

**Residential Registered Vendor
Monthly Newsletter
March 9, 2022**



- 1) **90% Increase in Weatherization Rebate Volume** – Congratulations to weatherization RRVs for a record month. As a result of turning customer demand into rebated upgrades, we were able to process nearly twice as many rebates in February (412) as we did during the same month last year (217).
- 2) **National Recognition for Heat Pump Program** – Efficiency Maine recently received national recognition for its heat pump initiative from the Association of Energy Services Professionals (AESP). Click [here](#) to see the acceptance video.
- 3) **Response for Heat Pump Users Concerned About High Electric Bills** – For those of you receiving calls from heat pump users concerned about high electric bills, here is what we're saying:
 1. While cold temperatures and increased electricity prices are driving higher electric bills for heat pump users, rising fuel costs are also driving higher heating bills for oil and propane users. Using prices from the Governor's Energy Office as of 3/4/2022, our Cost of Heating Calculator* shows that heat pumps still save \$913/year compared to oil and \$2,128/year compared to propane.
 2. For customers who ask if they can save money by turning off their heat pumps when it gets very cold, we don't recommend it. Our modeling* shows that heat pumps cost less to run than oil at any temperature above negative 1F. Heat pumps cost less than propane at any temperature above negative 11F. Even if a customer did switch to oil or propane precisely at these temperatures, failure to switch back exactly when temperatures recover runs the risk of *increasing* costs. This is why we recommend using your heat pump all winter.
 3. Visit efficiencymaine.com for tips on reducing your electric bill and check out Efficiency Maine's Heat Pump User Tips to save the most with your heat pump.

*Assumptions: \$0.22/kWh, heat pump COP = 2.93%, 100% heat pump distribution efficiency, \$3.86/gal oil, oil boiler AFUE=87%, 80% oil boiler distribution efficiency, \$3.43/gal propane, propane boiler AFUE=90%, 80% propane boiler distribution efficiency, 80 MMBtu/yr home.

- 4) **Heat Pump Eligibility Changes** – We’re making it easier for customers to qualify for our heat pump rebates. Heat pumps installed on or after 3/1/2022 will not need to be installed in a primary living area as long as they’re used throughout the entire heating season.

We’re also removing the following requirements for our Tier 2 and LMI rebates:

1. Each system is a single zone
2. Wall-mounted indoor unit

We’re now asking for the total project cost instead of the cost of each rebated indoor unit and for the system install date instead of the install date for each rebated indoor unit. There are also new fields for the total number of indoor and outdoor units in the project.

We hope these changes help you sell more heat pumps.

- 5) **Current Forms** – The [weatherization](#) and [heat pump](#) rebate claim forms were recently updated. To avoid rebate processing delays, please use current forms.
- 6) **Tip from the Field** – To reduce risk of moisture damage, open-cell spray foam should be installed with a vapor diffusion retarder (e.g., paint or painted sheet rock).
- 7) **Sales Tool of the Month** – Residential Registered Vendor Logo – Efficiency Maine has a set of Residential Registered Vendor logos for vendors to use for marketing purposes. Vendors are welcome to use them on their printed materials, website, social media, and vehicles. Click [here](#) to access the logos and usage guidelines.
- 8) **Fact of the Month** – Maine's heat pump adoption rate (50 sold per 1,000 households) is more than twice the average for the United States (23). (Source: [The Carbon Switch Newsletter, "Do heat pumps work in cold climates?", February, 2022](#))
- 9) **Heat Pump Installation Training Opportunities** – The following courses are being offered by Efficiency Maine Registered Trainers.

Dates	Course Title	Location	Registration Information
3/7/2022 – 3/11/2022	Heat Pump Installer*	Kennebec Valley Community College	Click for course information
3/21/2022 – 3/25/2022	Heat Pump Installer*	Maine Energy Marketer’s Association	Click for course information
5/2/2022 – 5/6/2022	Heat Pump Installer*	Maine Energy Marketer’s Association	Click for course information
5/9/2022 – 5/13/2022	Heat Pump Installer*	Kennebec Valley Community College	Click for course information
7/18/2022 – 7/22/2022	Heat Pump Installer*	Maine Energy Marketer’s Association	Click for course information
8/8/2022 – 8/12/2022	Heat Pump Installer*	Maine Energy Marketer’s Association	Click for course information
9/26/2022 – 9/30/2022	Heat Pump Installer*	Maine Energy Marketer’s Association	Click for course information
12/19/2022 – 12/23/2022	Heat Pump Installer*	Maine Energy Marketer’s Association	Click for course information

* Eligible for [Efficiency Maine scholarship](#) (50% up to \$500)

10) Weatherization Training Opportunities – Build Green Maine is offering BPI Training & Testing classes. If interested, please follow this link to the [BPI course registration](#). You can fill out this [form](#) to request a scholarship from Kennebec Valley Community College (KVCC) for this training.

