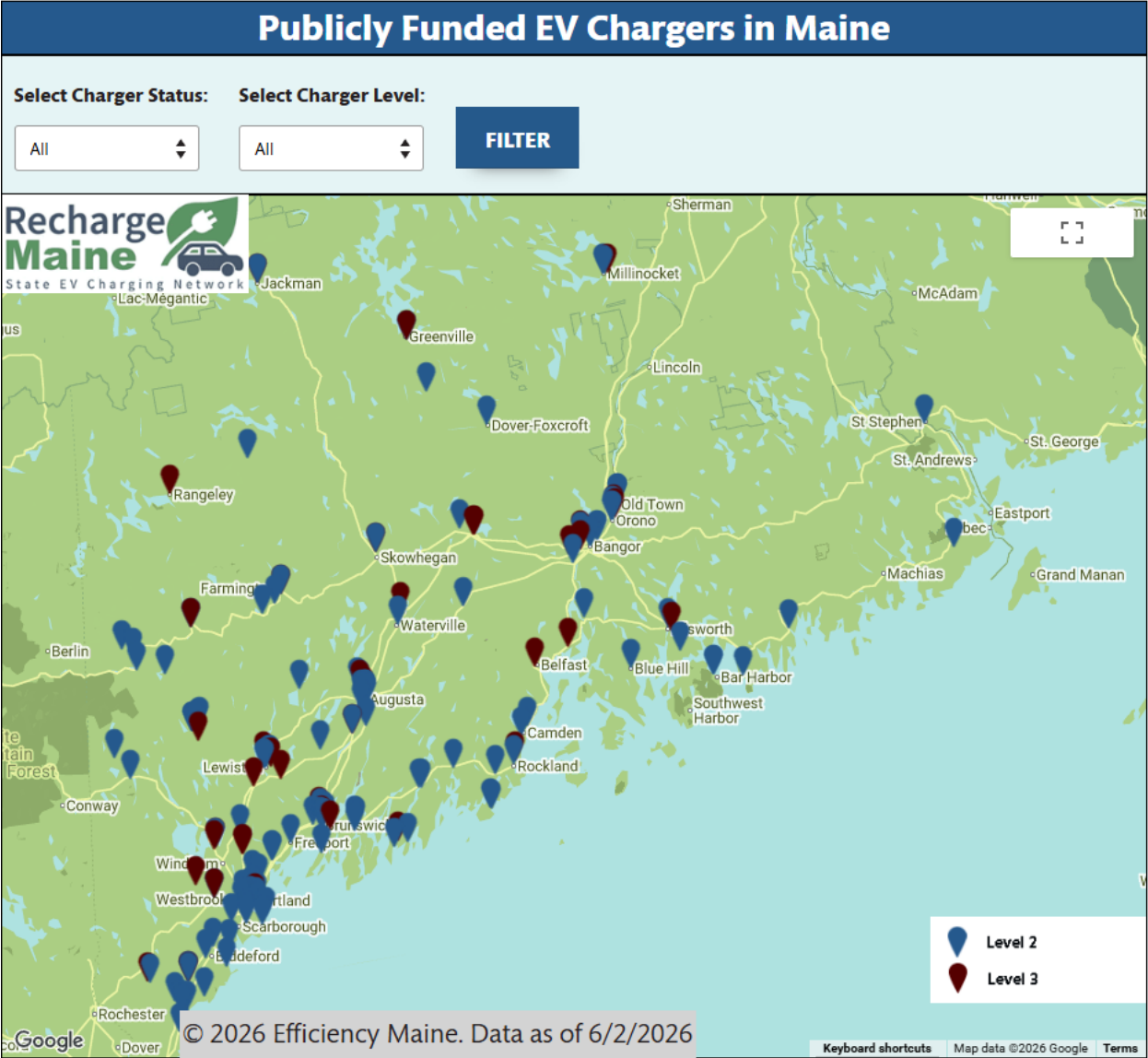
Discover some things you might want to consider when installing a Level 2 charger.

