

NYSERDA Residential Market Advisory Group Q4 2025 Meeting

10/28/2025

09:00 am – 04:00 pm ET



NYSERDA

The RMAG is a forum for stakeholder engagement on the residential market's highest-priority issues

Engagement Opportunities

- Quarterly Meetings (In-Person and Virtual)
- Working Groups
- Expert Panels
- Listening Sessions

Functions

- Advance residential clean energy and efficiency market development and innovation
- Iterate on programmatic design and implementation with stakeholder feedback
- Provide policy updates and relevant knowledge sharing for residential actors
- Foster NYSERDA clean energy and energy efficiency thought leadership

RMAG Objectives

- > **Maintain market awareness** of public policies driving investments in energy efficiency and clean energy in the residential market.
- > **Share information** on current and planned activities to enable coordination and avoid unproductive duplication of efforts in advancing progress towards policy and industry objectives.
- > **Discuss opportunities and challenges** associated with wide-scale deployment of energy efficiency and clean energy services for the residential sector and seek solutions to overcome market barriers.
- > Help **guide the direction** of the market's existing and future clean energy solutions.
- > **Make connections** and **develop collaborations** among participants and partners to meet mutual objectives.
- > **Develop and coordinate** shared messaging and outreach strategies where appropriate.

Meeting Agenda - Morning

Time	Session	Speaker(s)
08:00 am – 09:00 am	Registration	
09:00 am – 09:15 am	Welcome, Introductions, Icebreakers	<ul style="list-style-type: none">• Meeting Attendees
09:15 am – 09:30 am	Opening Remarks	<ul style="list-style-type: none">• Tamar Nagel• David Sandbank
09:30 am – 10:00 am	Multifamily Program Team Presentation	<ul style="list-style-type: none">• Brian Cabezas
10:00 am – 10:10 am	EmPower+ Program Update Presentation	<ul style="list-style-type: none">• Scott Oliver
10:10 am – 10:20 am	Comfort Home Program Update Presentation	<ul style="list-style-type: none">• Keith Bohling
10:20 am – 10:35 am	Energy and Climate Equity Team Presentation	<ul style="list-style-type: none">• Pearl Gray
10:35 am – 10:50 am	Break	
10:50 am – 11:50 am	Clean Heat Connect Presentation	<ul style="list-style-type: none">• Michael Courtney
11:50 am – 12:00 pm	Breakout Session Introductions	<ul style="list-style-type: none">• Workforce Development Breakout Team• Integrated Energy Solutions Breakout Team• Packaging LMI Incentives Breakout

Meeting Agenda - Afternoon

Time	Session	Speakers
12:00 pm – 01:00 pm	Lunch (Salons B & C)	
01:00 pm – 02:00 pm	Breakout Sessions #1	<ul style="list-style-type: none"> Workforce Development – Adele Ferranti, Jill Palmer (Salons G & H) Integrated Energy Solutions – Luke Forster (Salon F) Packaging LMI Incentives – Sam Bowles, Evan Rzezknik (Salons D & E)
02:00 pm – 02:15 pm	Break	
02:15 pm – 03:15 pm	Breakout Sessions #2	<ul style="list-style-type: none"> Workforce Development – Adele Ferranti, Jill Palmer (Salons G & H) Integrated Energy Solutions – Luke Forster (Salon F) Packaging LMI Incentives – Sam Bowles, Evan Rzezknik (Salons D & E)
03:15 pm – 03:30 pm	Break	
03:30 pm – 03:45 pm	Breakout Session Report Outs	<ul style="list-style-type: none"> Breakout Facilitators - Anna Rossi, Mallory Huggins, Trevor Reddick
03:45 pm – 04:00 pm	Closing and Next Steps	<ul style="list-style-type: none"> Tamar Nagel Trevor Reddick
04:00 pm - ????	Reception	

Icebreakers

Who do we have in the room today?

Opening Comments

David Sandbank

Senior Vice President - Integrated Energy Solutions





LMI Multifamily Portfolio Update



October 2025

AGENDA

- **LMI Multifamily Portfolio Context**
- **Overview of Programs**
 - Upstate Public Housing Authority Pathway
 - Upstate Multifamily Program
 - Statewide Technical Assistance

LMI Multifamily Portfolio Context

MULTIFAMILY LMI PORTFOLIO

5-year budget for the Multifamily LMI portfolio is across the following initiatives:

- Statewide technical assistance, inclusive of affordable new construction (NYSERDA)
- End-use incentives for upstate affordable multifamily (NYSERDA)
- End-use incentives for downstate affordable multifamily, AMEEP (Con Edison and National Grid)
- Housing agency partnerships (NYSERDA, HCR, HPD) “Direct Injection”

INTERVENTION STRATEGY

Upstate program will integrate technical assistance and end-use incentives into one program.

Plan to soft launch in Q4 2025

Based on stakeholder feedback on the program design, Multifamily Team at NYSERDA has the following program goals:

- Streamline customer journey
- Provide flexibility to meet owners where they are
- Maintain tenant affordability
- Take an efficiency first approach

INTERVENTION STRATEGY

Segment market and streamline approach based on needs

Core program at launch

Mid-cycle

Regulated projects with financing and regulatory agreements from housing agencies mid-financing term

Naturally occurring affordable

Very common in smaller multifamily buildings

Existing Networks

- Multifamily contractors
- Clean Energy Hubs
- Community based organizations

Intervention

- Offer technical assistance & end use incentives
- Offer concierge service to shepherd projects

Support for difficult to develop DAC pipelines

Upstate Portfolio Owners

- Starting with Public Housing Authorities
- Offer robust technical assistance
- Assist with funding
- Offer Concierge service for application submission and project management

Launched in August

Upstate Public Housing Authority Pathway

PURPOSE AND BACKGROUND

Stakeholder feedback from PHAs

"There are so many different opportunities for funding but it's too much to go through when bandwidth is already stretched. It's hard to parse out what we would be eligible for"

"We need the cohort to learn from each other. We don't have the expertise. We don't even know which buildings should be [studied] first, second, or third."

The Upstate PHA Pathway is designed to alleviate roadblocks to participation in energy efficiency and building electrification programs by provided specialized technical assistance

WHAT ARE THE DELIVERABLES OF THIS PATHWAY?



SUPPORT FROM
A QUALIFIED ENERGY
SERVICE
PROVIDER FROM
NYSERDA NETWORK



PORTFOLIO
WIDE ENERGY
MANAGEMENT
PLAN



COMPREHENSIV
E ENERGY AUDIT
FOR SELECT
BUILDINGS



A CAPITAL
ROADMAP FOR
PHA PORTFOLIO
MODERNIZATIO
N



ELIGIBLE
PROJECTS
APPLY FOR
NYSERDA
MULTIFAMILY
FUNDING

ENERGY SERVICE PROVIDER RESPONSIBILITIES

- **12 month engagement**
- **Deliver portfolio wide energy management plan, energy audits, and capital planning roadmap**
- **Active participation in workshops**

BENEFITS TO PHAS

Peer-to-Peer Learning

- Workshop series to exchange learnings and best practices

Specialized Energy Service Provider

- Portfolio support through energy master plan and energy audits on selected buildings

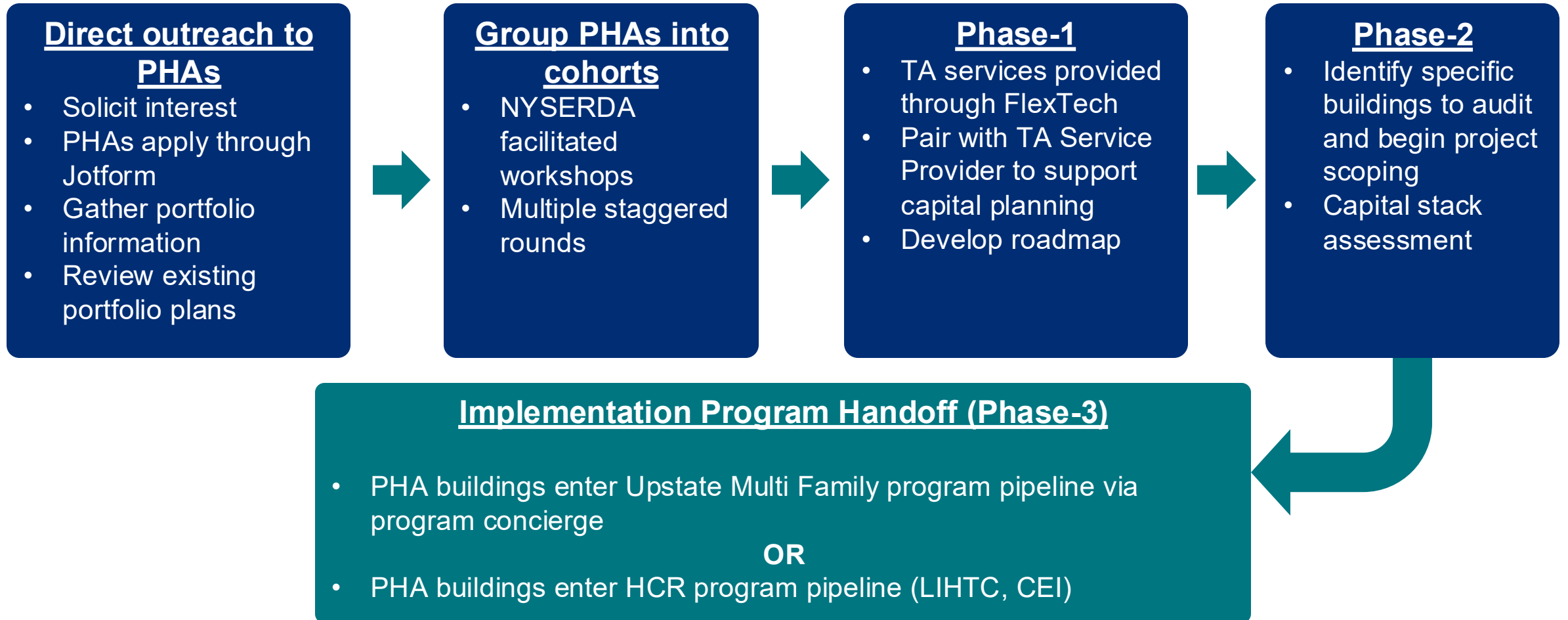
100% Cost Share

- Offered at no cost to PHAs

Support eligible projects to reach funding close

- Assistance with funding layering and applications through concierge service

PROCESS OVERVIEW



CONTACT INFORMATION

Contact the Upstate PHA Pathway team to indicate interest:

