



Market Transformation in Heating: *The Experience in Maine*

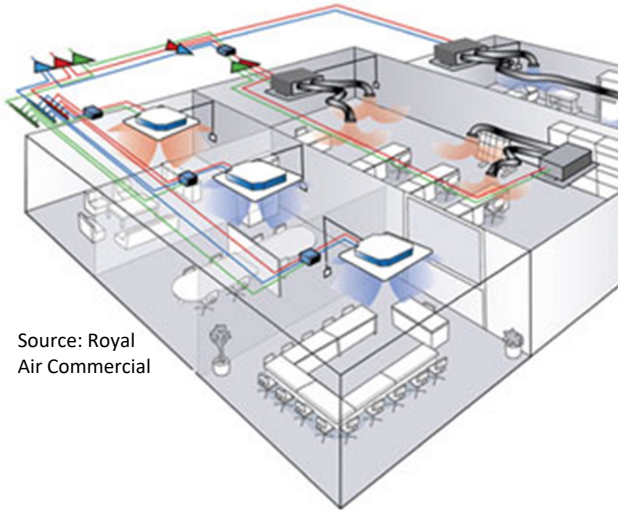
Restructuring Roundtable
Boston, MA
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Executive Director

Heat Pumps (HPs) coming in all shapes and sizes facilitates whole-home (whole building) solutions