▶ Watch Now



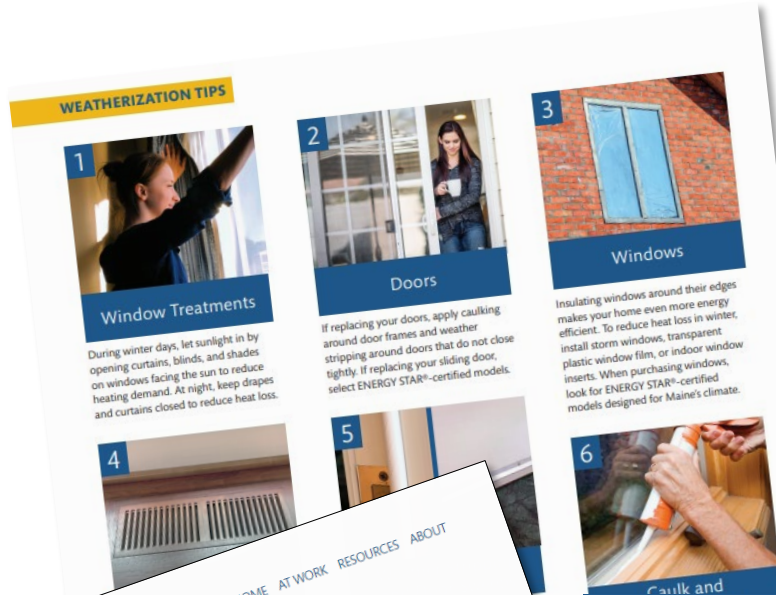
## EV Guidebooks

# New Electric Vehicle Charging Infrastructure Interactive Map



# Website – Energy Efficiency Resources

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



## 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:** 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.

**MYTH #7:** Making your house too airtight is dangerous. Houses have to breathe.

**FACT:** While houses do need fresh air, most homes have more air leaks than necessary. Even worse, incoming air usually enters homes through basements, garages and crawl spaces, which can compromise air quality. Controlling the flow of air in your home can save energy and improve air quality, too.



## 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 the air comes out of my furnace?
- + Can I offset household carbon emissions by using a heat pump?

# Earned Media

Newspaper and trade publication articles, social media shares and reposts

# Media Inquiries

- Seeing continued interest from national media – *The New York Times*, *The Washington Post*, *Boston Globe*, *Inside Climate News*, and *NPR*.
- Continued interest from leading Maine outlets, such as *News Center Maine*, *Bangor Daily News*, *Times Record*, *Fox 22 WFVX (Bangor)*, and *Maine Public Broadcasting*.
- Majority of inquiries focus on program details and changes, as well as the impact to Efficiency Maine rebates from the requirements of and changes to federal incentives.
  - Collaborate with DOER on select media inquiries.
- Fielding media inquiries and scheduling interviews (where appropriate) for the Executive Director and Staff.
  - FY2026 = **73** inquiries
  - FY2025 = **93** inquiries

# Press Releases

## News

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



Efficiency Maine  
**Annual Recognition Event Acknowledges the Achievements of Maine Contractors and Vendors that** | **SEPTEMBER 11, 2025**

Augusta, Maine – September 11, 2025 – Last night, Efficiency Maine recognized contractors and vendors who have made outstanding contributions to inspire Maine...





Efficiency Maine  
**Efficiency Maine Trust's Triennial Plan VI Approved** | **APRIL 23, 2025**

The Public Utilities Commission has approved the next three-year plan to help Mainers reduce energy costs. Augusta, Maine – April 23, 2025 –...





Efficiency Maine  
**Efficiency Maine's Heat Pump and Heat Pump Water Heater Initiatives Receive "Leader of the Pack" Award** | **OCTOBER 30, 2024**

Augusta, Maine – October 30, 2024 – Efficiency Maine's success accelerating the electrification of home heating was honored today with the prestigious "Leader..."



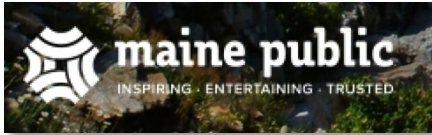
- Examples include:
  - Recognition of the Trust's contractor partner community at the Annual Event;
  - Triennial Plan milestones; and
  - Industry awards.

