January 2023

Heat Pump Market Strategy: Channel Update

WE ARE MASS SAVE®:

Agenda

In scope for today's conversation

- Update on our heat pump market transformation approach
- Deep dive on channel activities

For future discussion

- Accelerating electrification in income eligible and moderate-income segments
- Co-delivery with weatherization

PAs are actively engaging with LEAN and DOER on electrification and equity issues

Market Transformation Pillars

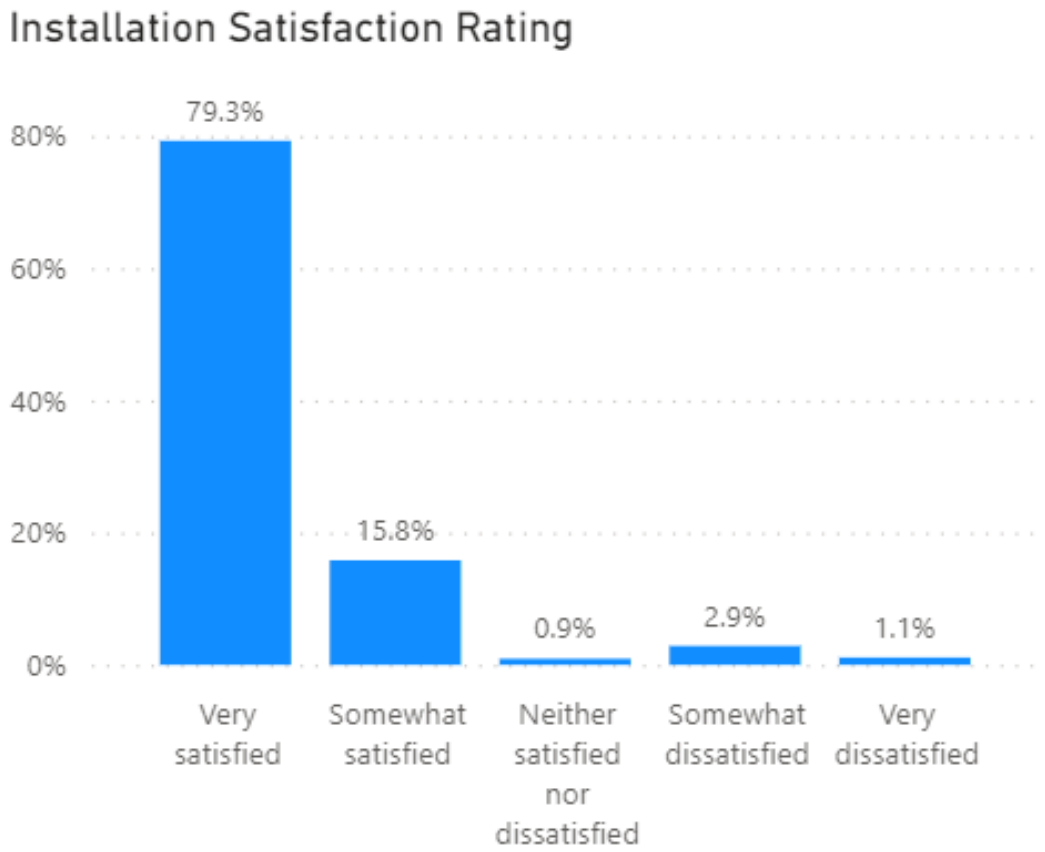
Customer Awareness

Contractor Enablement

Manufacturer and Distributor Engagement

Customer Awareness

Understanding Market Perceptions



Source: Eversource Pulse Survey: Residential Customers

31% of all respondents noted that they first learned about heat pumps from their HVAC contractor

Customer “pulse” surveys show high satisfaction with system installations and performance

Marketing and Outreach

Case Studies & Customer Testimonials

Case Study: Hopkinton Home

With heat pumps, Paul Gustavson and his partner, Kelly Fitzgerald, extended their useable space by 1,000 square feet while keeping energy efficiency in mind.

DOWNLOAD CASE STUDY

Case Study: Whately Inn

A 1880 country inn makes energy-efficient upgrades, including installing five heat pumps, while preserving the integrity and ambiance of the historic Inn.

