

Residential Registered Vendor Monthly Report June 10, 2020



Program Updates

1. **Changes to Oil Boiler and Furnace Rebates** – Effective July 1, 2020, the instant discount through [participating distributors](#) for oil boilers and furnaces is going from \$500 to \$300. The maximum eligible capacity for both will be 300btu/hour. The minimum eligible efficiency will continue to be 87% AFUE for boilers and 85% AFUE for furnaces. Tankless coils are not eligible.
2. **Heat Pump Marketing Campaign** – We have launched a statewide heat pump marketing campaign that includes print, radio, social media, and digital ads promoting high-performance heat pumps and directing homeowners to contact Residential Registered Vendors.
3. **COVID-19 Considerations for Post-Upgrade BPI Safety Test** – We are aware that certain weatherization projects were completed before March 15, when the Governor instituted restrictions to curb the spread of COVID-19, impeding the ability to conduct a post-upgrade BPI safety test. Only in these cases, we are making the BPI Safety Test optional. However, if the homeowner decides it is safe to complete the upgrade, the post-upgrade BPI safety test is required.
4. **Supporting Jobs for Weatherization RRVs in Maine** – The Coronavirus has slowed weatherization in Maine. Customers are cautious about inviting contractors to their homes. Money is tight. Contractors are juggling lay-offs and cancelled project work. But there are signs that work is resuming. As Maine starts to lift restrictions related to the pandemic, Efficiency Maine is developing an initiative to help jump-start weatherization business. Although details are still being hammered out, the general plan is that working with MaineHousing, we will identify certain eligible low-income households needing weatherization and pre-screen them to develop a scope of work

Efficiency Maine is looking for Registered Residential Vendors (RRVs) that are interested in participating in this initiative. For RRVs that sign-up for the initiative, we will assign projects based on location and availability. All the RRVs have to do is schedule the project, complete the scope of work, and receive payment from Efficiency Maine. There will be no co-payment required from the homeowner. Please stay tuned for more information and please consider joining the initiative. Your neighbors in the low-income community would benefit greatly from your services, and we hope you might get some steady project work out of the deal so you can keep your crews busy through this summer and fall as Maine's economy gets back on its feet.

5. **Energy Loans in May Were Up 8% vs. May 2019** – The 57 loans issued in May were 8% above May of last year, and fiscal year-to-date loans are up 18% 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).

Tips

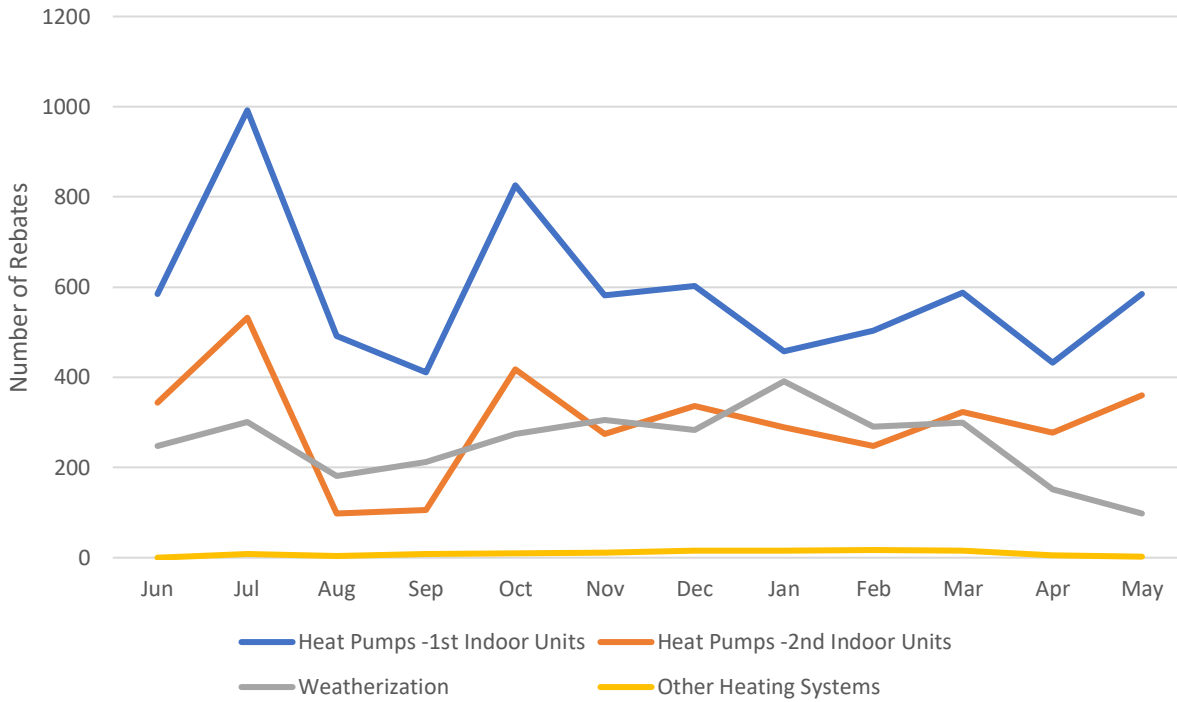
- 1) **Fact of the Month** – Despite the challenges of low oil prices and COVID-19, we're seeing record high levels of heat pump rebate activity. Last month we processed 945 rebates for indoor units—a 23% year-over-year increase.