# Media Coverage



- **64** press clips, opinion pieces, and broadcast news segments in FY2026
- **85** in FY2025

**How to keep your heat pump humming in the freezing cold**



**New law aims to get Mainers to use "off peak" electricity**



**Instant discount for off-peak EV chargers aims to help ease grid impact**

**BANGOR DAILY NEWS**

**More Maine homeowners are ditching heating oil**



**Efficiency Maine raises electric vehicle rebates for some Mainers**



**As the war in Iran continues to raise U.S. gas prices, is the interest in switching to an electric vehicle rising alongside it?**

 The Times Record

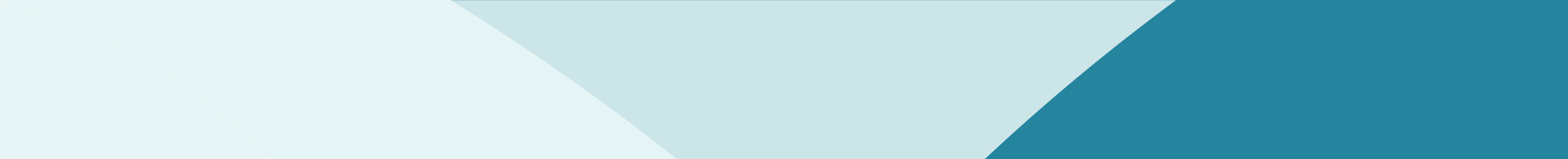
**Maine stays the course on clean energy incentives**



