



EMT's Initiatives for Weatherization and Heat Pumps

MCC Work Group on Buildings, Infrastructure and Housing

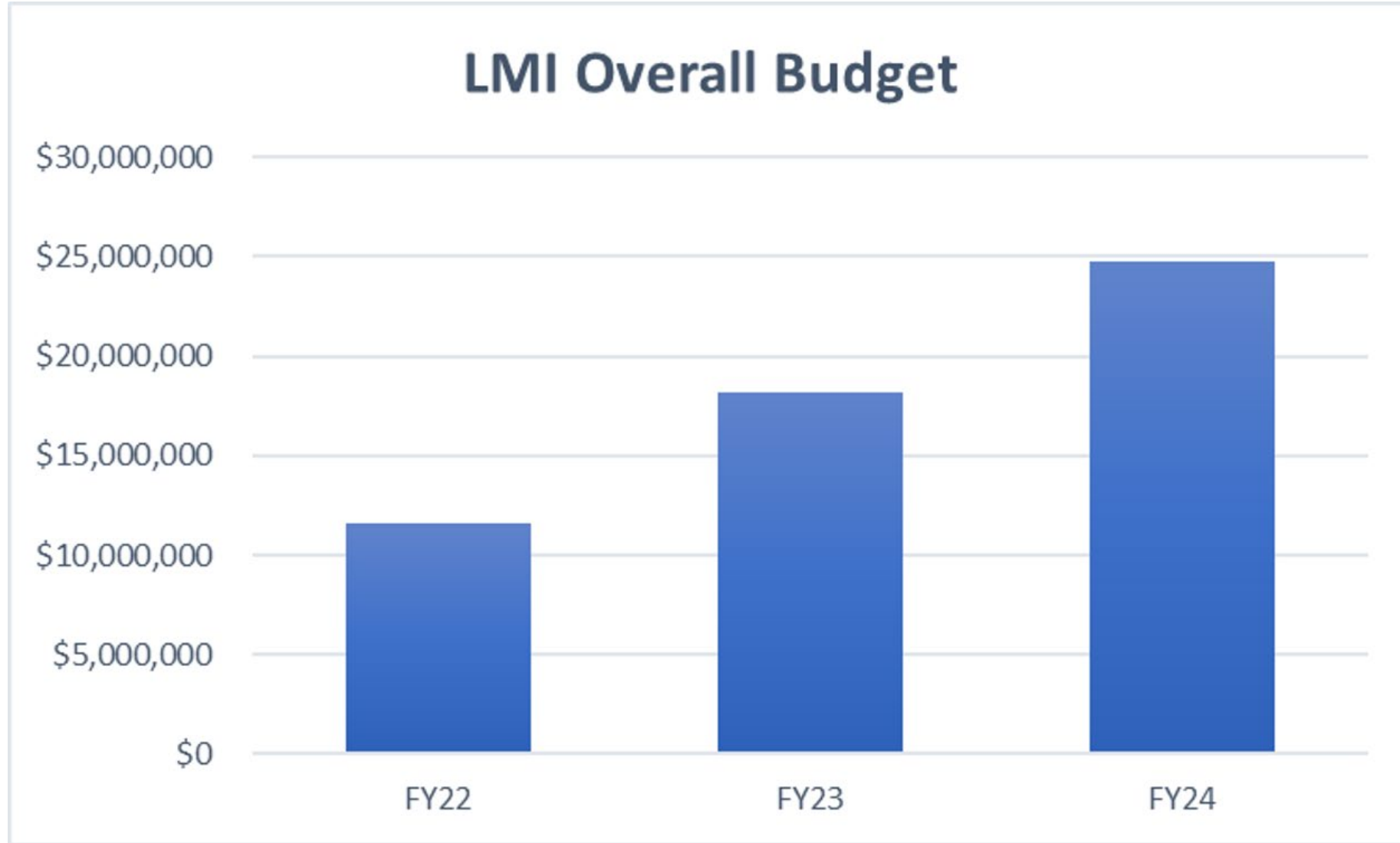
March 20, 2024

Income-Eligible Programs

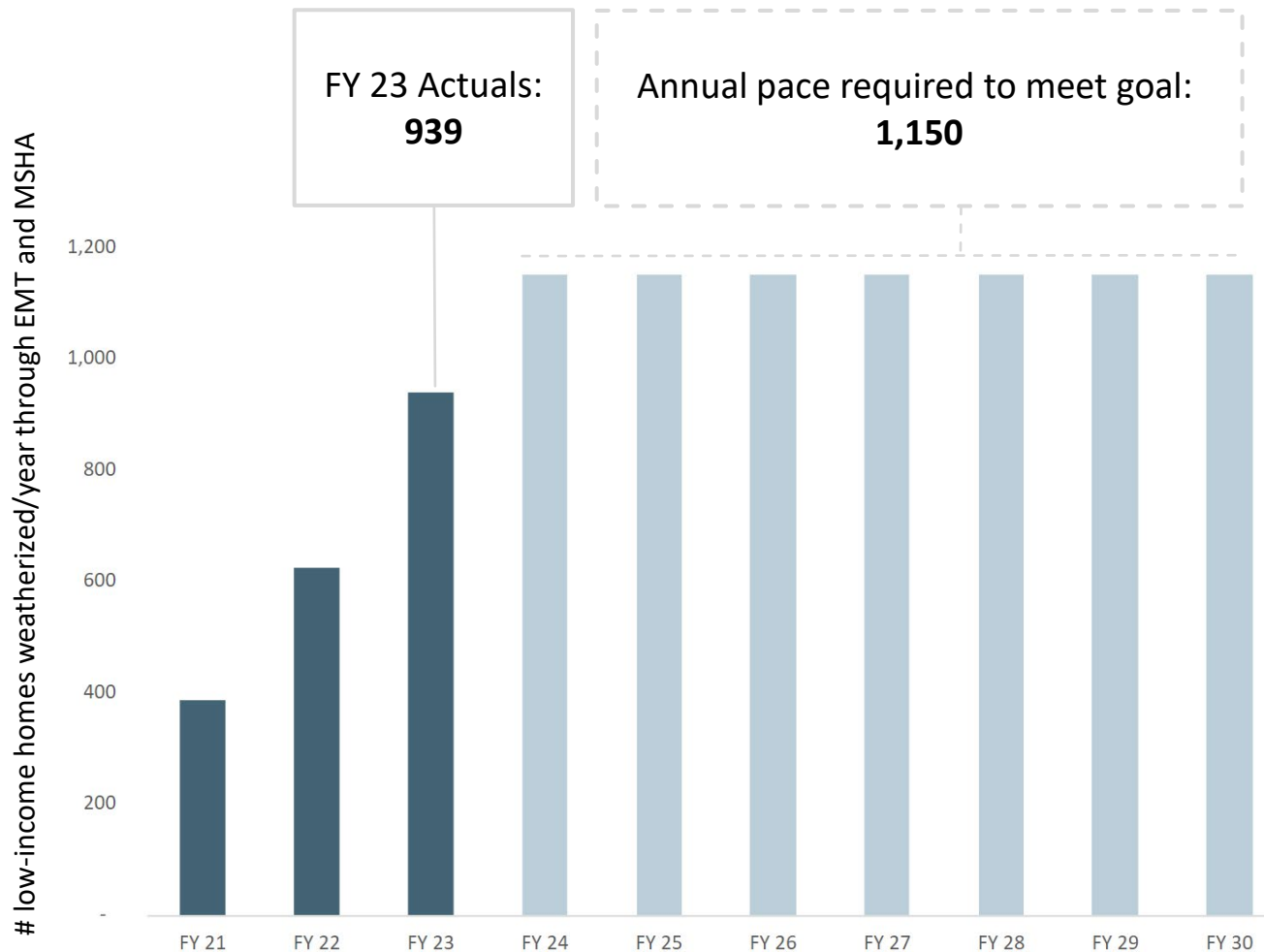
