



Efficiency Maine

Residential Offerings

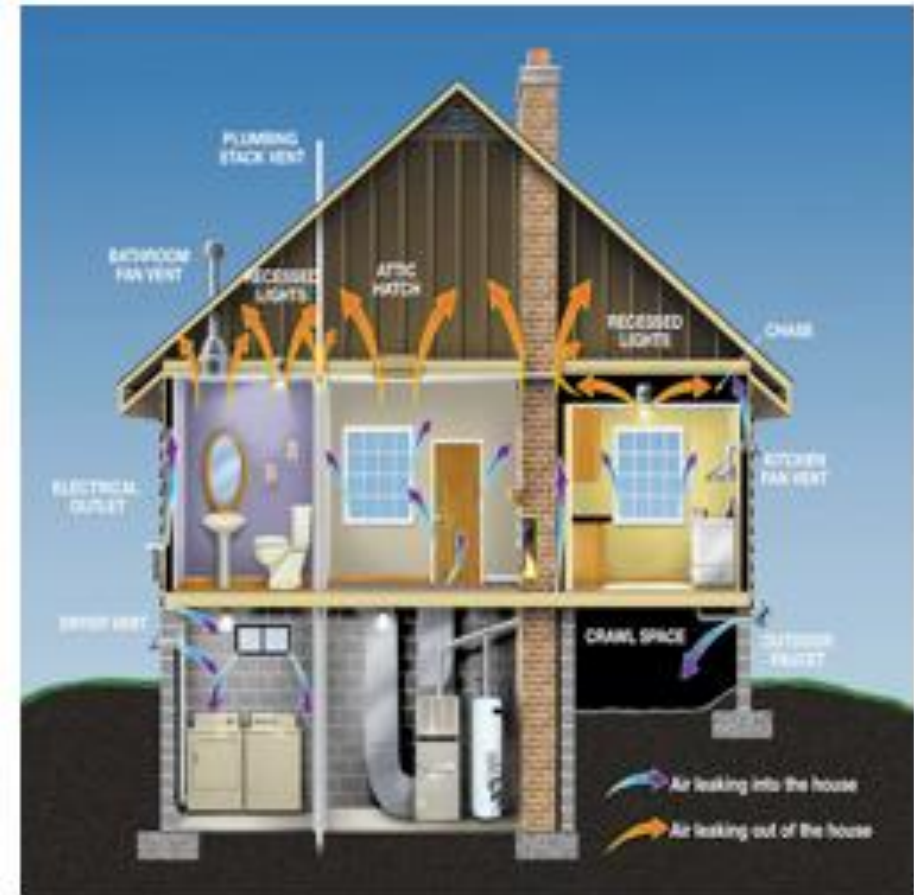
As of 3/31/2023

Efficiency Maine Introduction

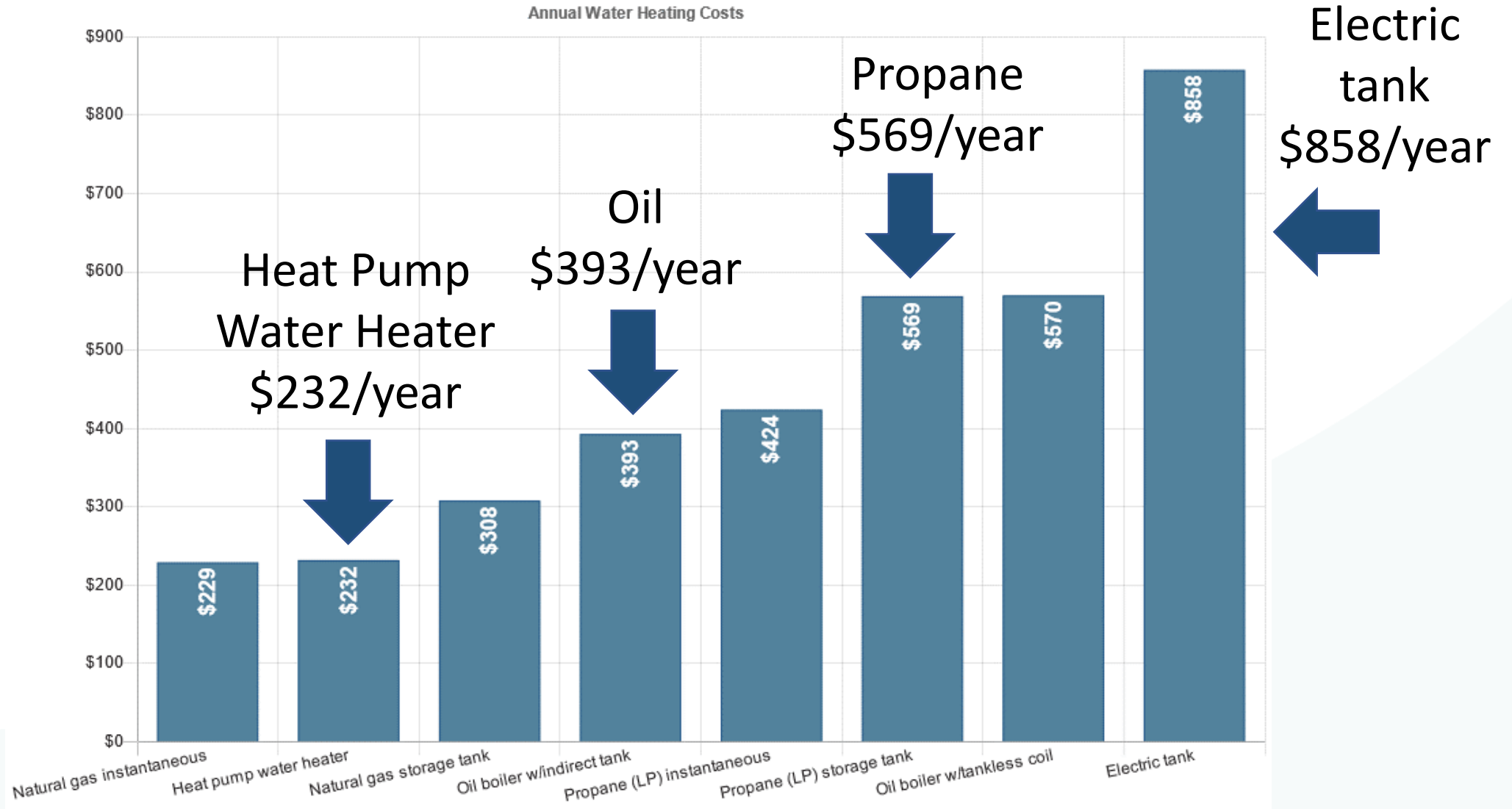
- Runs the State's energy efficiency programs
- Provides rebates, financing, tools, and a database of independent installers
- Funded by electric and natural gas ratepayers, Regional Greenhouse Gas Initiative, ISO New England Grid, grants, and other sources
- Board appointed by the governor and confirmed by the legislature

Why invest in energy efficiency?

- Lower energy costs
- Increase year-round comfort
- Make basements and attics usable
- Improve indoor air quality
- Increase home value
- Let tenants control and pay utilities
- Reduce maintenance work



