HeatSmart Mass

- **Overview:**
  - A community bulk purchasing program for renewable heating and cooling technologies, similar to the Solarize Mass model.

- **Solarize Mass Stats:**
  - 58 communities have participated
  - 3400 projects
  - 20.6 MW of solar PV

- **HeatSmart Targets:**
  - 15% reduction in average purchase price relative to statewide average costs;
  - 10% average contract closure rate; and
  - Doubling the number of projects installed in each participating community relative to prior MassCEC rebated projects of that type.
HeatSmart Mass: Technologies

- Solar Thermal
- Biomass Heating
- Cold-Climate Air-Source Heat Pumps
- Ground-Source Heat Pumps
HeatSmart Mass: Background

- Heating is 30% of total Massachusetts energy use, GHG emissions
- Statewide GHG reduction requirement of 25% by 2020
  - 1.1% reduction target for renewable thermal
- Heating comprises largest household energy cost
  - HeatSmart will focus on communities with high cost heating fuels

GHG Sources

- Electricity 21%
- Transportation 39%
- Heating 30%
- Other 10%

Residential Heating Fuel

- Natural Gas 51%
- Oil 29%
- Electricity 14%
- Other 6%
HeatSmart Mass: Background
This type of campaign relies heavily on the work of community volunteers. MassCEC offers the following support:

- **Technical support:**
  - MassCEC can offer technical guidance and also brings on a technical consultant to support the HeatSmart campaign.
  - Technical consultant offers help with installer selection, guidance on permitting and inspection

- **Procurement:**
  - MassCEC writes the RFP and contracts with the selected installer. MassCEC and the technical consultant will provide support for during the installer selection process, but the final decision rests with the communities.

- **Marketing materials:**
  - MassCEC provides a “starter kit” of marketing materials, marketing grant, and a budget for additional community-specific marketing efforts.
HeatSmart Mass: Next Steps

- Survey requesting input on program design going out shortly.
- Request for proposals to engage communities and technical consultants to participate in the pilot round of HeatSmart Mass may come out in Spring/Summer 2017.
- Questions?
- Contact:
  Meg Howard, Project Manager
  mhoward@masscec.com
  617-315-9379