11) Exhibiting Opportunities – We are exhibiting at the following events and invite you to do the same.

Dates	Event	Location	Registration Information
3/26/2022 – 3/27/2022	Maine Home Show	Cross Insurance Center, Bangor	Jess Pearl jess@greathomeexpo.com

12) Top Weatherization Performers (past four months)

1. Evergreen Home Performance
2. Seal It Insulation Systems
3. Horizon Residential Energy Services

13) Top Heat Pump Performers (past four months)

1. Dave’s World
2. Royal River Heat Pumps
3. Valley Home Services

14) Top Low-Income Weatherization Performers (past four months)

1. Sealed Envelope
2. Healthy Home Results
3. New England Spray Foam Insulation

15) Top Low-Income Heat Pump Performers (past four months)

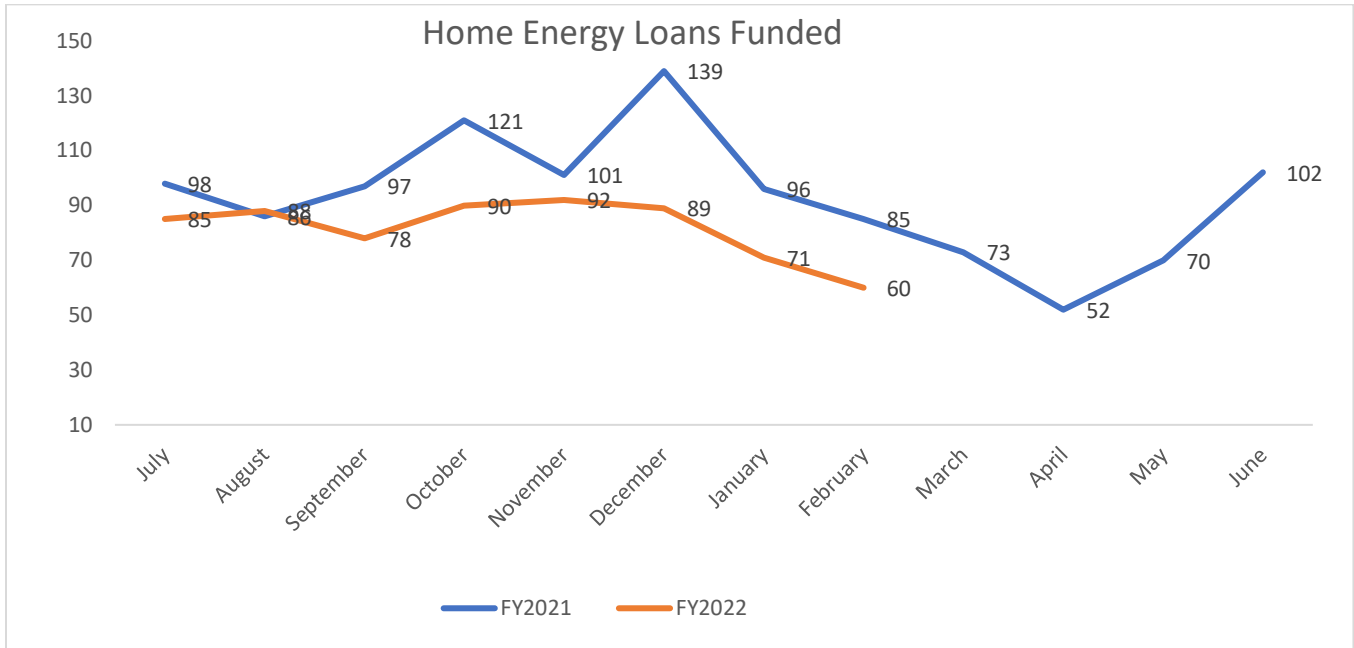
1. Valley Home Services – Hermon
2. Hometown Heat Pumps
3. Dave’s World – Dover Foxcroft

16) February’s 60 loans were down 29% from February of last year and fiscal year-to-date loans are down 21% 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).

