

BuildingEnergy Boston
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Residential Mass Save Offerings: The Path to Decarbonization

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Agenda

The Path to Decarbonization

Turnkey Services – Single Family (1-4 Units)

**Offers for Moderate Income Customers,
Renters, and DEC's**

Turnkey Services – Multi Family (5+ Units)

Residential Retail



**Together, we make good
happen for Massachusetts.**

Your local electric and natural gas utilities and energy efficiency service provider are taking strides in energy efficiency: Berkshire Gas, Cape Light Compact, Eversource, Liberty, National Grid and Unitil.

As one, we form Mass Save®, with the common goal of helping residents and businesses across Massachusetts save money and energy, leading our state to a clean and energy efficient future.

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The Path to Decarbonization

Chris Lavallee, Senior Analyst, National Grid

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Plan Process

- 2025-7 Three Year Plan filed with DPU in October – explicit focus on decarbonization, equity and enhanced customer experience
- Plan approved on Feb 28th, with requirement to reduce statewide residential budgets by \$500mln over three years
- PAs currently working to identify optimal areas from which to create those budget savings
- Compliance filing due to DPU by Apr 30



Overview of Residential Programs



Residential New Construction and Renovations



Residential Turnkey Solutions

Single Family
Pathway (1-4 Units)
Multi Family Pathway
(5+ Units)



Residential Rebates

Rebates and
incentives for heat
pumps, heat pump
water heaters,
appliances, etc.
Education, tools, and
outreach

Residential Turnkey Solutions (RTS)

Priorities of Decarbonization:

1. Weatherization
2. HVAC – heat pumps (with sufficient Wx)
3. Education of late journey decarbonization (e.g. induction cooktops, EV charging, solar. Not all part of current program)

Goal: Coordinate delivery of energy efficiency and other decarbonization measures for participating customers



No-cost Comprehensive Decarbonization Consultation: Improved Customer Experience



Project Planning

Work directly with customers to understand short and long-term decarb goals

Set realistic expectations

Direct customers to HPIN contractors

Empower customers to make informed decisions



Quote Review and Comparison

Review and assist customers in understanding differences between solutions provided by contractors, including:

Costs

Equipment

Efficiency

GHG emissions



Continued Assistance

Provide ongoing support and education throughout the customer journey including operational tips post installation

Three Pillars of Heat Pump Market Adoption



Customer Awareness and Acceptance

Create demand
pull from fossil
fuel heating
customers



Contractor Enablement

Drive enhanced
high quality
installation
capacity



Manufacturer/ Distributor Engagement

Create allies
and co-
investors to
drive market
transformation

Phaseout of Support for Fossil Fuel Equipment

Section 26 of *An Act Driving Clean Energy and Offshore Wind* added language to the Green Communities Act prohibiting spending on certain new fossil fuel equipment.*

This applies to the Massachusetts 2025 - 2027 Energy Efficiency and Decarbonization Plan

*Exceptions for income-eligible sector and certain 'hard to electrify' end-uses in commercial and industrial sector





Turnkey Services, Single Family

Joe Lessard, Senior Program Manager, National Grid

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Turnkey Services for Single Family 1-4 Units

Objective: Residential Turkey Services focuses on delivering an “end to end” in-home energy efficiency installation

Product Offerings: Home Energy Assessments, instant savings measures, insulation/air sealing, barrier mitigation, NEW: heat pumps for moderate-income customers

Delivery Pathways: Lead Vendors, Home Performance Contractors and Independent Installation Contractors

Target Customers: Market rate and moderate-income as well as multiple building types and meter configurations (e.g., single family, low-rise) and building ownerships (single family property owners, rental units, condos, etc.)

TURNKEY SERVICES

Pathways providing turnkey services are recommended for customers who are new to Mass Save programs and/or prefer a fully managed experience. These services offer end-to-end project management, quality assurance, up-front pricing, and instant incentives to guide customers and provide an easier energy efficiency and decarbonization journey. All with the help of a dedicated contact through every step of the process.

Single point of contact with a trusted vendor.

Project scoping, subcontractor selection, processing instant rebates, QA/QC, and more.

Decarbonization



1. Analyze



2. Weatherize



3. Optimize Efficiency

Home Energy Assessment

Customers get a no-cost evaluation of their home for:

- Improve energy efficiency.
- Assess weatherization barriers.
- Scope weatherization and heat pump projects.
- Determine their electrification readiness.
- And more all in one step.

Insulation and Air Sealing

Pre-Weatherization Repairs*

- Vendor facilitates the repair of existing health & safety issues prior to weatherization.