VRF
Heat Pump System



Source: Royal Air Commercial



Source: Mitsubishi Electric

Mini-split
Heat Pumps



Vertical Terminal
Heat Pump System

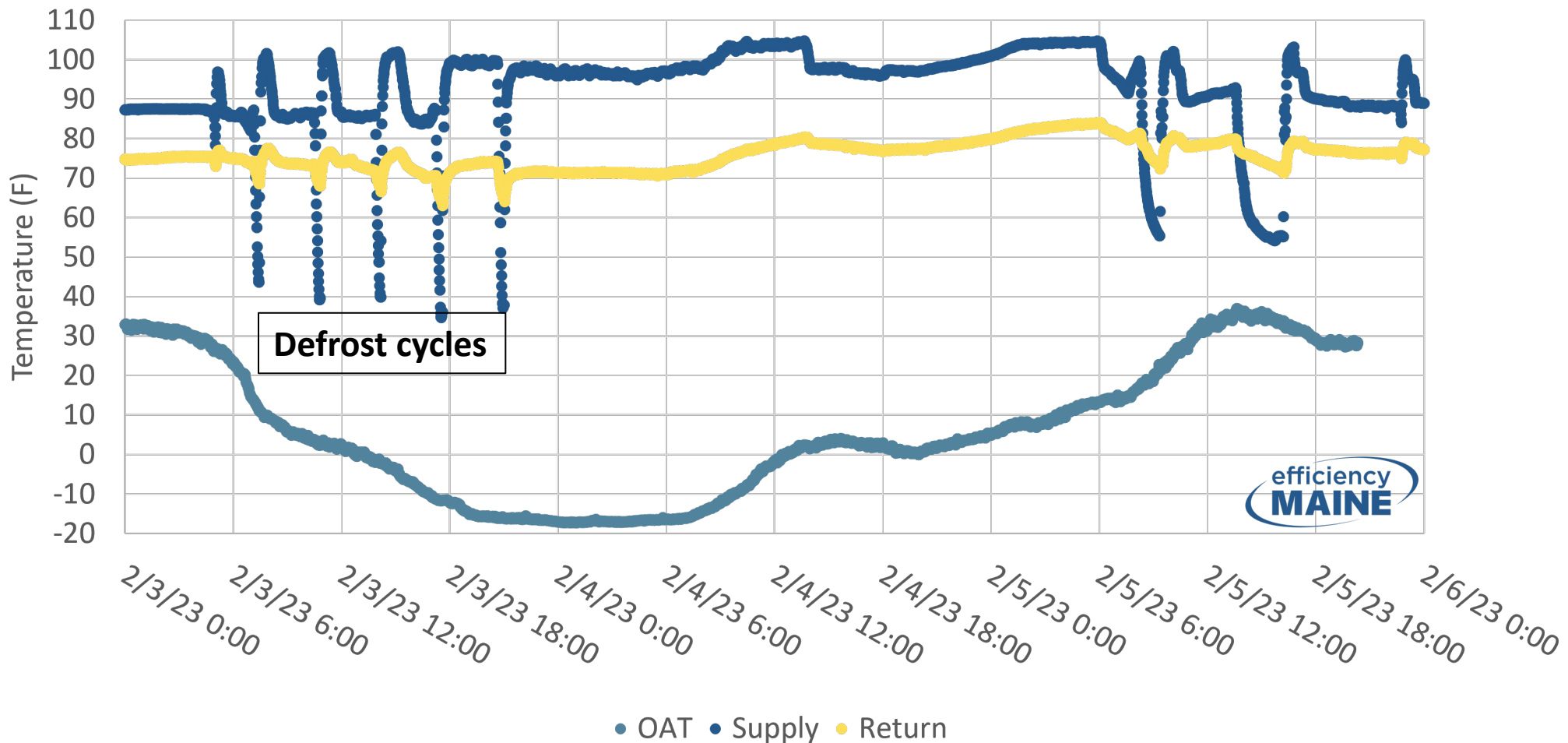
Source: <http://www.perryairemechanical.com/>

