

# Heat of the Moment: Heating Improvements and Support from Efficiency Maine

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# The Efficiency Maine Trust

- The independent administrator for all energy efficiency programs in Maine
- Mission:
  - To lower the cost and environmental impacts of energy in Maine by promoting customer-sited energy efficiency and energy systems



# Improving Home Heating: Options and Tools



# Go to [EfficiencyMaine.com](http://EfficiencyMaine.com)

- Visit web pages called “At Home” and “Home Energy Savings” for:
  - Descriptions of heating equipment
  - Educational Videos
  - Online Tools
    - Calculate Your Home’s Energy Efficiency
    - Compare Heating Options
    - Compare Water Heating Options
    - Energy and Money Saving Tips
    - Find a Contractor
  - Case Studies
  
- Learn about Efficiency Maine Programs
  - Home Energy Savings Program (HESP)
  - Financing for Home Energy Upgrades
  - Water Heater Program



# The Home Energy Savings Program (HESP)

## 3 Paths:

Path 1 -- Custom

Path 2 -- A La Carte

Path 3 -- Ultra-Low GHG



# Custom Home Energy Upgrade Rebates (Path 1)

A graphic illustrating the 'Path 1 Custom Whole House Savings' program. It features three houses on a green hillside, representing increasing levels of energy efficiency. The first house is labeled 'Baseline' and has a button that says 'TAKE ME TO THE REBATE FORM'. The second house is labeled '20% Get \$1,000'. The third house is labeled '40% Get \$1,500'. The text '- or -' is placed between the 20% and 40% options. At the bottom, there is a button that says 'GET STARTED. FIND AN ENERGY ADVISOR.' and a line of text: 'Some restrictions apply. [Click here](#) for more information.'

# A La Carte Rebates (Path 2)

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

<b>\$400</b> For Qualified Air Sealing with Assessment	<b>\$500- \$1,000</b> For Qualified Insulation	<b>\$250- \$500</b> For Qualified Heating Systems	<b>\$500</b> For Qualified High Efficiency Central Heating Systems
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**\$100 Next Step Bonus for one additional menu measure in conjunction with Air Sealing with Assessment**

TAKE ME TO THE REBATE FORM

ADDITIONAL INFO

Some restrictions apply. [Click here](#) for more information.



# Ultra-Low GHG Rebates (Path 3)

**Path 3  
Pellet Boilers and  
Geothermal Systems**



**\$5,000**  
For Qualified  
Central Pellet  
Boiler Systems

**\$5,000**  
For Qualified  
Central Geothermal  
Systems

*No rebate  
reservation  
required*

GET STARTED.  
FIND AN  
INSTALLER.