Weatherization*

- Vendor facilitates installation of the weatherization scope, improving heating and cooling efficiency, comfort, air quality, and building resiliency.

Electrification

Electrification Prep*

- If necessary, the vendor facilitates the upgrade of an electric panel to wiring.

Heat Pumps*

- The vendor facilitates the design and installation of high-efficiency heat pumps for heating and cooling.



Ongoing Support

Customers can seek support and guidance or ask questions at any time throughout the process through a Decarbonization Consultation. Additional decarbonization offers and resources are available at [MassSave.com](https://masssave.com).

Residential Turnkey Services Single Family 1-4 Units

Home Energy Assessments

A Home Energy Assessment finds inefficiencies in how energy is used in your home. During the assessment, an Energy Specialist will identify energy-saving opportunities and help you access available rebates, incentives, and 0% financing.

Weatherization

One of the first steps toward better efficiency is weatherization, which includes upgrading your insulation and air sealing. Benefits of insulation and air sealing improvements include:

- Lowering heating and cooling costs by up to 15%
- Decreasing drafts to improve comfort and humidity all year long
- Minimizing outside noise for a quieter, more peaceful environment
- Preventing allergens and pests from entering your home
- Reducing the chance of ice dams—protecting your home from potential damage

Residential Turnkey Services Single Family 1-4 Units

Expansion of Turnkey Services

Barrier Clearing

- Knob and tube
- Vermiculite
- Moisture
- Combustion safety

Heat Pump Installation

- Sizing
- Contractor quotes and selection
- QA/QC

Leveraging Successful Keys from the Past

- Robust contractor networks
- Project facilitation
- Strong QA/QC

Residential Turnkey Services Single Family 1-4 Units

Different approaches on expanded services, same customer experience



HPCs

Can serve the customer with their staff

Can subcontract the work to an approved contractor

Can also send projects to the HPC lead vendor who will coordinate with an approved contractor to implement the measures



LV Path A

Project is assigned a dedicated project manager

Project managers ensure accurate Manual J Load calculations, system design, and system efficiency

Installs are completed with a mix of internal and subcontracted crews



LV Path B

Energy specialists are collecting data and photos for each project

Heat pump installers provide quotes using this data

Designs and pricing are reviewed, and work is assigned to an installer

Residential Turnkey Services Single Family 1-4 Units



Heat Pumps

There are different ideas on how to design systems

We are looking for ways to standardize system design to ensure the customer receives what's right for their home



Panel Upgrades

A significant number of customers have outdated electrical panels that require replacement



Moderate Income

Many customers are interested, but they are either:

Not in the required income range

Do not complete the income verification



Contractor Lessons

Submitting quotes takes time

Ensure all data is captured ☐ learning new processes is not easy

Start permitting approval early

Residential Turnkey Services Single Family 1-4 Units

Additional Turnkey Objectives

- Use robust incentives to drive weatherization and heating electrification (heat pumps) for GHG emission reduction
- Engage with historically hard-to-reach communities – gaining access to untouched housing stock
- Increase renter participation
- Increase volume of income-qualified/targeted “equity” geographic communities
- Increase availability of services in languages other than English



Moderate Income: Rental and Designated Equity Communities Offers

Jayne Lino, Energy Efficiency Consultant, Eversource

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Residential Turnkey Services Single Family 1-4 Units

Offers for the 2025 - 2027 term ****pending plan approval**

Market rate customers

- 75% off Wx
- \$250 off pre-Wx barrier remediation
- HEAT Loan financing

Moderate Income

- Self-attestation for 100% off Wx
- Income verified for 100% off barrier clearing*
- Income verified turnkey heat pumps installs covered at 100%
- Income verified pre-electrification barrier removal covered at 100%

Designated Equity Communities

- Wx offered at 100% for all customers
- Wx, HP, pre-wx barrier remediation*, and pre-electrification offered at 100% for renters in these communities without income verification

*Pre-weatherization barrier remediation may be capped



Moderate Income Enhancements

Pending Plan Approval

- **Expanded qualification criteria** 61-80% of State Median Income and **Area Median Income**
- **Self-attestation for weatherization incentives** and verified income process for heat pumps and pre-Wx barrier mitigation
- **Turnkey process for installation (pending plan approval)**
 - Statewide: 100% Wx (self-attest)
 - Statewide: 100% heat pump
 - Statewide: 100% pre-Wx* & pre-electrification barrier mitigation (verified income)

*Pre-weatherization barrier remediation may be capped



Designated Equity Communities (DECs)

