



Rebuild America Success Stories highlight partnerships working to improve communities by practicing energy awareness and investing in energy-saving measures.

- New Building Design
- Existing Building Improvement
- Operation and Maintenance
- Renewable Energy Technologies
- Financing Building Improvements
- Energy Education



U.S. Department of Energy
Energy Efficiency and Renewable Energy

Bringing you a prosperous future where energy is clean, abundant, reliable, and affordable

Efficiency Maine

Small Businesses Achieve Big Energy Savings

Efficiency Maine is a statewide effort to promote efficient use of electricity, help Maine residents and businesses reduce energy costs and improve Maine's environment. Efficiency Maine is funded by electricity consumers and administered by the Maine Public Utilities Commission. The program services several markets – residential, government, commercial and educational – and the Small Business Program stands out as a private-public community revitalization program.

The Challenge

The restructuring of the electric industry in Maine, which allows consumers to choose their energy suppliers, went into effect March 1, 2000. This caused state legislators to bring energy-efficiency efforts to the forefront. The state government feared that deregulation would negatively impact efficiency programs which were historically administered by the electric utilities.

The Solution

In April 2002, the state of Maine passed legislation to preserve energy-efficiency efforts. This legislation defined the level of public benefit funds to be collected by the utilities and redirected those dollars to the Maine Public Utilities Commission to support energy-saving efforts statewide. The overarching goal of the legislation is to continue and increase Maine's economic development through energy efficiency while decreasing environmental damage associated with fossil-fuel power plants. Ratepayers contribute a percentage of their energy utility bill to the fund, which is then administered through the Energy Division of the Maine Public Utilities Commission.

The Maine Public Utilities Commission created Efficiency Maine soon after the Energy Conservation Act was passed. Efficiency Maine is responsible for the initiative's planning strategies, implementation and reporting.

Efficiency Maine is proving to be successful in its first two years of existence. Incentive programs put forth by the state have encouraged small businesses, along with other markets, to purchase energy-efficient technologies. The incentives help subsidize both large and small purchases of energy-efficient technologies and services. Nearly 170 allied program partners – vendors, suppliers, contractors and electricians – offer the necessary technologies and services.

"Using electricity efficiently is good for Maine's economy, good for the environment, and good for our wallets," said Tom Welch, Chair of Maine Public Utilities Commission. "Small businesses are critical to Maine, and we plan to do even more."

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Partnership Facts:

Name of partnership:

Maine Public Utilities Commission
Energy Division – Efficiency Maine
Small Business Program

Targeted buildings:

Small Business Program:
businesses, farms, schools and
other non-residential buildings

Annual energy savings:

3.6 million kWh

Return on investment:

Every \$1 spent (in incentives)
results in \$6.63 in energy savings

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For more information about
energy-saving technologies,
visit the Business Partners
section of the Rebuild America
Web site: www.rebuild.gov
or contact Rebuild America
at: 252-459-4664.

Cooling Dairy Farms

Taylor Farm in St. Albans needed a new cooling system for their dairy farm facility. Farm owners were initially told they needed 117 fans to cool their barns. In a second analysis through the Efficiency Maine program, it was discovered that the farm owners could cool the same area with only nine energy-efficient fans provided by a local merchant. Installing the more efficient option not only saved Taylor Farm money in upfront costs, but it will also save their farm 270,000 kWh annually – a payback period of less than two years.

Improving Tire Warehouses

An article published in the *Bangor Daily News* in Maine sparked Jim Lynch's interest in working with Efficiency Maine. Lynch, the vice president of operations for Maine Commercial Tire Company, saw opportunities for energy savings in his company's Hermon location. "We had a 75 hp old-style compressor that was a real energy drain," said Lynch. After an audit of the facility, a new compressor was installed saving the facility 81,000 kWh annually.

Through Efficiency Maine's Small Business Program, 225 participating businesses have saved 3.6 million kWh – decreasing the amount of carbon dioxide released into the atmosphere by nearly 5 million pounds since April 2003. There is a \$6.63 return on investment for every incentive dollar spent out of the public benefits fund (this calculation only includes Efficiency Maine costs and not participant costs.)

Key Technologies

- ENERGY STAR® lighting
- High Intensity Discharge lighting
- LED exit signs and signage
- Occupancy and dimming controls
- Tankless electric water heaters
- High Performance HVAC and programmable thermostats
- Efficient motors that meet the National Electrical Manufacturers Association premium standards
- Control mechanisms for vending, cooling and snack machines

What the Future Holds

The Efficiency Maine Small Business Program is setting examples for how energy efficiency practices work and save money. The initiatives statewide are contagious. Businesses involved in the program are constantly looking for other ways to save energy beyond initial technology or renovation projects. Many of these efforts have filtered into communities and K-12 schools in surrounding areas.

To learn more visit: www.eere.energy.gov

A Strong Energy Portfolio for a Strong America

Energy efficiency and clean, renewable energy will mean a stronger economy, a cleaner environment, and greater energy independence for America. Working with a wide array of state, community, industry, and university partners, the U.S. Department of Energy's Office of Energy Efficiency and Renewable Energy invests in a diverse portfolio of energy technologies.

Rebuild America is a U.S. Department of Energy program that focuses on improving communities through energy-saving solutions.



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