

# Residential Registered Vendor Monthly Report May 13, 2020



## Program Updates

- 1. Remember Low-Income Incentives for Heat Pumps** – To help customers receive the maximum incentive they're eligible for, we now refer to the highest heat pump rebate as \$2,500 to include the amounts available to low- and moderate-income households based on income and property-value criteria. Please remember to consider whether your customers may be eligible for higher rebates. All rebate amounts and eligibility criteria can be found in our [Residential Heat Pump Rebates](#) brochure.
- 2. 50% Co-Op Advertising Reimbursement for Heat Pump Marketing** – To help you generate demand for heat pumps, Efficiency Maine will reimburse Heat Pump Residential Registered Vendors 50% of pre-approved marketing expenses up to a maximum reimbursement of \$5,000. [Click here](#) to download the Pre-Approval and Reimbursement Request form. You'll find all the details about the process and which types of marketing are eligible for reimbursement.
- 3. New Heat Pump Training Requirements** – We're introducing some new requirements for heat pump installation crews. Starting 7/1/2020 a member of each crew will need the following two certificates:
  - a. Efficiency Maine [Annual Heat Pump Basics](#) certificate
  - b. EPA Section 608 certificate

The Efficiency Maine [Annual Heat Pump Basics](#) certification online training portal is now live. Heat Pump RRVs must continue to have at least one employee per company who has completed a manufacturer, community college, or Maine Energy Marketers Association heat pump installation training.

Starting 1/1/2021 a member of each crew will need:

- a. Efficiency Maine [Annual Heat Pump Basics](#) certificate
- b. EPA Section 608 certificate
- c. Heat pump installation training approved by Efficiency Maine ([see link](#))

Contact your local distributor, manufacturer, community college, or Maine Energy Marketers Association to see what they offer. We're providing a [50% scholarship](#), up to \$500, for a 40-hour community college heat pump training course for RRV employees.

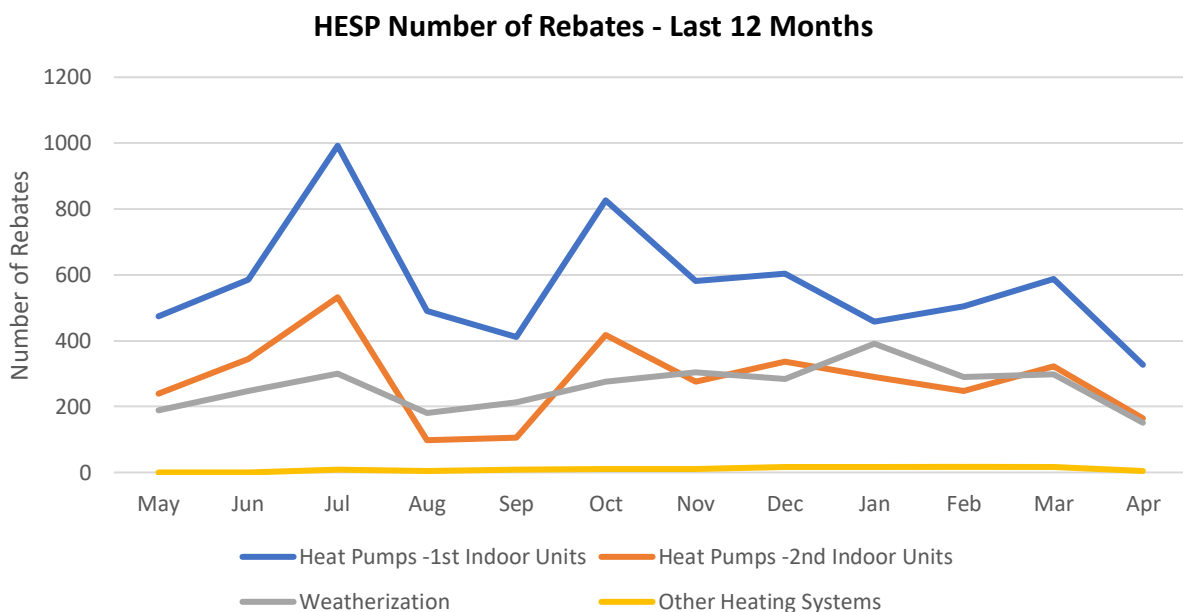
- 4. Virtual Quality Assurance Inspections** – Our Technical Field Representatives have switched to conducting *virtual* Quality Assurance inspections. They're inspecting heat pumps and heat pump water heaters without entering homes by using the camera on the customer's

phone or tablet. By doing so, they've been able to inspect more homes in less time, finding new ways to improve the program and new best practices to share.