**Maine Calling**

**Electric Vehicles**

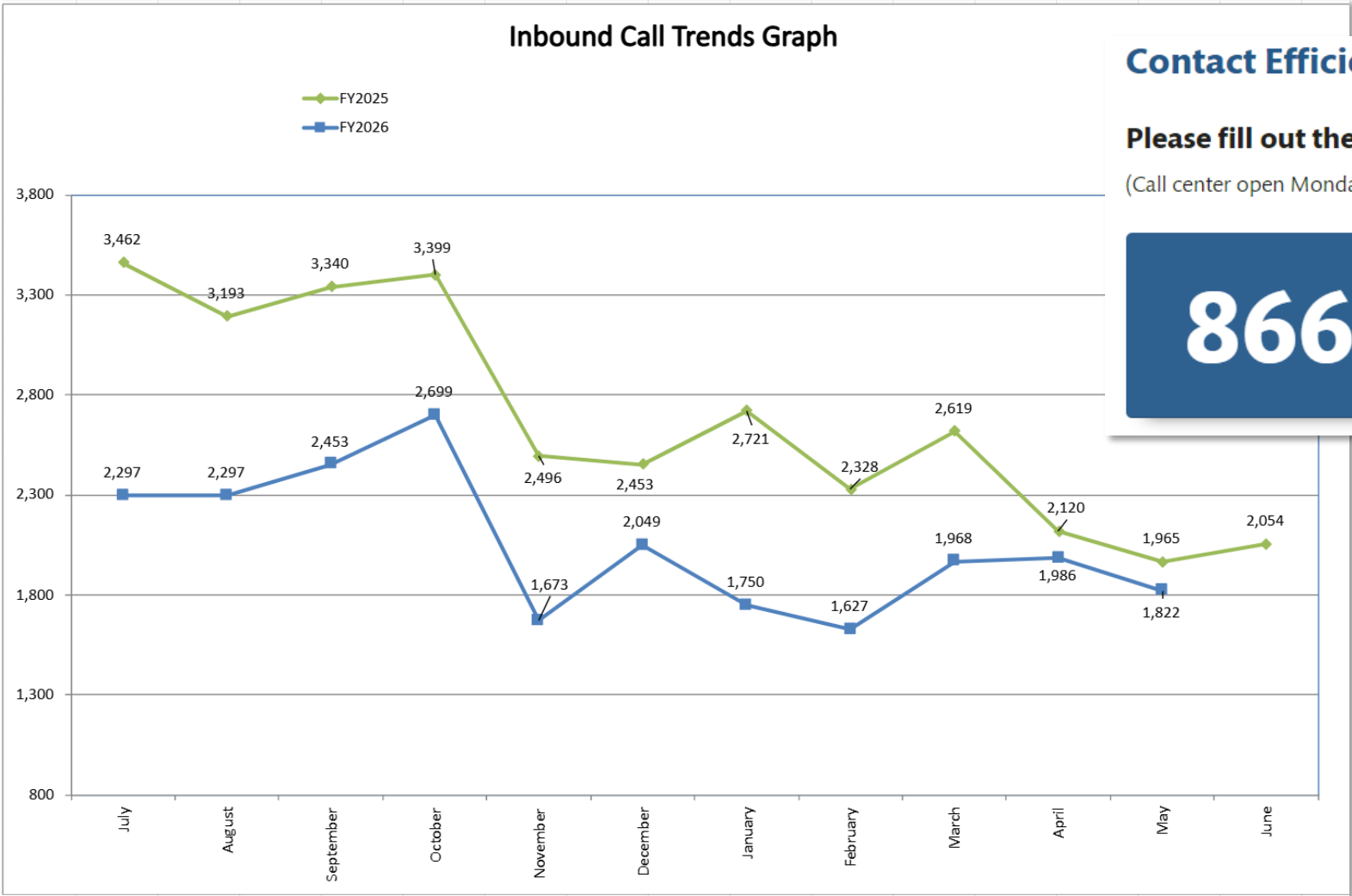




# Other Channels



# 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.



FY2027 (to date):

- **14** events in process

FY2026:

- **99** events

FY2025:

- **87** events

# Heat Pump User Kits

7,024 kits  
sent in FY2026



**GET STARTED**  
Check [efficiencymaine.com](http://efficiencymaine.com) for more details on these tips and videos on how to get the most from your heat pump.

If you don't yet have a heat pump, go to [efficiencymaine.com](http://efficiencymaine.com) for more information on how to select a model, rebate, financing, installation considerations and more.

**TO LEARN MORE**  
[info@efficiencymaine.com](mailto:info@efficiencymaine.com)  
[efficiencymaine.com](http://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 tens 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 homes 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 experiences 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](http://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

**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 having 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 **IS** in a space heated by my heat pump.

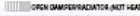
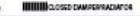
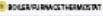
**BEFORE**

If the heat pump can reach the boiler/furnace thermostat then it will interfere with the boiler/furnace's operation. Here'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.

LEGEND:  OPEN DAMPER/RADIATOR (HEATING)  OPEN DAMPER/RADIATOR (NOT HEATING)  CLOSED DAMPER/RADIATOR  BOILER/FURNACE THERMISTAT

But what if my whole home can be heated by only heat pump? If 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](http://efficiencymaine.com) or call 866-376-2463

### 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
- 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

# Direct Postal Mail

40 separate postal mailings in FY2026

192,000 pieces of mail; of those, 40,000 went to low-income households

## Examples

- 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

### Install an electric vehicle (EV) charger without upgrading the electrical panel.

When asked for an EV charger, recommend the Emporia Pro EV Charger using Efficiency Maine incentives. It monitors the load on the panel and automatically adjusts the charging speed to ensure the panel's capacity isn't exceeded. For example, if a clothes dryer starts while an EV is charging, the charger will automatically slow down until the dryer is done. The charger is UL Listed® and approved by the National Electric Code as an alternative to upgrading an electrical panel.



**Installation is easy.** Two CT clamps in the service panel connect to a processor that communicates with the EV charger via a Wi-Fi router.

**Get the job done in one trip** and avoid waiting for the utility company to upgrade the service.

Dear Homeowner,

- Do you live in a single-wide mobile home?
- Do you own your home?
- Is your furnace closet at least 18 inches wide?
- Do you receive HEAP, SNAP, TANF, MaineCare, or have a household income at or below 80% of the median for the county where the home is located?

If your answer to **all** of these questions is yes, **you may be eligible for a new \$14,900 central heating system for as little as \$2,000** with finance options available through Efficiency Maine.



Scan the QR code on the left or visit [efficiencymaine.com](http://efficiencymaine.com) to learn more about replacing your fossil fuel furnace with an energy-efficient ducted heat pump through our

### Example Units

| INDOOR                                                                              | OUTDOOR                                                                             |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |

Examples for the Mobile Home Initiative are supported by federal funds from the Inflation Reduction Act Home Energy Rebates program and a grant through the U.S. Department of Energy's (DOE) Energy Efficiency in Rural or Remote Areas (ERRA) program.

