

Home Energy Savings Program

Insight on Workforce Development

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About Us



- The Efficiency Maine Trust is
 - Maine’s energy efficiency utility – the independent administrator for all energy efficiency programs in Maine

- Mission:
 - To lower the cost and environmental impacts of energy in Maine by promoting energy efficiency and alternative energy systems.



Efficiency Maine Programs



Business	Residential	Renewables	Cross Cutting
<u>Incentive Program</u> <ul style="list-style-type: none"> • Menu or Custom • for Elec and Nat Gas 	<u>Retail Products</u> <ul style="list-style-type: none"> • Lighting • Appliances • for Electric only 	<u>R, D & D Grants</u> <ul style="list-style-type: none"> • Competitive Bid • Periodic RFPs • As funds allow 	<u>Outreach and Information</u>
<u>Multi-Family Apts</u> <ul style="list-style-type: none"> • Benchmarking • Building Envelope and Heating Systems • for All Fuels 	<u>Low Income</u> <ul style="list-style-type: none"> • Retail Products • Weatherization and Heating • for All Fuels 		<u>Innovation</u> <ul style="list-style-type: none"> • Pilot Projects
<u>Large Customer</u> <ul style="list-style-type: none"> • Competitive Bid • Rolling application • for All Fuels 	<u>Home Energy Savings Program</u> <ul style="list-style-type: none"> • Menu • Custom • Loans • for All Fuels 		<u>Analysis and Evaluation</u>

What does Efficiency Maine do?



In connection with a residential customer's purchase of energy efficient products and services, we provide:

- Contractor Network and Locator Tool
- Trusted Information (web, videos, energy calculators)
- Rebates (From \$250 to \$5,000)
- Financing (5 loan products: \$1,000 to \$25,000)

www.energymaine.com

1-866-ES-MAINE



Home Energy Savings Program



- Up to \$1,500 in incentives/home
 - Building Envelope
 - Air Sealing
 - Insulation
 - Supplemental Heating
 - Heat Pumps
 - Pellet and Wood Stoves
 - Central Heating
 - Heat Pumps
 - Highest-efficiency boilers/furnaces
 - Pellet boilers and geothermal systems (\$5,000 incentive)
- Natural Gas utility customers
 - may be eligible for additional incentives
 - Up to additional \$1,500 for Unitol Customers.



Home Energy Savings Program



Path 1 Custom Whole House Savings



Baseline



20%
Get
\$1,000

- or -



40%
Get
\$1,500

Projects with 20% or greater projected energy savings get \$1,000; 40% or greater get \$1,500

GET STARTED.
FIND AN ENERGY ADVISOR.

Home Energy Savings Program



Path 2 Menu Choose your own plan up to \$1,500

\$400
For Air
Sealing
with
Assessment

**\$500-
\$1,000**
For
Insulation

**\$250-
\$500**
For
Qualified
Heating
Systems

\$500
For High
Efficiency
Central
Heating
Systems

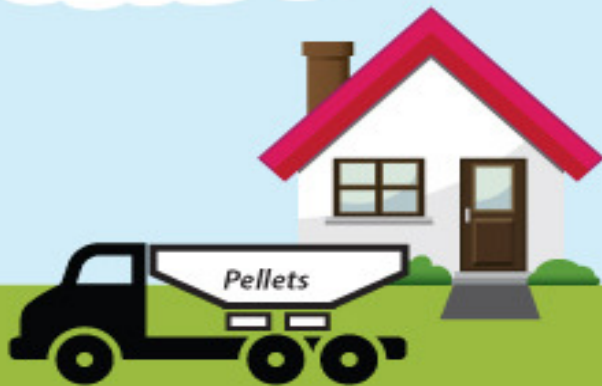
**ADDITIONAL
INFO**

**\$100 Next Step Bonus for one
additional menu measure in conjunction
with Air Sealing with Assessment**

Home Energy Savings Program

SAVE LIKE A
Mainer

Path 3 Pellet Boilers and Geothermal Systems



\$5,000
For Qualified
Central Pellet
Boiler Systems

*No rebate
reservation
required*

**GET STARTED.
FIND AN
INSTALLER.**



\$5,000
For Qualified
Central Geothermal
Systems

Ductless Mini-Split Heat Pumps

SAVE LIKE A
Mainer

- Excellent supplemental space heating option
- For typical Maine home, can save 50% of heating energy and cost
- Works in both home and business buildings.
- Highest HSPF units are cheaper to operate and produce more heat at colder temperatures than larger units with lower HSPF ratings.
- Incentives
 - \$500 incentive per unit in 1 to 4 unit buildings.
 - HSPF \geq 10.0 (Units available up to 13.5)



Financing Options for Homeowners

SAVE LIKE A
Mainer

<http://www.energymaine.com/docs/Energy-Loan-Comparison-Chart.pdf>

■ PACE and PowerSaver Loans

- Fixed 4.99 % APR loans for energy efficiency upgrades
- > \$6,500 and up to \$25,000
- Requires credit score of 660
- Up to 15 year terms

■ Efficiency Maine Energy Loans


- *E.g.*, EM Energy Loan Type 2
 - Fixed 5.99 % APR
 - 620 min. credit score
 - 55% Debt-to-Income
 - Up to \$7,500
 - 10 years



Vendor Locator Tool



- Energy Advisor
- Air Sealing & Assessment
- Insulation
- Heat Pumps
- Gas
- Oil
- Pellet Boilers
- Pellet/Wood Stoves
- Geothermal
- Heat Pump Water Heaters
- Solar

A teal-colored map of the state of Maine is positioned on the right side of the slide, partially overlapping the text box.

**USE OUR SEARCH
FEATURE TO THE
LEFT TO FIND A
VENDOR NEAR YOU.**

<http://www.energymaine.com/at-home/vendor-locator/>

Market-based Workforce Development



Basics:

- Contractors are key to program success
 - Project sales
 - Customer connection and satisfaction
 - Data for program monitoring

- Contractors are a independent individuals and businesses
 - Must behave in self-interest to exist
 - Have varying skill sets (trades, sales, organizational, leadership)
 - Change is constant (internal and external)
 - Stable, fair, profitable marketplace needed to grow

Contractor Value Proposition From a Program



- What do you offer that provides value to contractors?
 - Incentives (sales tool)
 - Financing for client projects (sales tool)
 - Leads - zip code based search tool for energy services
 - Monthly webinar and program updates
 - Professional Training (i.e.- Dale Carnegie Customer Service)
 - Standards of performance (setting the bar)
 - Installation standards and QC (helping to ensure good outcomes)
 - Process simplicity (one page form + invoice = rebate)
 - Fastest most efficient processing possible
 - Marketing and customer outreach
 - Perspective on the marketplace

Thank you!

Contact Info

1-866-376-2463

www.energymaine.com

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