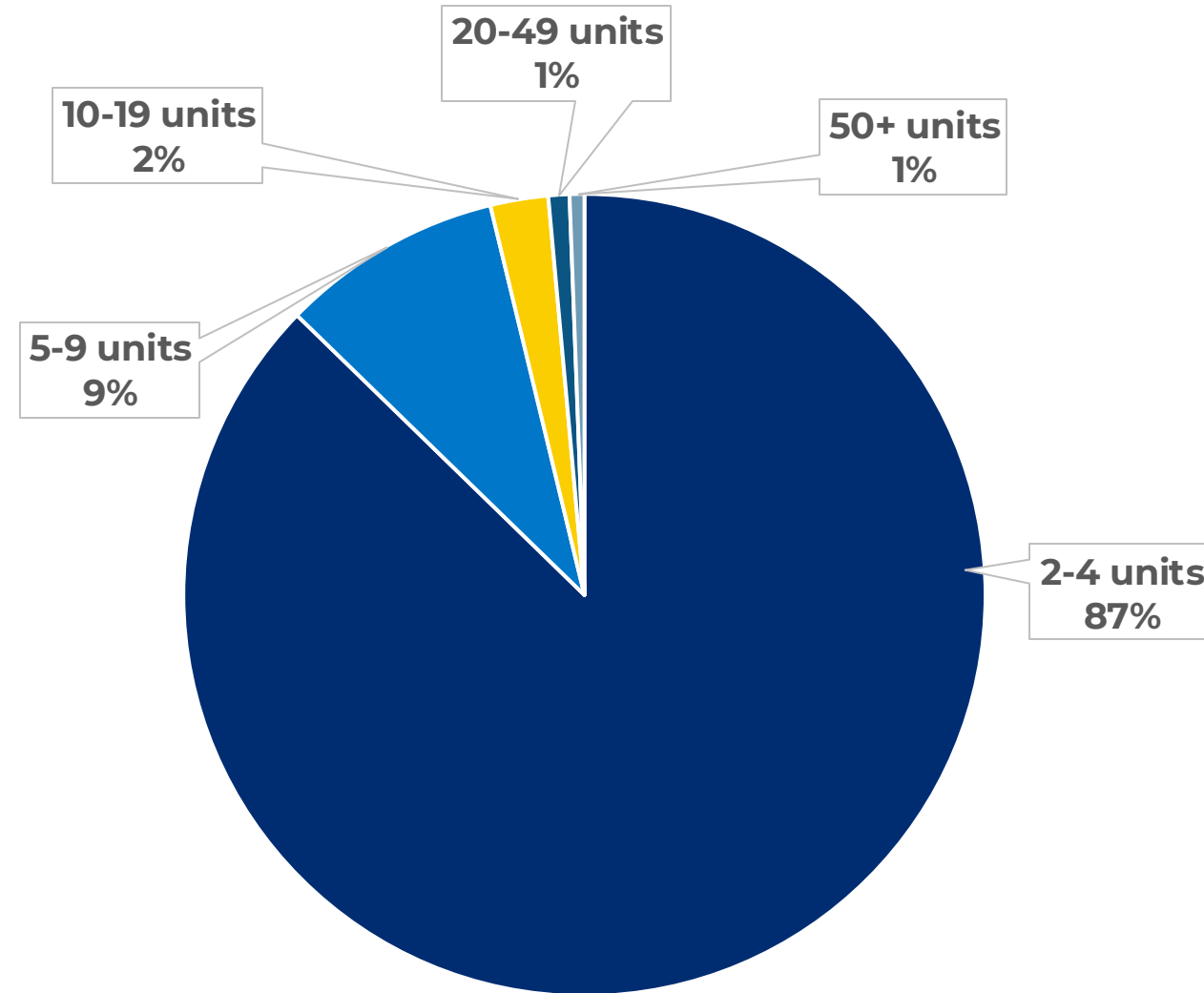
Multifamilyinfo+PHA@nyserda.ny.gov

**Upstate Program –
Affordable Multifamily Program
Upstate (AMP Up)**

UPSTATE LMI MULTIFAMILY – LOW RISE FOCUS

- 98% of upstate LMI multifamily building stock has <19 units
- Challenges with small multifamily buildings:
 - Small multifamily buildings typically need more technical support and have no economies of scale
 - Contractors tend to focus on larger properties
 - Small multifamily buildings can be difficult to reach
- NYSERDA to offer a low-rise pathway for 5-20 unit, 1-3 story buildings

Upstate Market Buildings by Unit



LOW-RISE PATHWAY

Better targeting and support for small buildings

- NYSERDA to offer a low-rise pathway for 5-20 unit, 1-3 story buildings
- Utilize local actors to engage small building owners
- Provide concierge service for support services (also available to larger buildings)
- Streamlined approach to modeling using PSD's Compass Modeling Tool when required
- Higher 85% incentive cost cap
- Greater portion of incentives in initial payment milestone

PATHWAY ELIGIBILITY REQUIREMENTS & INCENTIVE STRUCTURE

Eligibility

- Fewer than 10 units:
 - LMI criteria set to 50% of building at <80% AMI or SMI, whichever is higher
- 10+ units:
 - LMI criteria set to 25% of building at <80% AMI or SMI, whichever is higher
- No minimum site energy savings requirement

Incentives

- Support services provided throughout project lifecycle through concierge, based on building/project needs
- \$/unit incentive structure
- Measures not bound together as a package, but elective per category
- Incentives capped at 70% of project cost
- Milestone incentive payment structure

Low Rise Pathway Considerations

- Incentives capped at 85% of project costs
- More streamlined tech assistance

AMP Up Incentive Structure and Technical Assistance

INCENTIVE STRUCTURE

Implementation End Use Incentive

Incentive Measure category	Max Incentive Level per unit**	Partial Payment 1* (Scope Development)	Partial Payment 2- Optional (Partial Construction)	Partial Payment 3 (Construction Complete)
Prescriptive	\$/unit	50% (5-20 units) or 25% (21+ units)	25% (5-20 units) or 40% (21+ units)	25% (5-20 units) or 35% (21+ units)
Weatherization	\$\$/unit			
Electrification	\$\$\$ /unit			
Deep Retrofit	\$\$\$\$/unit			

* Percentages in payment milestones relate to the overall implementation incentive that will be paid out to the project at respective periods

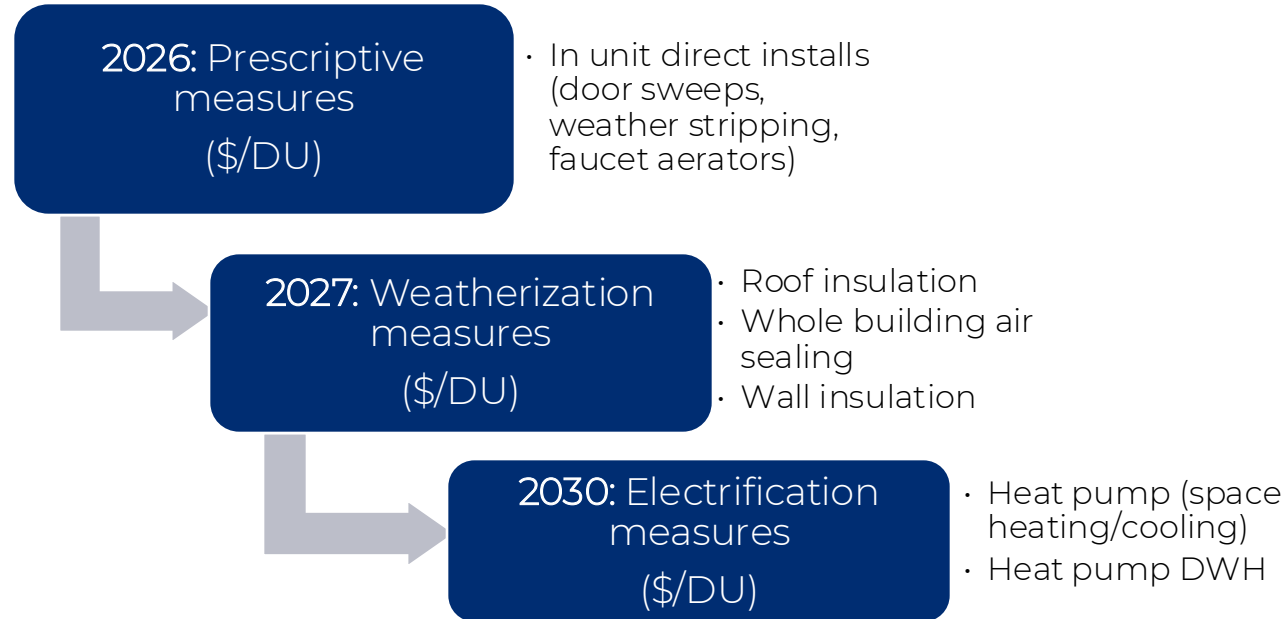
** Incentives capped at 85% of total cost for 1-3 stories, up to 20 units and 70% for 21+ units, and includes any incentive payments that may be received for technical assistance

TECHNICAL ASSISTANCE INCENTIVE STRUCTURE

- TA incentives are rolled into overall project costs and capped at incentive cost cap
- TA incentive paid out 75% at Milestone-1 (scope development) and 25% (construction start)
- Technical assistance costs count toward overall project incentive cost caps
- Complimentary concierge service option provided through Owner's Rep

PHASED SCOPE IMPLEMENTATION & INCENTIVE STACKING

Phased over time



- Buildings allowed to enter AMP Up multiple times
- New scopes of work may be considered on a building for additional incentives
- A building cannot receive additional incentives for a scope of work previously completed

Comprehensive scope with layered incentive tiers



PROGRAM TECHNICAL ASSISTANCE & CONCIERGE STRATEGY

- **Integrated Technical Assistance:** Energy audit integrated into the program and does not require separate application
- Technical assistance is part of the program, and incentives will be provided based on the building/project needs.
- **Program Concierge Service:** NYSERDA will offer direct support for project applications, building assessments, construction monitoring and project closeout through a contracted service.
- Support services can span the entire project lifecycle - assessment, design, procurement, construction and post-construction commissioning.

PARTICIPATING CONTRACTORS

Two types of Participating Contractors: MREP Contractors and Concierge Service Contractors

- Concierge service offers complimentary comprehensive support for projects
- MREP service offers flexibility for owners that do not require comprehensive end-to-end support

Scope of Work	Concierge Service	MREP Service
Program application	Yes	Yes
Building assessment	Yes	Yes
Project scoping support	Yes	Yes
Installation contractor selection support	Yes	No
Capital funding stack guidance and analysis	As needed	No
Communication and relationship management	As needed	As needed
Construction monitoring	Yes	As needed
Project closeout	Yes	Yes

Statewide Technical Assistance

INTERVENTION STRATEGY

Transition LMI Multifamily Technical Assistance from multiple individual Programs to a streamlined tech assistance offering

Current Technical Assistance Offerings

- FlexTech
- On-site Energy Manager
- Owner's Representative Services



New Technical Assistance Offering

- Integrated Technical Assistance – Downstate AMEEP, Upstate AMP Up
- Independent Technical Assistance

INTEGRATED TECHNICAL ASSISTANCE

These services are associated with end-use incentive projects.

Audits/Assessments (Available Upstate & Downstate)	Owner's Rep (Available for upstate program through concierge)
<p>Standard scope, quick turn-around</p> <ul style="list-style-type: none">• Audits / Assessments<ul style="list-style-type: none">• Requirements based on measure category needs• Current and future utility cost analysis and projections	<ul style="list-style-type: none">• Project Planning Guidance• Competitive Bid Support• Funding guidance• Design/construction support• Communications and Relationship Management• Project Closeout & Commissioning Support

INDEPENDENT TECHNICAL ASSISTANCE

These services are independent of Upstate Program's projects.
Building owner cost share 25%.

Audits/Assessments	Owner's Rep	On-site Energy Manager
<p>In depth, custom scope</p> <ul style="list-style-type: none">• Audits• Assessments and Inspections• Current and future utility cost analysis and projections• Develop scope of work• Energy Master Plan development	<ul style="list-style-type: none">• Project Planning Guidance• Competitive Bid Support• Funding guidance• Design/construction support• Communications and Relationship Management• Project Closeout & Commissioning Support	<ul style="list-style-type: none">• Hire dedicated energy manager• Energy Master Plan development and execution• Ongoing facility management

NYSERDA MULTIFAMILY RESIDENTIAL RESOURCES

Program Webpage



Program Menu



Email List



Please email multifamilyinfo@nyserda.ny.gov for additional questions
Thank You!



NYSERDA
New York State Energy Research
and Development Authority

EmPower+ Program Updates

**Scott Oliver,
Program Manager**

2025 PROGRAM METRICS AS OF OCTOBER 22, 2025

Projects Completed: 24,875

Incentives expended: \$183,560,777

Number of Participating Contractors: 203

Applications received: 24,838

Projects in process: 11,494

RECENT PROGRAM CHANGES

August 2025:

- Ended incentives for fossil fuel heating systems except for no-heat emergencies. This was included as a directive in the EEBE order.
- Empower+ is strictly adhering to project caps of \$10,000 for Low-Income customers and \$5,000 for moderate income customers with an additional incentive of up to \$14,000 extra available through IRA funding for both income levels.
- Contractor's ability to submit applications on behalf of customers has been temporarily halted to allow for NYSERDA to plan for strategies around **customer prioritization** and pipeline management.