Coming Soon: Hydronic

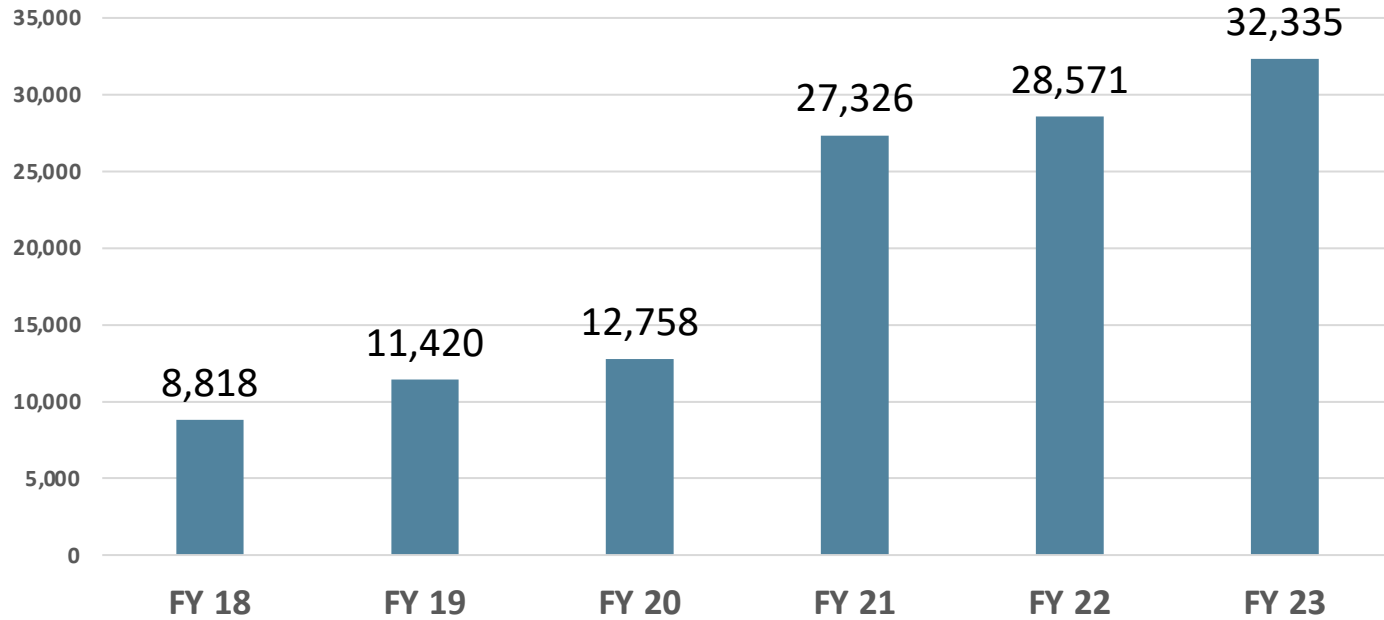


HPs make enough heat in Maine to heat the whole home (or building) ... ALL YEAR LONG!

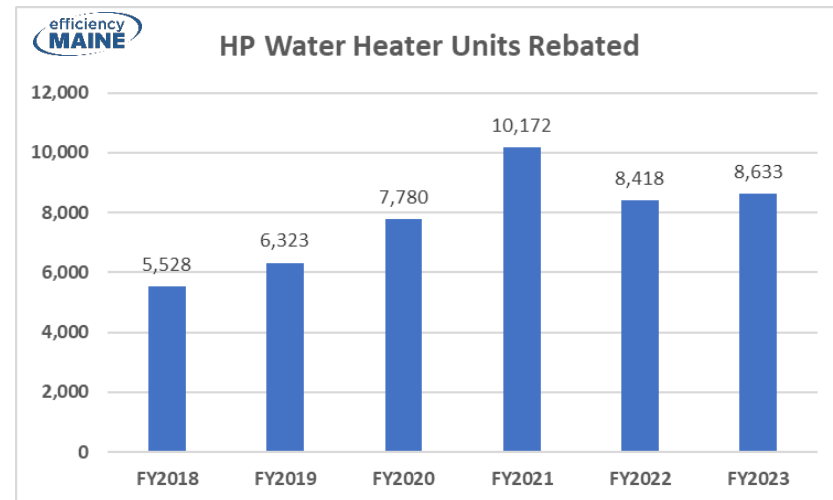
(Coldsnap of Feb. 3-4, 2023, Hancock, Maine, at -16° F the HP's are still producing 90-100 degree heat)