(Program Results follow on next page)

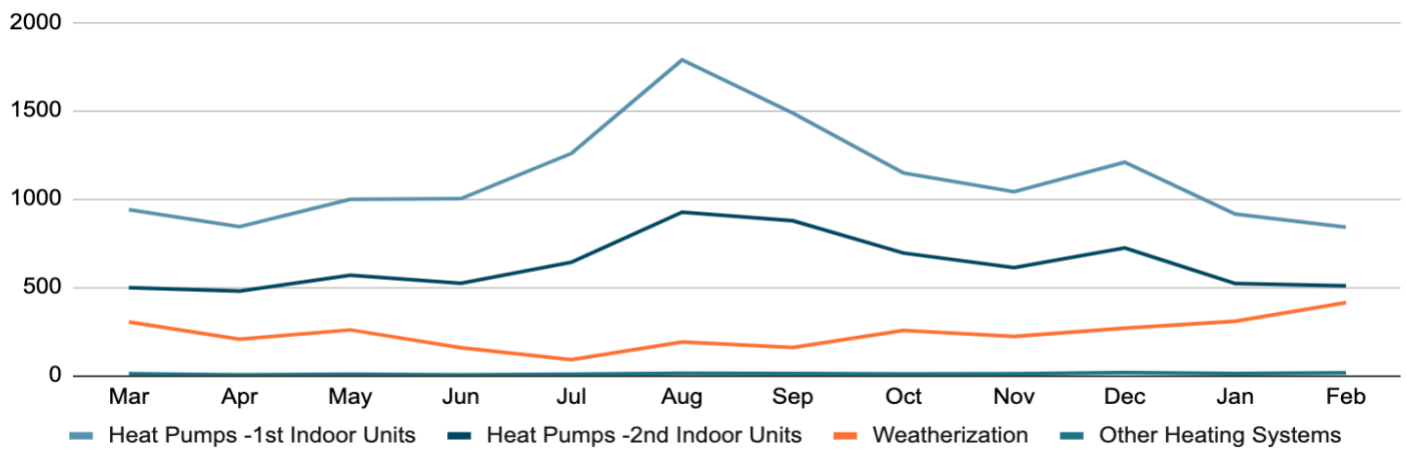
PROGRAM RESULTS

Energy Loans



Home Energy Savings Program (HESP)

