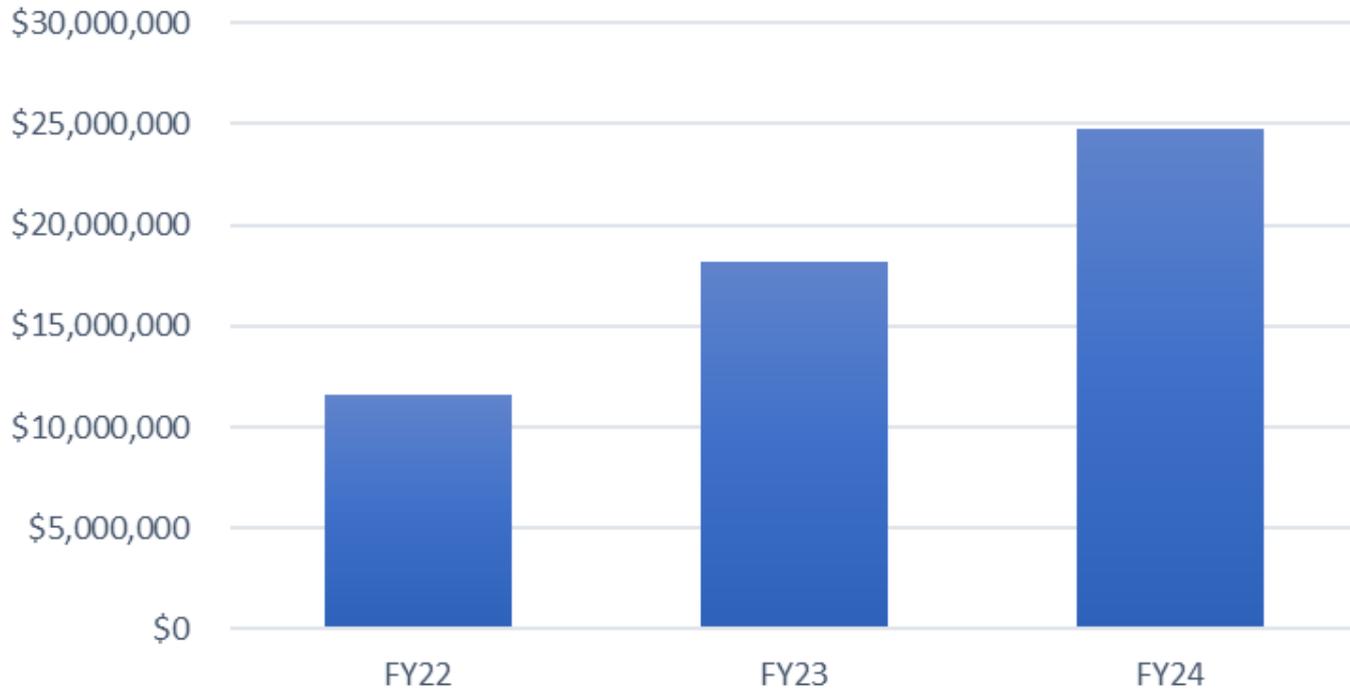


# Electric Ratepayer Advisory Council

# Investment Trends

## LMI Overall Budget



# Marketing to LMI Households

# Marketing in FY24 – Channels

	Channel	FY2023	FY2024
1	Website	X	X
2	TFR Inspection Cross-Promotion	X	X
3	RRV Newsletter	X	X
4	Facebook Posts and Ads	X	X
5	Trade Assoc. Outreach	X	X
6	Non-profit Outreach	X	X
7	Events (trade/home shows)	X	X
8	Earned Media	X	X
9	Print Advertising	X	X
10	Rebate check stuffers	X	X
11	Google Ads	X	X
12	Radio	X	X
13	Direct Mail Campaigns	X	X
14	Email Campaigns	X	X

	Full speed
	Half speed
	Stop

# Income Eligibility at [efficiencymaine.com](http://efficiencymaine.com)

## 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.

**Choose one eligibility option from the five 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. Select the program you currently participate in.

- 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 based on 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.

