MA ENERGY EFFICIENCY ADVISORY COUNCIL

→ CONSULTANT TEAM

TRENDS IN TARGETED COMMUNITIES AND UNDERSERVED MARKET SEGMENTS IN HEAT PUMPS

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INTRODUCTION

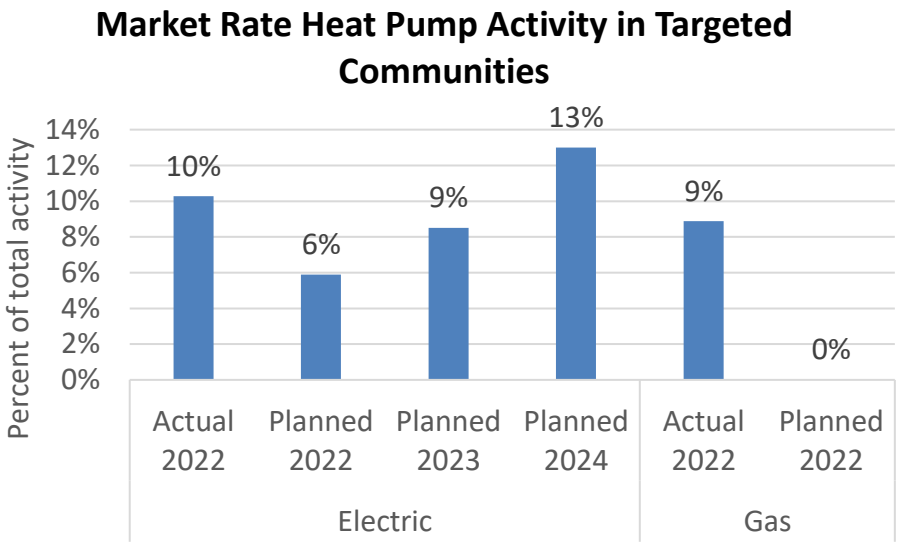
- **Reviewing heat pump data from the lens of how performance is doing in key markets**
  - Targeted Communities (EJ Communities/Equity)
  - Moderate Income
  - Weatherization Verification

TARGETED COMMUNITIES

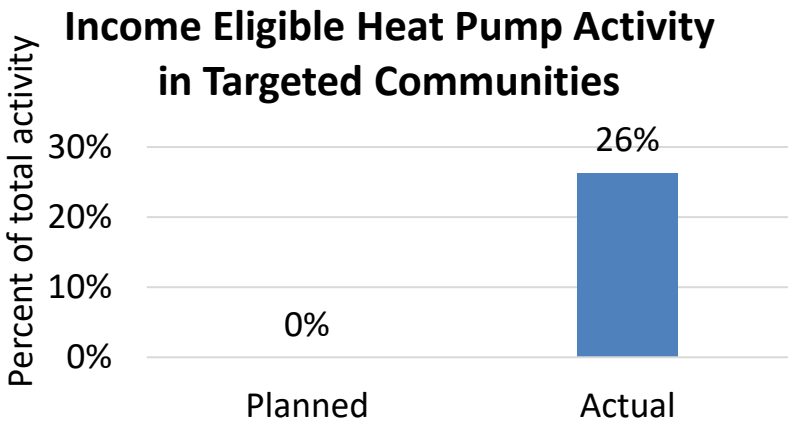
- **60 communities and 11 zip codes in Boston chosen for criteria including**
  - EJ populations
  - Low historic participation in MassSave
- **Activity in targeted communities determines the equity performance incentive**
- **36% of the Commonwealth live in targeted communities outside of Boston**
  - Statistically higher gas usage, likely to have fewer delivered fuels

ELECTRIFICATION IN TARGETED COMMUNITIES

- **Compared to planned values, there has been more activity in targeted communities for Market Rate activities**



- **No planned values for income eligible activity in targeted communities**



MODERATE INCOME

- **In 2022 there were no moderate-income heat pumps delivered through the programs**
  - Limited activity in Q1 2023
- **Copay presents a burden to moderate income customers**
- **Retail HVAC delivery channel might not be appropriate for moderate-income**
- **More discussion required**

WEATHERIZATION VERIFICATION

- **Weatherization verification was required by the DPU to have electrification measures qualify for the electrification performance incentive mechanism**
  - There is a 6-month window for a customer to weatherize after installing a heat pump
- **To date, roughly 50% of all market rate heat pumps have gone into verified weatherized buildings**
  - All low-income electrification requires weatherization
- **Separation of delivery channels likely creates a barrier**
  - Having to interact with multiple contractors reducing chances people with weatherize and electrify

THANK YOU

Questions?