Low Income (LI)

Moderate Income (MI)

Significant Budgets for Low- and Moderate-Income Initiatives



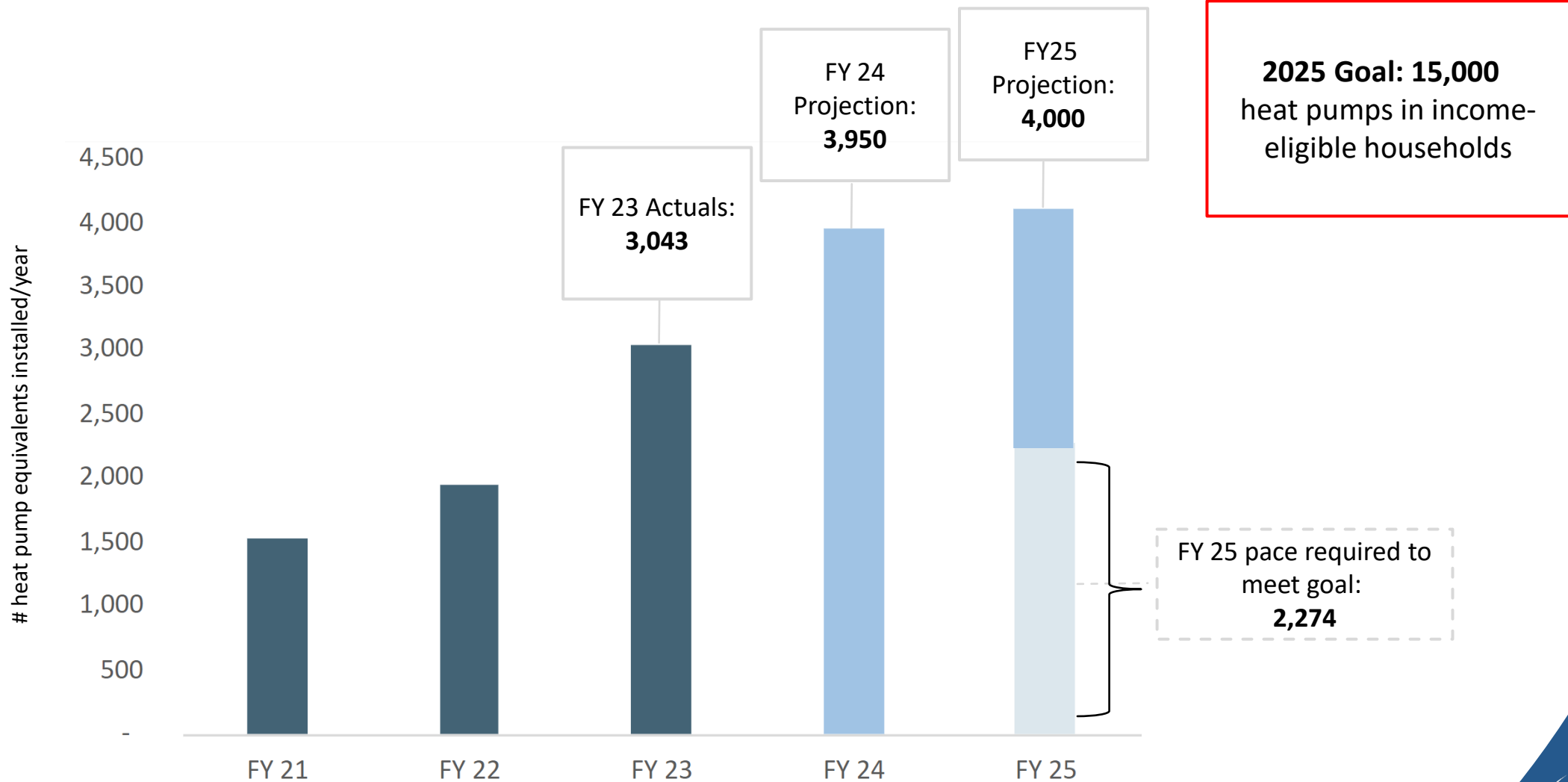
Maine Climate Council (MCC) Weatherization Goal for LI