DOWNLOAD CASE STUDY

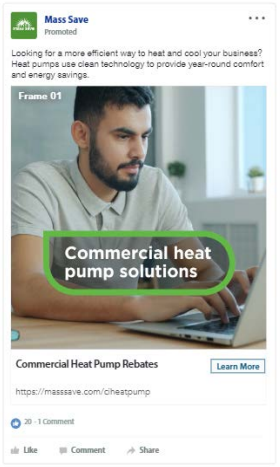
General awareness campaigns

Commercial Heat Pump Rebates

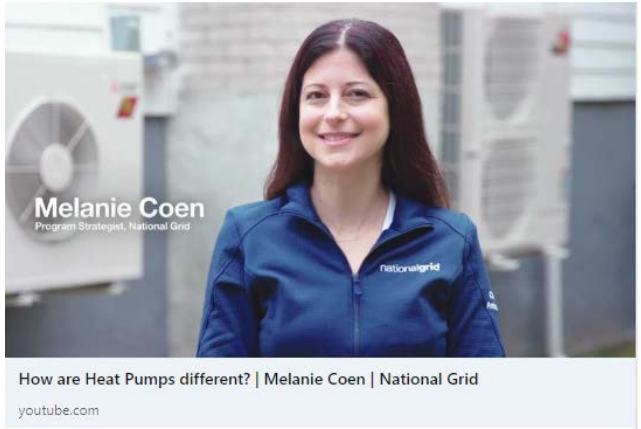
mass save

Get the best heat pump for your business and rebates to save you money on your purchase.

