

# **Triennial Plan II: Straw Proposal**

## **Residential Natural Gas Programs**



# Residential Natural Gas Program

## ■ **Opportunity**

- Targeted funds only for Unitil customers for the residential direct install program and low income programs

## ■ **Budget / Revenue**

- FY-12: \$241,000

## ■ **Delivery / Strategy**

- Work with Unitil on direct mail to their customers
- Suggestion has been to use these funds to supplement BetterBuildings Direct Install funds
- Working with area contractors to raise awareness of program



# Residential Natural Gas Program - Issues

## ■ Delivery / Strategy

- Whether to shift to Retail Products (in-store rebate) strategy for residential efficient equipment or continue with direct install
- Challenge of running a program with a small budget

## ■ Budget / Revenue

- TriPlan 2 Proposed Budget
  - Baseline Budget - \$241,000 Residential Programs
    - » \$137,000 Residential non-low income
    - » \$104,000 Residential low income

## ■ Input?



# Please Share Your Ideas:

Send Written Comments to:

**Email –** [efficiencymaine@efficiencymaine.com](mailto:efficiencymaine@efficiencymaine.com)

**Post –** **Triennial Plan Comments**  
**151 Capitol Street, Suite 1**  
**Augusta, ME 04330**

**Latest that comments will be considered is August 15.**