2030 Goal: 10,000
low-income homes
weatherized

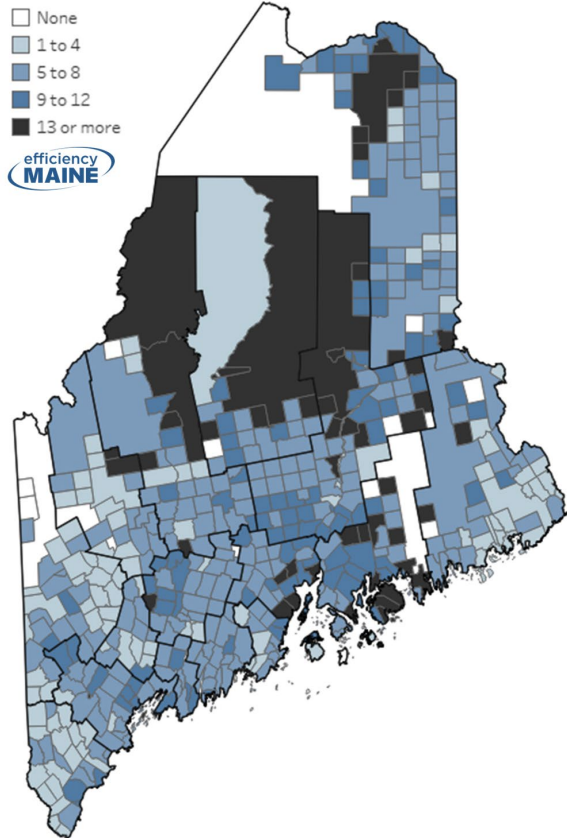
- Annual pace required is close to FY 23
- EMT has robust budget to sustain activity
 - Maine Jobs and Recovery Plan
 - Regional Greenhouse Gas Initiative
- MSHA has significant budget increase
 - \$3-4M/yr Weatherization Assistance Program
 - \$32M Bipartisan Infrastructure Law WAP
- Both EMT and MSHA adding multifamily opportunities (yields higher # dwellings)

