

Residential Registered Vendor

Monthly Newsletter

March 14, 2024



- 1) **Efficiency Maine Marketing Update** – We’re continually investing in heat pump and weatherization marketing and we’re not planning to slow down. You can see our ads in newspapers and magazines, on the web, delivered to mailboxes, and hear them on the radio. Recently, we sent out postcards to Mainers promoting both insulation and heat pump incentives. We hope this helps drive demand.
- 2) **Helpful Tips for Maximizing Marketing Efforts** – As a reminder, Efficiency Maine’s [marketing co-op program](#) offers matching funds for heat pump and weatherization co-op marketing. We hope you take advantage of this opportunity to increase your marketing efforts. With this - you can exhibit at events like the [Green Home and Energy Show](#) in April, invest in advertising, or even launch a postal campaign to reach out to previous customers.
- 3) **Weatherization Installer Virtual Discussion Group Invitation** – REMINDER: You’re invited to join us for a virtual discussion group on Thursday, April 18 from 2:00 - 3:00 PM. We’ll provide a brief program update and leave plenty of time for you to share feedback. [Click here](#) to register.
- 4) **Triennial Plan Workshops** – Efficiency Maine is hosting a series of planning workshops on our next Triennial Plan. For a list of upcoming workshops please [click here](#). To sign up to receive notifications of upcoming meetings, please [click here](#) and select “Board-Related Notifications”.
- 5) **Rebate Processing Tip** – To learn more about filling out our whole-home heat pump rebate claim form, you're invited to review the [sample](#) we recently added to the website.
- 6) **Fact of the Month** – According to our [Maine New Construction Baseline Assessment](#), heat pumps are now twice as common as oil in new construction (see graph on page 84).
- 7) **Tool of the Month** – We recently updated our [Heat Pump User Tips](#). You can now find helpful tips like “how to avoid frozen pipes,” “how to stay comfortable in extreme cold,” and “how to optimize fan speed.”

8) Heat Pump Installation Training Opportunities – The following courses are being offered by Efficiency Maine Registered Trainers. [Click here](#) to apply for a scholarship covering 50% of the cost up to a \$500 scholarship per employee.

Dates	Course Title	Location	Registration Information
4/11/2024 – 4/12/2024	Heat Pump Installer	F.W. Webb Company	Click for course information
5/13/2024 – 5/17/2024	Heat Pump Installer	Maine Energy Marketers Association	Click for course information
5/13/2024 – 5/17/2024	Heat Pump Installer	Kennebec Valley Community College	Click for course information

9) Weatherization Training Opportunities – Build Green Maine is offering BPI training and testing classes. If interested, please follow this link to the [BPI course registration](#). You can request a scholarship by filling out our scholarship [form](#).

Dates	Course Title	Location	Registration Information
4/8/2024 – 4/17/2024	Building Analyst Tech Fieldwork T&T	Build Green Maine	Click for course information
5/14/2024 – 5/15/2024	Building Analyst Professional	Build Green Maine	Click for course information

10) Top Residential Insulation Performers (past four months)