NO HEATS

NYSERDA has allocated \$1 million to replace broken fossil fuel heating equipment for the 2025-2026 heating system. This is a 20% increase over 2024 levels.



ENERGY EFFICIENCY AND BUILDING ELECTRIFICATION ORDER

NYSERDA has been working with Consolidated Edison and National Grid to complete the LMI Implementation Plan for the Energy Efficiency and Building electrification order.

This plan provides a roadmap for how the Empower+ program will operate with rate payer funds for 2026-2030. EmPower+ will continue to be the statewide program that serve LMI 1-4 family homes with energy efficiency improvements.

Focus points for the program will include:

- 1. Working with the utilities to better serve participants of Energy Affordability Programs.**
- 2. Different approaches to serve the diverse regions of New York including region-based incentive levels.**
- 3. Changing the definition of low-income to 60% Area Median Income or State Median Income, whichever is higher.**
- 4. Increased Health and Safety funding to help homes deferred from the program.**

Thank You

Scott Oliver
Program Manger





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New York State Energy Research
and Development Authority

50 YEARS 1975-2025

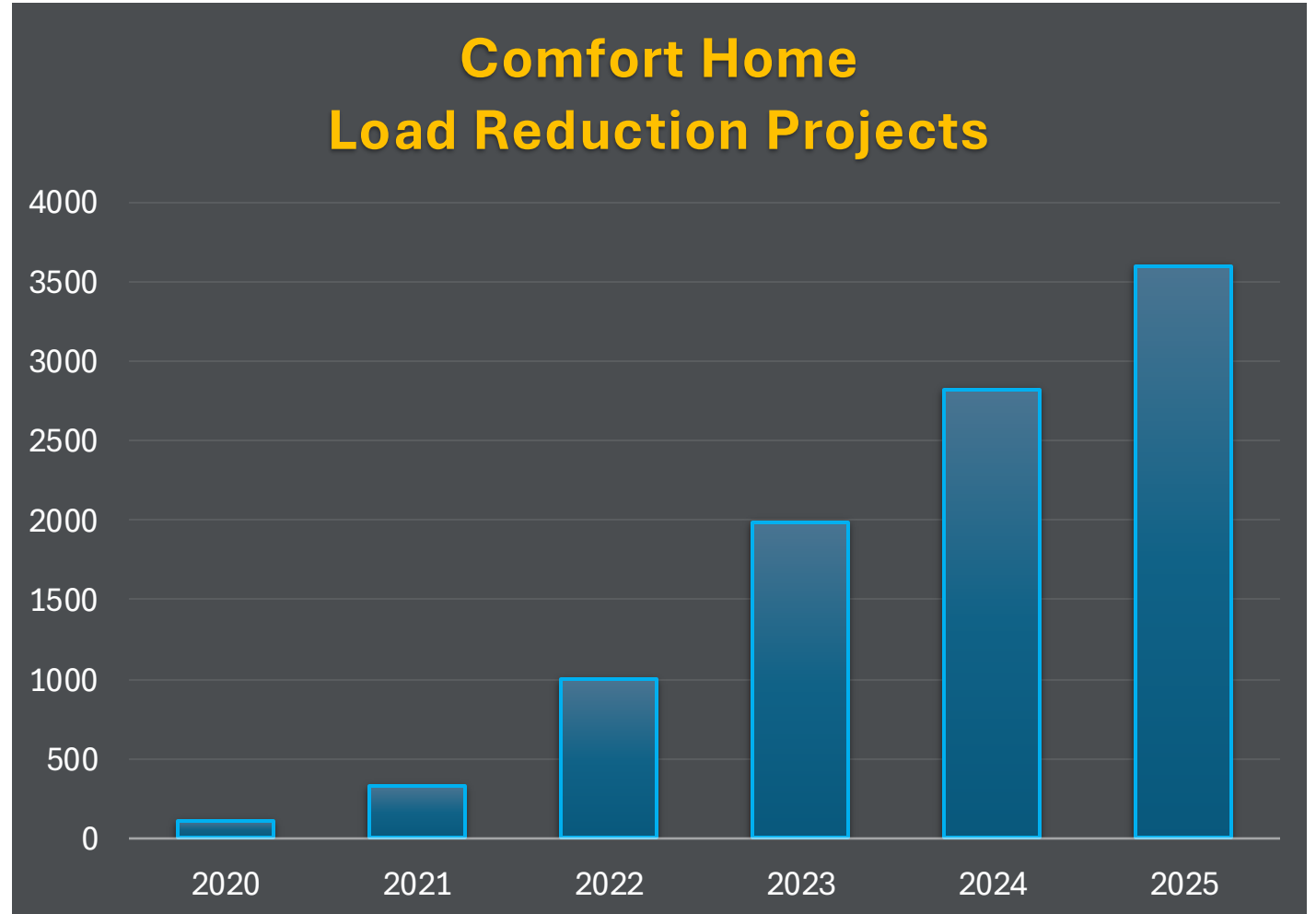
Comfort Home Update

**Keith Bohling,
Sr. Project Manager**

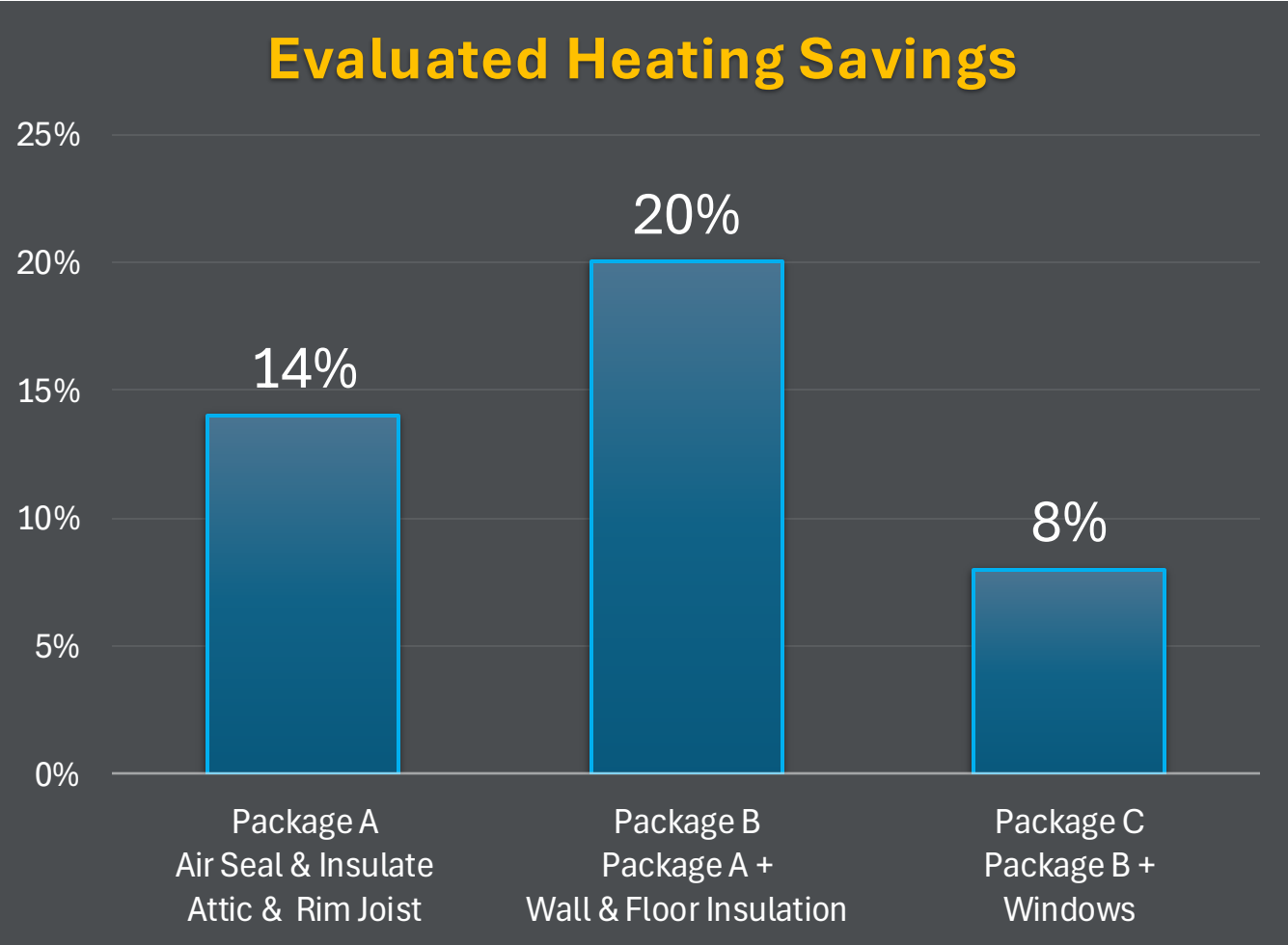
COMFORT HOME: A STATE-WIDE MARKET-RATE WEATHERIZATION PILOT PROGRAM

Select an Insulation Package			Windows Add-On
	Good	Better	
Upgrades	Seal and insulate attic and rim joist	Good Package plus insulate walls and floors	After air-sealing and insulating, upgrade windows to ENERGY STAR
Value	The average home saves 14% on their heating and cooling bills after installing this package.	The average home saves 20% on their heating and cooling bills after installing this package.	For homes with upgraded air-sealing and insulation, upgrading the windows saves an average of an additional 8% on heating and cooling bills.
NYSERDA Incentive	\$2,500	\$3,000	\$2,000
Multiple Comfort Home Projects Over Time	Customers who received Comfort Home incentives for a package within the past year are eligible for a total of \$1,000 toward another package.		
	Customers who received Comfort Home incentives for a package more than a year ago are eligible for total of \$2,000 toward another package.		

By the end of the year, we are projecting to have helped **10,000** New York families lower their energy bills and improve their homes' comfort.



The average project saves a New York family 15% on their heating and cooling energy usage.



Comfort Home 2026

The Public Service Commission Order Authorizing Non-Low-To Moderate Energy Efficiency and Building Electrification Portfolios for 2026-2030 directs NYSERDA to continue to operate Comfort Home through 2026. This direction was accompanied by increases in funding and energy savings goals.

Comfort Home's 2026 budget-based goal is **more than double the 2025 project count**

2025 Projects: 3600 (projected)

2026 Projects: 7427 (proposed)

NYSERDA Marketing Support for Comfort Home

**Statewide except Nassau &
Suffolk Counties**

December 2025

- **Paid search ad placement**

January 2026 onward

- **Paid social ad placement**
- **Paid video placement, pre-roll, re-targeting**
- **Display banners, re-targeting banners**

Other options under consideration

The Comfort Home Incentive Budget is allocated by year.

2025:

Current project volume is aligned with remaining incentive budget for 2025.

2026:

Incentive budget supports doubling current volume!

We have been and continue to welcome new contractors into Comfort Home statewide.

Recruiting efforts will depend on how much project counts grow from existing contractor network.

**Comfort Home has the budget to double in size in 2026!
Market rate weatherization is well-funded 2027 to 2030.
Interested in learning more and joining Comfort Home?
Email us at residential.programs@nyserda.ny.gov
or scan this QR code to learn more**



Comfort Home

Market-rate weatherization program for New York families
Not available in PSEG-LI region or muni/co-op electric areas





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Energy and Climate Equity Strategy and Initiatives

Pearl Gray,
Energy and Climate
Equity Liaison



ROADMAP

- NYSERDA's Approach to Energy and Climate Equity
- Energy Equity Collaborative (EEC)
- Regional Clean Energy Hubs
- NYSERDA's Disadvantaged Communities Consultant Pool



Structural Equity

Changes to state policy and operations that result in intentional prioritization of frontline communities to repair historic disinvestment.