Maine Climate Council (MCC) Heat Pump Goal for LI

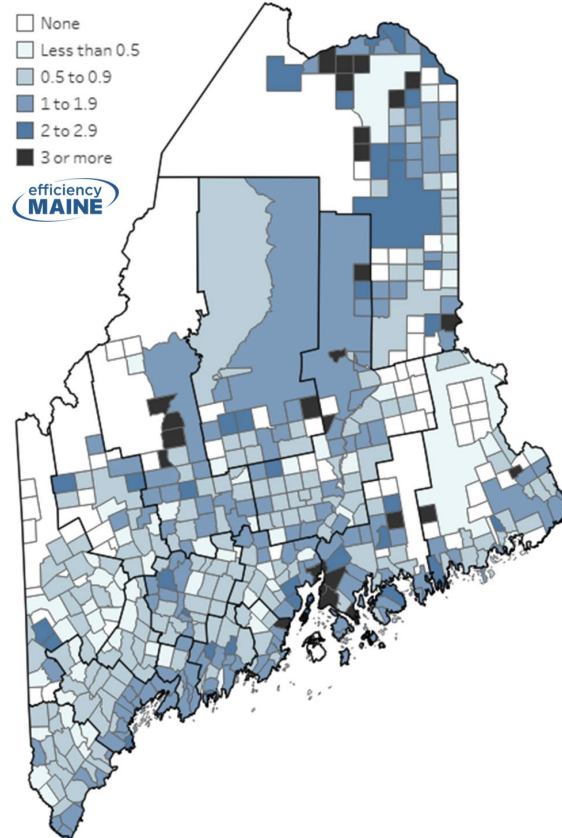


Geographic Distribution

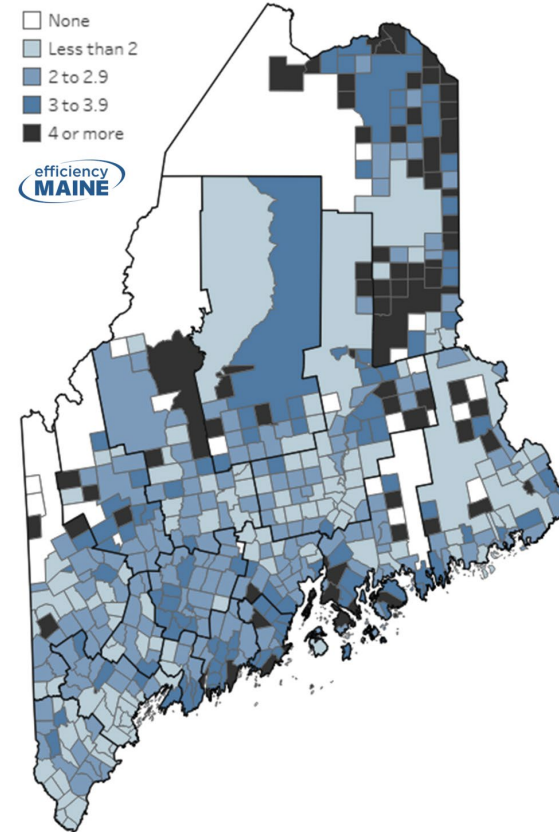
Heat Pumps per 100 population



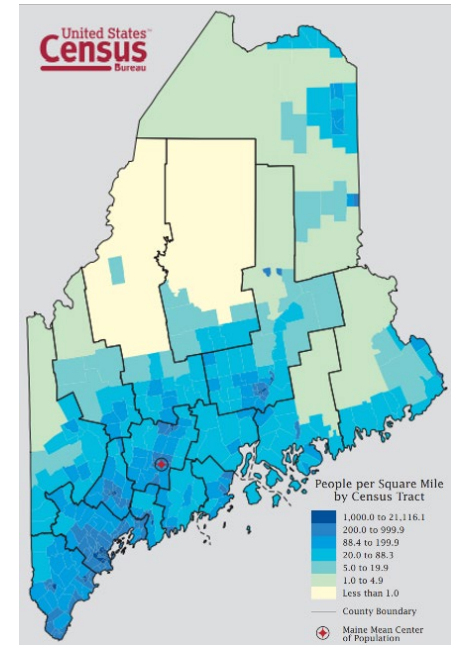
Weatherization per 100 population



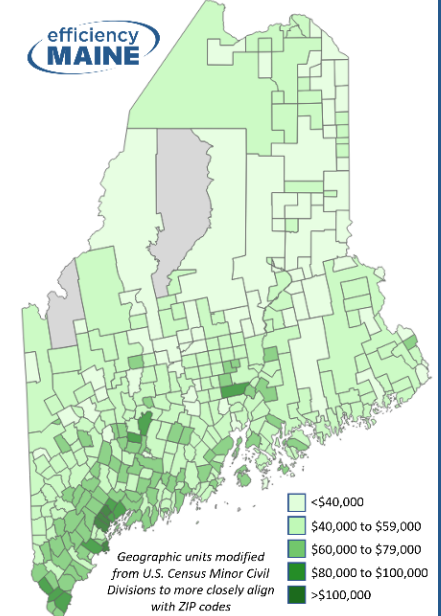
Heat Pump Water Heaters per 100 population



Population Density by Census Tract

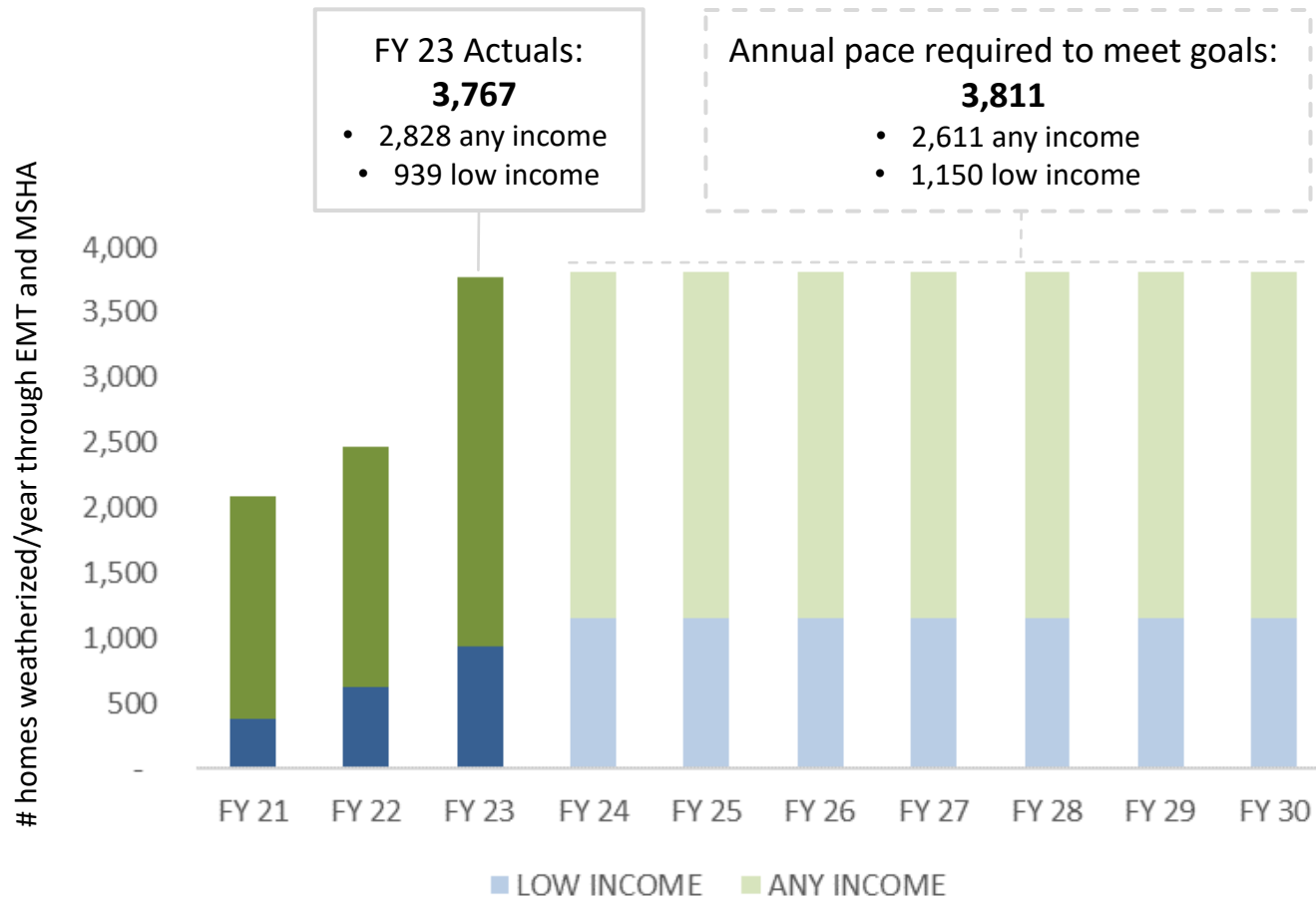


Median Household Income (2018)



