

**Installer Update–2022 #3**  
**2022-08-28**

Dear Heat-Pump Installer:

We highlight below the key activities of the HeatSmart Alliance since our April 2022 update.

**Membership:** The Alliance has grown to 21 Members and 35 Associates from 31 different communities in eastern Massachusetts representing over 340,000 households. We expect significant growth this fall as more coaching volunteers join the Alliance (see Coaching discussion below).

**Events:** We've participated in 15 educational events year-to-date, with three more expected in September or early October. We are pleased that a growing number of community environmental organizations are organizing events to promote heat pumps and inviting us to present, allowing us to educate many more homeowners about the virtues of heat pumps and how they are the key technology for decarbonizing one's home.

**Coaching:** By working through local environmental organizations and municipal sustainability staff, we are in the process of onboarding 15 or more new coaches in August and September. We see more and more communities recognizing the need for coaching. Some communities are hiring coaches, while others will rely on volunteers. We are excited about this rapid growth, while recognizing the need to expand our tools and infrastructure to support more coaches.

**Heat-Load Analysis Tool:** With the help of our MassCEC summer intern, we are once again improving our heat-load analysis tool. The tool allows our coaches to benchmark the thermal integrity of a home against other Massachusetts homes to identify potential opportunities for home weatherization. The tool also estimates a home's design heating load, which serves as a sanity check on systems quoted by installers.

**NEEP ASHP Sizing Visualization Tool:** With an estimate of the design heating load, NEEP's ASHP Sizing Visualization Tool allows us to see how well specific air-source heat pumps (ASHPs) meet the heating load of the home without excessive heat-pump cycling on moderate days or excessive reliance on back-up heating systems on very cold days. We've found this tool easy to use and very informative. The Tool is available through [NEEP's Cold Climate Air Source Heat Pump List](#).

**Question to Installers:** In each update, we pose a question to you. We hope you'll take a moment to respond. Our question is: ***Do you install heat-pump water heaters (aka, hybrid water heaters)? If so, to what extent do you find homeowners receptive to this product?***

If you have any other questions, comments, or suggestions, please do not hesitate to contact us.

Best regards,  
Bob Zogg  
Facilitator, HeatSmart Alliance

**About us:** The mission of the [HeatSmart Alliance](#) is to accelerate the adoption of energy-efficient heat pumps in Massachusetts homes and buildings. We are a volunteer group focused on air- and ground-source heat pumps, heat-pump water heaters, and weatherization as vital components of the overall strategy for reducing greenhouse gas emissions. We accomplish our mission by:

- Educating and coaching homeowners, landlords, and business owners
- Simplifying installer evaluation and selection
- Collaborating and sharing information with community groups and other like-minded organizations.