Procedural Equity

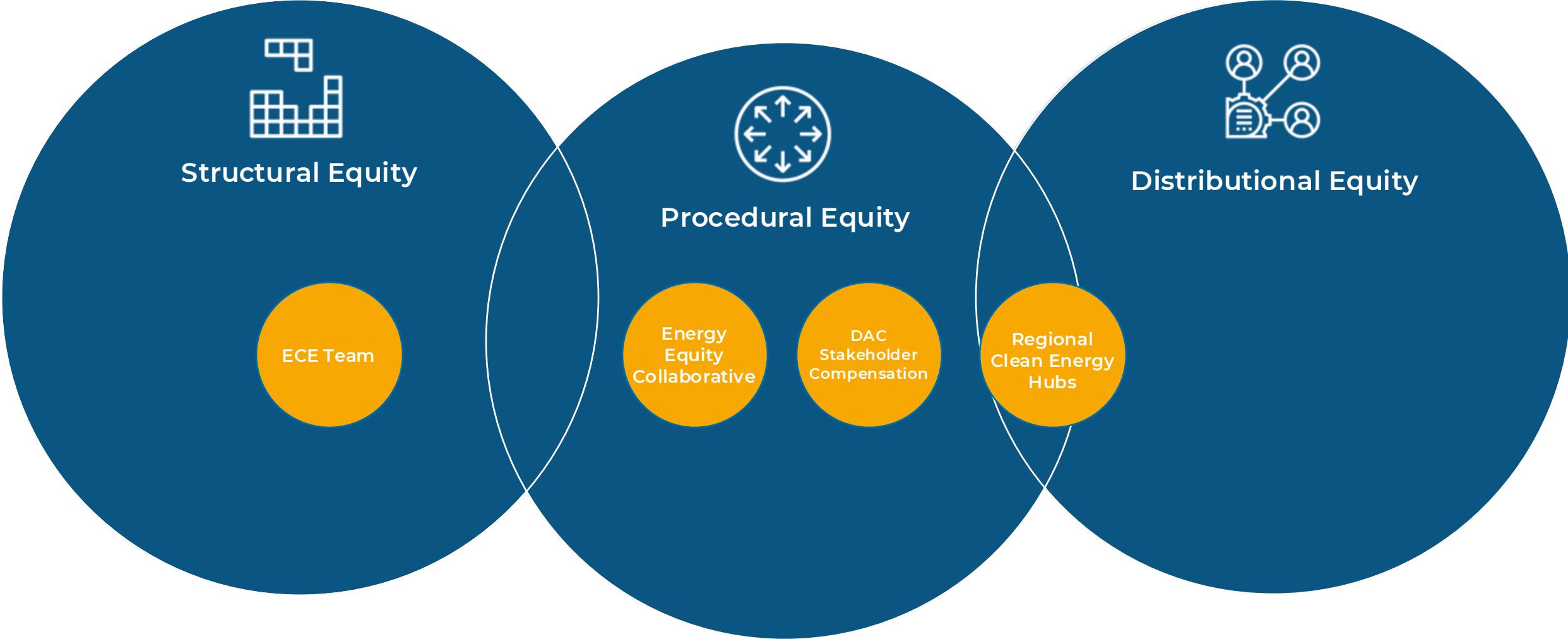
Designing inclusive pathways for meaningful stakeholder input to help shape NYSERDA decisions that impact their lives.



Distributional Equity

Foundational shifts in NYSERDA investment and programs to reduce burden and increase benefit to frontline communities.

KEY ENERGY AND CLIMATE EQUITY INTERNAL INITIATIVES AND EXTERNAL PROGRAMS



Sustain a network of Regional Clean Energy Hubs

Purpose:

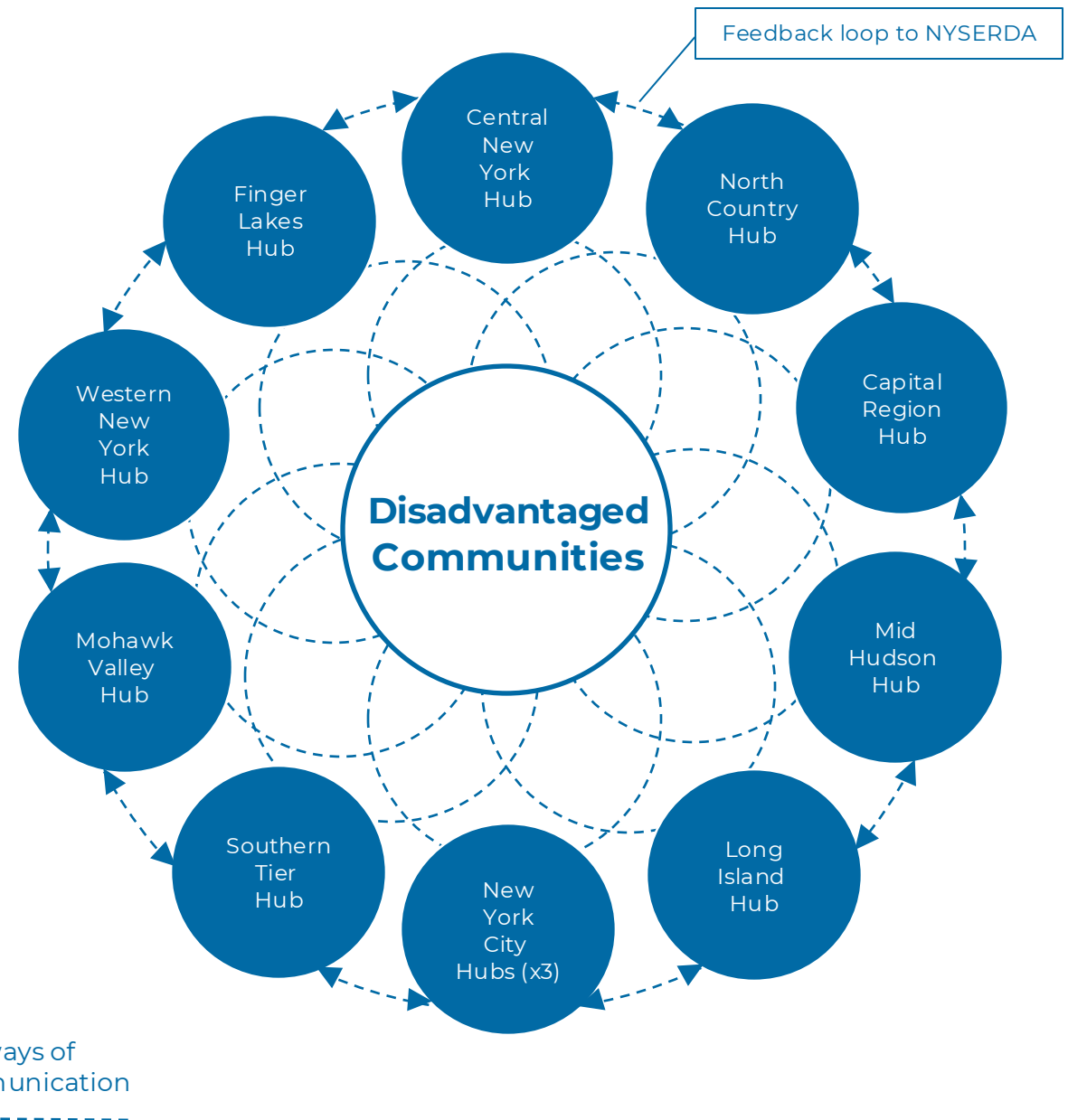
Resource hubs led by community-based organizations and located in each of the 10 regions in the State.

Provide a holistic, multifaceted approach including project coordination, marketing and outreach support, partnership building, and lead public education and engagement sessions.

Outcomes:

New avenue established for ongoing feedback and engagement with DAC's.

Residents and businesses in DAC's meaningfully integrated into clean energy programs and policies.



Foster engagement through the Energy Equity Collaborative

Purpose:

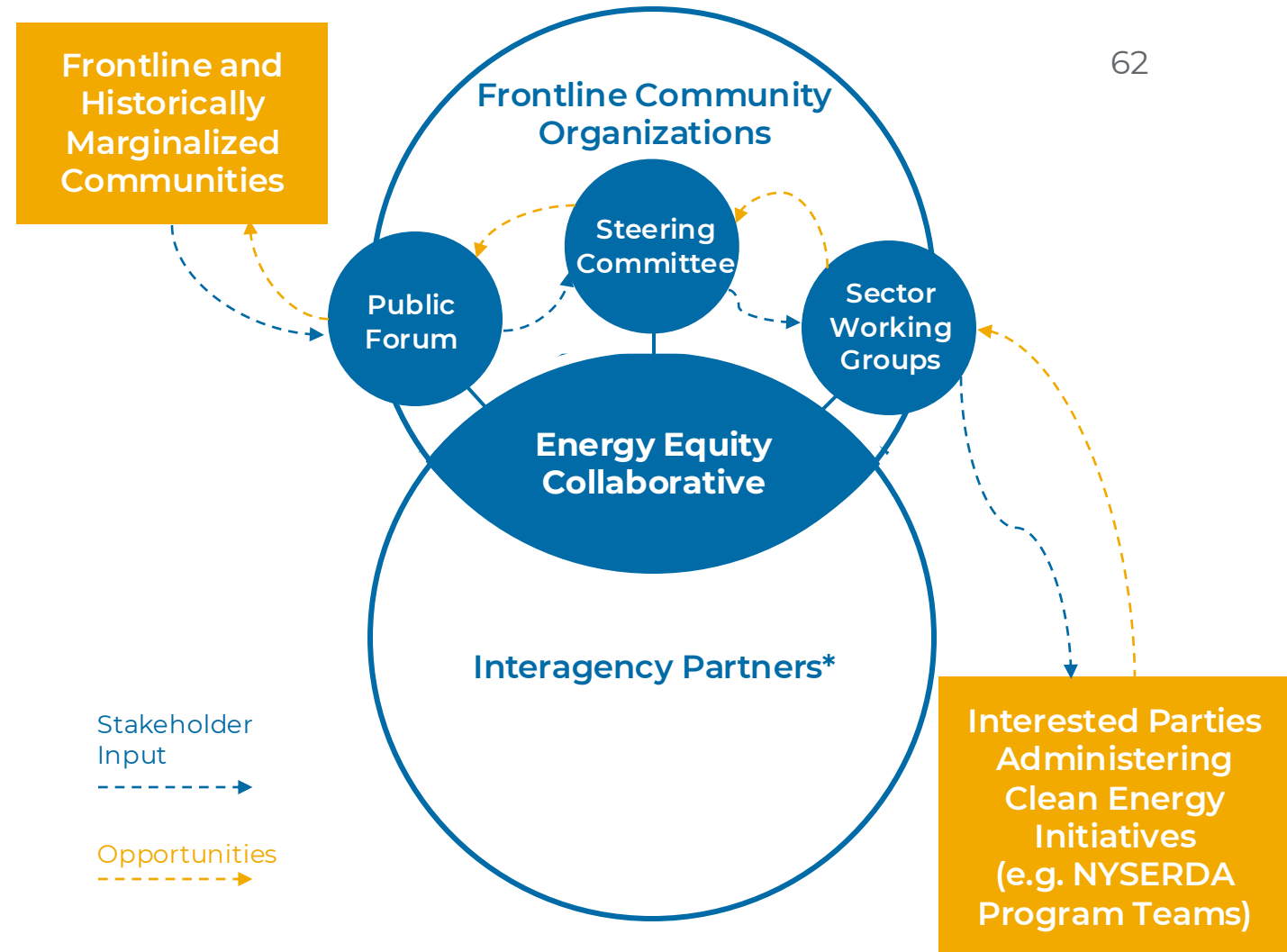
Shared space for engagement and collaboration between those that serve and represent historically marginalized communities and NYSERDA, along with other State agencies, as needed to advise on energy equity and climate justice issues and advance equitable programs, with a focus on identifying cross-cutting issues and provide early-stage, high-level feedback on initiatives.