All Income and Residential Programs

Maine is On Track to Meet MCC Goals for Weatherization



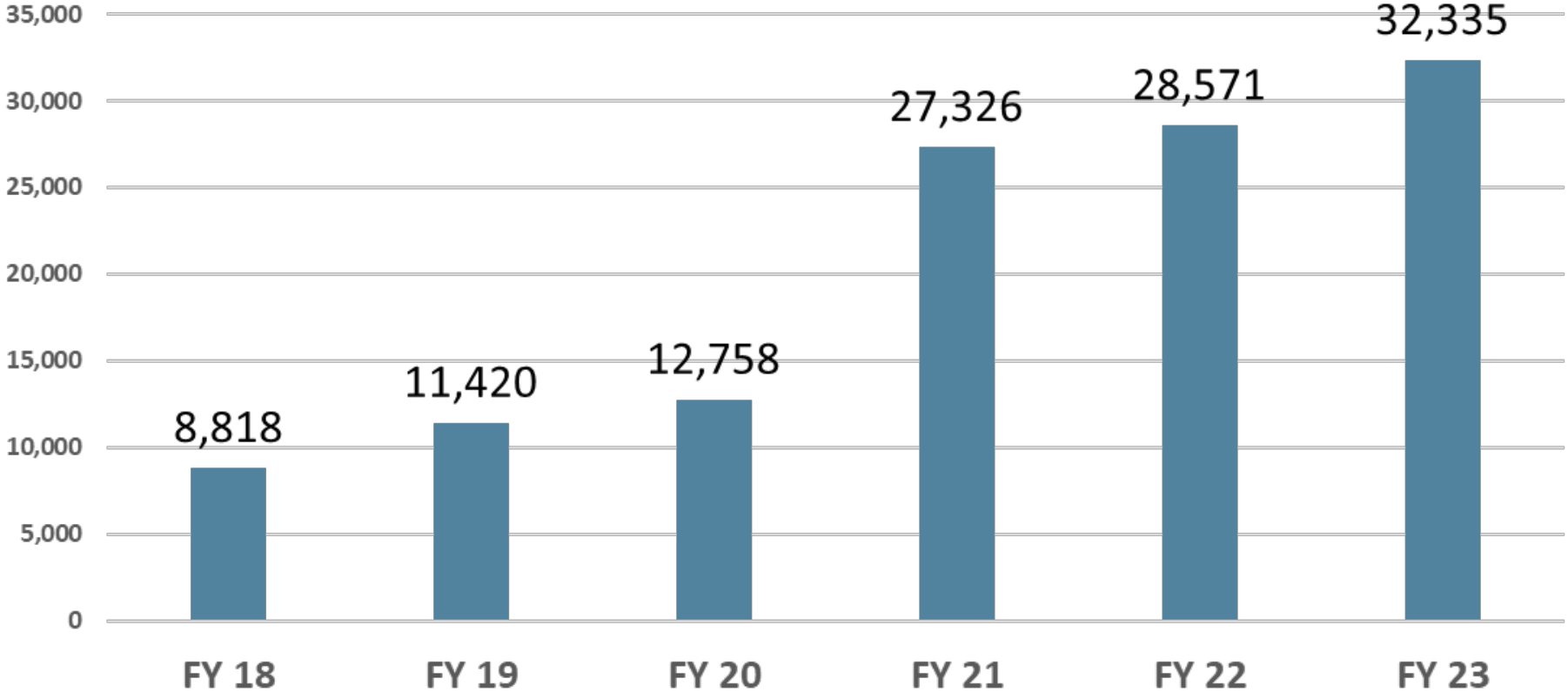
- 2030 Goals:**
- 35,000 homes and businesses
 - 10,000 low-income homes

- Annual pace required is close to FY 23
- EMT has robust budget to sustain activity through at least FY 25
 - Maine Jobs and Recovery Plan
 - Regional Greenhouse Gas Initiative
- MSHA has significant budget increase
 - Bipartisan Infrastructure Law
- Both EMT and MSHA adding multifamily opportunities (yields higher # dwellings)

Progress on total heat pumps (all income levels, all sectors*)