### What Mainers Are Saying

"The heat pump has been wonderful during recent cold stretches, and I have noticed a big difference with the air quality in my home. I am very satisfied with the installation and have recommended the program to all my neighbors."  
**Rachel R., Biddeford, ME**

"The quality of life in my home has improved significantly since the heat pump was installed. I can breathe better and it keeps the place nice and cool in the summer."  
**Madeline F., Windsor, ME**

### Electricians: Help Your Customers Get \$599 Chargers for Just \$200 and Avoid a Panel Upgrade

In addition to Off-Peak...  
• fully  
• qual  
• auto  
• least  
It's a 48A automatic...  
weekdays  
Recommend using E...



efficiency MAINE  
P.O. Box 219  
Brunswick, ME 04011-0219

### 30% Higher Rebates for Eligible Maine Schools

For Qualifying High-Efficiency Ventilation Retrofits



efficiency MAINE

56-376-2463.  
Mailing ID: 20260707

### Upgrading HVAC systems and insulation can reduce overall emissions and energy costs, and increase year-round comfort for tenants.

Learn more at [efficiencymaine.com/multifamily-building-retrofits](http://efficiencymaine.com/multifamily-building-retrofits). Scan the QR code to access the link.

**Have a question about this funding opportunity?**  
Speak directly with our team by calling (207) 213-6247 or by emailing [CIP@efficiencymaine.com](mailto:CIP@efficiencymaine.com).