Outcomes:

Alignment with DAC stakeholders on energy and climate equity opportunities

Greater transparency and direct engagement and messaging to CBOs

Build DAC stakeholder knowledge and capacity to participate in and provide input into programs



*Participating agencies include NYSERDA, DPS, OTDA, DEC, HCR, DOS, DOL, AGM, LIPA.

Steering Committee

- 13 members
- Quarterly in-person meetings
- Co-created Collaborative Charter
- Co-created Working Group structure and growth plan

Sector Working Groups

- Workforce Development & Economic Opportunities
- Housing and Buildings Energy Efficiency and Electrification
- Energy Transition
- Engagement & Access

Provide DAC stakeholder compensation for meaningful engagement

Purpose:

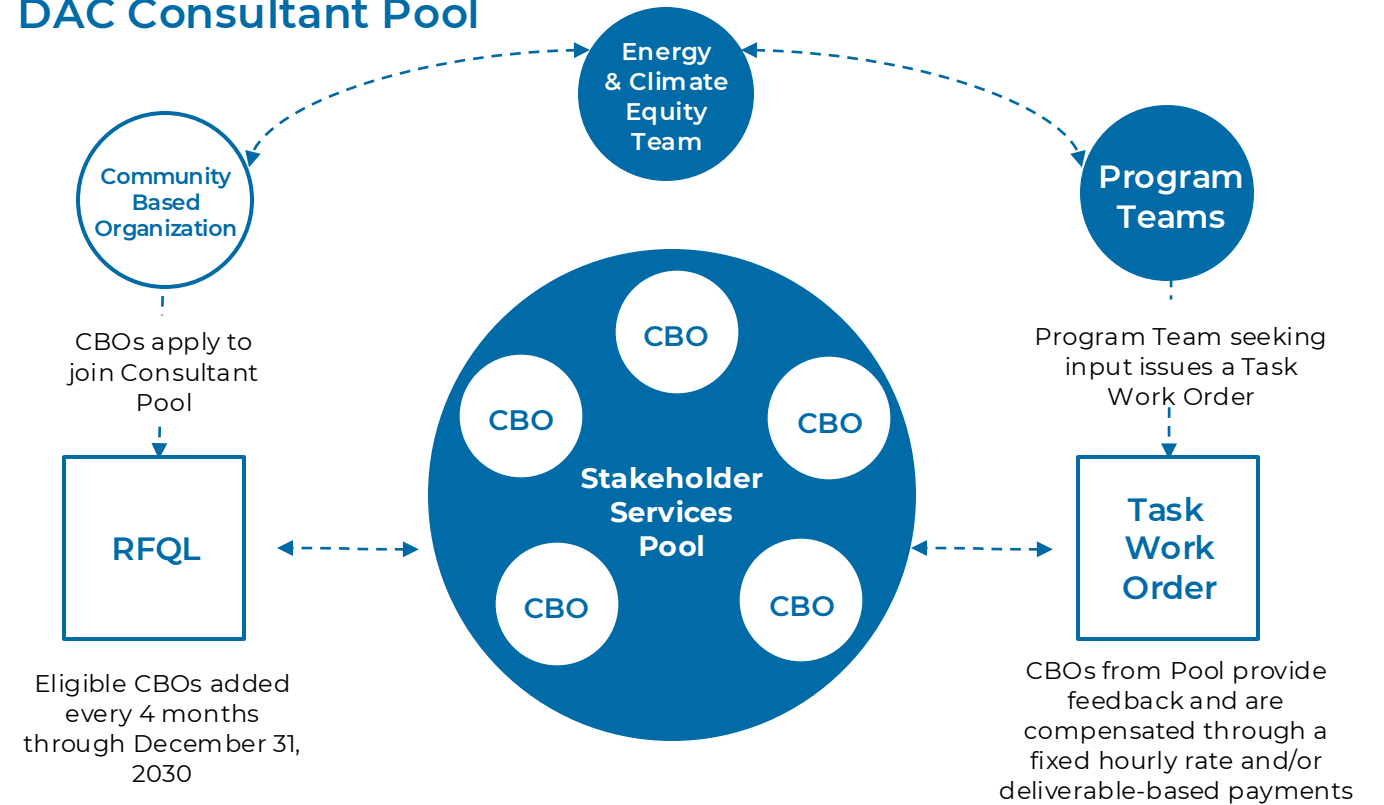
Compensation to a Pool of qualified organizations representing DACs for a variety of engagement needs.

Resource valuable partnerships with representatives of DACs

Outcomes:

Better informed programs and policies with broader reach, more buy in and higher impact

DAC Consultant Pool



NYSERDA's Disadvantaged Communities Consultant Pool Request for Qualifications (RFQL 4922)

NYSERDA is seeking to expand the existing pool of qualified community-based organizations and other entities, including Indigenous Nations and Indigenous-led Organizations, that represent New York State's disadvantaged communities (DAC) – referred to as **DAC Consultants**.

DAC Consultants participating in this pool **enter into contracts with NYSERDA** to provide support across multiple programmatic areas, supporting teams with distinct, high-impact projects on an as needed basis.

These **services** could include advisement on barriers and needs in communities, reasoned recommendations for potential program or policy changes, feedback on program design or participation in co-design workshops, meeting/workshop facilitation, or assistance with community outreach, among other services.

DAC Consultants are **compensated** at pre-established rates for their time and experience delivering requested services to NYSERDA.

For information on how to apply to this Request for Qualifications:

Consult the NYSERDA website

- Current Funding Opportunities [Request for Qualifications webpage](#)

Reach out to a Designated Contact

- By email to PublicEngagement@nyserda.ny.gov

Desired Outcomes



Stakeholders and the communities they represent feel meaningfully engaged



NYSERDA staff are equipped to advance equitable programs and initiatives



Climate Act goal of 40% benefits to DAC's is met

Thank you!

Pearl Gray – pearl.gray@nyserda.ny.gov

Michael DiRamio –
michael.diramio@nyserda.ny.gov

Presented by NYSERDA's Energy and Climate Equity Team

Residential Market Advisory Group Quarterly Meeting

October 28, 2025





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50 YEARS 1975-2025

Break

**We will return at
10:50 am ET**

NYSERDA Heat Pump Market Support

**Michael Courtney,
Sr. Project Manager**

OVERVIEW

Overview of our Market Development Approach

What We Did/What We Found

Initiatives We Selected

Clean Heat Connect

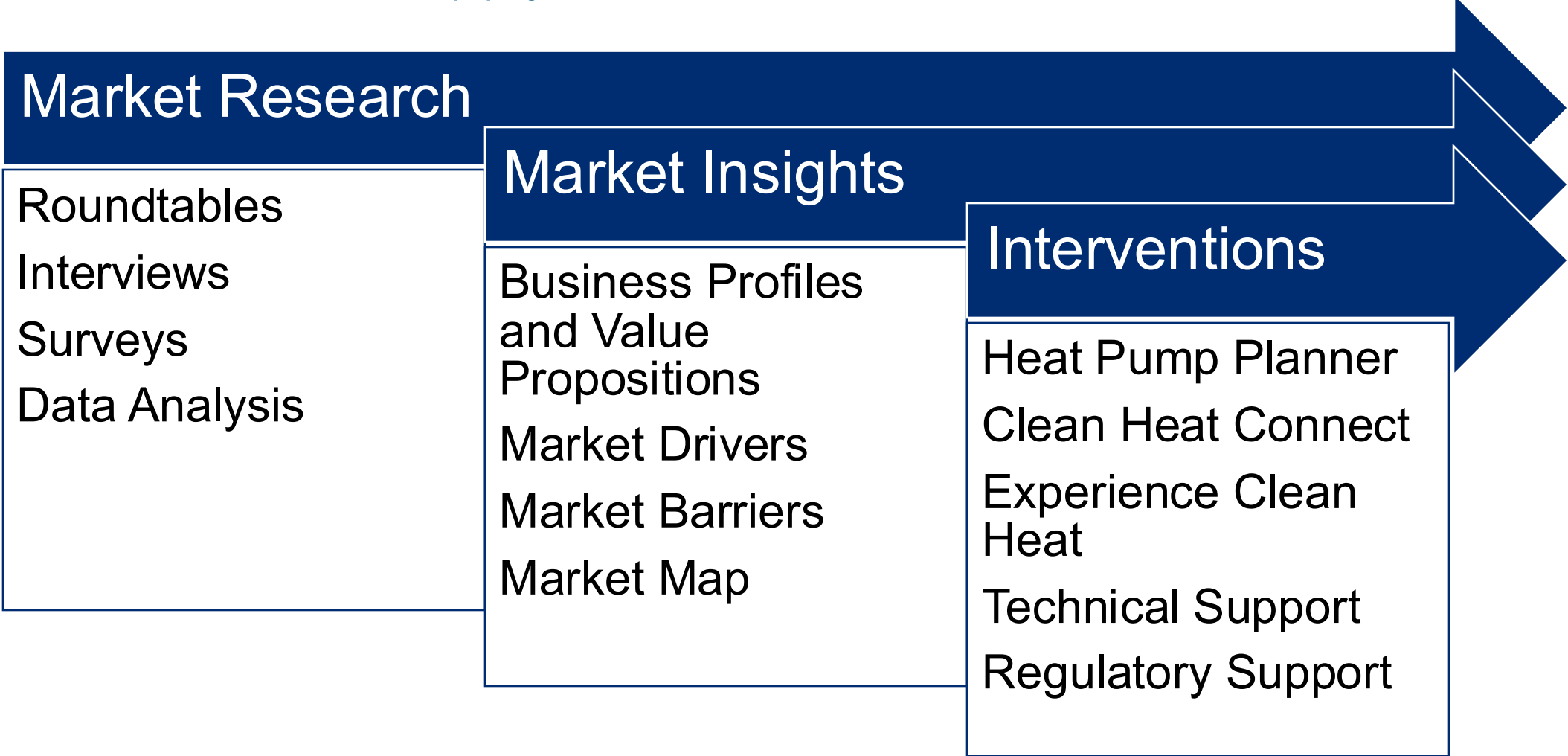
Initiatives Not Pursued (yet)

Future Plans, Potential Next Steps

Manufacturer and Contractor Experiences

OVERVIEW OF OUR APPROACH

Objective: make evidence-based decisions based on market insights to invest in initiatives that align with the value proposition of key market actors across the supply chain



“There are known knowns; there are things we know we know. We also know there are known unknowns; that is to say we know there are some things we do not know. But there are also unknown unknowns — the ones we don’t know we don’t know.”

-Donald Rumsfeld



Purpose of the Roundtables

- **Gather insights from C-suite level representatives of largest actors in the market**
- **Group discussions supplemented by 1:1 interviews**
- **Discuss Market Barriers to Central System Heat Pump Adoption**
- **Review Market Drivers and Industry Opportunities**
- **Assess Business Model Impacts and Growth Plans**



Roundtable Participant Recruitment Criteria



- Not part of the existing NYSERDA Programs
- Established companies – at least 10 years in business
- Large teams – 20+
- Annual revenue above \$5M
- Active, modern website
- Primary focus on residential
- Offers include HVAC, IAQ, service agreements, financing
- May offer heat pumps
 - Ductless or Hybrid systems (but not primary business)
- Not in the service of oil/fuel delivery

Market Insights: What is needed for buy-in?