Compare Water Heating Costs Calculator



Source: efficiencymaine.com; default energy prices as of 3/15/2023

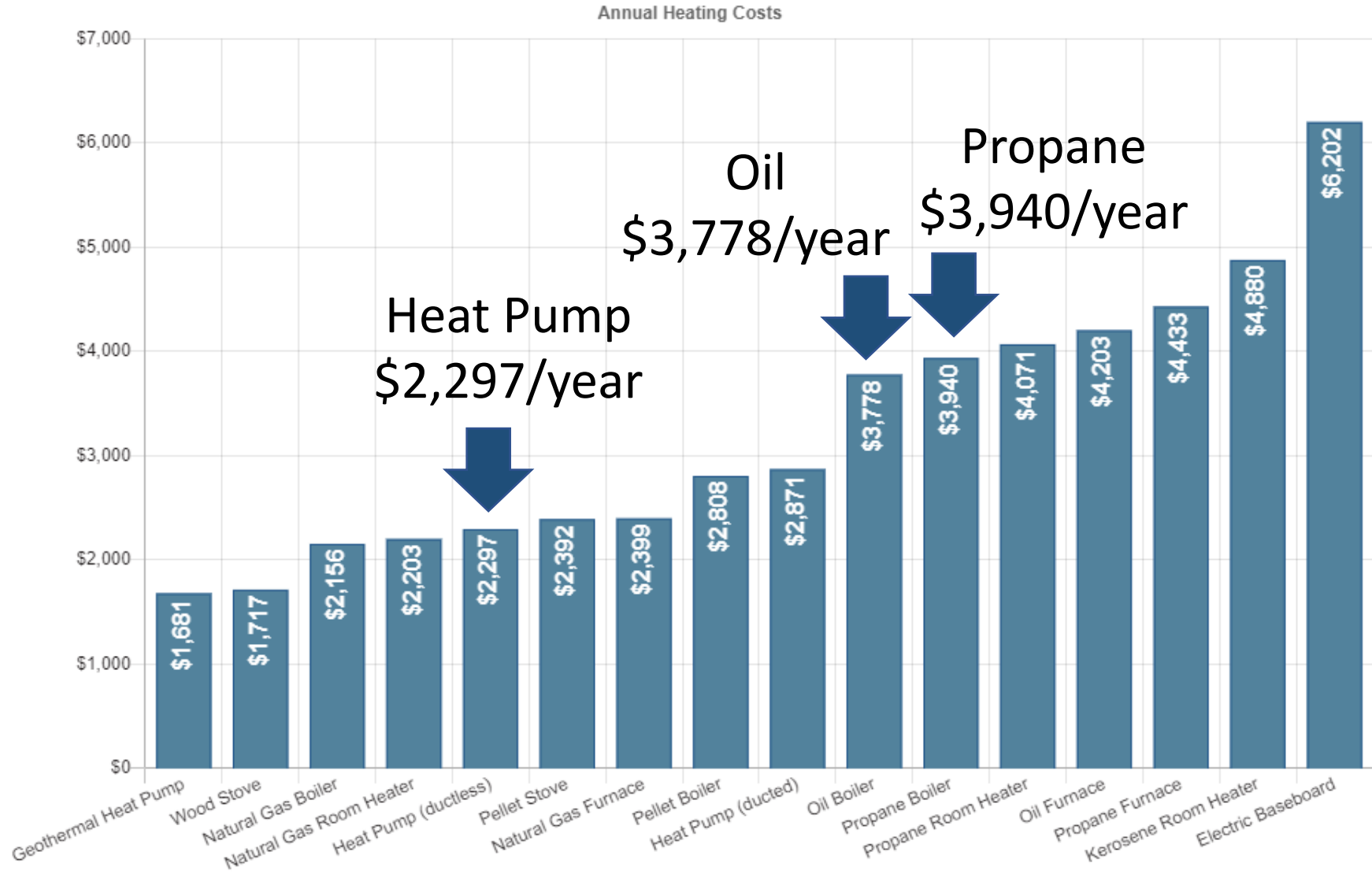
Install Heat Pump Water Heaters



Rebate: \$850

- Tens of thousands in Maine
- Make lots of hot water
- Can save more than \$500/year in electricity
- Help dehumidify

Compare Home Heating Costs Calculator



Source: efficiencymaine.com; default energy prices as of 3/15/2023

Install Heat Pumps

Rebate: \$800-\$2,000

- Save money
- Increase year-round comfort
 - heat
 - AC
 - dehumidification
 - air filtration
 - indoor air circulation



Insulate

Rebate: 40%-80% of cost

- Reduce heating and AC costs
- Increase year-round comfort



Drive Electric

Rebate: \$500-\$7,500

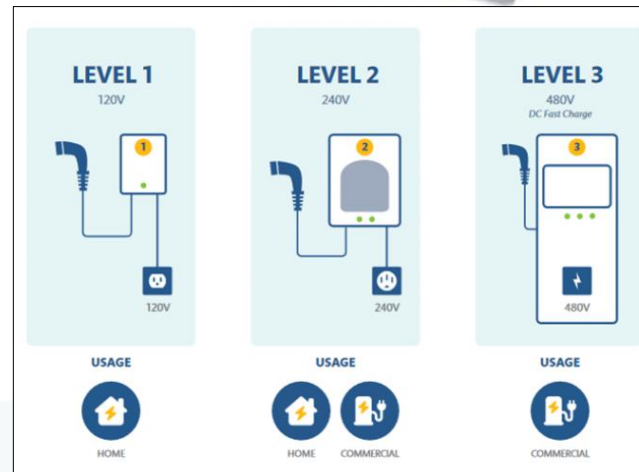
- Save money on fuel and maintenance
- Enjoy quick acceleration and quiet drive
- Reduce CO₂ emissions
- Instant rebate at Maine participating dealers
- Mail-in rebates for Tesla, Polestar, and Rivian



Electric Vehicle Information

- EV video series
- Vehicle cost calculator
- Home charging guide
- Charging station locator
- FAQs

efficiencymaine.com/ev



Go the Distance in an EV

Legendary Maine humorist, Tim Sample, helps Maine drivers understand how EVs work.

