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

E2Tech Forum
September 12, 2014
Portland, Maine

Michael D. Stoddard
Executive Director
Efficiency Maine Trust
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

- 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)

Path 1 Custom Whole House Savings

Baseline
20% Get $1,000 - or - 40% Get $1,500

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

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

- **$400**
  - For Qualified Air Sealing with Assessment

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

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

- **$500**
  - For Qualified High Efficiency Central Heating Systems

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

Some restrictions apply. [Click here](https://www.example.com) for more information.
Ultra-Low GHG Rebates (Path 3)

Path 3
Pellet Boilers and Geothermal Systems

$5,000
For Qualified Central Pellet Boiler Systems
ADDITIONAL INFO
GET STARTED. FIND AN INSTALLER.
TAKE ME TO THE REBATE FORM

$5,000
For Qualified Central Geothermal Systems
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

- Pellet Boilers
- Geothermal
- Ductless Heat Pumps
- Pellet & Wood Stoves
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

<table>
<thead>
<tr>
<th>Fuel Type (Units)</th>
<th>Cost per Unit Delivered</th>
<th>Heating System</th>
<th>See Details</th>
<th>Annual Cost</th>
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<tbody>
<tr>
<td>1. Electric (kWh)</td>
<td>$ 0.14</td>
<td>ENERGY STAR® geothermal heat pump</td>
<td>☐</td>
<td>$ 1,090</td>
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<td>2. Electric (kWh)</td>
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<td>$ 1.56</td>
<td>parlor stove</td>
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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: 04101
Radius: 25 miles

Sort by: completed EM projects

* 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.

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

SEARCH
## Contractor Locator Tool (2)

Webpage: At Home>Find a Residential Registered Vendor

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Services Provided</th>
<th>Miles</th>
<th>More Info</th>
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Additional Tools to Reduce Heating Demand and Lower Energy Costs
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
- **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.efficiencymaine.com/at-work/business-programs/ to get started
$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.efficiencymaine.com