March 30, 2026

PA update on Designated Equity Communities and Moderate Income Turnkey rollout

WE ARE MASS SAVE®:

Berkshire Gas
An Avangrid company

Cape Light Compact

EVERSOURCE

Liberty

nationalgrid

Unitil

Deployment timeline

February 28, 2025

DPU approves 3YP but orders $500 million budget reduction

April 30, 2025

Compliance filing and budgets submitted

June 1, 2025

Launch of statewide moderate income offers + DEC Wx offer

June 30, 2025

Compliance filing and budgets approved

October 1, 2025

Launch of DEC electrification offer

Feedback direct from our vendors

Customer reception

"Customers love that additional funds are available. Many of these customers had previous audits and **can only now proceed because of the new offers**"

"**Most customers are very receptive** to converting over to heat pumps, especially those who can't afford to do the conversion themselves, though we've had a few customers who weren't interested and were **skeptical about going all-electric**"

"**Many customers are not aware of the offerings** until our auditor or operations team informs them."

"Most people think it's **too good to be true** and there must be some sort of cost or catch."

Customer reception

"Customers not pursuing heat pumps but interested in weatherization still often find themselves unable to proceed due to barriers. This is particularly true for gas-heated customers...Therefore, **many DEC homes that heat with gas remain uninsulated due to the prohibitive costs of barrier remediation**."

"Some customers are **not willing to move forward…when they find out they may need to pay a portion of the pre-wx costs**. The total project cost could be over $60,000 between Wx, pre-wx, and heat pumps but if the customer needs to pay even $3,000 they may not want to move forward."

Customer reception

"A number of customers are **not willing to move forward…when they learn that the removal of the oil tank is necessary**."

"Some jobs have stalled or dropped out because of customers' **reluctance to remove their fossil fuel heating systems. Multiple projects have proceeded via the moderate income enhanced partial home Rebates offers instead**."

Customer reception

"Customer satisfaction has been very high. **96% of our heat pump customers reported that they would recommend the program to friends or family** and 84% would recommend the specific contractor that they worked with."

"**Very few customers reported issues** with their heat pumps keeping the home comfortable this winter."

"**Some customers struggle with how long it can take to complete a project**, particularly when the project is very involved, for example when involving barrier mitigation, weatherization, and electrification all in one home."

Contractor reception

"**Contractors love getting the additional work** and expanding their offerings, but the **payment timeline for most of them is too long**."

"**Smaller contractors are unable to float large sums** and have resulted in only larger companies bidding on jobs."

"Contractors in the program are generally satisfied, and we have received recent feedback stating that **the guidance that we have provided on design and install best practices has been adopted company-wide** for some HPCs, not just for Turnkey customers."

Contractor reception

“Getting aligned on pricing has been a challenge, but that has greatly improved since the rollout of updated pricing guidance at the end of 2025.”

“We are seeing interest from other contractors who would like to participate in the program.”

From a contractor - “When I first heard of Turnkey I was excited because I saw an avenue to go back to old jobs that never moved forward due to high barrier costs. It hasn’t really turned into that pot of gold I was expecting. I feel like I’ve submitted a lot of projects that don’t really go anywhere. Sometimes my company feels that the HP pricing expectations are below industry standards, especially with the price of materials going up.”

Outreach & engagement

"We haven't had much direct contact with CFP representatives, but we have had **good working relationships with many individuals within the City of Boston** network who have helped refer customers and get them to the right vendor."

"**Nearly all customers hear about the program through their energy specialist**, though some have reported hearing about the program from friends or family."

"The volume of projects in DECs continues to slowly increase month over month, though there is still **capacity to support more customers coming in through CFP**. We highlight the turnkey program in our monthly trainings, which include CFP Energy Advocates"

Outreach & engagement

"Very few customers get income-verified [before the HEA]. There **may be a large group of people we could be reaching if they knew how great the Turnkey program was**. One group would be income-eligible year rounders on Martha's Vineyard. Also, there's a lot of year-round rental properties (duplexes especially) on Cape Cod that could benefit from weatherization and heat pumps conversions."

"Some customers get **mixed messaging before talking to a Lead Vendor which leads to confusion**. Some customers may hear different messaging when talking to a private contractor who's trying to secure business from what they hear when they eventually talk to Mas Save."

Technical challenges

"DECs in urban areas continue to present **challenges with electrical upgrades** due to the **prevalence of underground service**."

"Occasional issues with the rental electrification agreement, especially when the tenant plans to move out of the unit and is **not willing to be a party to an agreement that will not affect them in the future**. Similar issues come up when units are unoccupied, which is often the best time to proceed with a project."

Technical challenges

"We were surprised by the amount of **support and education needed for contractors** to complete accurate heating and cooling load calculations."

"One of the biggest hurdles in certain homes is **how the heat pump will integrate with their generator**. If the old generator could run the heat and hot water when the power was out, that's something they get used to. The heat pumps are typically too large for the size of generator that would run an old oil system. Turnkey standards prevent leaving the oil as an emergency backup for the generator which leads a small number of people to question if it's the right system for them or if they need to have the added expensive of upgrading the generator."

Emerging Trends

"We are in the process of rolling out the **updated mixed income protocol**, where Turnkey can provide more services for low-income units in majority market rate buildings. This **should improve the customer experience**, as we can now do more for the entire building through a single program."

"More and more people are getting familiar with heat pumps, so **most have at least some basic knowledge** when we show up to the house."

2025 Program Metrics – Moderate-Income HPs

Program Metrics	Year Achieved	Annual Plan	% to Annual Goal
Heat Pump Installs (Homes)	***31,696***	***38,710***	***82%***
Not income qualified	19,651	20,766	95%
Low-income	4,191	5,241	80%
Moderate-income	802	1,539	52%
Rental	3,678	3,927	94%

- The timing of budget approvals and resulting delay in roll-out of the moderate-income turnkey and DEC electrification offers resulted in lower uptake of moderate-income electrification than planned for 2025.
  - The PAs are encouraged to see overall performance at 52% given turnkey offers were only in the field a few months at the close of 2025.
  - The PAs are watching the emerging trend of higher than planned uptake of moderate-income enhanced heat pump rebates (552 vs. 250 turnkey in 2025)
- The PAs are focused on targeted outreach around these offers in DECs and hope to see greater uptake in 2026. Further discussion planned on this topic for May EEAC.