

Installer Update–2026 #1
2026-01-15

Please find below an update of our progress since our October 2025 update, and a question to installers (at the end) to which we hope you'll reply.

Coaching Handbook: We published a [Heat Pump Coaching Handbook](#) to guide our volunteer coaches, particularly new coaches. It follows our [Coaching Model](#) and is organized around the process we expect our coaches to follow when working with homeowners and renters. It also provides general information on heat pumps and sample emails and text that coaches can use when communicating with their clients. The introduction includes a [link for providing feedback](#)—we would welcome any comments or suggestions that you may have.

2026 Coach Training Courses: We just launched our first coach training course of 2026, with about 30 participants, running January 13 through February 17. Most participants are already affiliated with a Massachusetts municipal government or a community-based environmental organization, which should help support new trainees as they begin coaching. We anticipate holding two additional coach training courses in 2026.

Grant Awards to Launch New Coaching Programs: As mentioned in our October 2025 update, the MA Department of Energy Resources awarded an Energy Planning and Assistance Grant to the [Pioneer Valley Planning Commission](#) (PVPC). The PVPC is the regional planning agency for the Pioneer Valley, encompassing 43 cities and towns across Hampden and Hampshire counties. As a team partner, the Alliance will provide training for up to 10 prospective heat-pump coaches and otherwise support the PVPC in establishing a coaching program in the Pioneer Valley. This project is underway, and we expect coach training to take place in April/May.

In addition, we just learned that the Massachusetts Clean Energy Center awarded an EmPower Massachusetts Implementation Grant to the [City of Watertown](#). Under this grant, Watertown will develop and launch *Electrify Watertown*, a program that will assist renters and lower-income residents with heat-pump coaching and installations. As a team partner, the Alliance will train coaches and otherwise support Watertown's coaching program development.

2025 Goals vs. Actuals: We fell short of several of our 2025 goals (see table below). Along with other factors, federal policy changes may have slowed interest in heat pumps. We're hopeful that the new seasonal heat-pump electric rates will help spur the Massachusetts market in 2026. In addition, we expect that the continued expansion of coaching programs and new coaching tools will help drive interest in heat pumps.

Progress by the Numbers—Summary for 2025

Description	2025 Start	2025 Actual	2025 Goal
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Grow No. of Members	151	152 ^a	200
Grow No. of Communities Represented	59	58 ^a	75
Present/Table at Events	-	16	35
Coach Homeowners ^b	-	113	200
Train/Mentor New Coaches ^c	-	25+	60

a) *In early 2025, we purged inactive Members from our count, resulting in little net change 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: *How much impact do you anticipate the loss of the federal tax credit will have on MA residential heat-pump installations in 2026, and why?*

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

Best regards,

Bob Zogg

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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.