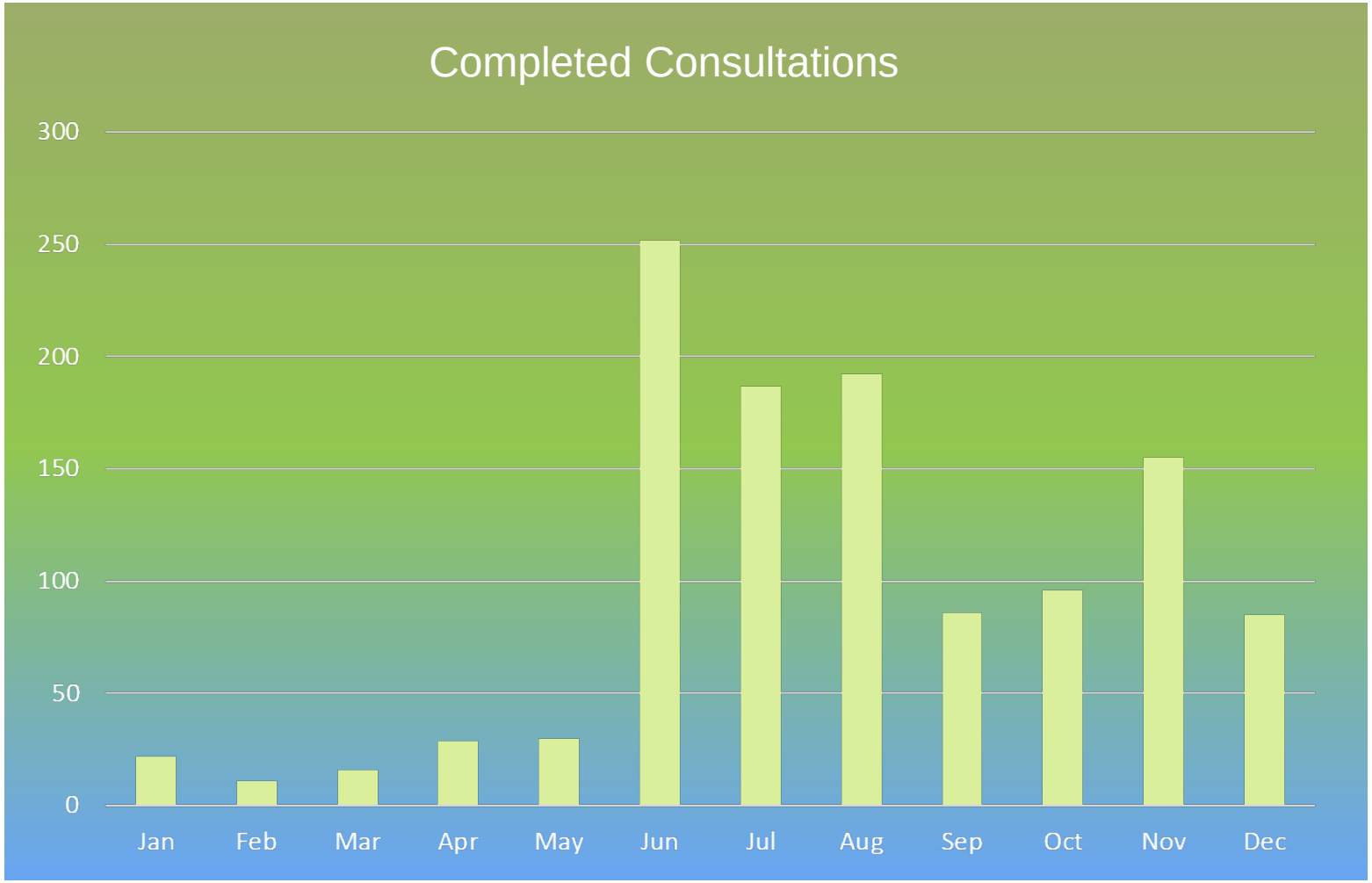
Program offer promotion



PA specific targeted outreach



Heating and Cooling Consultations: Residential

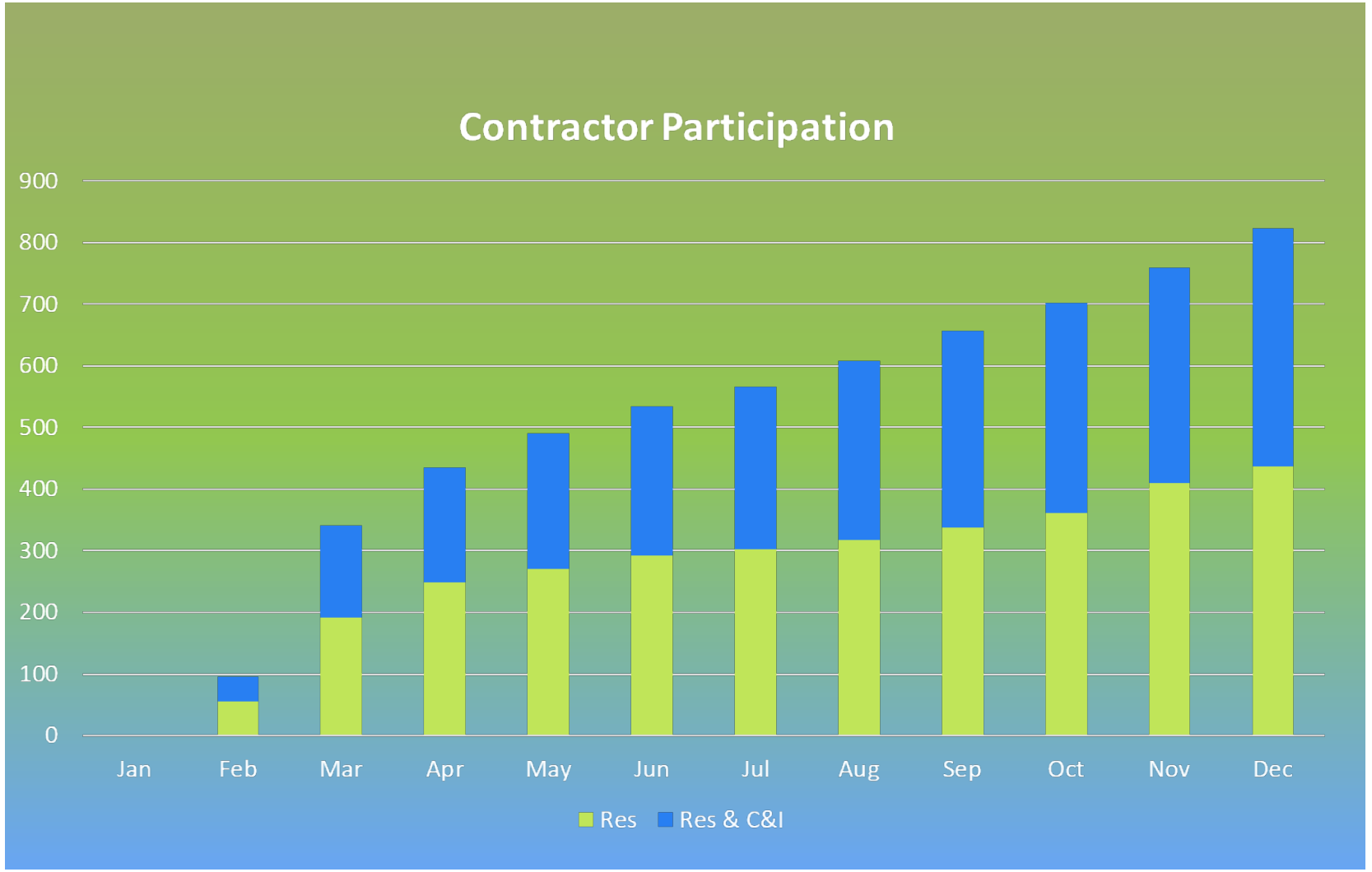


1,346 consultations completed in 2022

Contractor Enablement

Heat Pump Installer Network:

If you **build it,** they will come



823 companies enrolled in 2022

Training and Technical Resources

1,210 completions
Mass Save Residential Basics

1,254 completions
Weatherization 101 for HVAC Contractors

545 completions
Residential Air Source Heat Pump Sizing & Design

621 completions
Residential Mini-Split Heat Pump Installation Best Practices

624 completions
Customer Service & Expectations For Residential Heat Pump Installs

41 completions
Mass Save Commercial Heat Pump Program Overview

54 completions
Commercial heat Pump Installation considerations

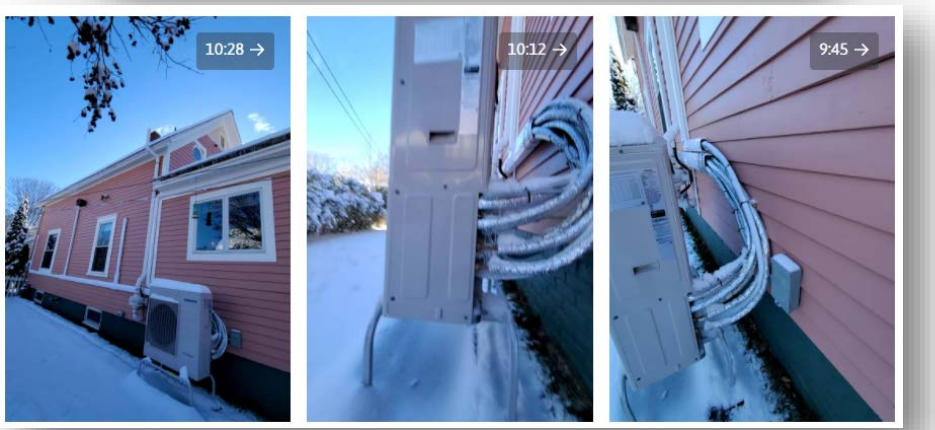
Cold climate heat pump training courses available through the Mass Save Energy Efficiency Learning Center

Cold climate heat pump courses were developed or modified for Massachusetts throughout 2022 – over 5,000 individual training courses have been completed.

Installation Expectations

Outdoor Unit	☑	Level side-to-side and front-to-back, and on proper base, secure
	☑	Greater than or equal to 18" above ground
	☑	Clearance from obstructions including walls, overhangs and protrusions, etc. (minimum 4" to rear)
	☑	Protected from roof runoff by gutter, rain cap, gable end, or overhang
Line Set	☑	Floor, wall, and ceiling penetrations properly sealed
	☑	Visible line sets run through line set covers with transition and termination fittings
	☑	Covered to within a few feet of the outdoor unit, tape wrap over insulation ends
	☑	Condensate line installed without dips or traps, away from crawlspaces, and walkways
Indoor Unit(s)	☑	Ductless units installed so that the air discharge is no higher than 8' from the floor
	☑	Thermostats installed on interior walls, away from direct sunlight, appliances and drafts
	☑	All ductwork insulated to R8 and sealed (if applicable)
Integrated Control (if applicable)	☑	Installed to provide automatic changeover from heat pump to pre-existing heating system
	☑	If back-up heating system is propane, switch-over temperature set at or below 5˚F
	☑	If back-up heating system is oil or natural gas, switch-over temperature set at or below 30˚F

Air Source Heat Pump Installation Checklist



1,000+ quality installation inspections completed

Quality installation checklist developed with technical input from manufacturers and used during post-installation inspections – results will help PAs develop future trainings.