Market demand – if customers are educated and asking for heat pumps, they can sell them

Heat pumps need to be what is best for their customers – lifelong relationships they need to maintain

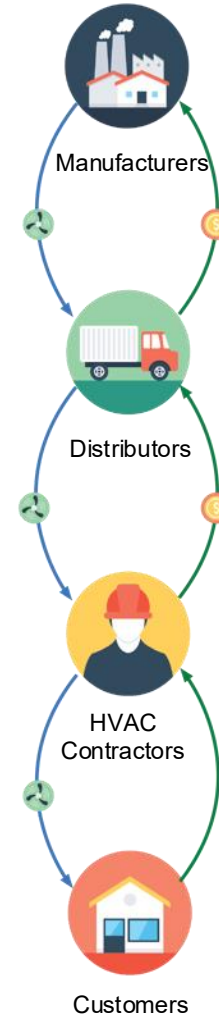
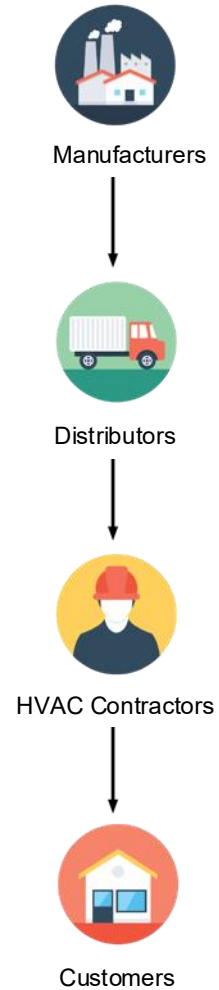
Ability to close at the kitchen table – they are “Built for Speed.” Can’t lose work to the single truck contractors.

Fast easy process before/after the sale – home performance partners, available products, simple applications, accessible and affordable financing

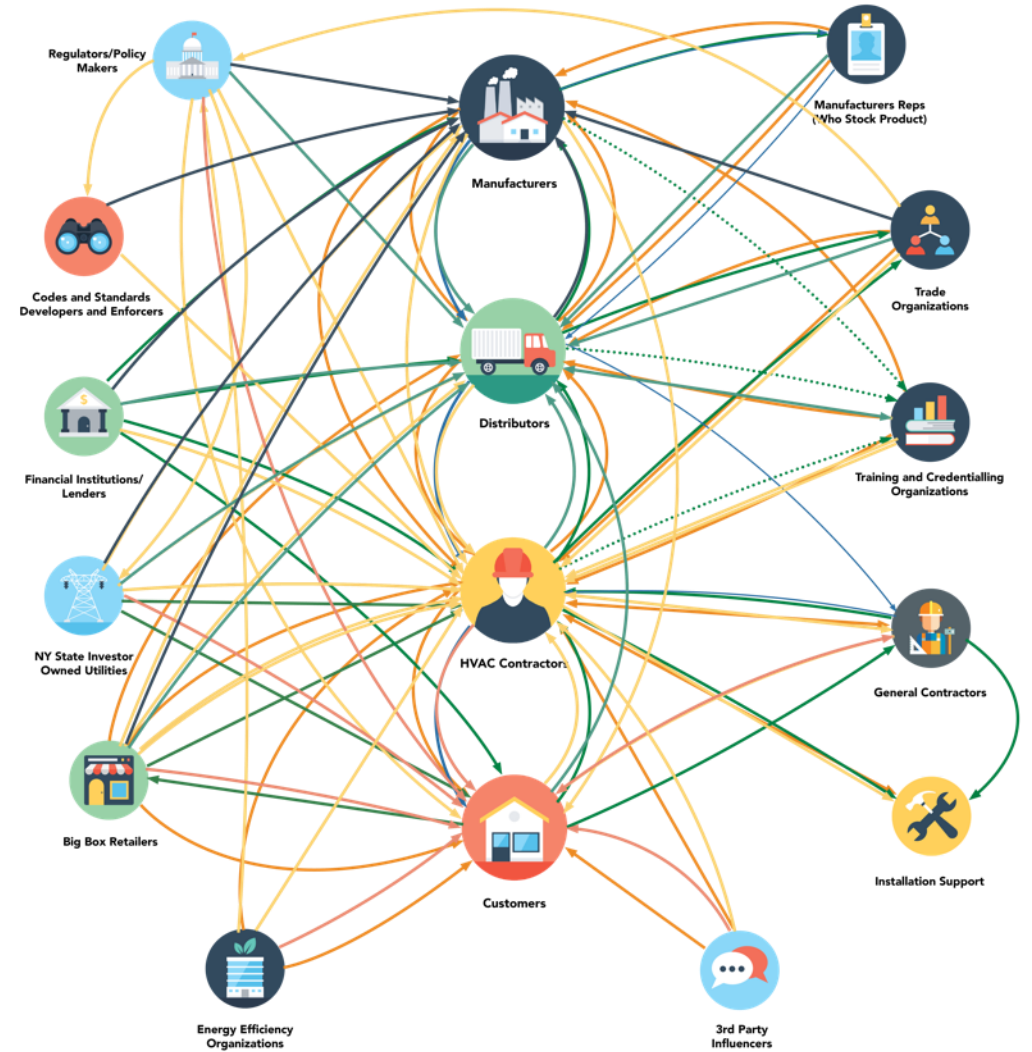
Hands-on technical training for their teams that is available when they need it

Affordable, available equipment to suit their customer needs without oversizing or increasing energy burden

HVAC Supply Chain



HVAC Ecosystem



HVAC Ecosystem Map

Contractor: Profile

Characteristics

Though there are dif responsible for the ir conditioners and hea smaller companies, d

Some HVAC contract determined by local service contracts and A long-time service c system installations a priority, and helps to In New York State, th and leaves much of t licenses include:

- New York City
- Buffalo
- Ithaca
- Syracuse
- Albany

Motivations to Install Technology

From the [RBSA HVAC Market Assessment](#):

When asked to rate the significance of particular motivators for re install air-source heat pumps, the top three were:

- Benefits for customers
- Customer interest in the technology
- Reliability of the technology.

Figure 26 shows that 90% of respondents rated benefits for custo significant, with 67% specifically rating it as very significant. Eighty customer interest in air-source heat pumps as significant, with 40% rating it as very significant. 79% of respondents rated reliability of significant, with 50% specifically rating it as very significant. Large contractors differed somewhat on their top three significant motiv **for customers emerged as the top motivator for both types of c** However, large contractors rated **reliability of technology and op grow business** as their other top motivators. Small contractors rat interest and reliability of technology as their other top motivators.

[Click for link to RBSA MHVAC Market Assessment](#)



Contractor: Key Differences Between Types of Contractors

Marketers

35+ Employees
Sales driven company with function-specific teams

- Service Technicians
- Customer service reps/dispatching
- Dedicated Installers
- Comfort Consultants
- More sophisticated financial reporting
- Marketing - likely internal team
- likely have service agreement program

May be selling their "brand" vs. a specific manufacturer brand - their brand matters more to them and has larger impact in the market
Regionally focused
Customer relationships and own brand are priority - "customers for life"
Don't rely on utility or efficiency program participation - they can offer similar rebates/incentives on their own
Can offer their customers financing, lines of credit available to them
Pricing model needs to cover higher overhead
Have their own lead generation tools, sizing tools, internal trainings
This group includes big box retailers and providers like Sears

Traditionals

12-35 Employees
Sales driven company with teams

- Service Technicians
- Customer service reps/dispatching
- Dedicated Installers
- Comfort Consultants
- Marketing - likely external agency/some reliance on factory programs

Equally important is their brand and the brand/product they sell
Locally and regionally focused
May participate in utility programs but not reliant on them if they become cumbersome or take too much time - they can offer similar benefits to customers
Usually serves light commercial work, may do some residential new construction

Owner Operators

2-11 Employees
Service technicians also do installs/labor flexibility
Staff performing multiple functions for the team to be successful, i.e. owner's in sales roles or managing projects directly
Marketing manufacturer brands and programs as a part of their sales
Rely on utility incentives and factory financing and marketing programs may rely on work from GCs and builders
Prefer cash payment, may accept credit cards
Somewhat dependant on distributor for technical support, system design, troubleshooting warranty issues

Single Trucks

One person managing everything/no payroll
Usually low-cost provider
Below the radar on permits, licensing, insurance etc.
May leave utility rebate information with the customer but not likely to manage the process for them due to time constraints, lack of admin capacity
Low overhead increases their ability to bring pricing down to beat competitors - winning the job is the priority
Usually cash payment from customers
Dependant on distributor for technical support, system design, troubleshooting warranty issues
More likely to install single component of a failed split system; larger contractors push matched systems upon replacement

HVAC Ecosystem Map

Contractor: Profile

Characteristics

Though there are dif responsible for the ir conditioners and hea smaller companies, d

Some HVAC contract determined by local service contracts and A long-time service c system installations a priority, and helps to In New York State, th and leaves much of t licenses include:

- New York City
- Buffalo
- Ithaca
- Syracuse
- Albany

Motivations to Install Technology

From the [RBSA HVAC Market Assessment](#):

When asked to rate the significance of particular motivators for re install air-source heat pumps, the top three were:

- Benefits for customers
- Customer interest in the technology
- Reliability of the technology.

Figure 26 shows that 90% of respondents rated benefits for custo significant, with 67% specifically rating it as very significant. Eighty customer interest in air-source heat pumps as significant, with 40% rating it as very significant. 79% of respondents rated reliability of significant, with 50% specifically rating it as very significant. Large contractors differed somewhat on their top three significant motiv **for customers emerged as the top motivator for both types of c** However, large contractors rated **reliability of technology and op grow business** as their other top motivators. Small contractors rat interest and reliability of technology as their other top motivators.

[Click for link to RBSA MHVAC Market Assessment](#)

Contractor: Key Differences Between Types of Contractors

Marketers

35+ Employees
Sales driven company with function-specific teams

- Service Technicians
- Customer service reps/dispatching
- Dedicated Installers
- Comfort Consultants
- More sophisticated financial reporting
- Marketing - likely internal team
- likely have service agreement program

May be selling their "brand" vs. a specific manufacturer brand - their brand matters more to them and has larger impact in the market
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Key Take- aways, a.k.a. “Ah-ha!” Moments

- **Importance of maintenance agreements, “race to the condenser”**
- **Distributors are a pivotal influencer (up and down the chain)**
- **Distributors business model is unique across the supply chain – volume and velocity, low margin**
- **Roles of independent vs. factory-owned distributor models, manufacturer competition for distributor market**
- **Service technicians are key influencers and won't sell what they don't believe in**
- **Cash incentives are not always the highest value interventions**

Key Areas of Intervention

	Intervention	Market Barriers Addressed
Marketing, Education & Awareness, Heat Pump Planner	Conduct marketing and communication activities (e.g., advertising and sales tools) on the benefits and capabilities of heat pumps	<ul style="list-style-type: none"> • Lack of demand and awareness of heat pump technologies
Partnerships & Strategic Alliances (CEE, NEEP, AHRI, NYS DEC, etc.)	Cultivate relationships with manufacturers and national -and regional stakeholders to support innovation, R&D, and standards that expand the market for heat pumps	<ul style="list-style-type: none"> • Inconsistent demand challenges market delivery of products • High risk to invest in new technologies • High cost to adhere to testing standards and requirements
Clean Heat Connect	Provide business support tools and resources through the Distributor channel in support of expanding contractor capabilities and delivery of heat pumps.	<ul style="list-style-type: none"> • Poor understanding of heat pump technologies, including skills for proper design, sizing, and installation methods • Lack business and sales tools and skills to grow • Lack of understanding and confidence in heat pumps • Challenges in accessing utility program resources
Experience Clean Heat	Conduct experiential demonstrations of heat pump capabilities and benefits to influence contractors and consumers perceptions	<ul style="list-style-type: none"> • Lack of confidence in heat pump technologies' capabilities to meet full heating load • Lack of demand and awareness of heat pump technologies
Mid-Stream Incentives (not pursued by NYSERDA)	Provide financial incentives to Distributors, de-risking the cost to stock (and sell) heat pumps	<ul style="list-style-type: none"> • High up-front costs to install heat pumps • Challenges in accessing utility program resources