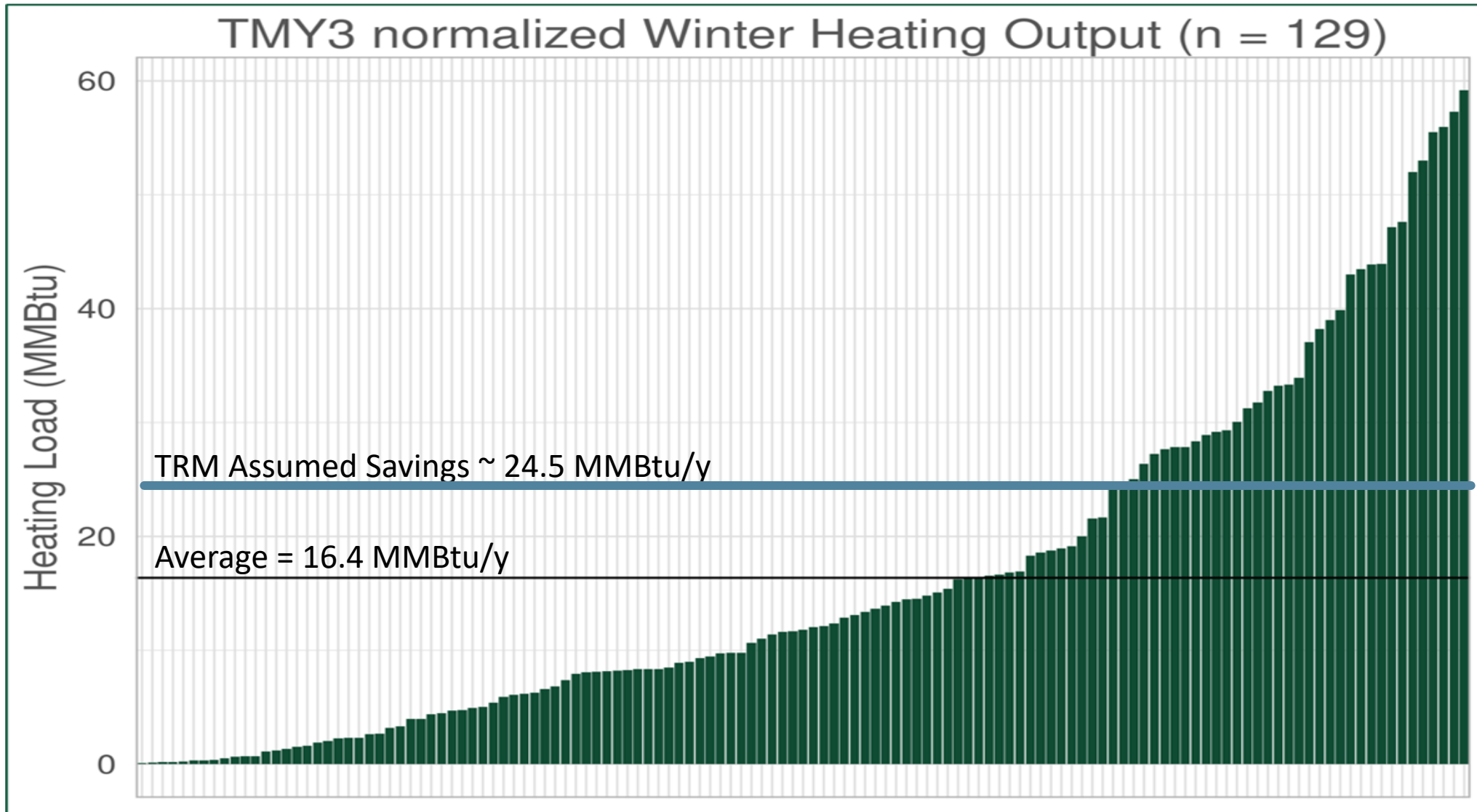
Heat Pumps Rebated Per Year



Scaling Up HP Adoption in ME: Effects of Incentives + Education



2/3 of supplemental HPs in ME are delivering less than 1/2 their potential



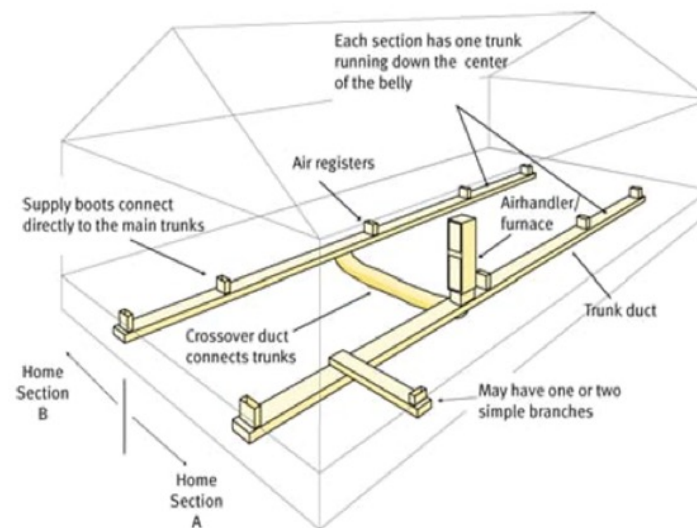
Efficiency Maine program promotes ducted, whole-home solution for mobile homes