TAKE ME TO THE  
REBATE FORM

ADDITIONAL INFO

ADDITIONAL INFO





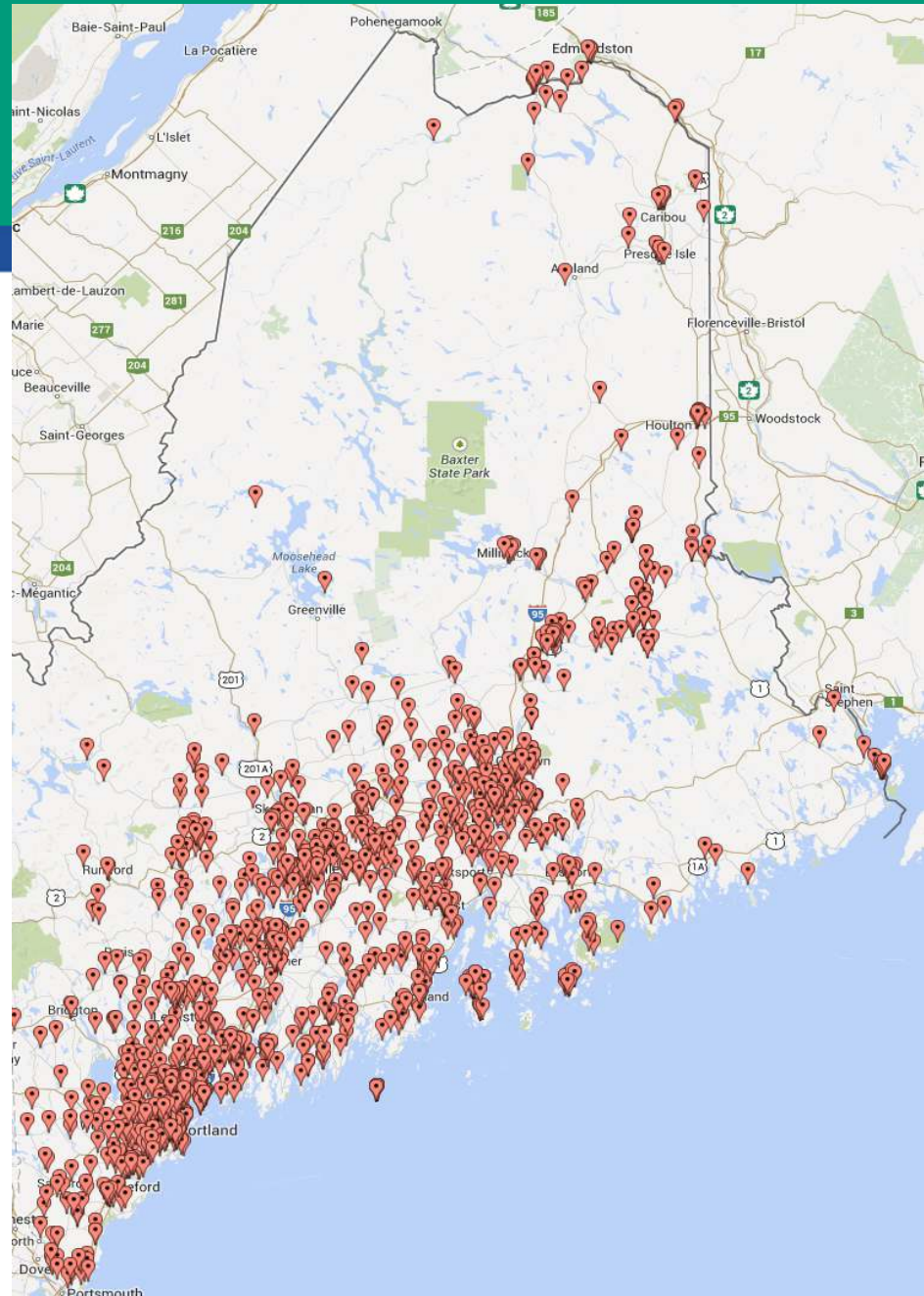
# Weatherization Solutions

Webpage: [At Home > Weatherization Solutions](#)



# Weatherizing

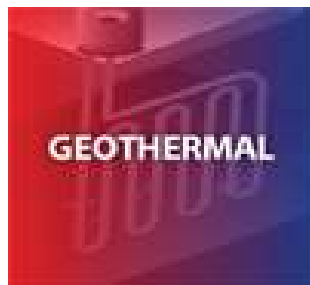
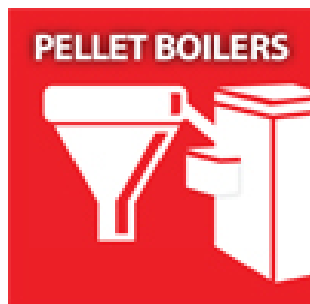
- Past 12 months
  - 1669 Air Seal and Assessments
  - 1170 Insulation Projects
- Avg. air seal job:
  - cost \$825
  - Est. savings 68 gal. of oil per year (\$240/year)



