

# Energy Efficiency Helping Maine

## Home Performance Plus

Case  
Study

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*“Homeowners need help saving energy too. The Efficiency Maine program that helps homeowners cut their oil bills is also helping me and my industry grow.”*

– Dave Couture, Owner,  
Home Performance Plus



With rising energy prices, Linda Edwards of Clinton, Maine, decided to make weatherization improvements before moving into her new home. Using Efficiency Maine's residential program and with the help from Home Performance Plus, Linda will be cutting costs before she even gets her first oil bill! Her new home will be about 25% more energy efficient than when she bought it—plus much healthier and more comfortable for her to live in.

For more case studies in this series, visit [www.nrcm.org/issue\\_cleanenergy.asp](http://www.nrcm.org/issue_cleanenergy.asp)

# Energy Efficiency Helping Homeowners



## At a glance

### Challenges

- Limited insulation in the attic and basement
- Ventilation Issues

### Solutions

- Seal all air leakage from home to attic
- Double attic insulation
- Spray foam in cellar walls (2" thick)
- Install whole house heat recovery ventilation system
- Insulate exterior bulkhead
- Install programmable thermostat
- Install efficiency control to boiler

### Financial Analysis

- Project Cost: \$12,000
- Efficiency Maine Incentive: \$2,500
- Projected Savings: about \$750 per year (200-250 gallons of heating oil)
- Energy Reduction: 25%

## A Home in Clinton

Linda Edwards recently bought a new home in Clinton, Maine. Before she moved in and did any remodeling, she wanted to make sure that her home was energy efficient. She hired Dave Couture from Home Performance Plus in Waterville to do an energy audit on her home. Linda wanted her new home to be comfortable and she also wanted to reduce her energy consumption to save money and limit her pollution.

## What They Did

Home Performance Plus conducted a thorough energy audit to determine what weatherization and efficiency improvements would make sense for Linda's home. Working with Bo Jespersen and the weatherization crew at The Breathable Home of Manchester, they determined that Linda's home needed more insulation in the attic and the basement. With potential savings of 25%, Linda qualified for the Efficiency Maine Home Energy Savings Program and \$1,500 cash back.



## Results

Linda bought a house in Clinton and after extensive weatherization improvements it is now 20-30% more energy efficient than it was when she bought it—saving her about \$750 each year on her heating bill! Thanks to the good work of Home Performance Plus and The Breathable Home, Linda will be saving about 250 gallons of heating oil each year, plus she will be living in a much healthier home with the help of the heat recovery ventilation system. Efficiency Maine's Home Energy Savings Program helped Linda cut some of the cost of her weatherization improvements, making energy efficiency more affordable. Linda felt good about using the Home Energy Savings Program and was impressed by the quality and expertise of Home Performance Plus and The Breathable Home. Saving energy by investing in energy efficiency was a good way to start out in her new home!

*"I wanted to make sure that I would not be wasting energy and money in my new home. And thanks to the work of Home Performance Plus and The Breathable Home, I am saving money on my energy bills. They were all very professional and trustworthy, and clearly experts in their field!"*

**- Linda Edwards, Homeowner in Clinton**

# Energy Efficiency Creating Jobs



*"We work hard to make our clients happy and comfortable in their homes."*

**- Dave Couture**

Home Performance Plus  
owner and certified building  
performance specialist

## Home Performance Plus, Waterville

Home Performance Plus, an energy improvements company servicing Central Maine, has teamed up with other businesses in the area to provide the full range of home energy evaluation and renovation services, including insulation, air sealing, and moisture and indoor air quality improvements. Working together, these businesses employ seven people, with plans on adding an additional crew in the near future. In total, the team has more than 30 years of experience in the field and has completed energy efficiency renovations on more than 40 homes over the past nine months.

## Customer-oriented Team

Home Performance Plus works with homeowners to find ways to save money by saving energy in their homes. Working in the heart of Maine from Augusta to Bangor, Home Performance Plus surveys the house to find the best savings-for-investment. Customer oriented, from the initial home evaluation to working with the weatherization team at The Breathable Home, Home Performance Plus helps manage all energy improvement needs to ensure a streamlined process for the customer

## Success Breeds Success

2010 has been a busy year for Home Performance Plus. As a Participating Energy Advisor in Efficiency Maine's Home Energy Savings Program, business has never been so good. The program has helped boost business, keeping Home Performance Plus and its team active every week and helping homeowners in Central Maine save energy and money, while being more comfortable in their homes. The Efficiency Maine program that helped Linda save energy in her house will run out of funding in 2011. Continuation of this program with sustained funding will help ensure that Home Performance Plus can continue to grow and serve homeowners, including those who heat with oil.

## Location:

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[www.homeperformanceplus.com](http://www.homeperformanceplus.com)  
(207) 512-2408  
[davec@homeperformanceplus.com](mailto:davec@homeperformanceplus.com)

## Services:

- Home energy evaluation
- Energy efficiency improvements
- Insulation
- Air Sealing
- Air Quality Improvement
- HVAC
- Windows
- Solar
- General Contracting

