Installer Update–2025 #2
2025-06-19

Please find below a new source for installation data, an update on seasonal heat-pump rates, a summary of our progress since our February 2025 update, and a question to installers to which we hope you'll reply.

Mass Save® Heat-Pump Installation Data by Community: For some years, the Mass Save program sponsors have published program-wide annual installation data for heat pumps and heat-pump water heaters. We recently learned that community-specific rebate data are available for a wide range of measures. It takes a few clicks to get to residential heat pumps. Start at the MA Customer Profile Study page–you'll need to set up a no-cost account with "Veracity by DNV". Then, select "Electric & Gas Executive Summaries–Residential", choose "Electrification", and go to the "Heating–by municipality" tab. The default view shows 2019 - 2023 summaries, but one can filter by a number of criteria, including year and heat-pump type. The database does not display community-specific data associated with fewer than 100 Residential accounts (or fewer than 15 Commercial & Industrial accounts) "to ensure the privacy and confidentiality of participants' information." Still, the database provides useful insights into where heat pumps (and other technologies) are being installed. The site, maintained by DNV, provides an email address (MADataManagement@dnvgl.com), which presumably one can use to provide feedback.

Some interesting initial observations:

- 2019 - 2023 Mass Save heat-pump installation rates (installations per 1,000 households) varied from about 8 to 125, i.e., some communities had installations rates over 15 times those of other communities.
- Small communities do better. Installation rates drop off rapidly as community population rises, then level out for communities having more than 10,000 households. The higher fraction of single-family homes in smaller communities is probably a contributing factor.

Update on Discounted Electric Rates for Heat Pumps: To update the information we provided in February, prior to the 2025/2026 heating season, we can expect the following electricity discounts to be available for homeowners using heat pumps:

- Unitil: Discount of 6.2 cents/kWh November - April; DPU-approved and currently available
- National Grid: Discount of 4.2 cents/kWh November - April, DPU-approved
- Eversource (per 04/17/2025 DPU submittal–subject to DPU approval):
    - Winter (October - May): Discount of 7.0 cents/kWh
    - Summer (June - September): ***Increase*** of 0.8 cents/kWh.

The discounted rates will apply to the entire household electricity use, not just the heat-pump use. While Eversource seeks to increase summer rates for customers enrolled under their proposed heat-pump rate, this should have only a modest impact on overall savings.

Please remind your heat-pump customers to enroll for these special rates so that they don't miss out on the savings! (Eversource is proposing to automatically enroll customers who installed heat pumps through Mass Save after January 1, 2022.)

Steeper rate cuts are expected in advance of the 2026/2027 heating season. As we mentioned in February, the Interagency Rates Working Group is recommending discounts of $0.12 to $0.17/kWh for heat-pump users. We happily endorsed these discounts in response to the D.P.U.'s request for comments, noting that such discounts would provide significant energy-cost savings even compared to heating with natural gas (D.P.U. 25-08).

Progress Against our 2025 Goals (see table below): Demand for coaching has been slower than expected year-to-date. Demand for community presentations and other events has also been slower than in past years. While we don't know the reasons for slowing demand for coaching and community presentations, concerns about the economy and potential cost increases for imported products may be contributing factors.

We trained over 25 new coaches during our Spring 2025 Coaching Basics training course. Participants prepared for each of the five virtual sessions by reviewing recorded materials. Each session included a summary of the preparation materials, Q&A, and exercises to reinforce the learning conducted in small break-out groups. Demand for coach training is high–this course was fully enrolled with a long wait list. We plan to conduct another training in fall 2025.

Progress by the Numbers–2025 Current Status

Description	2025 Start	Current Status	2025 Goal
Grow No. of Members	151	141[a]	200
Grow No. of Communities Represented	59	56[a]	75
Present/Table at Events	-	11	35
Coach Homeowners[b]	-	35	200
Train/Mentor New Coaches[c]	-	25+	60

a) *In early 2025, we purged inactive Members from our count, so we show a net decrease in membership despite continuing new Member sign-ups*
b) *Excludes homeowners coached through community-based coaching programs.*
c) *Includes coaches for community-based coaching programs–not just Alliance coaches.*

Question to Installers–Please Reply with your Suggestions: To what extent are current uncertainties about the economy and tariffs impacting customer interest in residential heat pumps?

If you have any 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
- Provide one-on-one coaching to residents who are interested in evaluating heat pumps for their homes
- 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.