



Guide to Promoting Energy Efficiency

Efficiency Maine runs the state's energy efficiency programs. We offer rebates, financing, energy efficiency information, and an online registry of independent installers.

We welcome the chance to collaborate with groups interested in jointly promoting energy efficiency. Below are ideas, recommendations, and resources to help you drive energy efficiency in your community.

1. **Display free Efficiency Maine brochures in public spaces like municipal buildings, libraries, coffee shops, houses of worship, etc.** We have brochures on rebates, technology, user tips, and online resources. You can order them online at efficiencymaine.com.
2. **Consider including Efficiency Maine brochures in mailings.** We would be happy to mail you brochures for your newsletters, announcements, bulletin boards, counters, windows, etc.
3. **Host informational events.** We have a team of speakers who can present at virtual or in-person events at no cost. One format we have seen work well is a panel with an Efficiency Maine speaker, a local installer, and a local homeowner.
 - a. Efficiency Maine's presenter can talk about rebates, financing, technical resources, and our online registry of independent installers. We also have presentations that go into depth on heat pump water heaters, heat pumps, insulation, and electric vehicles.
 - b. A local installer can describe the process of hiring a professional and what homeowners can expect. Visit efficiencymaine.com to find a registered installer in your area.
 - c. A local homeowner who has completed an upgrade and received an Efficiency Maine rebate can talk about their experience.
4. **Staff booths at local events.** If your community is having an event (e.g., outdoor concert, farmers market, craft fair, sporting event, town meeting, etc.) staffing a booth can help get the word out about energy efficiency and Efficiency Maine rebates.
5. **Send letters to your local newspaper editors.** Consider writing about your experience with Efficiency Maine rebates, technical information, and online installer locator.
6. **Arrange electric vehicle test drives.** Invite local EV owners and car dealerships to bring their EVs to an event for attendees to view and test drive.
7. **Organize open houses.** Giving homeowners who are curious about heat pump water heaters, heat pumps, electric vehicles, and other energy efficient technologies the opportunity to see them in a volunteer's home can be powerfully reassuring to them.
 - a. **Heat pump water heaters.** Demonstrate how quiet they are, how to change the temperature, and how to clean the air filter.
 - b. **Heat pumps.** Show friends, neighbors, and colleagues how to change modes (heat, AC, dehumidify, etc.), adjust air speed and direction, and clean the air filters.
 - c. **Insulation.** Show guests well insulated attic hatches, basement walls, bulkheads, etc. This will enable guests to see what opportunities they might have in their homes.
 - d. **Electric vehicles.** Showing exactly how a charger is installed and used can help guests picture how an EV might fit into their lifestyle (e.g., a charger in a garage or an outdoor charger mounted on a post).
8. **Host energy fairs.** Invite participants to talk with local contractors (e.g., plumbers, heat pump and insulation installers, electricians, etc.), advocacy groups, and Efficiency Maine.

EFFICIENCY MAINE RESOURCES

Scan this QR code for free rebate brochures, energy efficiency information, and other online resources.