Boston	Lowell	Salem
Brockton	Lynn	Springfield
Chelsea	Malden	Tisbury
Everett	New Bedford	Woburn
Fall River	Oak Bluffs	Worcester
Fitchburg	Pittsfield	
Framingham	Quincy	
Lawrence	Revere	

Offers for Designated Equity Communities

Pending Plan Approval

Buildings with 50% or more tenants on the discount rate will be served by the Income Eligible Program



No-Cost Weatherization

All residential buildings in
DECs



No-Cost Barrier Removal*

Buildings with 50% or
more renter-occupied
units

*Barrier mitigation may be capped



No-Cost Electrification

Buildings with 50% or
more renter-occupied
units, where electrification
does not increase renter
energy burden

Property owners will be required to sign an
LTA prohibiting rent increases, displacement,
or other harm as a result of energy
improvements

Offers for Rental Buildings in DECs

Pending Plan Approval

No-Cost Turnkey Solutions:

- Weatherization (insulation, air-sealing)
- Pre-weatherization barrier remediation*
- Air source heat pumps
- Pre-electrification barriers remediation

*Pre-weatherization barrier remediation may be capped



Turnkey solutions provide customers with a fully managed project assessment, scoping, and installation process. One vendor manages scheduling and sub-contractors, simplifying the customer experience.



Targeting and Engagement Strategy



Identify and target
buildings and
neighborhoods



Customized outreach
strategy for each
municipality



Turnkey delivery
provides end-to-end
support for customers

Close collaboration with
Community First Partners
and municipalities



Turnkey Services: Multi Family

Frank Nitti, LEED AP Senior Program Manager, National Grid

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Multi-Family Program

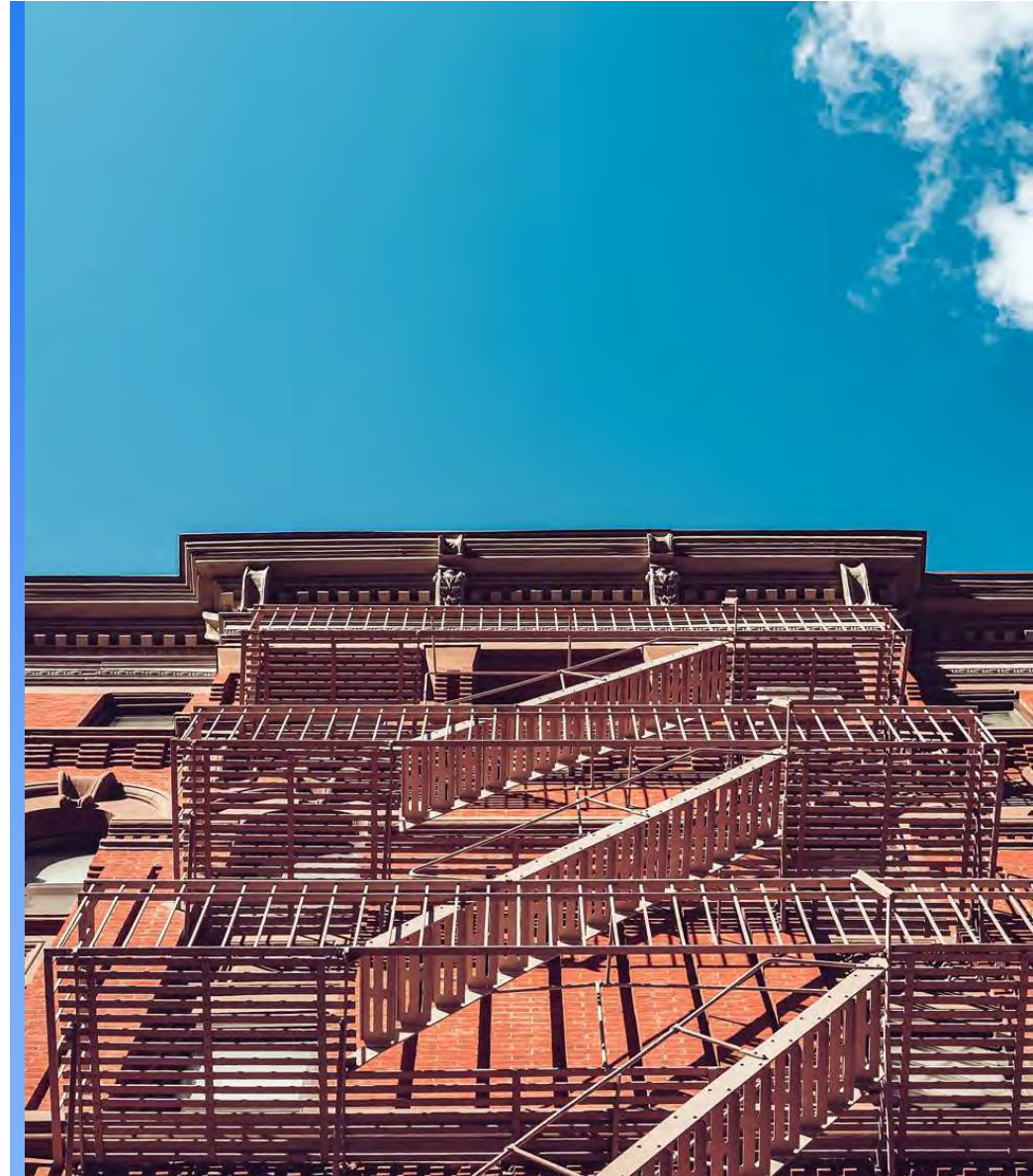
- Turnkey efficiency services
- No-cost, no-obligation on-site energy assessments
- Significant incentives to reduce out-of-pocket cost
- Coordination of installation of recommended improvements
- Separate program track for sites occupied by income-eligible tenants
- This presentation focuses on market rate facilities
 - Properties with more than 50% of the units being income-eligible are served under a separate program track

