

Installer Update–2024 #1
2024-04-04

We highlight below the key activities of the HeatSmart Alliance since our December 2023 update.

Coaching: We are halfway through our first coach training program for 2024, with 25 trainees. Several Alliance members also completed the second Electric Coach training program offered by Rewiring America (with support from Abode Energy Management).

Educational Events: We’ve presented at 9 educational events in eastern MA communities so far this year, introducing homeowners to heat pumps, including available types, example energy-cost and emissions comparisons, incentives, and how to get started. We focus on three basic steps to decarbonize one’s home: 1) weatherize, 2) electrify, and 3) secure electricity from low-carbon sources. We emphasize evaluating heat pumps (including heat-pump water heaters) before one’s current equipment fails.

Informational Documents/Web Content: Our website includes various technology notes and reference guides (as well as links to other sources) to help address common homeowner questions. One example that has been widely downloaded is a [Quick Reference on Residential Retrofit Heat-Pump Options](#). This guide helps homeowners narrow down the heat-pump options that might be best suited to their homes, mainly as a function of the existing heat-distribution system. Please let us know if you find this guide useful, and if you have any suggestions for how to improve it.

Looking forward to 2024: We achieved most of our 2023 goals, and we look forward to new accomplishments in 2024 (see table below). We are currently restructuring the Alliance to accommodate our organizational growth, with renewed focus over the long term on:

- Single-family and small, multi-family residential applications
- Facilitating the growth of community-based heat-pump coaching programs
- Promoting the need for state-level support for community-based coaching programs
- Educating residents about heat pumps through presentations and other events organized and hosted by local community groups
- Designing, implementing, and maintaining a high-quality website that provides, or directs MA homeowners to, trustworthy information about heat pumps
- Informing public policy by collaborating with organizations having a public-policy focus.

Progress by the Numbers–2024 Current Status

Description	2024 Start	Current Status	2024 Goal
Grow No. of Members/Associates	109	115	150
Grow No. of Communities Represented	43	45	60
Present at Events	–	9	35

Coach Homeowners*	–	31	200
Train/Mentor New Coaches**	–	25***	30

* Excludes homeowners coached through community-based coaching programs.

** Includes coaches for community-based coaching programs—not just Alliance coaches.

*** Spring coach training course is underway with 25 trainees.

Question to Installers—Please Reply with your Thoughts: We’re hearing concerns from homeowners spurred by recent articles (including this [Boston.com article](#)) about serious mold/mildew growth on mini-split heads that can require expensive remediation measures. Many of these articles cite sources having business interests in coil cleaning or indoor-air-quality assessment, so we’re not sure how objective these reports are. **Do ductless mini-split heads require more frequent cleaning than indoor coils for central, ducted heat pumps or air conditioners to avoid mold/mildew growth? Are mini-split heads more likely to experience mold/mildew growth? If so, why?**

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

Best regards,
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About us: The [HeatSmart Alliance](#) is a volunteer organization whose mission is to accelerate the adoption of energy-efficient heat pumps in Massachusetts. We focus on air- and ground-source heat pumps, heat-pump water heaters, and weatherization. Our key organizational objectives are:

- Educate residents about heat pumps through community presentations, our website, and other channels
- Facilitate the growth of community-based heat-pump coaching programs
- Inform local, state, and federal government policies.

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