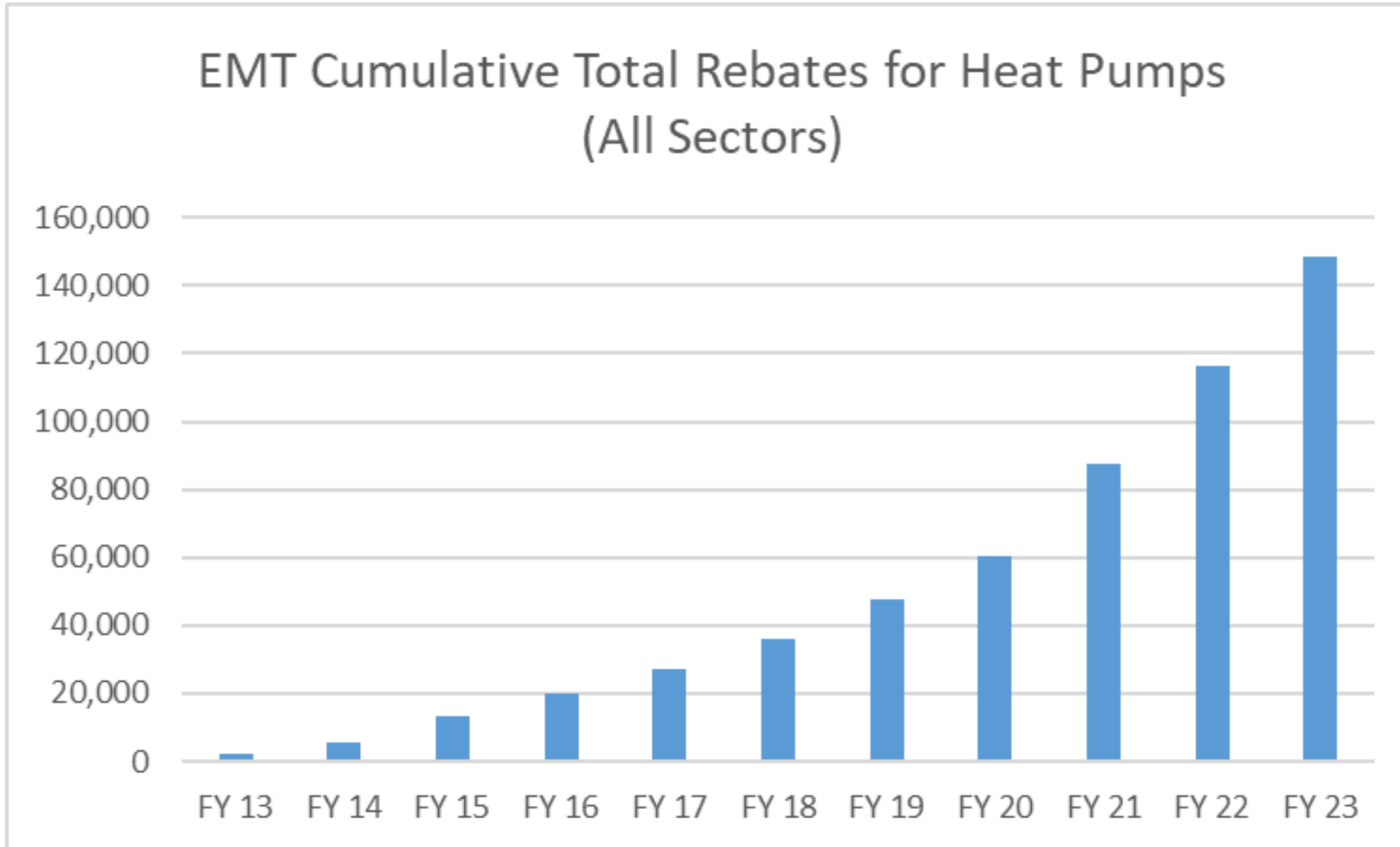
Heat Pumps Rebated Per Year



*- Approximately 15% of heat pumps were installed in commercial, institutional or government buildings.



EMT cumulative heat pump rebates – Res & Commercial*



Climate Action Plan Targets:

130,000 Homes with at least 1 Heat Pump

115,000 Homes entirely heated with Heat Pumps

60-90% of Commercial Building Heating Supplied by Heat Pumps

*- Approximately 15% of heat pumps were installed in commercial, institutional or government buildings.

Program Offerings

Insulation Information

Home Insulation



Incentives up to \$9,200



Find an Installer



About Insulation



About Air Sealing



About Energy Audits



Myths and Facts



Compare Your Home's Energy Efficiency



Home Energy Loans



Case Studies



Rebates Brochure

Insulation Incentives

Income Bracket	Efficiency Maine Rebate	Federal Tax Credit	Total
Low Income (MaineCare, TANF, SNAP, HEAP)	80% of cost up to \$8,000 rebate	Insulation materials 30% up to \$1,200/year	\$9,200
Moderate Income (AGI <\$70k/year single, \$100k/year jointly)	60% of cost up to \$6,000 rebate	Insulation materials 30% up to \$1,200/year	\$7,200
Any Income	40% of cost up to \$4,000 rebate	Insulation materials 30% up to \$1,200/year	\$5,200

Heat Pump Information

Residential Heat Pumps



About Heat Pumps



Residential Incentives
Up to \$10,600



Commercial Incentives
Up to \$4,800



Find an Installer



Savings Calculator



Heating Load
Estimator



FAQs



Home Energy Loans



Installation
Considerations



Case Studies



Testimonials



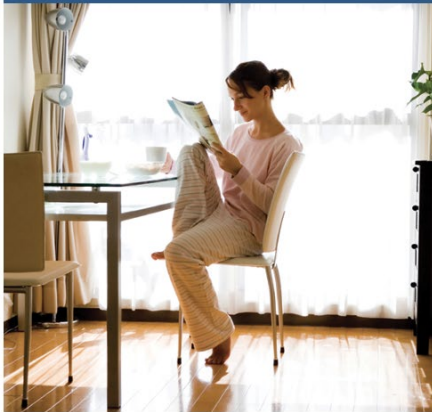
User Tips

Heat Pump Incentives


Income Bracket	Efficiency Maine Rebate	Federal Tax Credit	Total
Low Income (MaineCare, TANF, SNAP, HEAP)	80% of cost up to \$8,000 rebate	30% of cost up to \$2,600	\$10,600
Moderate Income (AGI <\$70k/yr single, \$100k/yr jointly)	60% of cost up to \$6,000 rebate	30% of cost up to \$2,600	\$8,600
Any Income	40% of cost up to \$4,000 rebate	30% of cost up to \$2,600	\$6,600