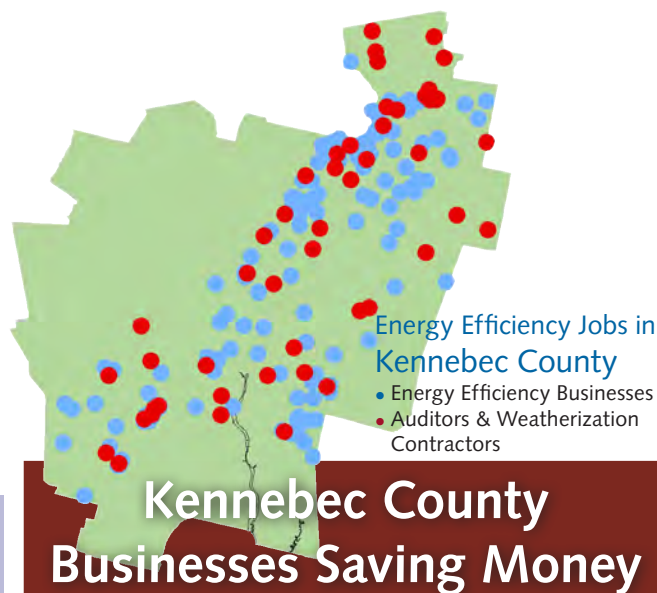
## Employees:

Couture is self-employed and works in partnership with six other workers

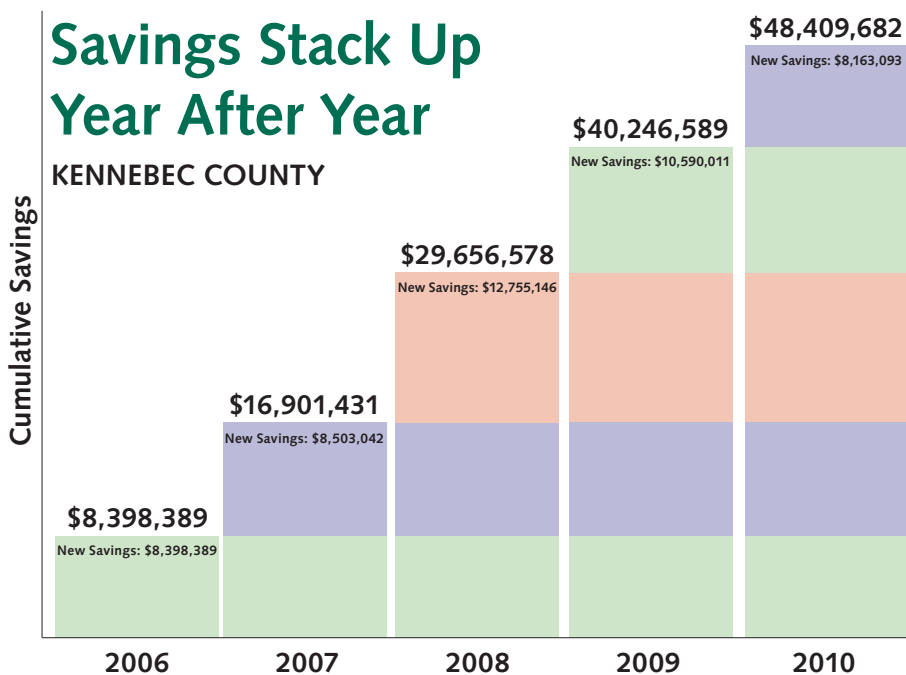
# Efficiency Maine Saving Energy & Money

## ..in Kennebec County

Efficiency Maine programs are helping Kennebec County save energy and money while providing work to the existing energy efficiency sector. Efficiency Maine's three largest on-going programs are saving Kennebec County businesses and families more than \$48.4 million from projects completed since 2006. \$2.2 million of Efficiency Maine incentives leveraged nearly five times that amount (\$10.4 million) in private investment—which was redistributed throughout the Maine economy, including to other Kennebec County businesses.



## Savings Stack Up Year After Year



Source: Efficiency Maine Annual Reports

Since 2006, more than 450 energy improvement projects have been completed by Kennebec County businesses. These businesses have received more than \$1.8 million in financial incentives and are saving more than \$25 million over the life of the projects. These businesses are across Kennebec County and central Maine, and include:

- Marden's (Waterville)
- Formtek Maine (Clinton)
- Cianbro Equipment (Pittsfield)
- Huhtamaki Food Service, Inc. (Waterville)
- Gifford's Famous Ice Cream (Skowhegan)
- GE Security (Pittsfield)
- Alfond Youth Center (Waterville)
- Sonoco Products (Pittsfield)

## ..in Maine

Efficiency Maine is the state's initiative to save energy and money through energy efficiency. Since 2004, Efficiency Maine has saved Maine people and businesses \$487 million on their energy bills and leveraged more than \$86 million in private sector investments. By 2009, Efficiency Maine had saved as much total electricity as all Maine households use in a year. The programs help homeowners, businesses, towns, schools, hospitals, and others make wise, cost-effective investments in energy efficiency. Efficiency Maine programs save energy at a price of about 4 cents/kWh—less than half the cost of electricity, and include technical assistance, financial incentives, training, and quality assurance. In 2010, Efficiency Maine developed a three-year plan, with greater emphasis on heating fuels, which will save Mainers \$840 million and increase the state's GDP by \$1 billion. Efficiency Maine's efforts are one of the reasons why Maine's clean energy sector now employs over 4,000 people, and is growing more than seven times faster than the state's overall job growth.

## For more information:

- To save money in your home or business with energy efficiency, contact **Efficiency Maine**, at [www.energymaine.com](http://www.energymaine.com) or call toll-free 1 (866) 376-2463.
- Learn more about energy efficiency opportunities and benefits, clean energy jobs, or additional case studies by visiting the **Natural Resources Council of Maine (NRCM) online** at [www.nrcm.org/issue\\_cleanenergy.asp](http://www.nrcm.org/issue_cleanenergy.asp).
- Please help support strong energy efficiency policies and programs in Maine. Stay informed by joining **NRCM's Action Network**: visit [www.nrcm.org](http://www.nrcm.org) or contact Emmie Theberge at [emmie@nrcm.org](mailto:emmie@nrcm.org) or (207) 430-0105.



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