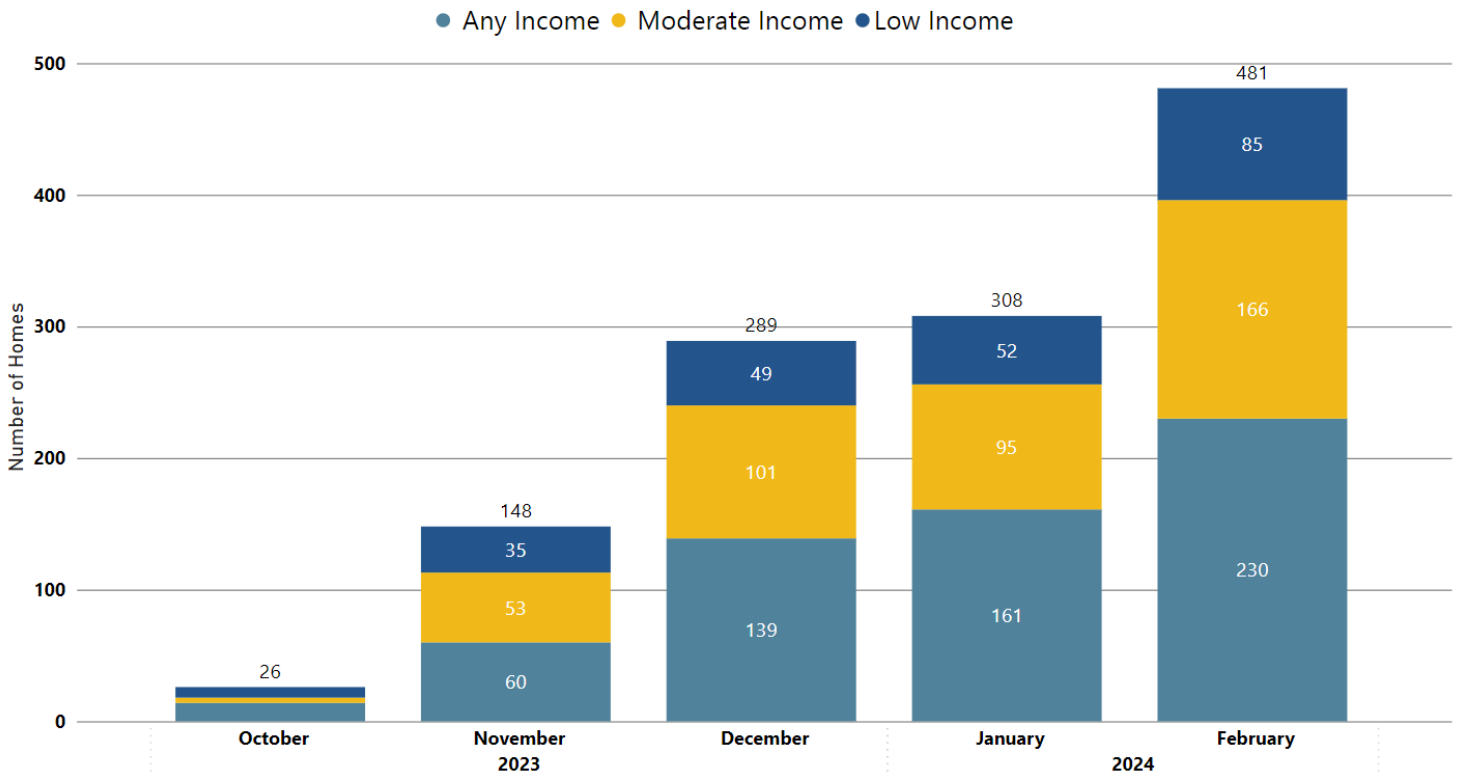
- Evergreen Home Performance
- Horizon Homes
- Free Energy Maine

11) Top Residential Whole-Home Heat Pump Performers (past four months)

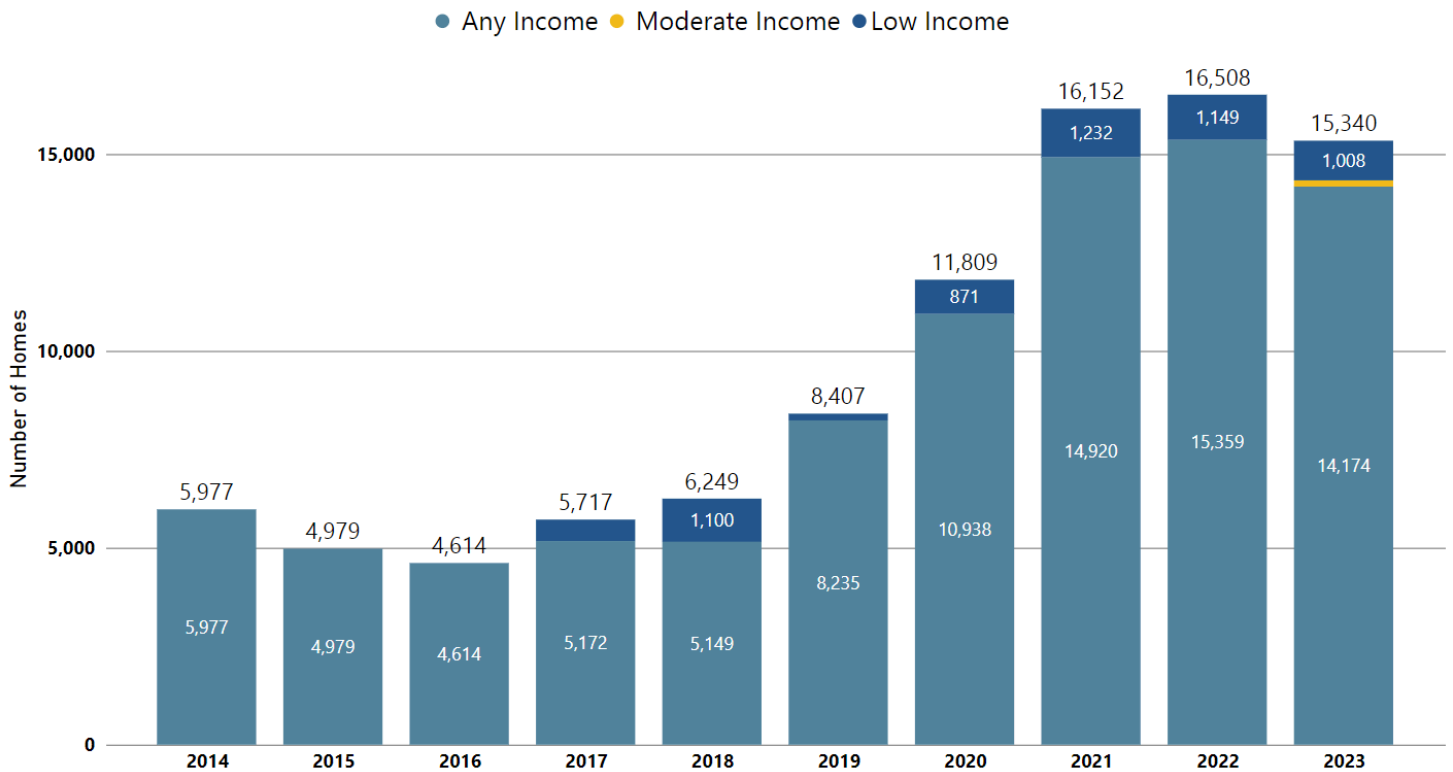
- Dave’s World
- Valley Home Services
- Northeast Heat Pumps