Manufacturer and Distributor Engagement

Field Presence & Training Support

100+

In-Person Training Events

5,000+

Contractor Attendees

FUJITSU

F.W. WEBB COMPANY

MITSUBISHI ELECTRIC

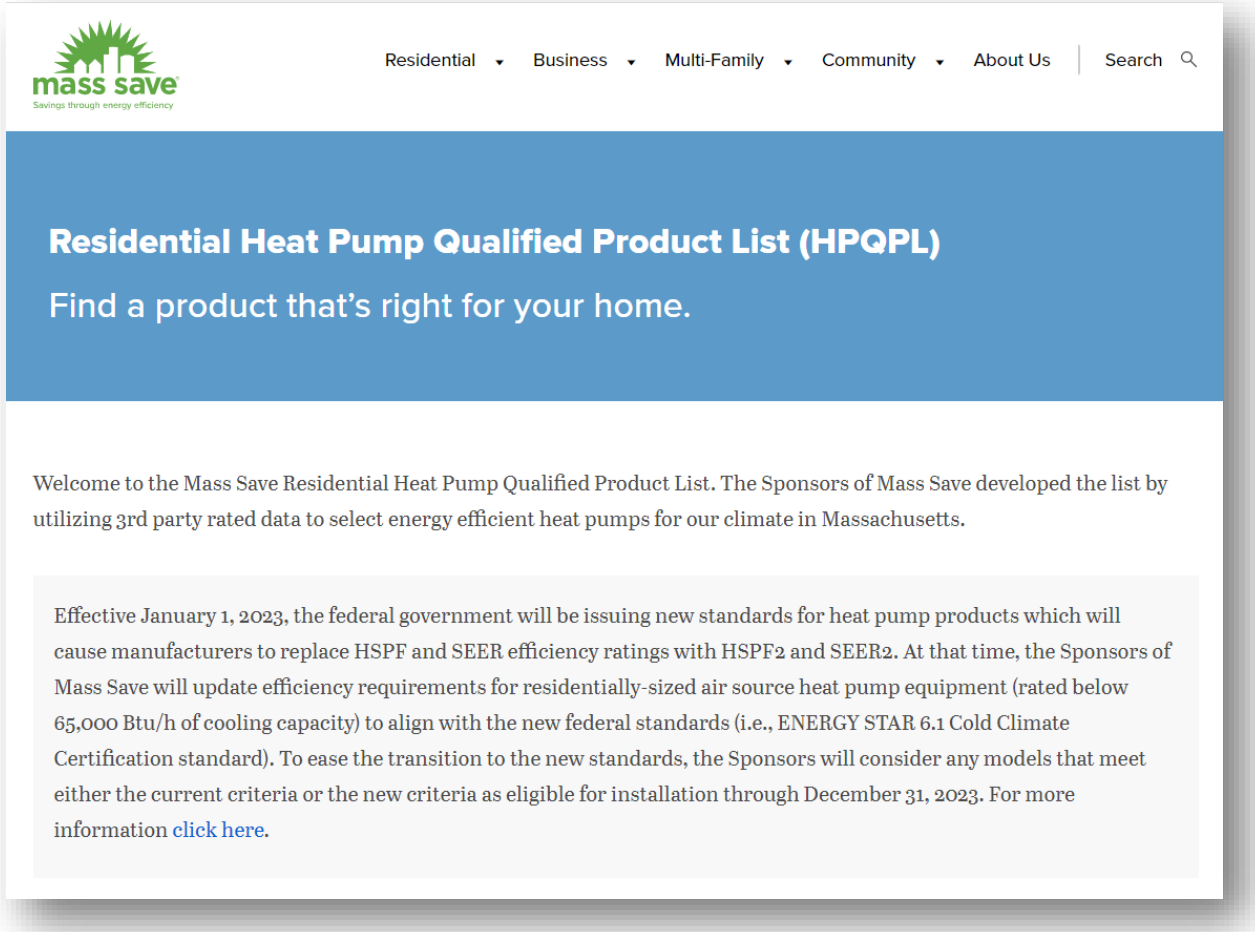
EMERSON SWAN
A Swan Group Company