▶ Watch Now



HOW TO FIND EV CHARGERS

How to Find EV Chargers

There are more than 500 public charging plugs in Maine. Learn how to find them with the help of an app.

▶ Watch Now



HOW TO USE PUBLIC EV CHARGERS

How to Use Public EV Chargers

Learn how to use a public EV charger while on the go.

▶ Watch Now



HOME CHARGING: INSTALLATION TIPS

Home Charging

This video will show you some handy tips for installing your own home EV charger.

▶ Watch Now

2023 Federal Tax Credits

- Electric Battery storage: 30% no cap
- Electric vehicles: up to \$7,500
- Electric vehicle chargers:
30% up to \$1,000
- Geothermal: 30% no cap
- Solar: 30% no cap

30% up to the following annual maximums:

- 200+ amp circuit panels: \$600
- Energy audits: \$150
- Exterior doors: \$250/door (max 2 doors)
- Furnace/boilers: \$600
- Heat pumps: \$2,000
- Heat pump water heaters: \$2,000
- Insulation and air sealing: \$1,200
- Windows: \$600
- Wood/pellet stove/boilers: \$2,000

Home Energy Loans

- Income-eligible homeowners
- Up to \$7,500 at 5.99% APR
- No closing or prepayment fees
- Complete online form to verify eligibility
- Borrower must be a Maine resident
- For rebate-eligible upgrades (not EVs)



Questions to Ask Your Installer

Efficiency Maine recommends getting estimates from at least three contractors. Here are some questions we suggest you ask.

Questions to Ask Residential Registered Vendors:

1. Will you handle all the paperwork needed to ensure that I get all the Efficiency Maine rebates possible?
2. Will you discount my bill by the Efficiency Maine rebate or will the rebate come to me?
3. Will you help me apply for [Efficiency Maine financing](#)?
4. What are your payment terms and conditions?
5. Will you register any equipment with the manufacturer to ensure I get the maximum warranty?
6. Do you offer maintenance or service?
7. How soon can you begin and when do you expect to finish?
8. Do you have references I can contact?
9. Will you perform all aspects of the proposed upgrade (plumbing, electrical, sheetrock, etc.)?

Heat Pump Water Heaters Incentives



- \$429 after instant discount at Granite Group
- \$449 after instant discount at Lowe's
- \$850 mail-in rebate for units purchased without instant discount
- Anyone can install (DIY)

Heat Pump Water Heater Savings Example

	Traditional Electric Water Heater	Heat Pump Water Heater
Warranty/Capacity	6-year/40-gallon	10-year/50-gallon
List Price	\$449	\$1,399
Incentive	\$0	\$950
Net Price	\$449	\$449
Electricity Cost*	\$858/year	\$232/year
Electricity Savings		\$626/year



*Your costs and savings may differ

How to Get an Instant Discount

1. Scan QR code in water heater aisle
2. Fill in your information
3. Receive barcode via email
4. Redeem barcode at register



\$449
HEAT PUMP
**WATER
HEATER**
after instant discount

Scan here or visit
efficiencymaine.com/HPWH-Instant/

efficiency
MAINE

Enhanced Rebates for Income Eligible

The screenshot displays the efficiency MAINE website interface. At the top, the logo is on the left, and the phone number 866-376-2463 and a contact icon are on the right. A navigation menu includes AT HOME, AT WORK, ENERGY INFORMATION, RESOURCES, and ABOUT. The main banner features a woman knitting on a wicker sofa with a text overlay: "Insulation Rebates up to \$8,000 Available Now", "Insulate. Be comfortable. Save money.", "Home Comfort Paid For by Energy Savings", and a "LEARN MORE" button. Below the banner are four program tiles: "Options for Low-Income Households" with a photo of two women and a "CLICK HERE FOR DETAILS" button; "Federal Funding" with a photo of the Maine State Capitol and a "CLICK HERE FOR DETAILS" button; "Virtual Business Consultations" with a photo of a woman and a "CLICK HERE TO GET STARTED" button; and "Winter Heating Resources" with a photo of a snowy house and a "CLICK HERE TO LEARN MORE" button.

efficiency MAINE 866-376-2463 | Contact

AT HOME AT WORK ENERGY INFORMATION RESOURCES ABOUT

Insulation Rebates up to \$8,000 Available Now

Insulate. Be comfortable. Save money.
Home Comfort Paid For by Energy Savings
[LEARN MORE >](#)