PROGRAM RESULTS

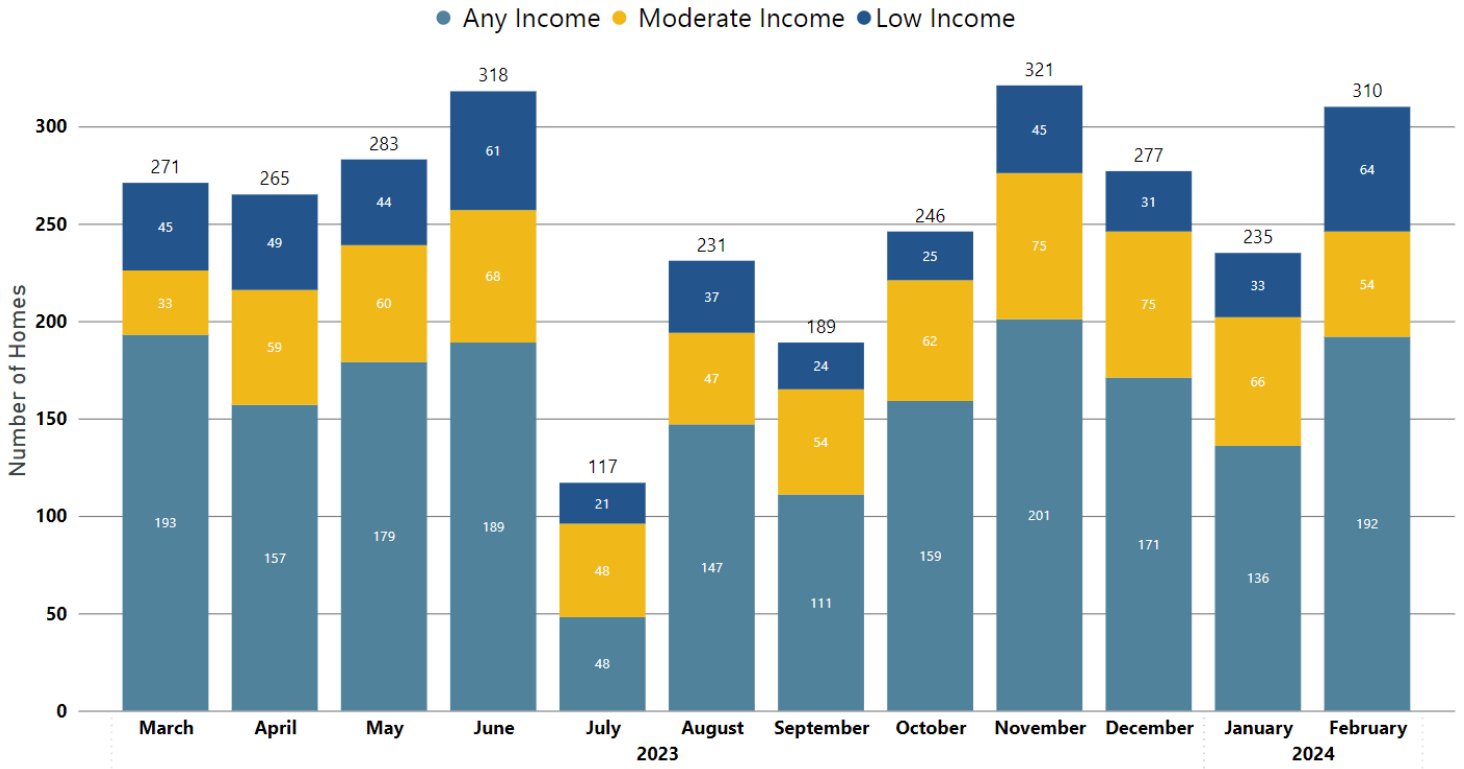
Number of Residential Whole-Home Heat Pump Rebates*