REXEL ENERGY SOLUTIONS

DAIKIN

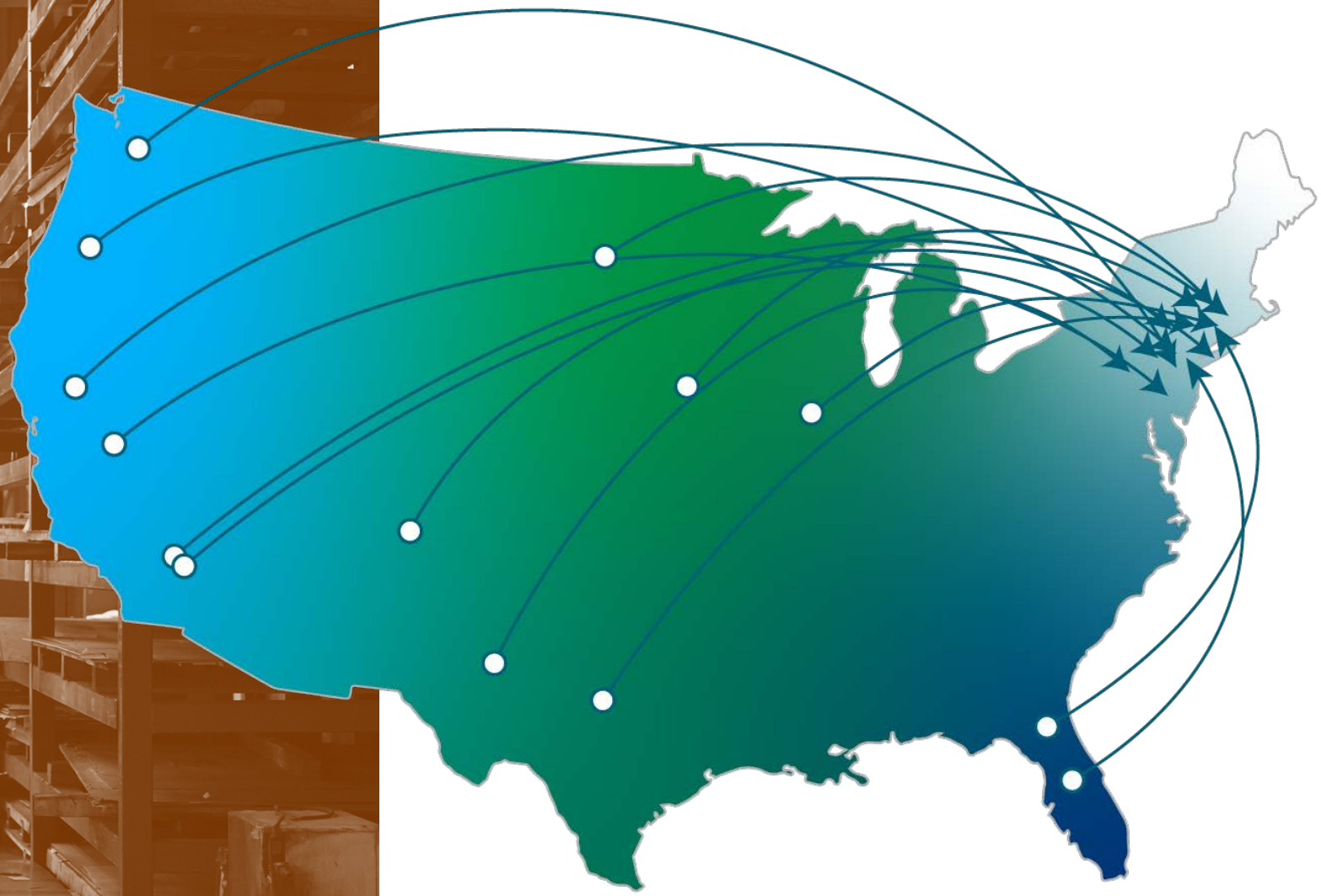
Transitioning Efficiency Standards

Manufacturers and distributors are critical partners and play an essential role in both our technical standards and communication strategies.