DOWNLOAD A  
PRINTABLE VERSION  
OF THE ELIGIBILITY  
FORM

Download Form



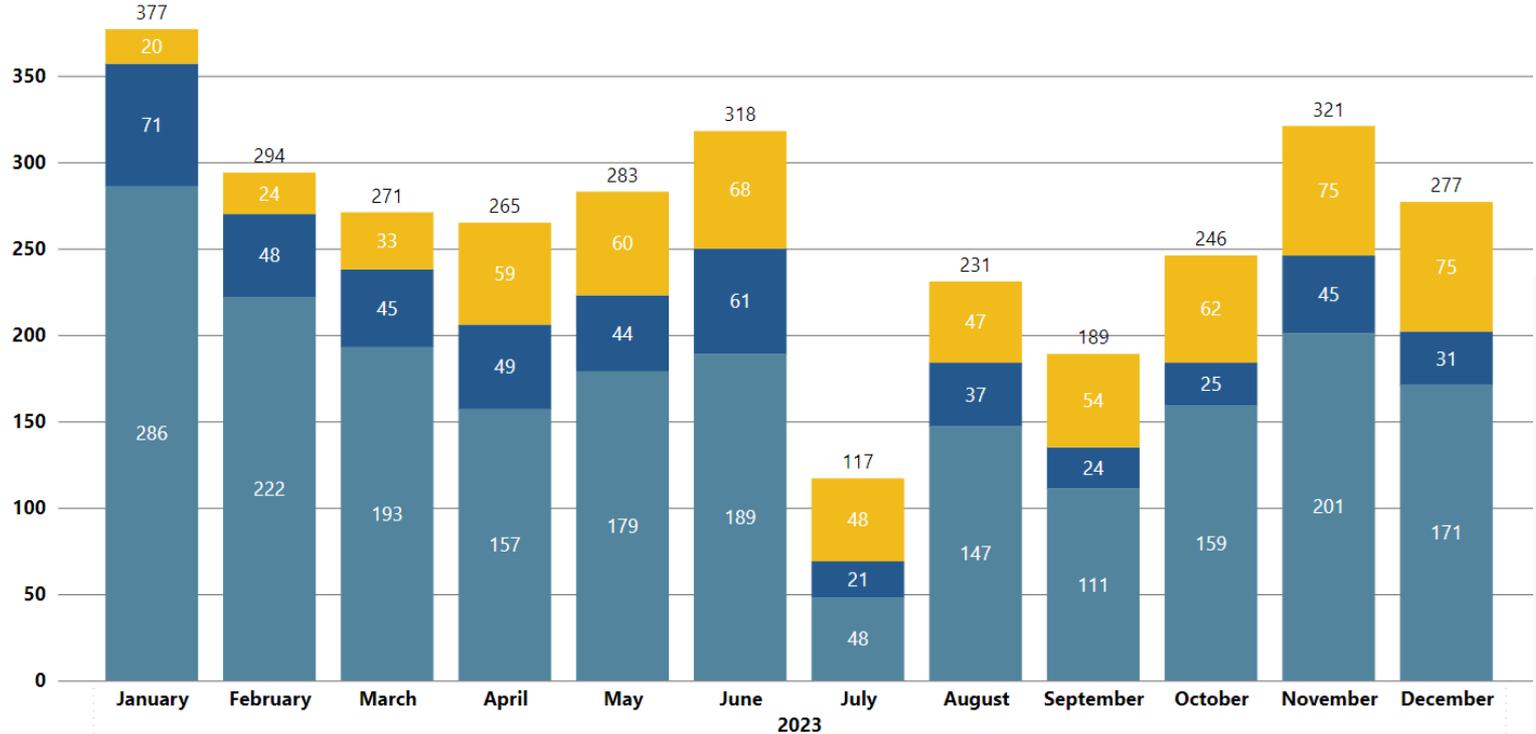
# Insulation

# LMI Insulation Trends



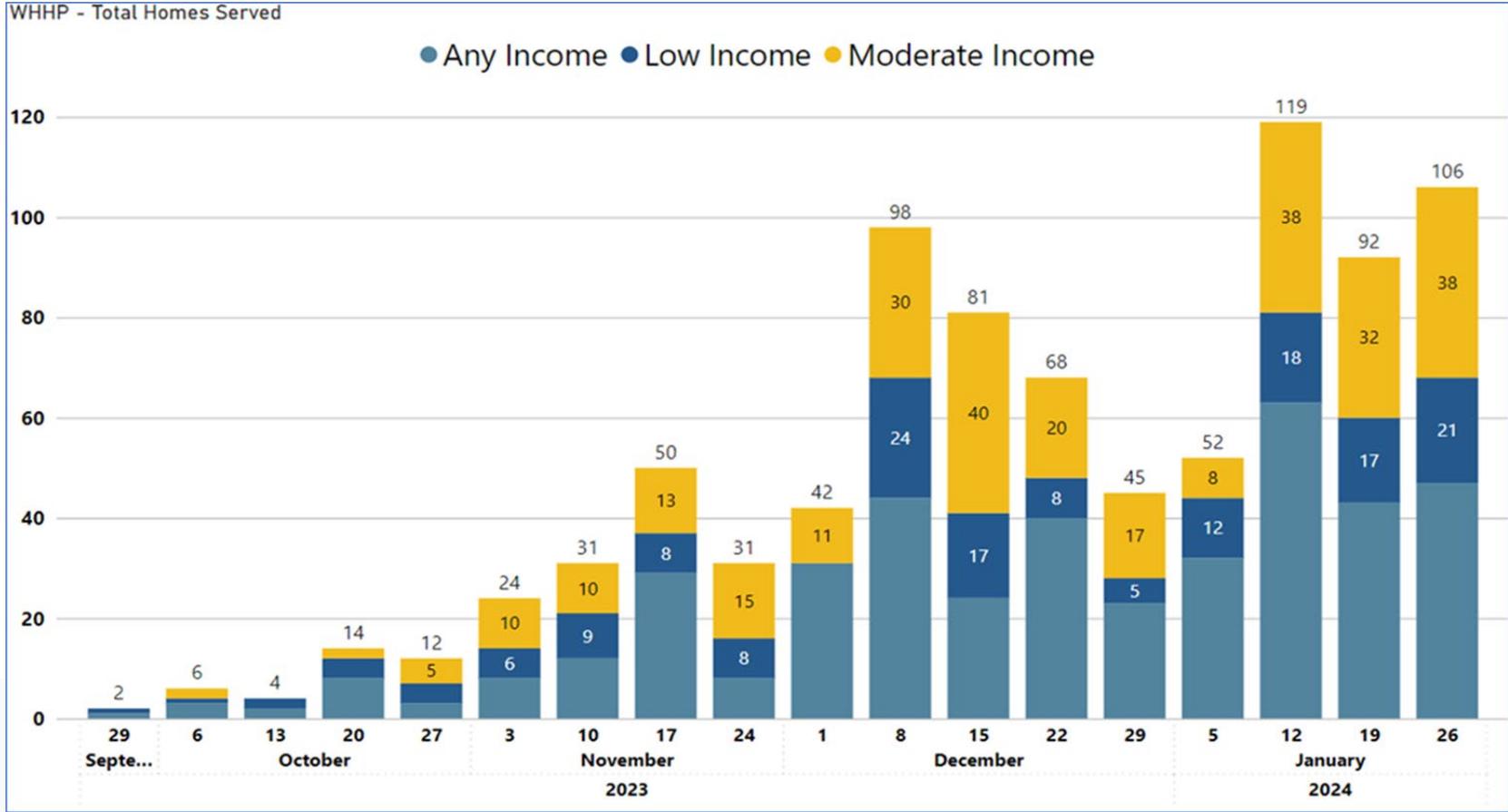
# Residential Insulation – Homes Served

● Any Income ● Low Income ● Moderate Income

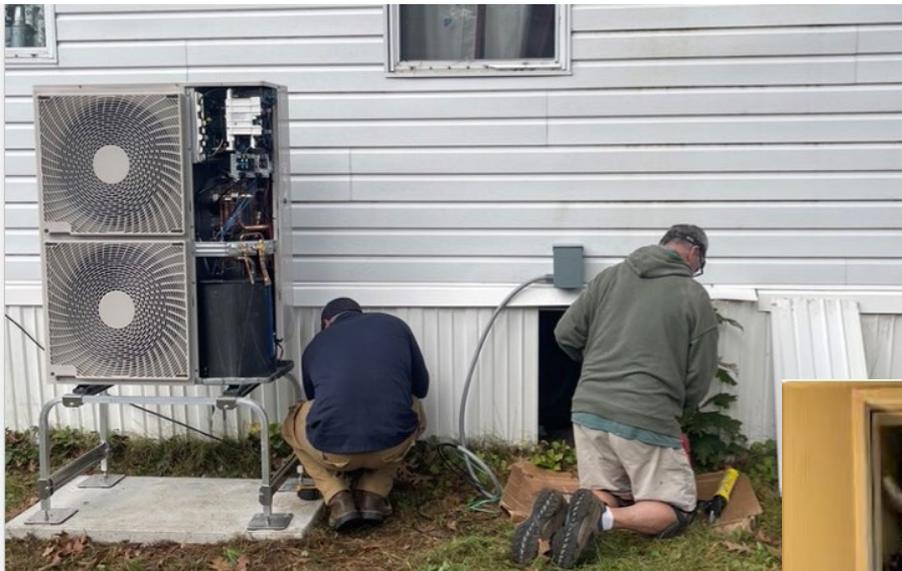


# Heat Pumps

# Heat Pumps - Homes Served

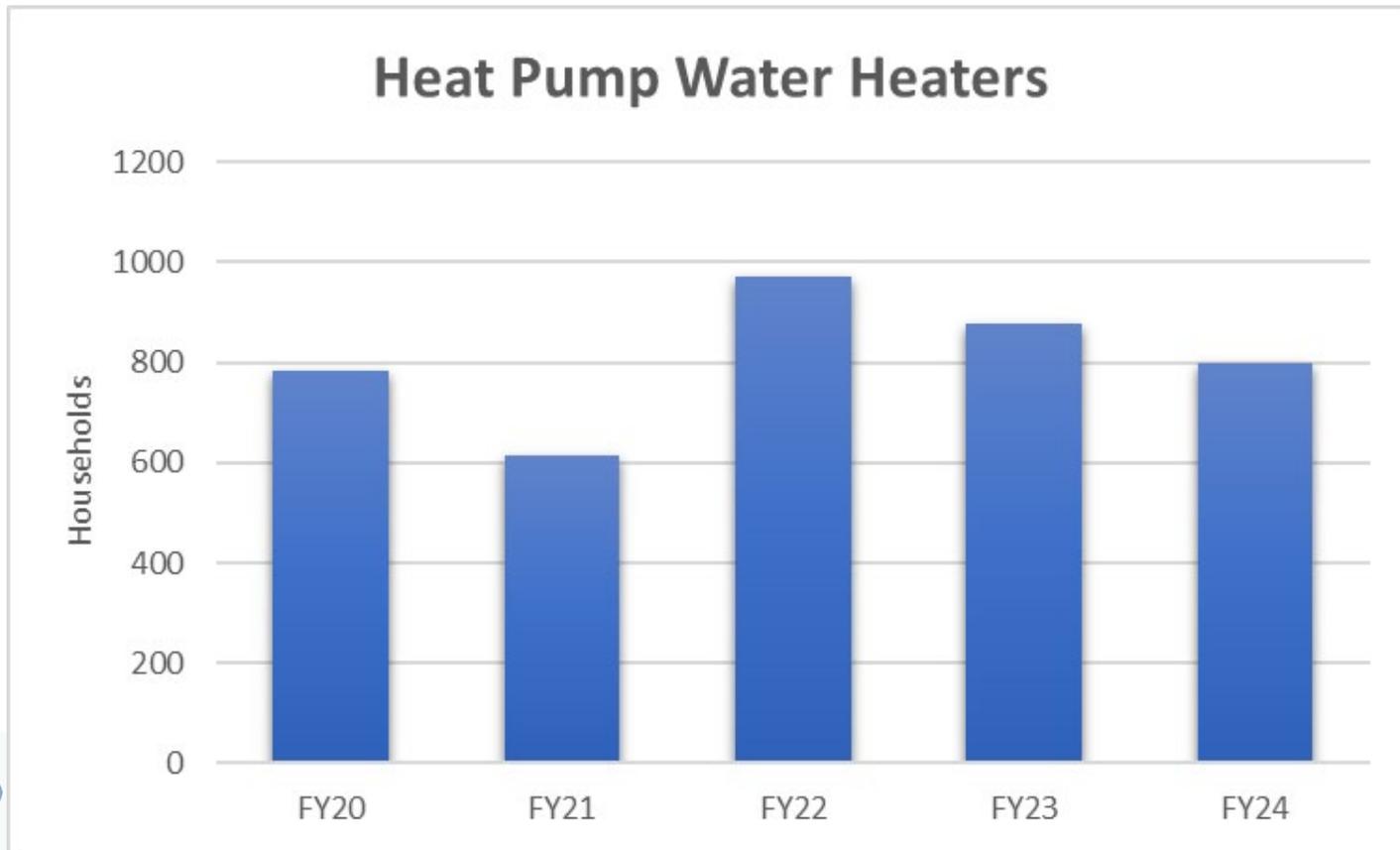


# Installation Example



# Heat Pump Water Heaters

# Installed Heat Pump Water Heaters By Year (Low Income)



# Participating Installer trends

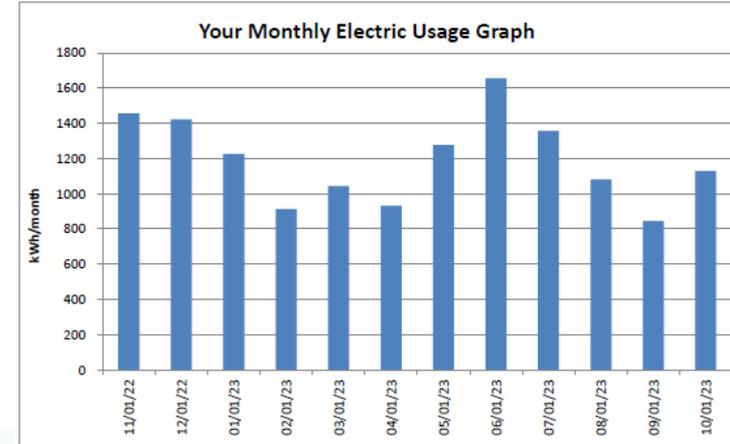