### **Tips**

- 1) **Fact of the Month** – According to [ENERGY STAR](#)<sup>®</sup>, cooling costs can be cut by 30% when upgrading from a conventional room air conditioner to a ductless heat pump.
- 2) **Sales Tool of the Month** – We recently updated our [Residential Heat Pump Rebates](#) brochure to incorporate higher rebates for customers who meet certain income or property value criteria. You'll find all residential heat pump rebates and eligibility requirements in this new brochure. If you'd like a free supply of this brochure or others, please call 866-376-2463.
- 3) **Tip From the Field** – Our inspectors have found that some Residential Registered Vendors provide customers with two options when quoting heat pumps with multiple indoor units: a system with one outdoor unit and a system with two or more smaller, single-zone heat pumps. With single-zone heat pumps, customers can heat and air condition their house more efficiently, improve comfort, and [double the rebate amount](#).
- 4) **Rebate Processing Tip** – You may have noticed a new email addresses on claim forms. We have changed the address for the Home Energy Savings Program to [HESP@efficiencymaine.com](mailto:HESP@efficiencymaine.com) and for low income initiatives to [LII@efficiencymaine.com](mailto:LII@efficiencymaine.com). We will continue to monitor the old email address.

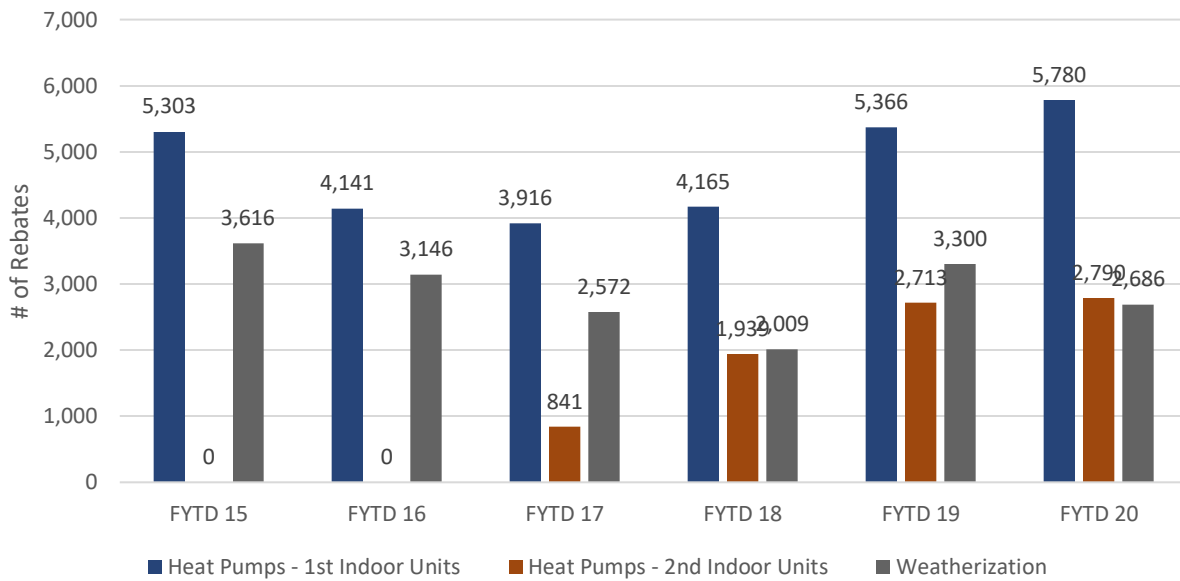
### **Home Energy Savings Program (HESP)**



### HESP Number of Rebates – Last 12 Months (DETAILS)

#	HESP Rebate Type	2019								2020				Total
		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
1	Heat Pumps - 1st Indoor Units	474	585	990	491	411	826	582	603	458	504	588	327	<b>6,512</b>
2	Heat Pumps - 2nd Indoor Units	239	344	534	98	106	417	275	337	289	247	323	164	<b>3,209</b>
3	Air Sealing	81	83	104	71	73	94	107	114	137	109	113	46	<b>1,086</b>
4	Attic Insulation	67	78	94	49	67	81	87	86	125	92	94	49	<b>920</b>
5	Basement Insulation	52	58	78	50	40	69	78	63	103	62	64	34	<b>717</b>
6	Wall Insulation	28	28	23	11	32	31	33	20	26	27	28	22	<b>287</b>
7	Geothermal HP	0	0	3	0	2	1	3	2	5	5	7	4	<b>28</b>
8	Pellet Boiler	0	0	2	4	4	8	5	12	6	7	2	1	<b>50</b>
<b>Total</b>		<b>941</b>	<b>1,176</b>	<b>1,828</b>	<b>774</b>	<b>735</b>	<b>1,527</b>	<b>1,170</b>	<b>1,237</b>	<b>1,149</b>	<b>1,053</b>	<b>1,219</b>	<b>647</b>	<b>12,809</b>

