

Efficiency Maine

Low Income Initiatives

Efficiency Maine Introduction

- Runs the State's energy efficiency and renewable energy programs
- Provides rebates, financing, trusted information and on-line directories of vendors
- Funded by electric and natural gas ratepayers, Regional Greenhouse Gas Initiative, ISO New England Grid, grants, and other sources
- Board appointed by the governor and confirmed by the legislature

Mission

- To lower the cost and environmental impacts of energy in Maine by promoting energy efficiency



Low or No-Cost Energy Upgrades for Eligible Low-Income Customers

- Weatherization
- Heat pump water heaters
- LED bulbs, faucet aerators, low-flow showerheads
 - direct mail
 - currently stocked at food pantries statewide (except showerheads)

**Some restrictions apply*

Low Income Home Energy Savings Program

Provides basic weatherization services to low income households through elevated incentive levels and private market contractors.

Energy Bundle: \$1,000 incentive + \$50 customer co-pay*

- Energy Assessment and 6 hours of air-sealing
- Replace room incandescent lightbulbs with LEDs
- Install low-flow showerheads and aerators

*\$50 minimum contribution from homeowner or third party (municipality, local non-profit, relative)

Low Income Home Energy Savings Program

Insulation Measures:

\$1,000 incentive for each zone with minimum \$500 customer contribution per zone. Zones include:

- Attic
- Basement
- Walls

*Must have completed Energy Upgrade Bundle



Low Income Home Energy Savings Program

Eligibility:

- Currently participate in the Low Income Home Energy Assistance Program (LIHEAP), OR
- Own and live in a single- or double-wide mobile home, OR
- Own and live in a house with a combined building and land assessed value (before exemptions) of less than or equal to \$80,000, OR
- Have received General Assistance from their municipality within the last year, or are approved for low income home improvement services or loans through HUD, USDA, CDBG or Housing Authority-administered programs.

Low Income Home Energy Savings Program

Results: Number of projects

Measure	7/2016-6/2017 (12 months)	7/2017-8/2017 (2 months)
Air Sealing	9	0
Attic Insulation	49	24
Basement Insulation	38	8
Wall Insulation	15	6
Upgrade Bundle	398	437

Low Income Water Heater Program

- Free heat pump water heater installation
- Benefits
 - Can save \$330/year in electricity*
 - Dehumidify
- Eligibility
 - LIHEAP participant
 - Using an electric water heater
 - Suitable space for heat pump water heater

* For 4-person household per energystar.gov on 10/1/16

Direct Mail

Offers through the mail:

1. LED bulbs
2. Faucet aerators for kitchen and bathroom
3. Low-flow showerheads



Food Pantry Program

- Food pantry pickup: LED bulbs, kitchen and bathroom aerators
- Over 300 food pantries participating statewide



Connecting low income Mainers to energy saving programs:

- Our Call Center is available Monday-Friday from 8 a.m.-5 p.m. to answer any questions:

866-ES-MAINE

- Display our brochures at your offices
- Organize a “Collective Purchase”

Call to Action: Collective Purchase

Weatherize Rockland – A Collective Purchase Example

- Communities organize several homeowners with a contractor to negotiate an affordable package
- Secure a 5-15% discount on efficiency upgrades
- Help participants apply for a local housing rehab loan (Community Development Block Grant) to cover the copay portions of the Energy Bundle and Insulation measures



Pictured: 1880s house, heated with oil, was drafty and costly to heat. The air sealing and insulation installed in the basement, walls, and attic are on track to reduce heating demand by 35-40%.



Thank you

866-ES-MAINE

efficiencymaine.com