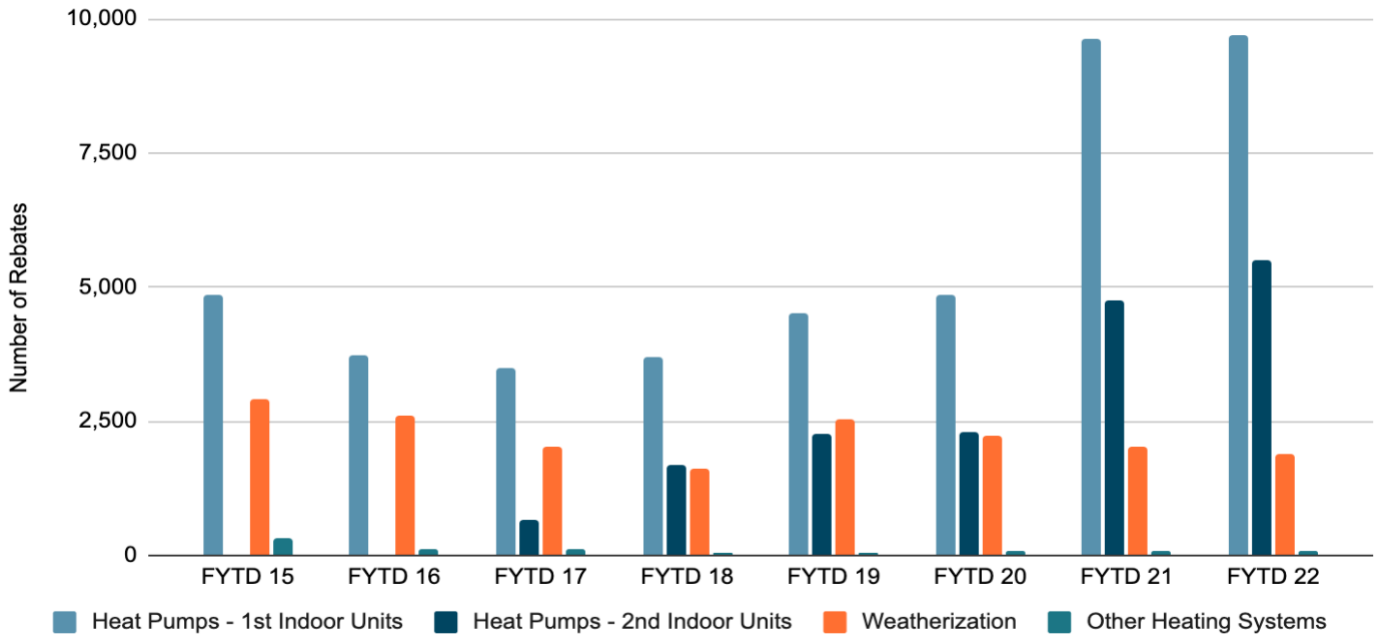
HESP Number of Rebates – Last 12 Months



HESP Number of Rebates – Last 12 Months (DETAILS)

#	HESP Rebate Type	2021										2022		Total
		Mar	Apr	May	June	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	
1	Heat Pumps - 1st Indoor Units	939	843	997	1,001	1,258	1,787	1,486	1,146	1,041	1,207	914	840	13,459
2	Heat Pumps - 2nd Indoor Units	497	477	567	522	641	924	876	693	610	722	520	507	7,556
3	Air Sealing	93	71	89	45	28	59	48	70	53	76	97	120	849
4	Attic Insulation	100	63	92	45	28	66	50	85	80	95	107	138	949
5	Basement Insulation	77	50	54	50	25	47	41	72	60	74	78	100	728
6	Wall Insulation	33	21	23	17	9	18	20	28	28	23	25	54	299
7	Geothermal HP	4	0	1	0	3	2	1	2	1	4	3	2	23
8	Pellet Boiler	6	4	6	3	5	10	10	7	9	12	8	13	93
Total		1,749	1,529	1,829	1,683	1,997	2,913	2,532	2,103	1,882	2,213	1,752	1,774	23,956