Who is Eligible?

Residential complex/facility with five (5) or more dwelling units at the site, where 50% or more of the complex/facility is not low income

- ✓ Apartment facilities with 5 or more units
- ✓ Condominium sites with 5 or more units

Authorized representative from the facility (ex. Property manager, condo board member, landlord/owner of the entire facility) can enroll



Incentives Available

Offerings for Electric and
Natural Gas

No Cost to Customer

- DHW (showerheads, aerators and pipe insulation)
- Air sealing
- Programmable thermostats & Wi-Fi thermostats

Incentives

- Insulation (up to 75% of cost)
- Air source heat pumps (up \$3,500 per ton) pending review and pre-approval when replacing oil, propane, gas and EBB heating systems
- Other energy improvements determined on a site-specific basis

Program Delivery

Lead vendor:

RISE Engineering (for all Sponsors except Berkshire)

If customer decides to proceed:

- 5-50 units: Lead vendor arranges for installation
- 50+ units: Put out to competitive bid to qualified installation contractors

Installation contractors should contact lead vendor for information on bidding qualifications and procedures



Multi-Family Moderate Income

- There will be a way to validate a multi-family property as moderate income
- Eligible for enhanced incentives
- Specifics pending final approval of the three-year plan



Point of Contact

RISE – Todd Cowger

1-800-422-5365 x6122

Established as primary point of Multi-Family Program enrollment

Lead Vendor coordinates with all contractors to ensure seamless process for participant



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Steve Jaslowich

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2025-2027 Residential Heat Pump Rebate Offers

Offer Name	Scenario	Offer		
		2025	2026	2027
Basic Heat Pump Rebate	Previously unconditioned space Heat pump or central AC replacement	\$250/ton	\$250/ton	\$250/ton
Partial-Home Rebate	Partial displacement with <u>wx</u> bonus and full heating load bonus (no disconnection required)	\$1,250/ton (\$10K max) \$500 <u>wx</u> bonus \$500 full heating load bonus	\$1,125/ton (\$10K max) \$500 <u>wx</u> bonus \$500 full heating load bonus	\$1,000/ton (\$10K max) \$500 <u>wx</u> bonus \$500 full heating load bonus
Whole-Home Rebate	Whole home w/disconnection requirement (also includes air-to-water heat pumps)	\$3,000/ton up to \$10k	\$2,700k/ton up to \$9k	\$2,500/ton up to \$8k
Ground Source Heat Pump Rebate	Ground source heat pumps	\$15k Whole Home	\$13.5k Whole Home	\$12k Whole Home
		\$2k/ton Partial (\$15K max)	\$2k/ton Partial (\$15K max)	\$2k/ton Partial (\$15K max)



Heat Pump Leaders Network

- High quality installation standards and enhanced services to customers
- Participants must meet 4 out of the 6 identified criteria
- Conducted 5 sessions to introduce the concept to HPIN
- Strong interest from contractors - launch planned for by end of April

Decarbonization Consultation & Quote Comparison

- Provide guidance and technical assistance for specific home and needs
- Prepare customers for conversations with contractors
- Quote analysis and insight on design, performance and cost
- Sets expectations and delivers good outcomes



Other initiatives

- Statewide call center to improve customer experience
- Heat pump pre-verification form
- Improved rebate processing and notifications
- Heat pump water heater online marketplace



Questions?

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Thank you.

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