- 2) **Sales Tool of the Month** – Our website features a number of customer [case study articles and videos](#) that chronicle the ways Mainers have made their homes more comfortable while saving on energy costs. One case study features [Jane and Stuart](#), a couple in Warren, who invested in air sealing and insulation to make their 19th Century cape more comfortable year round. We hope that you'll take advantage of these resources to help your customers understand the benefits of energy-saving upgrades.

- 3) **Tip From the Field** – Single-zone heat pump outdoor units have several advantages compared to multi-zone outdoor units. Typically, single-zones are more efficient, can throttle down to lower speeds without needing to cycle on/off, and can more effectively dehumidify. In addition, unlike multi-zones, single-zone heat pumps allow for each room to be in a different mode simultaneously (e.g., AC, dehumidify, fan-only, and heat).

Home Energy Savings Program (HESP)

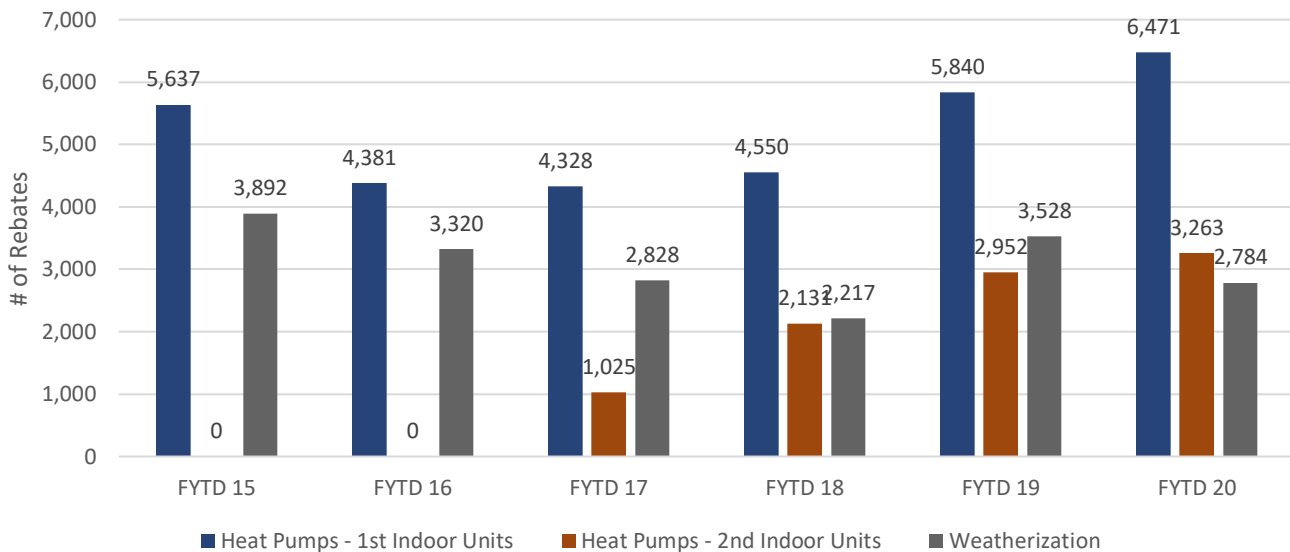
HESP Number of Rebates - Last 12 Months



HESP Number of Rebates – Last 12 Months (DETAILS)