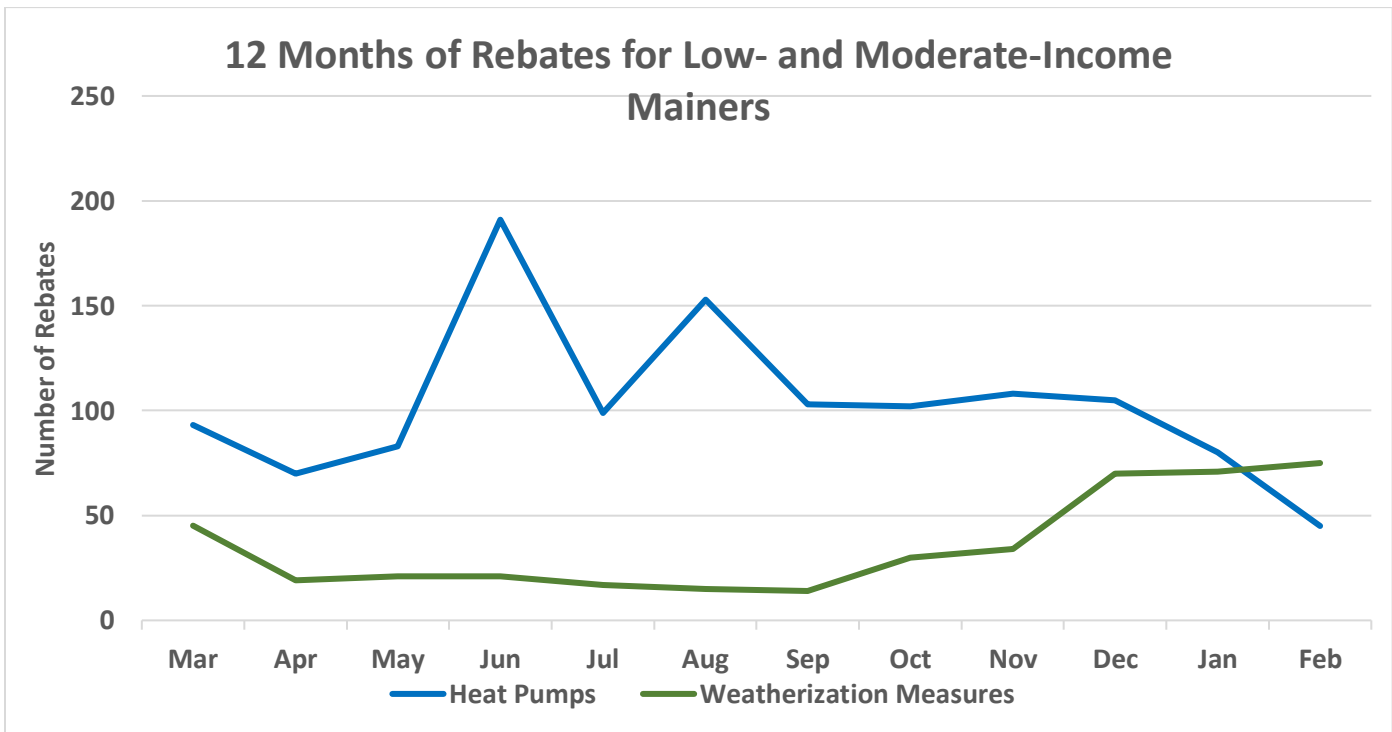
Fiscal Year-to-Date Rebate Comparisons



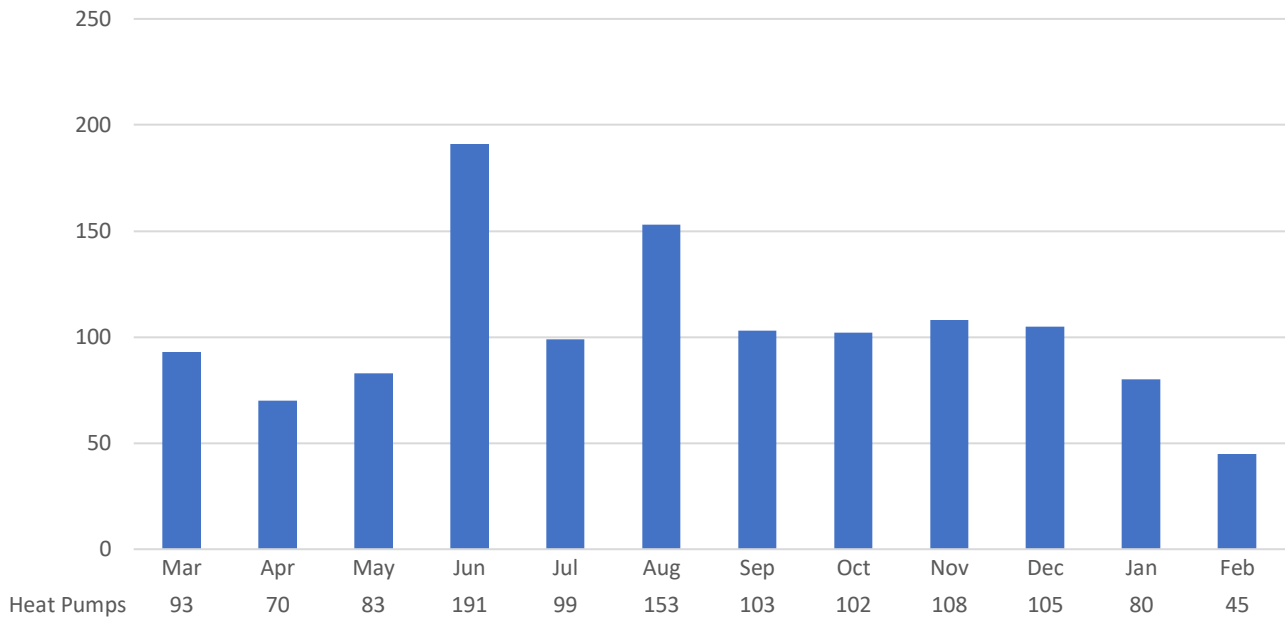
Fiscal Year-to-Date Rebate Comparisons (DETAILS)

