

Residential Registered Vendor Monthly Report November 2018



Program Updates

1. **Affordable Heat Initiative (AHI) for low income customers suspended on October 29:**

- a. Over the course of the last 12 months, Efficiency Maine has issued enhanced rebates for more than 1,000 air sealing upgrades and ductless heat pump installations for **low income** customers. We are thrilled that you've been able to help so many of these households. Thank you. While we share your interest in offering these Affordable Heat Initiative (AHI) incentives without interruption, we have fully invested this year's funding and suspended the initiative to new projects as of October 29. Please feel free to refer customers to our continuing rebates that are available for all Maine residents through the [Home Energy Savings Program](#). We look forward to relaunching the Affordable Heat Initiative next program year.

2. **On October 31st, we made some small changes to the HESP program:**

- a. We eliminated the HESP lifetime limit of \$5,000 per building and are instead relying on these lifetime rebate caps:

	Upgrade Type	Lifetime Rebate Cap
1	Biomass boiler/furnace	One per dwelling
2	Oil/gas boiler/furnace	One per dwelling
3	Geothermal system	One per dwelling
4	Heat pump	Two indoor units per dwelling
5	Air Sealing and Energy Assessment	One per building
6	Insulation - attic	One per building
7	Insulation - walls	One per building
8	Insulation - basement	One per building

- b. Our [Home Energy Loans](#) are now available for all residential rebate-eligible upgrades - including heat pump water - and still allow 25% of the loan for prerequisites to those eligible upgrades (like addressing knob-and-tube wiring before insulation). However, we are dropping loans for solar, given that it is not currently eligible for Efficiency Maine rebates.

- c. Energy Assessment requirement is unchanged for the Air Sealing with Energy Assessment combination, but for insulation, we're only requiring a new, simplified BPI Safety Test Out located on [HESP Rebate Claim Form](#).
 - d. We are clarifying our definition of eligible buildings to be "1- to 4-unit residential buildings" instead of our recent wording of "Single-family home, 2- to 4-unit apartment building or 2- to 4-unit condominium."
 - e. We're now requiring Registered Vendors to report square footage upgraded on insulation jobs. This will help us estimate cost effectiveness.
3. **Home Energy Loan Update** – October's one-hundred and seven loans were 73% above October of last year and fiscal year-to-date loans are up 11% over last year. If you don't already have a loan portal ID and password, you can reach our bank (NEIF) by calling our Call Center (866-376-2463).
 4. **Newsletter Sign Up** – This newsletter is sent to the email address each Residential Registered Vendor (RRV) provided at time of registration. If you've got colleagues that would like to receive it and other residential program updates directly, please let them know that they can sign up on our ["Sign Up" web page](#).

Tips

1. **Sales Tool of the Month** – Efficiency Maine has over a dozen brochures available to Residential Registered Vendors at no charge. Our new Home Energy Loan brochure is a tri-fold brochure that describes how customers can borrow up to \$15,000 at 4.99% APR for rebate-eligible upgrades. It includes a table showing monthly payments for different loan amounts (e.g., a \$10,000 loan costs just \$106/month over ten years). If you'd like Home Energy Loan brochures for your customers, you can download them from our [website](#) or order them to be mailed to you at no charge by contacting our Call Center at 866-376-2463 or info@efficiencymaine.com. We hope this helps.
2. **Tip from the Field** – When connecting refrigerant lines to the outdoor unit of a heat pump, the insulation should be either be pushed back and temporarily clamped (so that it springs back to match the full length of the line) or sliced and peeled back so that it can be re-secured to the line with zip ties. Simply removing the insulation that is in the way will leave copper exposed, compromising the performance of the system.
3. **Rebate Processing Tip** – A best practice we've observed is to review all the program and upgrade eligibility check boxes with customer at the time they sign it to ensure there are no miscommunications. This reduces risk of an unhappy customer if the claim rejected after review.

Fact of the Month:

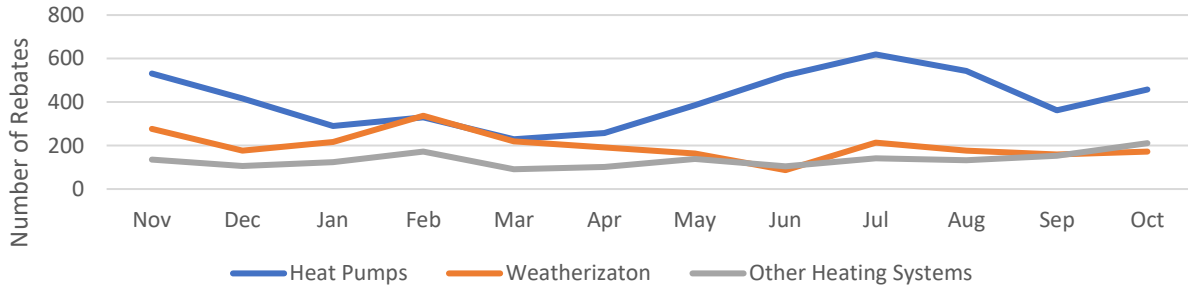
- This fiscal year, Efficiency Maine reached a milestone. We've now rebated over 30,000 high-efficiency ductless heat pumps in homes across Maine.

