Home Energy Savings Program

Insight on Workforce Development

May 1, 2014 - Detroit

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Residential Program Manager
Efficiency Maine Trust
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

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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.efficiencymaine.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 Unitil 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

$100 Next Step Bonus for one additional menu measure in conjunction with Air Sealing with Assessment
Home Energy Savings Program

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

• 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


- 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

http://www.efficiencymaine.com/at-home/vendor-locator/
Basics:

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

– Contractors are 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.efficiencymaine.com