#	HESP Rebate Type	2019						2020					Total	
		Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr		May
1	Heat Pumps - 1st Indoor Units	585	990	491	411	826	582	603	458	504	588	433	585	6,038
2	Heat Pumps - 2nd Indoor Units	344	534	98	106	417	275	337	289	247	323	277	360	2,970
3	Air Sealing	83	104	71	73	94	107	114	137	109	113	46	31	1,005
4	Attic Insulation	78	94	49	67	81	87	86	125	92	94	49	33	853
5	Basement Insulation	58	78	50	40	69	78	63	103	62	64	34	21	665
6	Wall Insulation	28	23	11	32	31	33	20	26	27	28	22	13	259
7	Geothermal HP	0	3	0	2	1	3	2	5	5	7	4	1	28
8	Pellet Boiler	0	2	4	4	8	5	12	6	7	2	1	2	50
Total		1,176	1,828	774	735	1,527	1,170	1,237	1,149	1,053	1,219	866	1,046	11,868

Fiscal Year-to-Date Rebate Comparisons

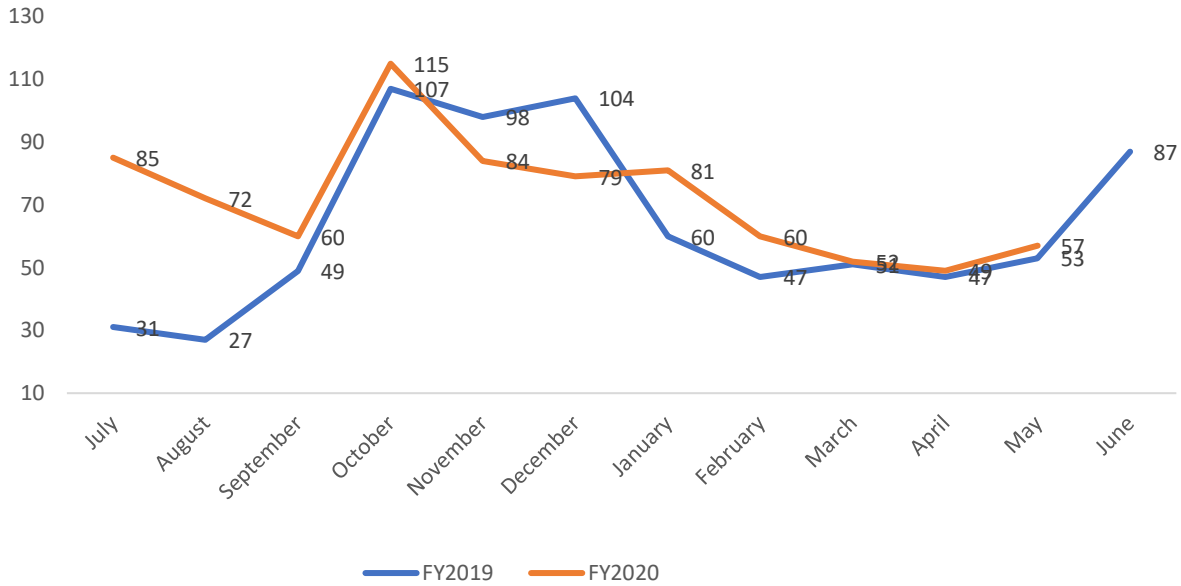


Fiscal Year-to-Date Rebate Comparisons (DETAILS)

#	HESP Rebate Type	FYTD 15	FYTD 16	FYTD 17	FYTD 18	FYTD 19	FYTD 20
1	Heat Pumps - 1st Indoor Units	5,637	4,381	4,328	4,550	5,840	6,471
2	Heat Pumps - 2nd Indoor Units	0	0	1,025	2,131	2,952	3,263
3	Air Sealing	2,010	1,539	1,252	988	1,299	999
4	Attic Insulation	957	994	848	677	1,046	857
5	Basement Insulation	723	553	488	383	825	662
6	Wall Insulation	202	234	240	169	358	266
7	Geothermal HP	91	62	77	16	24	28
8	Pellet Boiler	91	62	77	16	24	33
Total Measures Installed		9,711	7,825	8,335	8,930	12,368	12,579

Home Energy Loans

Home Energy Loans Funded



Marketing Activities

In addition to the statewide heat pump marketing campaign mentioned in this month's Program Update #2, we're investing in qualitative and quantitative market research to help identify what motivates homeowners to choose heat pumps and weatherization upgrades. We're also using digital advertising to conduct comparative tests of various messaging and imagery, which will be applied to other channels such as print, email, and social media.