Home Energy Savings Program (HESP)

HESP Rebates – Last 12 Months

Year:	2017	2017	2018	2018	2018	2018	2018	2018	2018	2018	2018	2018
HESP Rebate Type	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Ductless Heat Pump	531	417	290	330	229	258	385	523	619	543	362	458
Boiler	89	70	71	118	66	68	100	80	106	79	97	86
Air Sealing	120	79	99	154	99	85	86	73	91	70	70	63
Attic Insulation	83	53	69	98	67	54	47	6	59	52	41	50
Basement Insulation	48	29	35	62	34	40	25	5	45	37	28	38
Furnace	18	23	38	26	15	22	23	15	18	32	29	53
Wall Insulation	26	16	14	23	20	12	5	3	18	18	20	21
Pellet Boiler	14	5	2	7	2	3	3	1	2	2	2	6
Pellet Stove	8	5	7	18	7	6	9	4	10	8	10	35
Wood Stove	1	2	1	2	0	2	3	2	5	9	15	31
Geothermal HP	5	1	4	1	1	0	1	2	1	2	0	0
Total Measures Installed	943	700	630	839	540	550	687	714	974	852	674	841

HESP Rebates – Last 12 Months



HESP Year-Over-Year Comparison

(July 1 – October 31; EXCLUDED 2nd zone mini-split and whole house heat pumps)

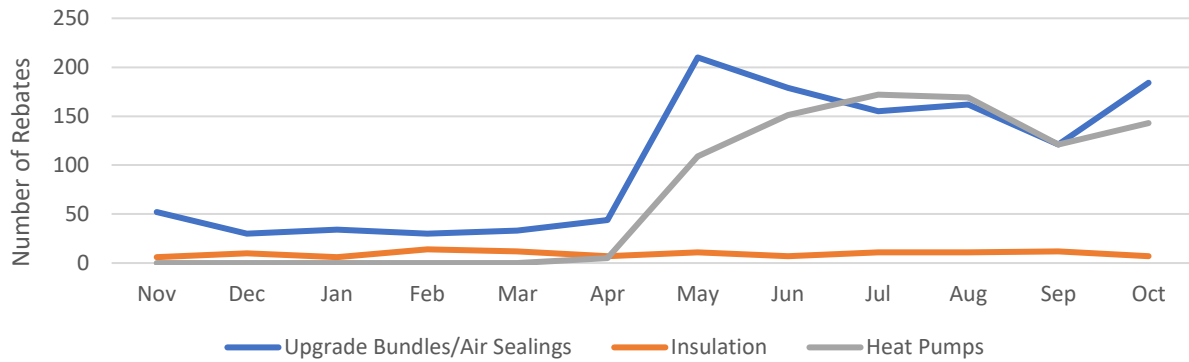
#	HESP Rebate Type	FYTD 15	FYTD 16	FYTD 17	FYTD 18	FYTD 19
1	Ductless Heat Pump	3,251	2,225	1,959	2,110	1,982
2	Air Sealing	681	508	374	266	294
3	Boiler	235	213	252	256	368
4	Attic Insulation	264	292	263	182	202
5	Basement Insulation	222	173	116	96	148
6	Furnace	45	45	54	53	132
7	Wall Insulation	58	65	74	47	77
8	Pellet Boiler	131	30	25	18	12
9	Pellet Stove	13	45	27	11	63
10	Geothermal HP	27	21	20	4	3
11	Wood Stove	3	17	14	2	60
	Total Measures Installed	4,930	3,634	3,178	3,045	3,341

Affordable Heat Initiative (AHI)

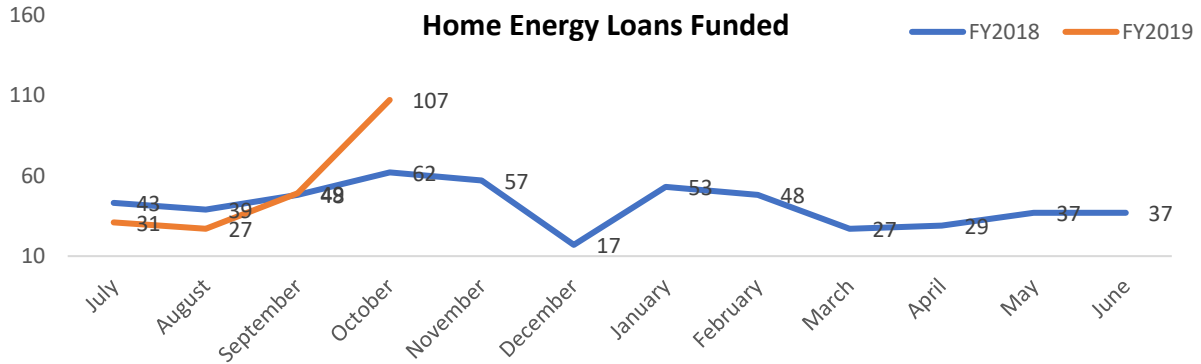
AHI Rebates – Last 12 Months

Year:	2017	2017	2018	2018	2018	2018	2018	2018	2018	2018	2018	2018
AHI Rebate Type	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Upgrade Bundle	52	30	34	30	33	44	210	179	155	162	121	184
Attic Insulation	5	2	4	7	7	5	5	5	8	6	7	3
Wall Insulation	0	1	0	1	2	1	1	0	1	0	0	0
Basement Insulation	1	7	2	6	3	1	5	2	2	5	5	4
Ductless Heat Pumps	0	0	0	0	0	5	109	151	172	169	121	143
Total AHI Activity	58	40	40	44	45	56	330	337	338	342	254	334

AHI Rebates - Last 12 Months



Home Energy Loans



Marketing Activities