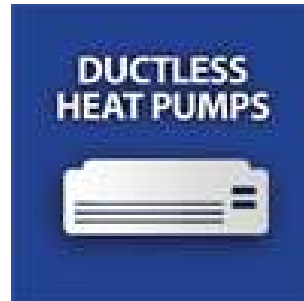
# Space Heating Solutions

Webpage: [At Home>Heating Solutions](#)

## Central Heating Systems

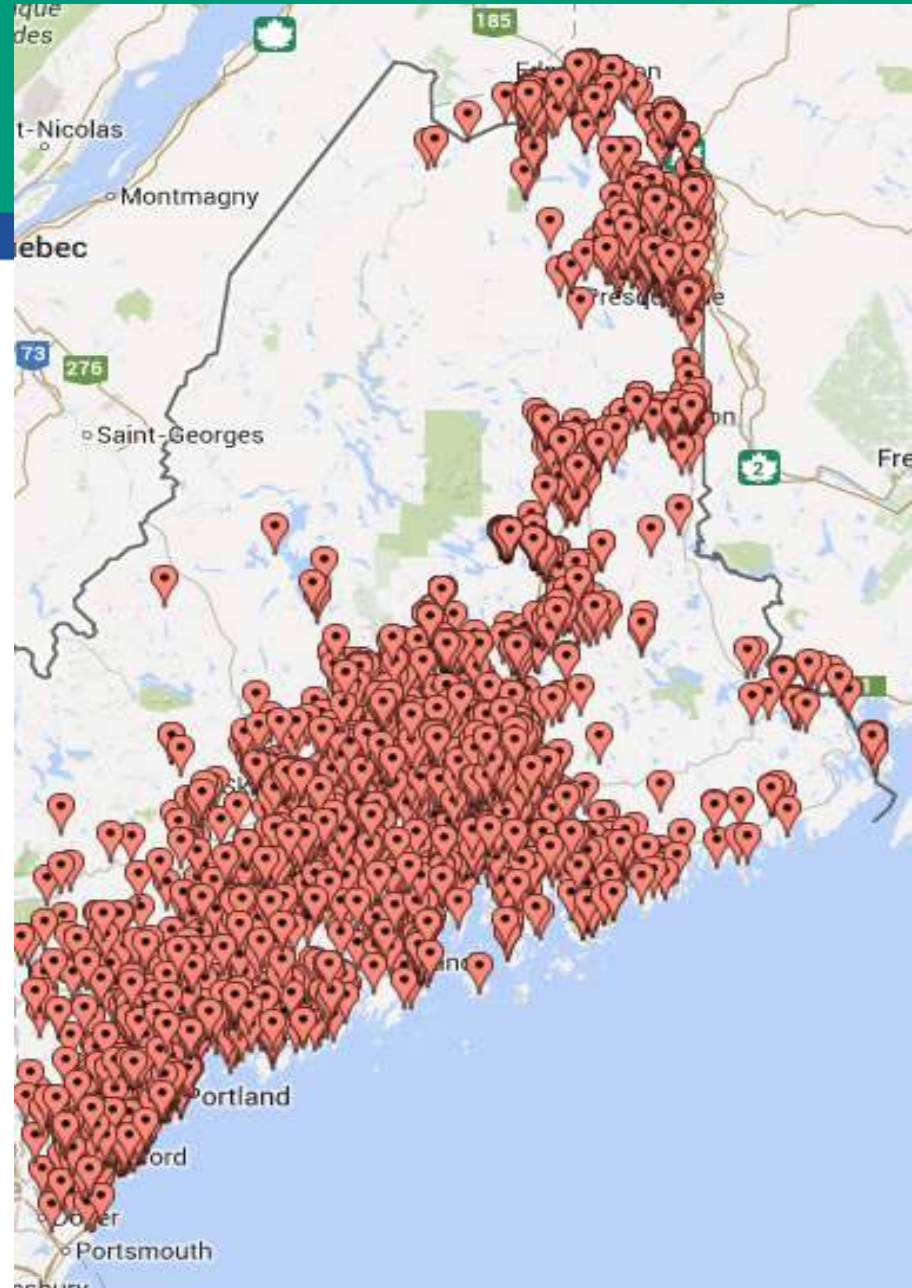


## Supplemental Heating Systems



# Ductless Heat Pumps

- 4,200 sold in past 12 months
- \$3,500 typical installed cost
- Supplemental heat
  - Can reduce central system use 20%-50%
- The more you use it for heating, the more you save



Get Started:

Get some info and then  
get on the phone!



