


Residential Registered Vendor Monthly Report March 11, 2020



Program Updates

- 1. Heat Pump Marketing Efforts Are Increasing** – With higher rebates in place and a target of getting 100,000 heat pumps installed in Maine homes by 2025, we have increased our marketing efforts across all channels. We've launched new digital ads on Google and Facebook and are presenting and exhibiting at consumer and trade shows and community energy events. We're also using email and direct mail to spread the word about heat pumps and available rebates.
- 2. Natural Gas Water Heater Mail-In Rebate Changing to Instant Discount** – As of March 1, Unitil, Maine Natural Gas, and Bangor Natural Gas residential customers no longer need to mail in rebate claim forms for qualifying on-demand water heaters. Instead, \$300 instant discounts are available to installers through [participating distributors](#). Mail-in claim forms for purchases prior to March 1, 2020 must be postmarked or emailed no later than March 31.
- 3. New Residential Registered Vendor Logo Available** – If you have been approved to use the Efficiency Maine logo on your materials and do not have the recent design, please contact us and we'll send you the logo files you need. 
- 4. February's 60 Loans Were 28% Above February of Last Year – and fiscal year-to-date loans are up 22% over last year.** If you don't already have a loan portal ID and password, you can reach our financial services provider (NEIF) by calling our Call Center (866-376-2463).
- 5. Changes Coming to Attic and Basement Insulation Requirements** – Effective April 1, rebate eligibility for attic and basement insulation will include the following requirements:
 - a. Attic:** "All exhaust fans must be ducted outside the home."
 - b. Basement:** "Foundation walls from 2 feet below grade to underside of first floor (including sill and band joist) with minimum 2" rigid or spray foam."
- 6. Feedback Requested on Draft Heat Pump Installation Training Module** – Efficiency Maine is seeking input on a [draft](#) of a set of heat pump installation training slides that we plan to require of all heat pump Residential Registered Vendors later this year. The draft slides have not yet been approved by Efficiency Maine for training purposes. Rather, we are looking for feedback. Please email your name, company name, role, and feedback by March 25 to: dan.mistro@efficiencymaine.com. While we can't promise to incorporate all feedback, we'd be very grateful for any input.
- 7. New Weatherization Opportunities for Low- and Moderate-Income Mainers** – The following incentives are now available under our Affordable Heat Initiative (AHI):
 - a.** 80% of project cost up to \$2,000 for each zone (basement, walls, attic)
 - b.** \$600 air sealing with an energy assessment

Eligibility is based on either LIHEAP participation (as confirmed by Efficiency Maine) or property value (combined building and land, before exemptions). Below are the thresholds for property value by county. (see chart on page 2)

County	Combined Building and Land Assessed Value
Aroostook, Somerset, Washington, Piscataquis	\$80,000
Franklin, Oxford, Penobscot	\$90,000
Androscoggin, Kennebec, Waldo, Sagadahoc, Knox, Hancock, Lincoln, York, Cumberland	\$100,000

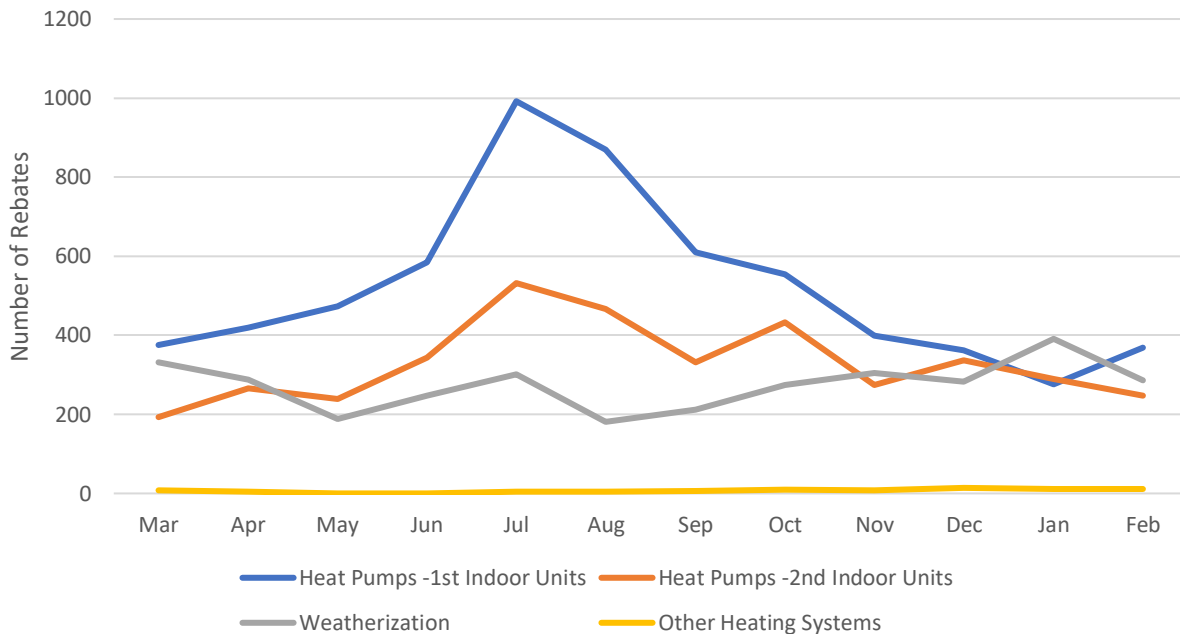
See the efficiencymaine.com [Low-Income Options](#) section for more information.