Income-Eligible Initiatives

**Rebates for
Income-Eligible
Households**



Prequalifying takes less than 5 minutes and could save you thousands.
Visit: www.energymaine.com/income-based-eligibility-verification
Call: 866-376-2463



**efficiency
MAINE**

1. Market-based initiatives

- low- and moderate-income customers participate in EMT's programs for all residential customers, receiving enhanced rebates
- customers contribute to project cost
- measures: weatherization, whole-home heat pumps

2. Direct installation

- EMT covers up to 100% of the cost of equipment and installation, and/or oversees contractor support
- measures: heat pump water heaters, whole-home heat pump retrofits in manufactured homes

3. Direct-mail campaigns

- eligible customers receive an offer for free, DIY energy-saving devices, along with a postage-paid order form
- measures: low-flow showerheads with thermostatic valves, faucet aerators

Customer Definitions for Income-Eligible Initiatives

Low-Income

Participation in a state or federal means-tested program, including:

- Home Energy Assistance Program (HEAP)
- Supplemental Nutrition Assistance Program (SNAP)
- Temporary Assistance for Needy Families (TANF)
- MaineCare

Moderate-Income

Adjusted gross income (AGI)

- ≤ \$70,000 for single filers
- ≤ \$100,000 for joint filers

Example of tiered incentives

Upgrade	Low Income	Moderate Income	Any Income
Air Sealing and/or Insulation	80% of project cost up to a \$8,000 rebate	60% of project cost up to a \$6,000 rebate	40% of project cost up to a \$4,000 rebate

Multifamily Initiatives

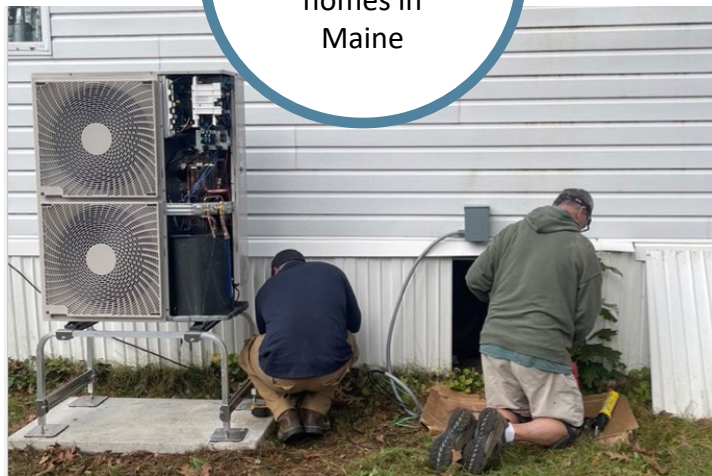


- Maine’s strategic plan for the use of **\$72 million** in federal Inflation Reduction Act (IRA) Home Energy Rebate Programs focuses on low-income households in market segments that face heightened barriers and offer strong carbon and financial savings opportunities: **multifamily buildings and their renters**
 - Home Efficiency Rebate Program (HER) will focus on electrification retrofits of heating systems in *existing* affordable housing buildings
 - Home Electrification and Appliance Rebate Program (HEAR) will focus on supporting electric heating systems in *new construction* of affordable housing
- IRA defines “low-income” as < 80% area median income
- Subject to Justice40 requirements

Whole-Home Heat Pumps in Manufactured Homes



62,000
Manufactured
homes in
Maine



Activity to Date

- FY 22-23 – EMT conducted successful pilot program testing whole-home heat pump retrofits in single-wide manufactured homes
- FY 24 – Transitioned to broader program offering under Low-Income Initiatives, while also continuing to pilot other permutations (double-wide homes north of Bangor)
- Since FY 22: 80 heat pump retrofits completed, 63 scheduled

Looking Ahead: TPVI

- Leverage 2 new federal funding streams to support expanded program offering
 - 1. IRA Electrification and Appliance Rebate Program (HEAR) funds**
 - Funds available to support ~890 installations
 - 2. Energy Improvements in Rural or Remote Areas (ERA) grant from US Department of Energy**
 - **\$10 M** available to support ~675 installations
- *Projects will be subject to Justice40 requirements*

Efficiency Maine Green Bank: Finance Initiatives

Current Offerings

- **Home Energy Loans:** Products limited to income-eligible borrowers installing EMT-rebated energy efficiency upgrades. No borrower fees and relatively low interest rates.
- **Manufactured home heat pump lease:** Participants in the whole-home heat pump retrofit initiative for manufactured homes can cover their 20% share of upfront project costs (~\$2,000) through an equipment lease.

Plans: significant expansion

- EMT is requesting **~\$40M** in federal IRA Greenhouse Gas Reduction Fund (GGRF) dollars to capitalize loans through the Efficiency Maine Green Bank (current portfolio ~\$20M)
 - National Clean Investment Fund (NCIF) – ~\$30M (40% deployed to LIDACs)
 - Clean Communities Investment Accelerator – \$10M (100% deployed to LIDACs)

Budget Estimates

Budgets for EMT Heat Pump Programs for FY 25

(FY 25 is a useful proxy for FY 26-28)

Heat Pump (Any-income) \$13.6 million

Heat Pump (Low-income) \$11.4 million

Heat Pump (Moderate-income) \$18.3 million

C&I Prescriptive Beneficial Electrification Measures \$1.3 million

**Total Budget for New Beneficial Electrification
Procurement for Heat Pumps \$49.5 million**

EMT FY 26-28 Program Budget Estimates & Revenues for LMI Weatherization and Heat Pumps

