



Introduction to the HeatSmart Alliance for the HVAC Installer

The HeatSmart Alliance

***Mission:** Reduce greenhouse gas emissions by accelerating the adoption of energy-efficient heat pumps in MA homes and buildings*

- **Applications:** Home heating and cooling, water heating
- All-volunteer organization
- Participants from 26 MA communities (over 270,000 households) and growing
- **Approach:** Educate / Coach / Collaborate

The Alliance does not accept donations or referral fees from installers or manufacturers



2021 Key Accomplishments

- Grew volunteer participation from 25 to 50
- Delivered 10 virtual community presentations
- Coached over 40 homeowners
- Updated installers quarterly
- Secured fiscal sponsor to operate as a 501(c)3
- Developed tool to assess weather-tightness and estimate heating loads based on heating fuel consumption
- Commented on:
 - MA Clean Energy and Climate Plan for 2030
 - Mass Save Three-Year Plan



How can HVAC installers benefit?

The Alliance:

- Provides opportunities to participate in events
 - ~100 attendees at each of two pre-pandemic events
- Helps match customers to installers
 - The Alliance does not specifically endorse installers
- Shares anonymized customer experiences and decision-making rationale
- Shares policy developments and other insights
- *Listens to installer feedback/advice*
- Promotes heat pumps in MA markets



Our Philosophy

- HVAC installers are critical to meeting MA climate goals, and will need to grow their heat-pump installation and service capabilities rapidly
- MA must support workforce development to meet the growing need for skilled HVAC technicians and sales people
- With few exceptions, every air conditioner installed is a missed opportunity for a heat pump
- While MA must dramatically cut fossil-fuel consumption, boilers and furnaces will be important for supplemental heating for the foreseeable future
- Incentive programs should be simple, long-term, geographically consistent, and fair
- Homeowners/businesses need to plan for equipment replacement
- Weatherization is often the best first step
- Knowledgeable, confident, and decisive homeowners/businesses lower sales costs and help accelerate market adoption