**INITIATIVES
CONSIDERED,
NOT PURSUED**

Experience Clean Heat Pro

Heat Pump Accelerator

**BOOST – Business Development
Support**

Weatherization Supply Chain

**HVAC + Weatherization
Partnership Support**

GSHP supply chain

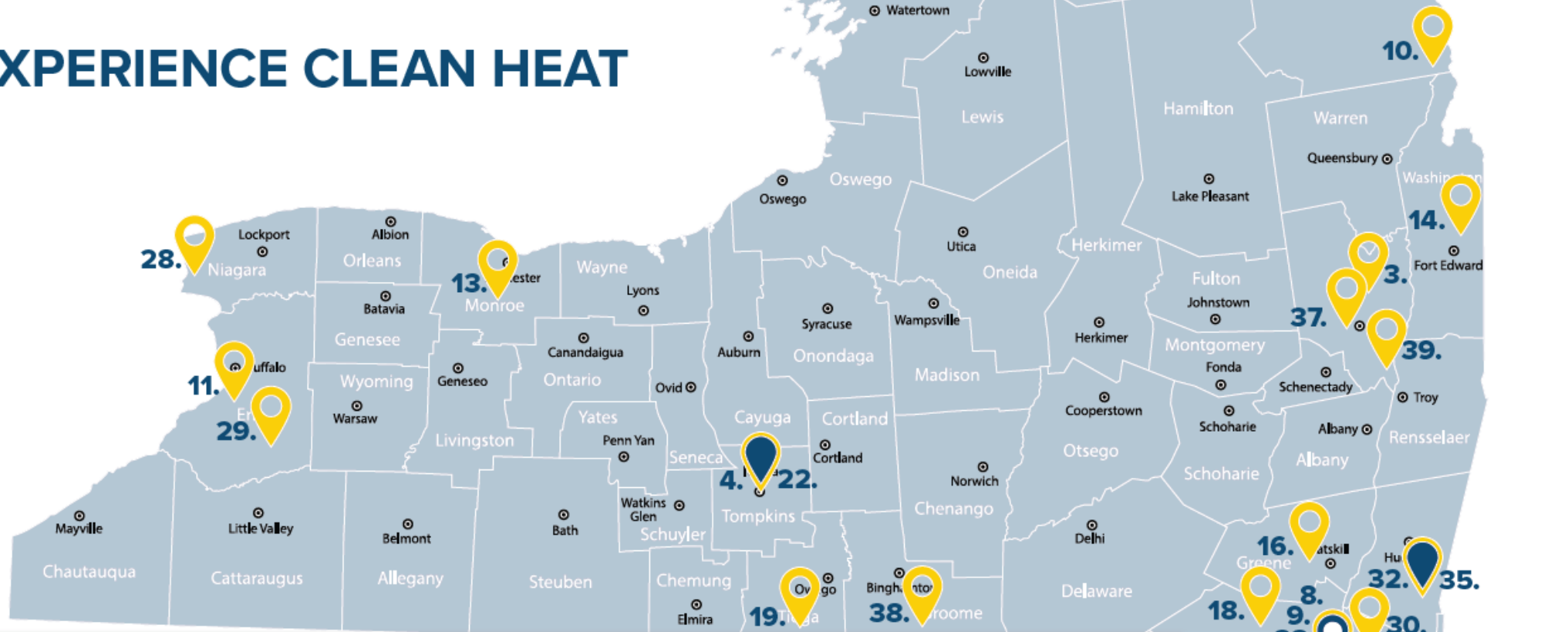
EXPERIENCE CLEAN HEAT

[HTTPS://CLEANHEAT.NY.GOV/EXPERIENCE-CLEAN-HEAT/](https://cleanheat.ny.gov/experience-clean-heat/)

- Local businesses and public spaces have partnered with NYSERDA to help New Yorkers discover why heat pumps are the best choice for indoor heating and cooling.
- People have an opportunity to **experience a heat pump firsthand** by seeing, hearing, and feeling how it can keep the space comfortable.
- Paid social media to drive general awareness and visitors
- 42 Sites
- 31 Million+ impressions on social media
- 35 events, including 1 statewide event across 14 sites



EXPERIENCE CLEAN HEAT



Active Site Participants					
1. ADS Warehouse Newburgh adwarehouse.org	6. Butterfield Library Cold Spring butterfieldlibrary.org	12. Happy Valley Beacon happyvalleybeacon.com	18. Olive Town Meeting Hall and Courthouse Shokan townofolive.org	24. Rashida Sawyer Bakery Ithaca rashidasawyer.com	30. Stevenson Library Red Hook bard.edu/library
2. Aichemy Aesthetics Ballston Spa aichemyaestheticsny.glossgenius.com	7. Cedar Lane Arts Center Ossining townofossining.com	13. Henrietta Public Library Rochester hpl.org	19. Owego Donut & Beer Co. Owego owegodonutandbeerco.com	25. Reformed Church of New Paltz New Paltz reformedchurchofnewpaltz.org	31. Tacos CDMX Ithaca
3. Artisanal Brew Works Saratoga Springs artisanalbrewworks.com	8. Chicory Naturalist Kingston chicorynaturalist.com	14. Main Street Variety Argyle main-street-variety.res-menu.com	20. Pine Bush UFO & Paranormal Museum Pine Bush pinebushmuseum.com	26. Second Nature Refillery New Paltz secondnaturerefillery.com	32. Taghikanic Town Hall Ancram taghikanic.org
4. Asempe Kitchen Ithaca asempkitchen.com	9. Esopus Library Port Ewen esopuslibrary.org	15. Mount Kisco Public Library Kisco mountkiscollibrary.org	21. Poured Candle Bar Ithaca pouredcandlebar.com	27. SewGreen Ithaca sewgreenithaca.com	33. The Department of Things Kingston thedeartmentofthings.com
5. Bedford Hills Community House Bedford Hills bedfordny.gov	10. Fort Ticonderoga Ticonderoga ticonderoga.org	16. Mountain Top Arboretum Tannersville mtarboretum.org	22. PowerHouse Ithaca tinypowerhouse.org	28. Sgt. Pepper's Hot Sauces Etc. Lewiston sgtpeppershotsaucesetc.com	34. The Heartwood at Vassar and The Institute for the Liberal Arts Poughkeepsie theheartwood.com
	11. Grand Island Fun Center Grand Island islandfuncenter.com	17. Mumu Bath Brooklyn mumubath.com	23. Press Café Ithaca itacapresscafe.square.site	29. Springville Center for the Arts Springville springvillearts.org	35. Vischer Ferry General Store Roxford vischerferrygeneralstore.com
				36. The Salt Line Poughkeepsie thesaltlinehudsonvalley.com	40. Walkway Over the Hudson Poughkeepsie walkway.org
				37. The Sweetish Chef Ballston Spa sweetish-chef.com	41. Woodpepper Ithaca woodpepperbread.com



NYSERDA
New York State Energy Research
and Development Authority



NYS Clean Heat
Supported

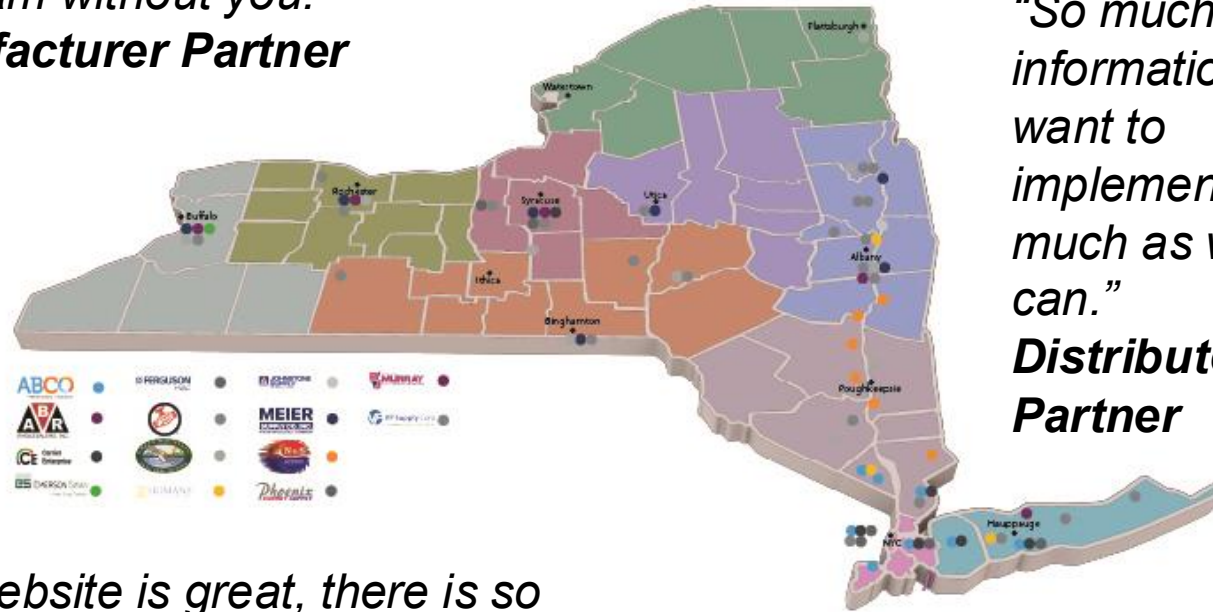


“Bridges the gap between utilities and HVAC manufacturers and I can’t imagine the Clean Heat Program without you.”

Manufacturer Partner

“Several of your interventions are unique and impactful.”

Manufacturer Partner



“So much great information...we want to implement as much as we can.”

Distributor Partner

“The website is great, there is so much useful information... a really great resource.”

Distributor Partner

“I have stolen content from your “Heat Pump Home Runs” to put in my design classes.”

Manufacturer Partner

Clean Heat Connect Partner Network

14 DISTRIBUTORS

123 DISTRIBUTOR LOCATIONS

14 MANUFACTURERS

22 INTERVENTIONS

37 TYPES OF RESOURCES AND COLLATERAL FOR CONTRACTORS

<https://cleanheatconnect.ny.gov/>

CLEAN HEAT CONNECT WEBSITE TOP PAGE VIEWS

Heat pumps are the future of residential heating in New York. Don't be left behind. The Clean Heat Connect website has helped:

13,036
Total Visitors

34,188
Total Visits

42,254
Clicks on Resources &
Trainings

929
NYS Clean Heat
Participating Contractors

Clean Heat Connect

Clean Heat Connect is a network of distributors and manufacturers dedicated to expanding the adoption of heat pumps in homes across New York State.

Find distributor and manufacturer hosted trainings, learn about sales and marketing strategies, and explore resources from NYSERDA, NEEP and trusted partners.

GET STARTED >



Sun	Mon	Tue	Wed	Thu	Fri
	1	2	3	4	5
7	8	9	10	11	12
14	15	16	17	18	19
21	22	23	24	25	26

Calendar of Trainings

Upcoming trainings by distributors and manufacturers, including live and on-demand opportunities.

VIEW CALENDAR



Sizing & Design

Resources to help you size and design heat pump projects accurately and efficiently.

VIEW RESOURCES



Installation

Resources on installation topics such as flare fitting and considerations for cold climates like New York State.

VIEW RESOURCES

Recently Added Contractor Resources

- [Managing Existing Duct Training](#) — Short description of the new resource.
- [Residential Electrical Assessment Training](#) — Short description of the new resource.
- [UPDATE: Commissioning Checklist \(PDF\)](#) — A useful checklist for crews to bring to the job site.
- [UPDATE: Project Pricing Checklist \(PDF\)](#) — Downloadable checklist for and writing accurate bids that capture every detail of the job.

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Become a NYS Clean Heat Contractor	3629
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Manufacturer and Distributor Installation Partners	1759
Sizing And Design Training Calendar	1711

How to Get Started

Clean Heat Connect is NYSERDA's partner network of cold-climate air source heat pump manufacturers and distributors supporting their contractors through technical and educational resources.