Program/Initiative	Funding Source	Measures	3-Year Budget Est.
Income-Eligible Initiatives	Electric Efficiency and Conservation Fund	Whole-home heat pumps, heat pump water heaters, DIY kits	Up to \$90M*
	American Rescue Plan Act/Maine Jobs and Recovery Plan	Weatherization	~\$6M
	New England Clean Energy Connect	Whole-home heat pumps	\$1.6M
	Regional Greenhouse Gas Initiative (RGGI)	Weatherization, heat pump water heaters (fuel switch)	TBD
	US DOE IRA Home Electrification and Appliance Rebate Program	Whole-home heat pumps in manufactured homes	\$11M
	US DOE Energy Improvements in Rural or Remote Areas (ERA) Grant	Whole-home heat pumps in manufactured homes	\$10M
Multifamily Initiatives (through C&I Programs)	US DOE IRA Home Efficiency Rebate Program	Multifamily heat pump systems (retrofits)	\$18M
	US DOE IRA Home Electrification and Appliance Rebate Program	Multifamily heat pump systems (new construction)	\$11M
Efficiency Maine Green Bank (LIDAC subset)	IRA Greenhouse Gas Reduction Fund	All measures (including non-EMT-rebated energy projects and health and safety improvements)	\$40M* (estimated)

*- Subject to approval.

EMT FY 26-28 Program Budget Estimates & Revenues for All Income Weatherization and Heat Pumps

Program/Initiative	Funding Source	Measures	3-Year Budget
All-Income-Initiatives	Electric Efficiency and Conservation Fund	Whole-home heat pumps, heat pump water heaters, DIY kits	\$39M*
	American Rescue Plan Act/Maine Jobs and Recovery Plan	Weatherization	~\$6M (estimated)
	New England Clean Energy Connect	Whole-home heat pumps	\$2.64M
	Regional Greenhouse Gas Initiative (RGGI)	Weatherization, heat pump water heaters (fuel switch)	TBD*
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Efficiency Maine Green Bank (LIDAC subset)	IRA Greenhouse Gas Reduction Fund	All measures (including non-EMT-rebated energy projects and health and safety improvements)	\$See prior slide

*- Subject to approval.

Additional Elements of EMT's Income-Eligible Programs

Eligibility Verification

- Online screening form (with Call Center support option available)
- Department of Health and Human Services confirms participation in needs-based assistance programs
- EMT reviews IRS tax transcripts
- Customers receive an eligibility confirmation letter to provide contractors/dealers
- Exploring enhancements for TPVI, including automated income verification APIs

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. Efficiency Maine also offers **home energy loans** to eligible homeowners.

Use the online form below for the fastest eligibility verification. If you prefer not to use the online form, you may download a printable version of the eligibility form [here](#).

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

Qualified **low-income** households (at least one household member participates in one of the programs below) may be eligible for the highest rebates for electric vehicles (EVs), heat pumps, water heaters, and insulation.

Select the program that at least one member of the household currently participates in.

- 1** - Home Energy Assistance Program (**HEAP**) - I currently receive fuel-assistance benefits from MaineHousing
- 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 based on federal Adjusted Gross Income (AGI).

- 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.

Marketing & Outreach Channels

- Website
- Trade ally newsletters
- Facebook posts and ads
- Google Ads
- Radio
- Direct mail campaigns
- Email campaigns
- Earned media
- Print advertising
- Technical Field Representative cross-promotion

efficiency MAINE
P.O. Box 219
Brunswick, ME 04011-0219

Our records show you recently participated in our heat pump rebate program.

Good news. You may also be eligible for insulation rebates up to \$8,000. Improving insulation can make your home more comfortable, lower your heating bills, and prevent ice dams, frozen pipes, and cold drafts.

For more information, visit efficiencymaine.com or call 866-376-2463.

Mailing ID: TBD

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Insulation Rebates Up to \$8,000

Home Energy Loans

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Quick Guide To Home Heating

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Heat Pump Incentives Up to \$10,600

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Heat Pump User Tips

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Get the most from your heat pump with these easy tips

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Efficiency Maine Trust
656 followers
5mo •

Whole-home heat pump systems are keeping mobile homeowners warm during the coldest winter temperatures. Read more: <https://lnkd.in/g2WBpc8c> #EfficiencyMaine #heatpumps

Options for Income-Eligible Households

Find out if you're eligible for enhanced incentives that can save on energy costs.

CLICK HERE FOR DETAILS

pressherald.com • 8 min read

Pump it up: Can you keep warm in winter with a heat pump alone?

9

1 comment

Like Comment

Marketing & Outreach Channels



- Non-profit/Municipal outreach
 - Examples: Community Action Agencies, Maliseet, Penobscot Nation
- Trade association outreach
 - Examples: Maine Affordable Housing Coalition, Maine Energy Marketers Association
- Landlord outreach
 - Examples: Public Housing Authorities, MEREDA, Avesta, Maine Affordable Housing Coalition, manufactured home communities
- Events
 - Examples: trade/home shows, conferences, municipal energy/sustainability committee meetings, library info sessions, presentations to Rotary and Lions clubs

Low-Income Advisory Group

- Formed in 2017 to help EMT staff consider income-related equity issues in its program designs and implementation
- Meets quarterly to review EMT program progress, review potential program improvements, and discuss opportunities to collaborate in raising awareness
- Comprises representatives from the Office of the Public Advocate, the Public Utilities Commission, low-income advocates, state and local housing authorities, tribal group representatives, utilities, and Community Action Agencies