Options for Low-Income Households
Find out if you're eligible for enhanced incentives that can save on energy costs.
[CLICK HERE FOR DETAILS](#)

Federal Funding
Learn about available incentives that are funded by the Inflation Reduction Act, the American Rescue Plan Act, and the Maine Jobs & Recovery Plan.
[CLICK HERE FOR DETAILS](#)

Virtual Business Consultations
Businesses can now consult with our team about getting started with an energy efficiency project.
[CLICK HERE TO GET STARTED](#)

Winter Heating Resources
Stay warmer and save energy this winter.
[CLICK HERE TO LEARN MORE](#)

Enhanced Rebates for Income Eligible

Income-Based Eligibility Verification

Efficiency Maine offers **low-cost and no-cost** energy upgrades and enhanced electric vehicle rebates for eligible low- or moderate-income Mainers. These rebates are higher than the standard incentives, with the highest amounts for those who are low-income.

Choose the eligibility option from the six listed below that best represents your situation.

Qualified low-income households may be eligible for the highest rebates for electric vehicles (EVs), heat pumps, water heaters, and insulation.

- 1 - Home Energy Assistance Program (**HEAP**)
- 2 - Supplemental Nutrition Assistance Program (**SNAP**) for food assistance
- 3 - Temporary Assistance for Needy Families (**TANF**) for cash assistance
- 4 - **MaineCare** for medical insurance coverage

Qualified moderate-income households may be eligible for elevated rebates for electric vehicles (EVs), heat pumps, and insulation based on 2021 Adjusted Gross Income (AGI) or the home's property tax assessed value.

- 5 - **AGI up to \$70,000** for an individual filing as single, head of household or married filing separately, or **\$100,000** if married filing jointly or individual filing as a qualifying widower (EVs and insulation only)
- 6 - **Tax Assessed Valuation** of Land and Building (heat pumps and insulation only)

Heat Pumps Rebates

- Up to \$1,200 in rebates (any income)
 - \$800 for 1st heat pump
 - \$400 for the 2nd heat pump
- Up to \$2,400 in rebates (low/moderate income)
- Installed by a Residential Registered Vendor



Heat Pump Savings Example

	Any Income	Low Income
Installed Cost	\$4,600	\$4,600
Rebate	\$800	\$2,000
<hr/>		
Net Cost	\$3,800	\$2,600
Annual Savings*	\$754	\$754
Payback Period	5 years	3 years



*Your costs and savings may differ

Insulation Rebates

- 40% of project costs up to a \$4,000 rebate (any income)
- 60% of project costs up to a \$6,000 rebate (moderate income)
- 80% of project costs up to a \$8,000 rebate (low income)
- Installed by a Residential Registered Vendor



Insulation Savings Example

	Low Income	Moderate Income	Any Income
Installed Cost	\$6,800	\$6,800	\$6,800
Rebate	\$5,440	\$4,080	\$2,720
Net Cost	\$1,360	\$2,720	\$4,080
Annual Savings* (\$/yr)	\$542	\$542	\$542
Payback Period (years)	2.5	5	7.5



*Your costs and savings may differ

How to Get a Rebate

1. Hire Registered Vendor for
 - a. Heat pumps
 - b. Insulation
 - c. Pellet boilers/furnaces
2. Submit claim form
(homeowner or installer)
3. Receive check in mail
(homeowner or installer)



Efficiency Maine Registered Vendors

Find a Residential Registered Vendor

Use this tool to find a residential energy efficiency contractor near you. Efficiency Maine recommends getting estimates from at least three contractors.

[CLICK HERE FOR QUESTIONS TO ASK A REGISTERED VENDOR](#)

Services:

All Services

ZIP Code:

Distance:

Sort by:

Select...

▼

Number Of Rebates*

▼

SEARCH

Use our search feature to find a vendor near you.

- Find an independent, certified, and insured installer in your area
- Search by service offered
- Suggested questions to ask when selecting an installer

Electric Vehicles

- Instant rebate at Maine participating dealers
- Mail-in rebates for Tesla, Polestar and Rivian

	Any Income	Moderate Income	Low Income
New Battery Electric Vehicle (BEV)	\$1,000	\$3,500	\$7,500
New Plug-in Hybrid Electric Vehicle (PHEV)	\$500	\$2,000	\$3,000
Used PHEV or BEV	N/A	N/A	\$2,500

Get Started

efficiencymaine.com

866-376-2463