Mailing ID# 202606308

### SAVE \$1,100

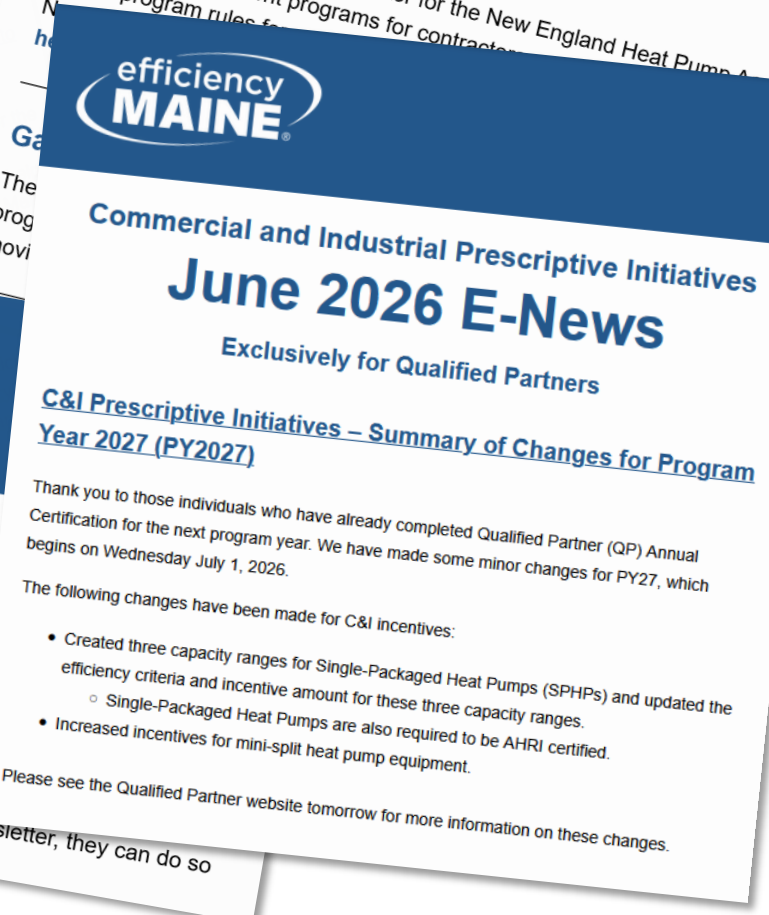
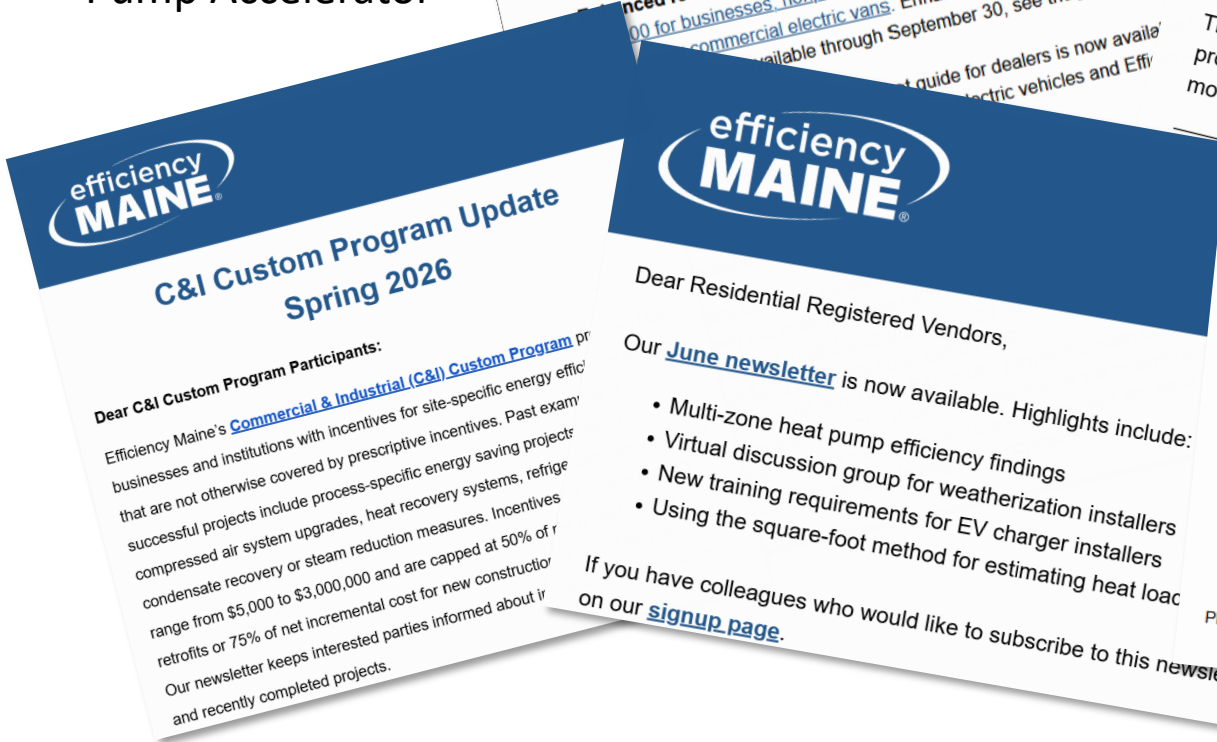
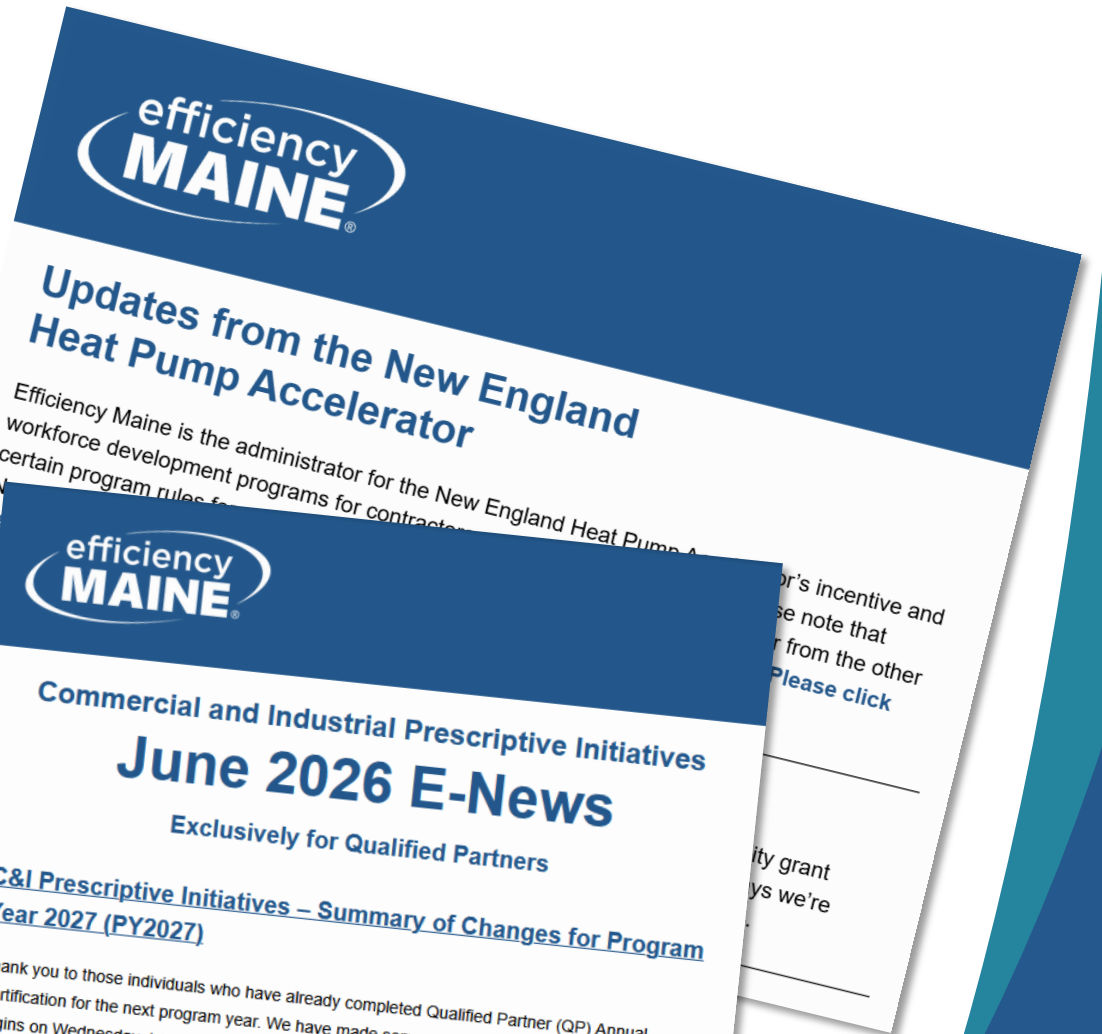
now, then \$500 per year.