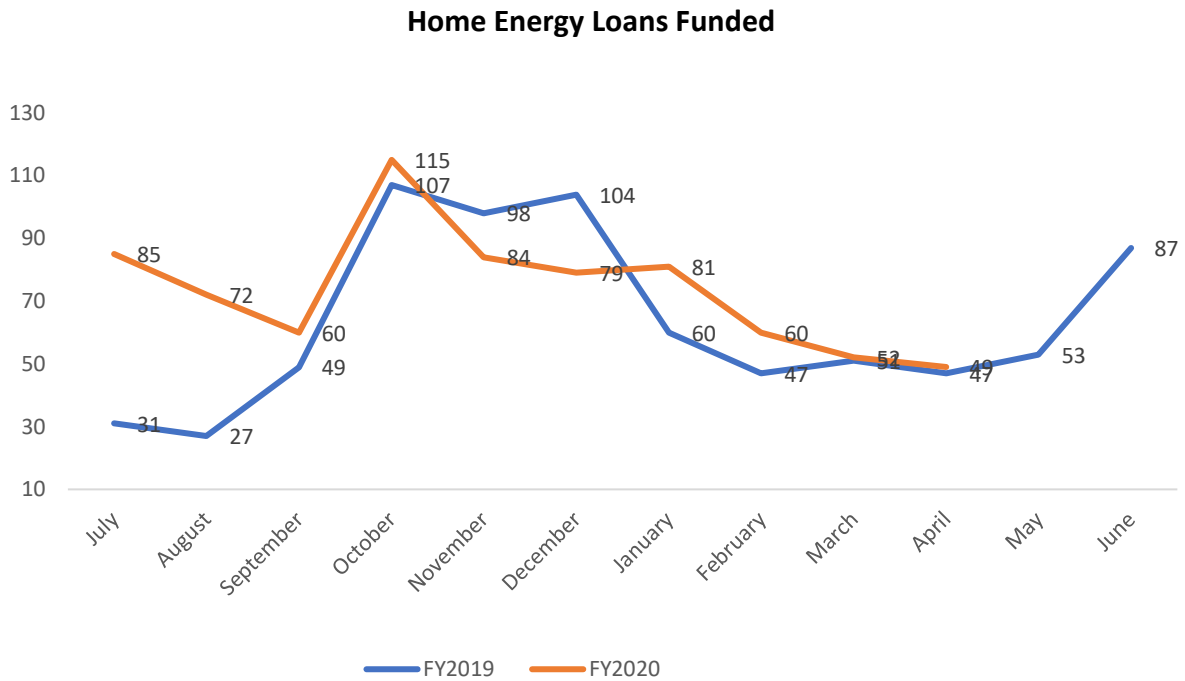
### Fiscal Year-to-Date Rebate Comparisons



### Fiscal Year-to-Date Rebate Comparisons (DETAILS)

#	HESP Rebate Type	FYTD 15	FYTD 16	FYTD 17	FYTD 18	FYTD 19	FYTD 20
1	Heat Pumps - 1st Indoor Units	5,303	4,141	3,916	4,165	5,366	5,780
2	Heat Pumps - 2nd Indoor Units	0	0	841	1,939	2,713	2,790
3	Air Sealing	1,877	1,471	1,141	902	1,218	968
4	Attic Insulation	888	936	772	606	979	824
5	Basement Insulation	670	521	440	344	773	641
6	Wall Insulation	181	218	219	157	330	253
7	Geothermal HP	88	57	74	15	24	28
8	Pellet Boiler	88	57	74	15	24	32
<b>Total Measures Installed</b>		<b>9,095</b>	<b>7,401</b>	<b>7,477</b>	<b>8,143</b>	<b>11,427</b>	<b>11,316</b>

## Home Energy Loans



## Marketing Activities

In an effort to help increase demand for heat pumps for when they can be installed safely, Efficiency Maine is investing in ongoing statewide print and radio advertising campaigns, which will begin later this month.