# Compare Heating Costs

Webpage: At Home > Home Energy Savings Program > Compare Heating Costs & Options

Decrease Increase Reset Calculate

Fuel Type (Units)	Cost per Unit Delivered	Heating System	See Details	Annual Cost
1. Electric (kWh)	\$ 0.14	<a href="#">ENERGY STAR® geothermal heat pump</a>	<input type="checkbox"/>	\$ 1,090
2. Electric (kWh)	\$ 0.14	<a href="#">ENERGY STAR® ductless heat pump</a>	<input type="checkbox"/>	\$ 1,190
3. Firewood (cord)	\$ 230	<a href="#">EPA-certified wood stove</a>	<input type="checkbox"/>	\$ 1,241
4. Wood pellets (ton)	\$ 200	<a href="#">pellet boiler</a>	<input type="checkbox"/>	\$ 1,563
5. Natural Gas (ccf)	\$ 1.56	parlor stove	<input type="checkbox"/>	\$ 1,566
6. Wood pellets (ton)	\$ 240	<a href="#">pellet stove</a>	<input type="checkbox"/>	\$ 1,635
7. Natural Gas (ccf)	\$ 1.56	<a href="#">ENERGY STAR® boiler</a>	<input type="checkbox"/>	\$ 1,912
8. Natural Gas (ccf)	\$ 1.56	<a href="#">ENERGY STAR® furnace</a>	<input type="checkbox"/>	\$ 1,955
9. Kerosene (gallon)	\$ 4.30	space heater	<input type="checkbox"/>	\$ 3,112
10. Oil (gallon)	\$ 3.50	<a href="#">ENERGY STAR® boiler</a>	<input type="checkbox"/>	\$ 3,147
11. Electric (kWh)	\$ 0.14	baseboard	<input type="checkbox"/>	\$ 3,488
12. Propane (gallon)	\$ 3.45	parlor stove	<input type="checkbox"/>	\$ 3,861
13. Oil (gallon)	\$ 3.50	<a href="#">ENERGY STAR® furnace</a>	<input type="checkbox"/>	\$ 3,597
14. Propane (gallon)	\$ 3.45	<a href="#">ENERGY STAR® boiler</a>	<input type="checkbox"/>	\$ 4,713
15. Propane (gallon)	\$ 3.45	<a href="#">ENERGY STAR® furnace</a>	<input type="checkbox"/>	\$ 4,819



# Contractor Locator Tool

Webpage: At Home > Find a Residential Registered Vendor

## Search and Sort Options

Start by entering your ZIP Code and a search radius.

ZIP Code:

Radius:

 ▼

Sort by:

 ▼













\* Ranked according to the quantity of projects that were completed and received a rebate from Efficiency Maine over the past four months.

## What services do you need?

Hover over service icons below for more information on services and qualifications.





































## What services do you need?

Hover over service icons below for more information on services and qualifications.