Tips

- 1) **Fact of the Month** – Last year, 1 out of every 11 Heat Pump Water Heaters installed in the U.S. were installed in Maine. Efficiency Maine issued rebates for 6,000 units in 2019 and we're on track for more than 9,000 this year, including low-income installs.
- 2) **Sales Tool of the Month** – Efficiency Maine offers free printed materials to help installers communicate the benefits of energy efficient solutions. Contact our Call Center at **866-376-2463** for a no-cost supply of our [Introduction to Heat Pumps](#), [Weatherization Rebates](#), or [Home Energy Loans](#) brochures.
- 3) **Tip From the Field** – Our Technical Field Representatives have noted that some Residential Registered Vendors drill holes for heat pump line sets with an upward slope to reduce the risk of water entering the building. The way the line set approaches the entry point can also influence the flow of water. By approaching the entry point from below, water that falls on the line set will flow away from the building.
- 4) **Rebate Processing Tip** – Clearly stating the indoor unit description (wall, floor, ceiling cassette, or mini-duct) on the invoice speeds up claim processing.

Home Energy Savings Program (HESP)

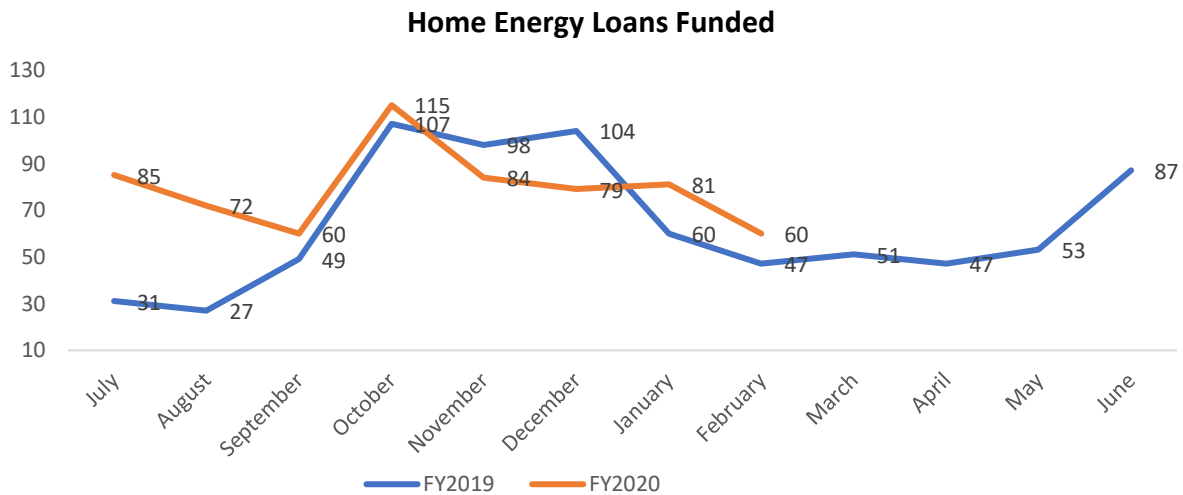
HESP Number of Rebates - Last 12 Months



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HESP Rebate Type	2019											2020		Total
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	JAN	FEB		
Heat Pumps - 1st Indoor Units	377	489	474	585	992	869	610	555	399	362	276	369	6,357	
Heat Pumps - 2nd Indoor Units	193	265	239	344	534	466	332	433	275	337	290	247	3,955	
Air Sealing	134	150	81	83	104	71	73	94	107	114	137	108	1,256	
Attic Insulation	109	102	67	78	94	49	67	81	87	86	125	91	1,036	
Basement Insulation	88	97	52	58	78	50	40	69	78	63	63	103	839	
Wall Insulation	42	32	28	28	23	11	32	31	33	20	26	26	332	
Geothermal HP	5	3	0	0	3	0	2	1	3	2	5	5	29	
Pellet Boiler	3	2	0	0	2	4	4	8	5	12	6	7	53	
Total	951	1,140	941	1,176	1,830	1,520	1,160	1,272	987	996	928	956	13,857	

Home Energy Loans



Marketing Activities

Efficiency Maine will be presenting and exhibiting at a number of public events in the coming months. We've included contact information in case you'd like to attend or exhibit too.

Maine PHCC Expo

When: 3/20/2020

Where: Augusta Civic Center

Website: <https://shows.map-dynamics.com/mainephcc2020/?register>

Maine Home Show

When: 3/21 & 3/22

Where: Colisee, Lewiston

Website: <https://mainehomeshow.com/exhibitor-registration/>

Maine Municipal Association Technology & New Energy Municipal Conference

When: 4/28

Where: Augusta Civic Center

Website: <https://memun.org/2020-Technology-Conference/Agenda>