



CITY OF PORTLAND
Sustainability Office

Electrify Everything FAQ

Why are you conducting this program?

In the City of Portland, 60% of our emissions come from the use of fossil fuels such as oil and natural gas to heat and cool buildings. Another 30% comes from transportation. People ask what they can do to help meet our climate goals. The answer is to decarbonize homes, business, and vehicles. The best way to do that is to electrify everything we can. This is called **beneficial electrification**.

Why electricity?

Maine's electric grid is one of the cleanest in the nation and it's getting cleaner. Maine's RPS says that 80% of our electricity must come from renewable sources by 2030 and 80% by 2050. Replacing furnaces and appliances that burn natural gas or oil with electric heat pumps and heat pump water heaters will take advantage of the decarbonizing grid to dramatically reduce our carbon emissions. We can also drive electric cars instead of gasoline fueled vehicles.

What are the co-benefits of transitioning to electric?

Electric appliances offer benefits beyond emissions reductions:

- They don't emit pollutants such as small particles, sulfur dioxide, and nitrogen oxides that can harm people's health.
- They save money because they are cheaper to operate than fossil fuel appliances
- They are multi-purpose -- air source heat pumps offer heat in the winter and cooling in the summer. (No need for a separate AC) Heat pump water heaters also dehumidify. (No need for a separate dehumidifier)
- People with driveways or dedicated parking can install an EV charger and charge an electric vehicle at home -- no need to go to a gas station.

What is included in the program?

The Electrify Everything program will offer competitive pricing for

- Solar panel installation
- Air source heat pump installation
- Heat pump water heater installation
- Community solar subscriptions for those who can't have solar on their homes, such as renters and condominium owners.

How do we pay for this?

Our Electrify Everything program seeks to partner with energy service companies to reduce the purchase and installation price for new electric appliances by attracting a large number of customers for their services and supporting the effort by conducting a marketing campaign. This drives down the vendor's costs. The savings can then be passed on to participating residents.

Efficiency Maine has generous rebates and incentives for air source heat pumps, heat pump water heaters, weatherization, and electric vehicles. We will help homeowners learn about them and other programs, such as tax incentives, that can help people purchase electric equipment.

What's the timeline?

This fall we will identify our commercial partner(s) and prepare to launch the education program. In January, we will begin outreach and sign up interested participants. We anticipate the sign up period to benefit from program pricing will run through April, 2022.

9/22/2021