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

# Contractor Locator Tool (2)

Webpage: At Home > Find a Residential Registered Vendor

Vendor	Services Provided	Miles	More Info
1 Heat Doctor, LLC Portland, ME - 207-329-4200	  	2	
2 Evergreen Home Performance - Portland Portland, ME - 207-594-2244 <a href="http://www.evergreenyourhome.com">www.evergreenyourhome.com</a>	  	3	
3 Johnson Plumbing Kennebunk, ME - 207-468-8077	  	24	
4 Pine State Services South Portland, ME - 207-321-2261 <a href="http://www.pinestateservices.com">www.pinestateservices.com</a>	  	3	
5 Free Energy Maine Portland, ME - 207-329-7219 <a href="http://www.freeenergymaine.com">www.freeenergymaine.com</a>	 	2	
6 reVision heat Portland, ME - 207-221-5677 <a href="http://www.revisionheat.com">www.revisionheat.com</a>	      	2	
7 Rook Energy Solutions Portland, ME - 207-829-3900 <a href="http://www.rookenergy.com">www.rookenergy.com</a>	  	0	
8 Horizon Residential Energy Services Portland, ME - 207-221-3221 <a href="http://www.horizonmaine.com">www.horizonmaine.com</a>	    	0	
9 Energy Wise, LLC. Falmouth, ME - 207-650-8492	 	6	





# Additional Tools to Reduce Heating Demand and Lower Energy Costs



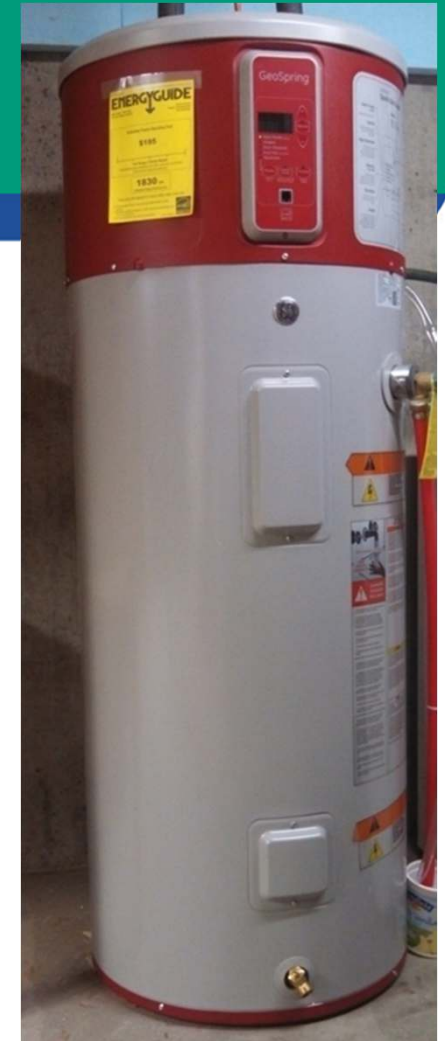
# Water Heating Solutions

Webpage: At Home > Water Heating Solutions

## Heat Pump Water Heaters



- Costs half as much to operate as traditional electric water heater
- Efficiency Maine \$300 rebate for qualifying high-efficiency ENERGY STAR models



# Financing Solutions

Webpage: At Home>Financing Solutions

- PACE/ 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



# Business Programs

- Multi-Family Apartments
- Business Incentive Program
  - Unitil Natural Gas
  - Ductless Heat Pumps
- New Construction
  - Maine Advanced Building
- Go to: <http://www.energymaine.com/at-work/business-programs/> to get started



# Recent Results and Future Plans

- \$1.37/ gal.
  - Avg. cost to save a gallon of heating oil through efficiency
  
- Past 12 months – by the numbers
  - 6,623 homes improved
  - \$33 million in home heating improvement projects
    - \$5 M in customer rebates invested by Efficiency Maine
    - \$28 M in private investment leveraged for home improvements
      - \$3.6 M loaned by Efficiency Maine
  - \$5,000 avg. total cost of project
    - using \$800 avg. Efficiency Maine rebate (about 15% of the project cost)
  
- Current Year
  - \$10 M budget
  - Already committed \$1.7 M in first 2 months of year
  - First come, first served! Everyone is doing it!



# Thank you!

Contact Info  
1-866-ES-MAINE

[www.energymaine.com](http://www.energymaine.com)