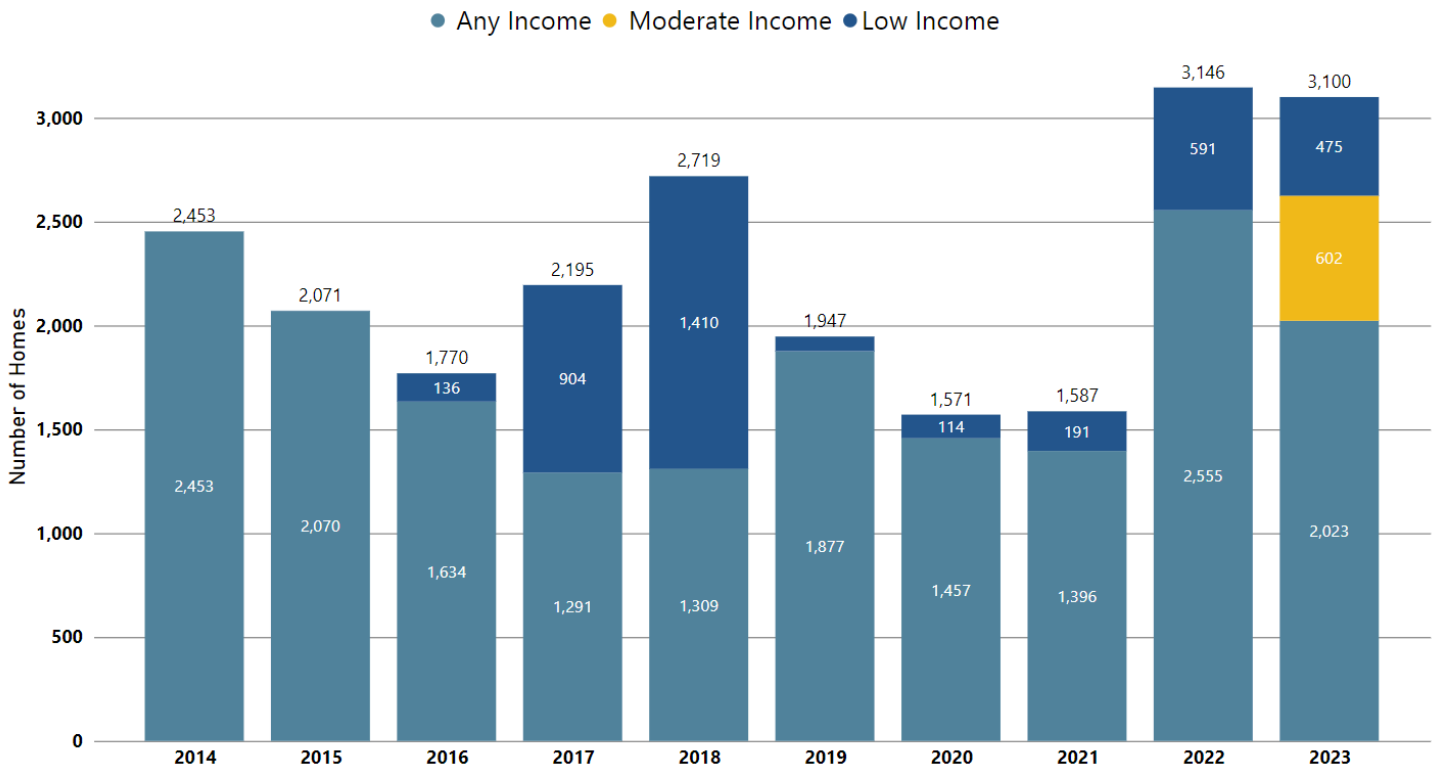
Nearly 100,000 Homes Have Installed Heat Pumps*



Number of Weatherized Homes - Last 12 Months*



Over 20,000 Homes Have Been Weatherized*



*Notes:

1. "Any Income" is Efficiency Maine's standard rebate available to any residential customer completing an eligible project. A portion of these rebates may include low- or moderate-income individuals who decided not to verify their income with Efficiency Maine or who do not qualify based on specific program definitions.
2. Enhanced Heat Pump "Moderate Income" rebates were launched in September 2023. Enhanced Insulation "Moderate Income" rebates were launched in January 2023.