#	HESP Rebate Type	FYTD 15	FYTD 16	FYTD 17	FYTD 18	FYTD 19	FYTD 20	FYTD 21	FYTD 22
1	Heat Pumps - 1st Indoor Units	4,847	3,732	3,477	3,678	4,500	4,865	9,628	9,679
2	Heat Pumps - 2nd Indoor Units	0	0	653	1,695	2,255	2,303	4,765	5,493
3	Air Sealing	1,512	1,225	903	718	934	809	673	551
4	Attic Insulation	703	767	608	485	768	681	617	649
5	Basement Insulation	557	437	351	270	588	543	518	497
6	Wall Insulation	135	170	173	125	256	203	210	205
7	Geothermal HP	65	43	56	14	16	21	20	18
8	Pellet Boiler	244	62	63	46	37	48	55	74
Total Measures Installed		8,063	6,436	6,284	7,031	9,354	9,473	16,486	17,166

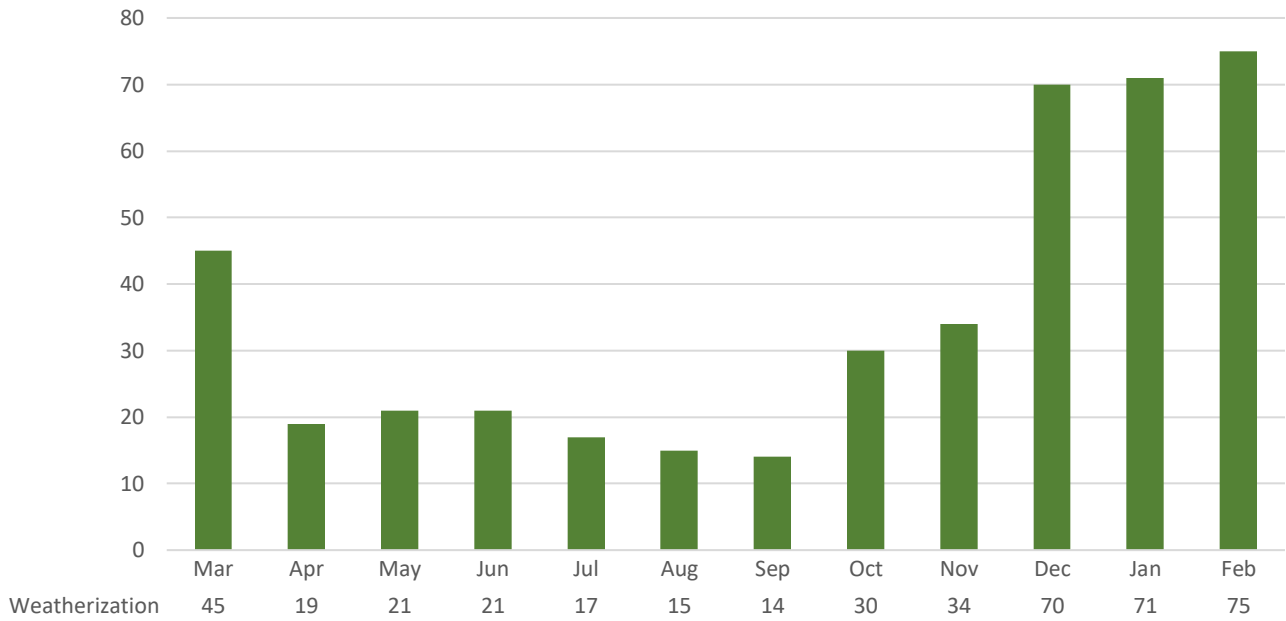
Low Income Program



12 Months of LMI Heat Pumps



12 Months of LMI Weatherization Measures



Rebates for Low- and Moderate-Income Mainers - Last 12 Months (DETAILS)

Low- and Moderate-Income Rebate Type	2021										2022		Total
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Last 12 Months
Heat Pumps	93	70	83	191	99	153	103	102	108	105	80	45	1,232
LMI Air Sealing w/Assessment (\$600)	28	13	11	10	7	9	6	16	22	39	30	32	223
LMI Attic Insulation (currently 90% up to \$9,000)	9	2	7	7	5	3	2	7	6	13	16	19	96
LMI Basement Insulation (currently 90% up to \$9,000)	7	4	1	4	4	3	4	6	4	12	19	18	86
LMI Wall Insulation (currently 90% up to \$9,000)	1	0	2	0	1	0	2	1	2	6	6	6	27
Weatherization Measures	45	19	21	21	17	15	14	30	34	70	71	75	432
Total LMI Measures	138	89	104	212	116	168	117	132	142	175	151	120	1,664