Indoor Unit



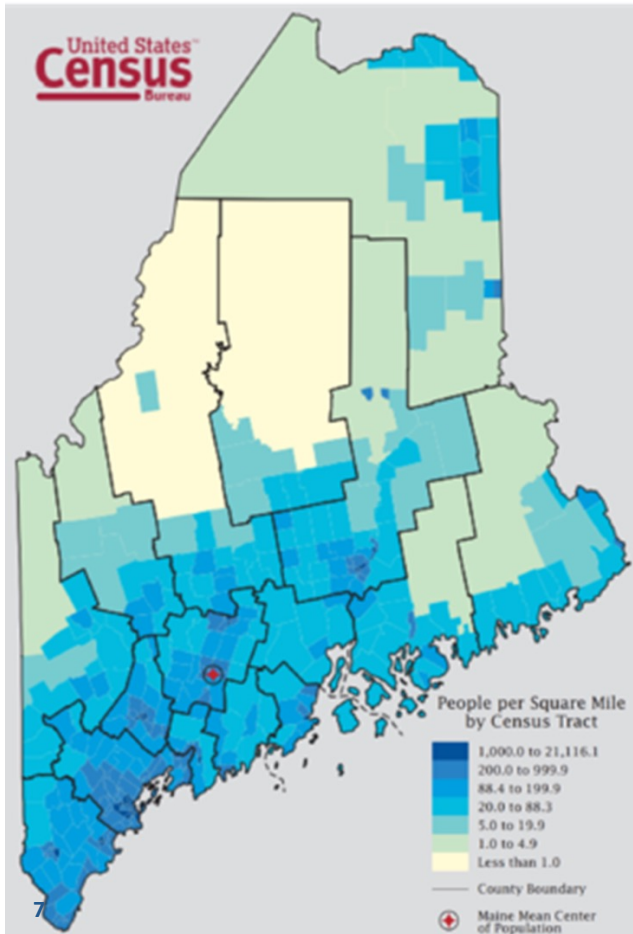
Duct Work Layout



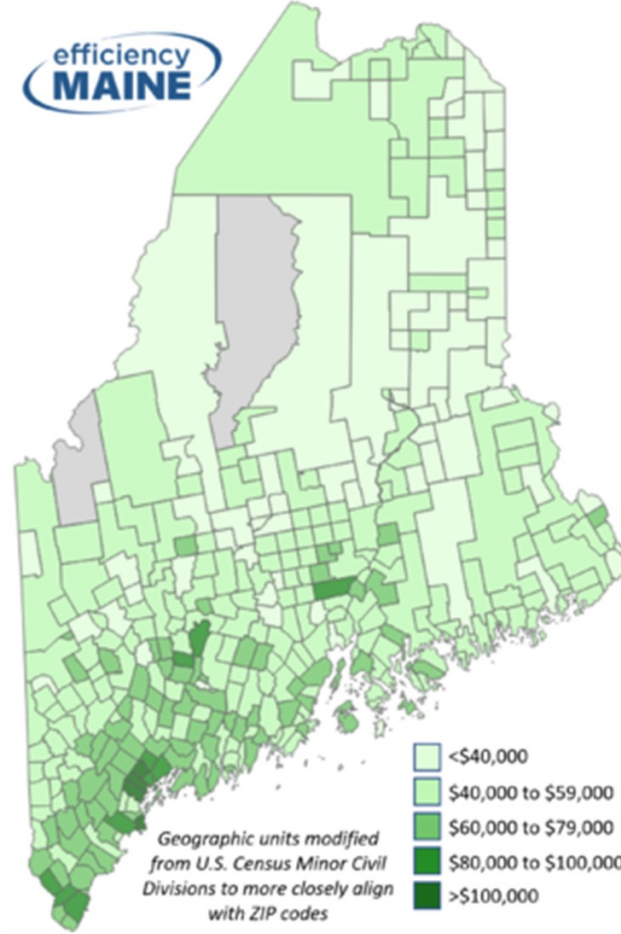
Outdoor Unit

Equity: Market-based programs are distributing heat pump rebates throughout DACs, rural & northern Maine

Population Density by Census Tract



Median Household Income (2018)



Number of Heat Pumps per 100 population