efficiency MAINE

# Email Newsletters

- RRVs
- QPs
- Custom
- EV Dealers
- New England Heat Pump Accelerator



# In-Person, In-Store Support



End Cap Display



Pro Desk



Entrance

# Training

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

## Training Opportunities

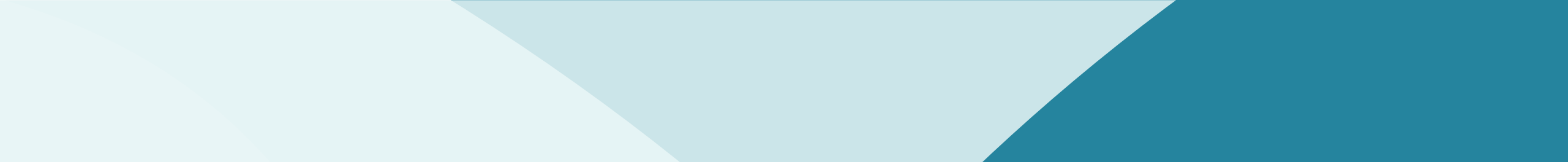
|   | Dates                 | Course Title        | Location                           | Registration Information                     |
|---|-----------------------|---------------------|------------------------------------|----------------------------------------------|
| 1 | 6/15/2026 – 6/19/2026 | Heat Pump Installer | Maine Energy Marketers Association | <a href="#">Click for Course Information</a> |
| 2 | 7/20/2026 – 8/9/2026  | Heat Pump Installer | Northeast Technical Institute      | <a href="#">Click for Course Information</a> |
| 3 | 8/10/2026 – 8/14/2026 | Heat Pump Installer | Kennebec Valley Community College  | <a href="#">Click for Course Information</a> |

### 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. **Augusta Electrical JATC**
  - b. **Bell Simons**
  - c. **Central Maine Community College**
  - d. **Coastal Winair**
  - e. **Eastern Maine Community College**
  - f. **F.W. Webb Company**
  - g. **Kennebec Valley Community College**
  - h. **Maine Energy Marketers Association**
  - i. **Northeast Technical Institute**
  - j. **Northern Maine Community College**
  - k. **Oxford Hills Adult Education**
  - l. **Portland Adult Education**
  - m. **UA Local 716**
3. Heat Pump Sizing, Selection, and Design Training covering **these topics** offered by the following Efficiency Maine Registered Trainers:
  - a. **Augusta Electrical JATC**
  - b. **Bell Simons**
  - c. **Central Maine Community College**
  - d. **Coastal Winair**
  - e. **F.W. Webb Company**
  - f. **Kennebec Valley Community College**
  - g. **Northeast Technical Institute**
  - h. **Northern Maine Community College**

# 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



# Questions?