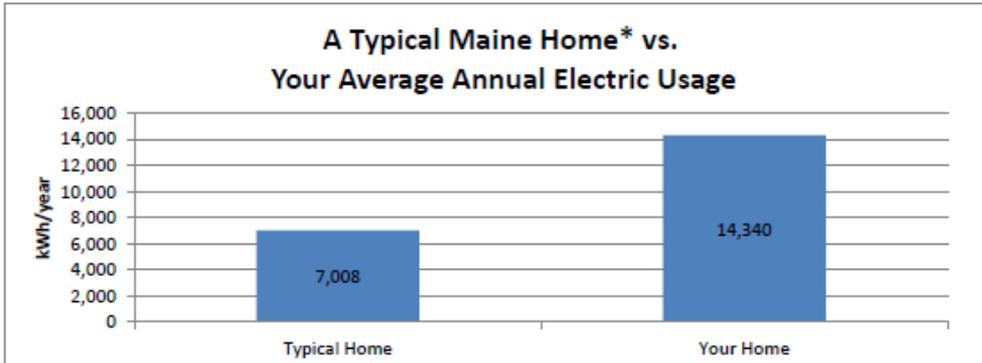


# Arrearage Management Program

# Arrearage Management Program (AMP)

## 915 FY24 enrollees

Here is how your home's electric energy use compares to a typical Maine home:



Peak month	June, 2023
Peak month usage	1,655 kWh/month
Lowest month	September, 2023
Lowest month usage	847 kWh/month
Your annual usage	14,340 kWh/year
Typical home annual usage*	6,840 kWh/year

# LMI Electric Vehicle Offers

# Electric Vehicle Initiatives - LMI Updates

- EV rebates: First half of FY24:
  - 32 low-income rebates (6% of all rebates issued)
    - same as all of FY23
    - 40% increase compared to the second half of FY23
  - 62 moderate-income rebates (12% of all rebates)
    - 15% increase compared to second half of FY23
  - LMI rebate numbers continuing to grow, bolstered by new upfront federal incentive and dropping EV prices

# Completed and Planned

# Completed

Passive House Rebate: 3% construction allowance for achieving passive house standard. Payment scheduled in three parts when milestones achieved

- Avesta
  - 60unit low-income housing, Portland (Valley St)
- South Portland Housing & Development Corp
  - 60unit low-income senior housing, South Portland (Jocelyn Place)

# Planned

- [LMI e-bike pilot](#): released January 11, bids due March 7, awards in April
- Charging: Maine awarded \$15 million Charging and Fueling Infrastructure grant last month (includes Justice40 requirements)  
- anticipate funds in FY25
- Multiunit buildings (serving low-income tenants):
  - Heat pumps as primary heating
  - Insulation
  - Water heating