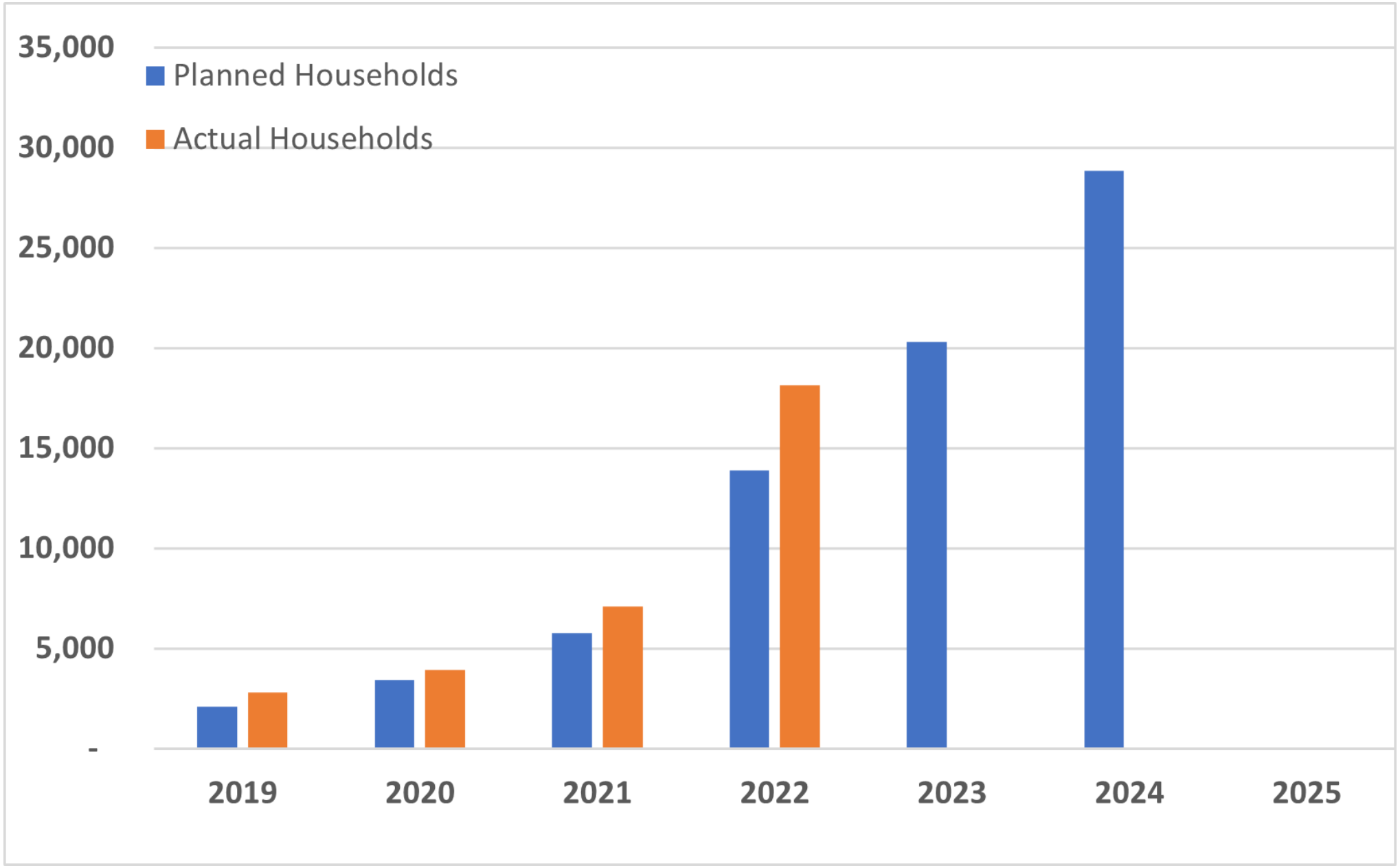


Channel feedback informed transition period to align with ENERGY STAR v6.1 cold climate heat pump standards.

The Northeast has more inventory. because of us.



Results



Preliminary Estimates – Subject to Change