

Incentives and Programs to Encourage Mini-Split Installation

November 26, 2018

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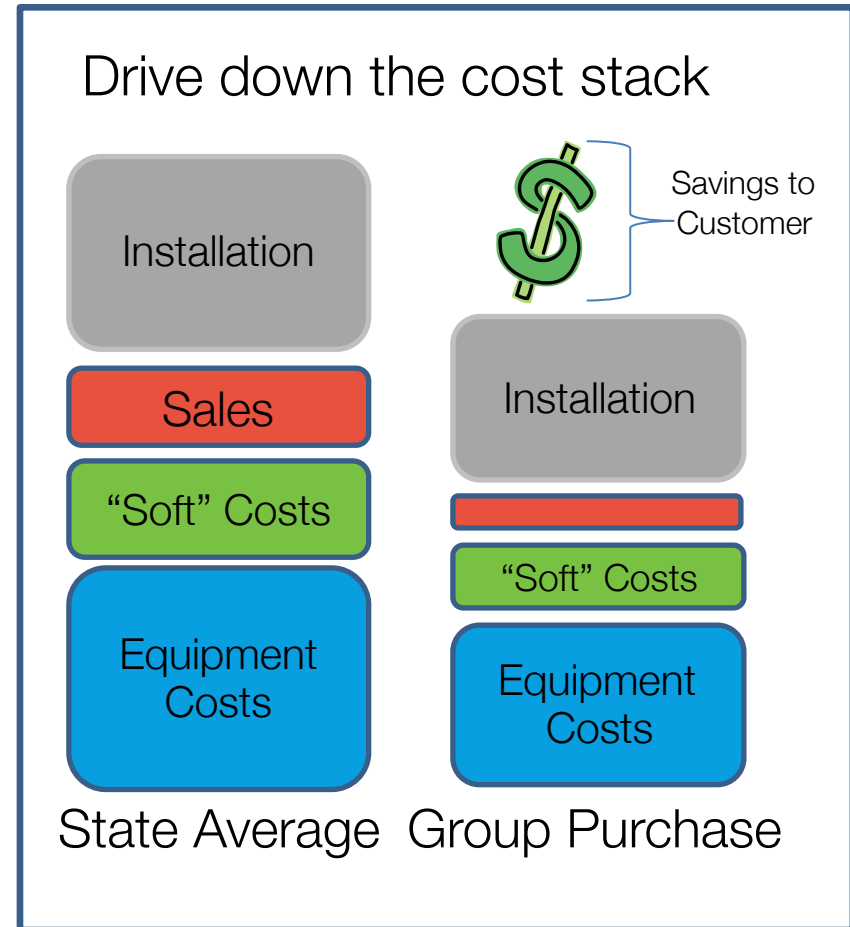
Summary

- A group purchasing and community education program for clean heating and cooling (CH&C) technologies
- Targets residential and small-commercial customers
- Relies on community volunteers
- Based on Solarize Mass model
- Integrates with MassCEC rebate programs



Group Purchase Model

- Goals:
 - Increase education and community outreach
 - Simplify process
 - Vetted installers
 - Reduce installation costs
 - Reduce time to contract
 - Increase adoption



HeatSmart Pilot

- Currently, 4 communities (7 total municipalities) are running active HeatSmart campaigns, with great success!
- 2 of the 4 campaigns are near completion. So far:
 - Educated over 450 interested households
 - Facilitated over 60 contracts for CH&C systems



Support from MassCEC

MassCEC will:

- Provide a marketing budget of \$5,000-\$14,000;
- Issue the installer RFP and contract with the selected installers;
- Provide a technical consultant who will:
 - Help the community evaluate and select an installer;
 - Develop marketing and outreach materials and information to help volunteers identify residents who may be the best fit for CH&C technologies;
 - Serve as a technical resource for the HeatSmart Coach and other volunteers.

Note: For individual installations, MassCEC expects that the installer will serve as the technical expert.

Available Incentives

Incentive	Amount
MassCEC Rebate	\$500 to \$2,000
Mass Save Rebate	\$100-\$300 per indoor head
Alternative Energy Credits	Varies
Mass Save HEAT Loan	0% for 7 years; Up to \$25,000

- MassCEC + Mass Save rebates typically cover 15-25% of costs; both rebates subject to change in 2019
- Higher incentives for low & moderate-income customers
- Heat Loan sufficient to cover most systems

What makes a good site?

- Required available space:
 - For outdoor unit/s (above the snow line)
 - For indoor units/s (can be wall mounted or floor mounted, no ductwork)
- Best payback for sites with:
 - Electric resistance, oil, or propane heating
 - Below-average electricity costs (potentially paired with PV)
 - No existing ductwork
- To use as the sole heating source, your home should be well-insulated and very energy efficient