Clean Heat Connect supports NYS Clean Heat, a Statewide heat pump rebate program offered by the New York State electric utilities, with tools for contractors to help maximize their heat pump business.

How to make the most of Clean Heat Connect

If this is your first time visiting Clean Heat Connect, we recommend moving through the tool and resources in order, starting with Sizing & Design. You can revisit these tools at any time to support your heat pump business processes — from outreach, to sales, to a safe, smooth installation.



Sizing & Design Materials

Resources on sizing for cold-climates, weatherization, zoning, split systems, ducted systems, electrical services, and more.



Installation Materials

Resources on flare fitting, refrigerant use, protection from electrical surges, commissioning, installing in cold climates, and more.



Sales & Marketing Materials

Industry tools for project pricing and available tax credits, along with resources for your customers designed to help close

NEEP Sizing and Design Tools

- Tutorial Video
- NEEP Product List
- NEEP Guides

NEEP — Cold Climate Sizing Support Tools

Northeast Energy Efficiency Partnerships' key tools for sizing and designing air source heat pumps in cold climates like New York State.



NEEP — Cold Climate Sizing Support Tools

The cold climate heat pump sizing support tools, which include a helpful [tutorial video](#) on how to use them, help users to select cold-climate air source heat pump (ccASHP) products that are sized to best match the peak and annual heating needs of a home or heating zone.

The tools, functioning within the [NEEP ccASHP Product List website](#), include a search function and a product-level analysis. The search function helps users compare multiple products based on the search criteria. The product view displays system and load-matching data, and provides a visual for how a specific heat pump's capacity matches the heating load across the home's winter temperatures.



USE TOOLS

NEEP — Sizing and Selecting Air Source Heat Pumps in Cold Climates

Selecting the right cold climate heat pump requires careful consideration of the heating load, the intended use of the system, and the configuration of the new unit. With so many heat pump configurations available, it can be easy to make mistakes. This guide provides an overview on sizing and selecting heat pumps that maximize performance, efficiency, and

Cold-Climate Air Source Heat Pump Case Study: Incorporating Weatherization

- Explore a case study scenario demonstrating how envelope improvements like air sealing and attic insulation reduce heating and cooling loads
- Learn how building envelope improvements enable the installation of higher quality heat pump system, potentially for lower total-project cost
- Understand how reducing design loads leads to HVAC performance benefits, improved comfort, and long-term energy cost savings
- Gain the knowledge to confidently recommend weatherization as a cost-effective performance boosting strategy for your customers

• [Cold-Climate Air Source Heat Pumps Case Study Scenario - Incorporating Weatherization.pdf](#)

Cold-Climate Air Source Heat Pump
Case Study: Incorporating Weatherization

Scenario

Homeowners of a 1950's single-square foot Cape Cod style house in NY are looking to get a full load heat pump (ccASHP) system installed. The outdoor heating design temperature envelope is poorly insulated and contractor runs an ACCA Manual following existing conditions and

Infiltration: 20,413 Btu/hour (30%)
Semi-loose

Celling: 9,632 Btu/hour (14%)

- Vented attic
- R-7 cavity insulation
- Asphalt shingles
- No roof deck insulation

Ducts: 15,514 Btu/hour (33%)

- Unsealed and uninsulated
- Located in an enclosed crawlspace

The home currently has a 67,000 Btu/hr natural gas, direct vent furnace around \$3,414, or more than \$

The HVAC contractor's initial bid multi-zone ductless split heat concerns that reusing the existing will not meet the home's heating and annual energy cost of \$4,561,000 over 15 years. To reduce needed system capacity, the HVAC proposes three weatherization and heat pump packages with savings are detailed on the next

*Estimated and average costs are based on November 2024, per the Energy Information Administration specific to the unique home outlined above.

Four Package Options for Case Study Home:

The following shows various scenarios for how conducting envelope improvements to this example home leads to HVAC performance benefits. Even simple upgrades, such as air sealing, can allow you to install a smaller heat pump, improve the heat pump system. Although one of these upgrades may have a higher lifetime energy costs.

Option	Weatherization Upgrades	Heat Pump System	Estimated Annual Energy Cost Savings
Option 1	Weatherization Upgrades: None	Heat Pump System: Four multi-zonal ductless split systems throughout the home	\$1,900
Option 2	Weatherization Upgrades: Upgrading all ductwork and ducts in unconditioned wrap	Heat Pump System: central packaged heat pump system on main floor of the home with mini-splits for the second floor	\$7,000
Option 3	Weatherization Upgrades: Option 1 Package, plus insulating the attic and kneewalls with cellulose insulation	Heat Pump System: central packaged heat pump system for entire home	\$18,000
Option 4	Weatherization Upgrades: Option 2 Package, plus insulating interior wall and R-13 foam board wall insulation	Heat Pump System: central packaged heat pump system for entire home	\$25,000

*Estimated energy costs are based on energy prices on market prices for R-410A equipment, and assuming a minimum ductwork mini-split system for home with no air conditioning.

Weatherization Works

The three weatherization and heat pump packages focus progressively on sealing more of the home's thermal envelope, starting with the ductwork, and then adding in the attic/roofline spaces, and finally the walls. ACCA Manual J calculations confirm that these envelope improvements allow for smaller capacity heat pump systems and, inherently, reduced energy costs.

For two of the three weatherization packages, the energy cost savings will more than pay for the envelope upgrades over the lifetime of the heat pump.

The upgrades will also reduce the cooling load by up to 45%, resulting in the ratio of heating to cooling shrinking, decreasing oversizing the cooling system and reducing incidences of short-cycling. With Option 3 package described above, the cooling load reduces from roughly 25,000 Btu/hr to just over 15,000 Btu/hr.

By reducing the design loads of the home, you will be able to install a higher quality system with a lower overall capacity while reducing installation and energy costs for the homeowner. Most importantly, for a similar installation cost to the customer, you can be confident in the customer's comfort and satisfaction knowing the new system will run more effectively and efficiently than if the home's envelope had not been improved.

Heating and Cooling Load Reduction with Weatherization Upgrades

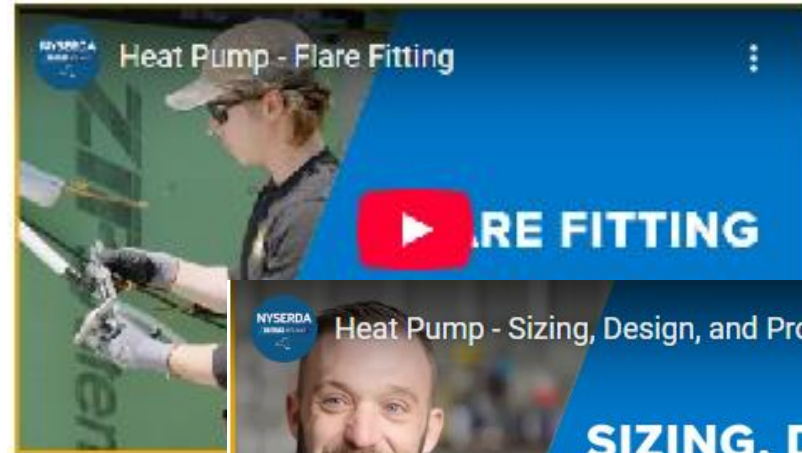
Option	Heating (Btu/hr)	Cooling (Btu/hr)
Before	~65,000	~25,000
Option 1	~45,000	~18,000
Option 2	~35,000	~15,000
Option 3	~15,000	~12,000

Weatherization and Heat Pump Costs per Option

Option	Weatherization	Heat Pump	Total
Initial Bid	-	\$33,000	\$33,000
Option 1	\$1,900	\$23,100	\$25,000
Option 2	\$7,000	\$11,000	\$18,000
Option 3	\$18,000	-	\$18,000

Short Training Video Series

- The short training video series features 11 videos
- ccASHP installation techniques displayed in videos made by professional heat pump installers
- Transcripts featuring key take aways
- Videos are downloadable so you can play them at your branch locations



Marketing Drip Campaign

For Clean Heat Connect Partners

- **20 Clean Heat Connect produced communications**
 - Continue to produce more for new interventions
 - Usable in Mail Chimp, direct email, newsletters, Facebook, and other platforms
- **Cover a range of topics**
 - Sales
 - Education
 - Sizing & Design
 - Installation
- **Confirm cadence and order**
- **Launch using your existing marketing channels**

- Partners customize use of the Drip Campaign

There's an easy way to pass a NYS Clean Heat inspection, see how.

CleanHeatConnect
To Jones, Matthew R.
TRC Phish Alert
Wed 7/6/2022 4:03 PM
Reply Reply All Forward
Get more add-ins

Pass Every Inspection

NYS Clean Heat inspectors are reviewing installations against the criteria below. Follow these best practices to pass inspection every time!

ASHP FIELD ASSESSMENT HOT LIST
Clean Heat Connect

NYS Clean Heat's ASHP field assessments verify installed heat pumps operate as intended. Improve your ASHP assessment scores by following the tips below:

SNOW PROTECTION
Prepare for Snow - from Above and Below
1) Outdoor units must be positioned so they do not get buried in snow.
• Use ramps, stands, or wall-mounts either 6" 12" or 30" based on the location.
• Place the unit under a deck or porch roof.
2) Outdoor units must be protected from excessive snow and ice from above. An asphalt roof, with a working gutter is sufficient with vertically-aligned fins. Roof ridges and stiffs can block airflow and damage the fan blades, instead!
• Place the unit on a gable end, with no snow or rain drip.
• Place the unit completely under an eave overhanging so the drip line misses the unit.
• Cover the unit with a snow shield (ensuring sufficient airflow).

OWNER EDUCATION
Train to Operate and Maintain
• Train homeowners how to operate and maintain their new system.
• Supply homeowners with all product manuals and warranty documentation.

INDOOR UNIT CLEARANCES
Room for Airflow and Maintenance
Follow the Installation Manual to ensure all clearances are met.

REFRIGERANT LINE PROTECTION
Link to Link Coverage
• Insulate the entire line - all the way to the connections indoor and out.
• Use UV protective products or sheathing for all sun-exposed lines.
• Properly support all lines.

OUTDOOR UNIT CLEARANCE
Room for Airflow and Maintenance
Follow the Installation Manual to ensure all clearances are met.

Each assessment receives a score and an associated Site Assessment Report. Any non-comformances observed will be shown in a Corrective Action Report.

TO LEARN MORE, VISIT:
<https://www.nys.gov/cleanheat>

CONDENSATE LINE
Direct condensate drains to a safe location that does not cause water damage or a slip hazard.

SAFE ACCESS
Ensure the homeowner can access all units without avoidable risk.

DUCTWORK
Seal all ducting. Ducts are insulated or in conditioned area.

ELECTRIC DISCONNECT
Install an electric disconnect for the outdoor unit.

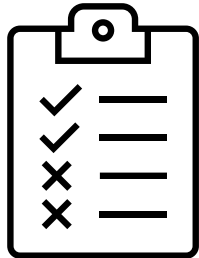
CHANGE ORDERS
Double-check that the system on the incentive application is the one installed - indoor and outdoor units. No last second swap outs.

Other questions? Visit **DISTRIBUTOR** today!

Learn other great installation tips by reviewing **NEEP's installation guide.**

Clean Heat Connect Evaluation

Does it work?



Third-Party evaluation through separate contractor, with oversight from NYSERDA Data and Market Characterization Team

- Contractor surveys sent out from distributors
- Manufacturer and distributor interviews
- Case studies through further interviews with active contractors and their distributors

– Thank you!

What contractors are saying about Clean Heat Connect overall:

- The resources have helped contractors improve their heat pump skills
- Increased installation skills leading to more heat pumps installed with fewer callbacks
- Contractors applauded the partners for offering more resources from Clean Heat Connect
- Increased technical understanding from partners = building confidence in the contractors when it comes to ccASHPs.



Nearly all respondents (93%) reported at least one positive impact from the information/resources they receive

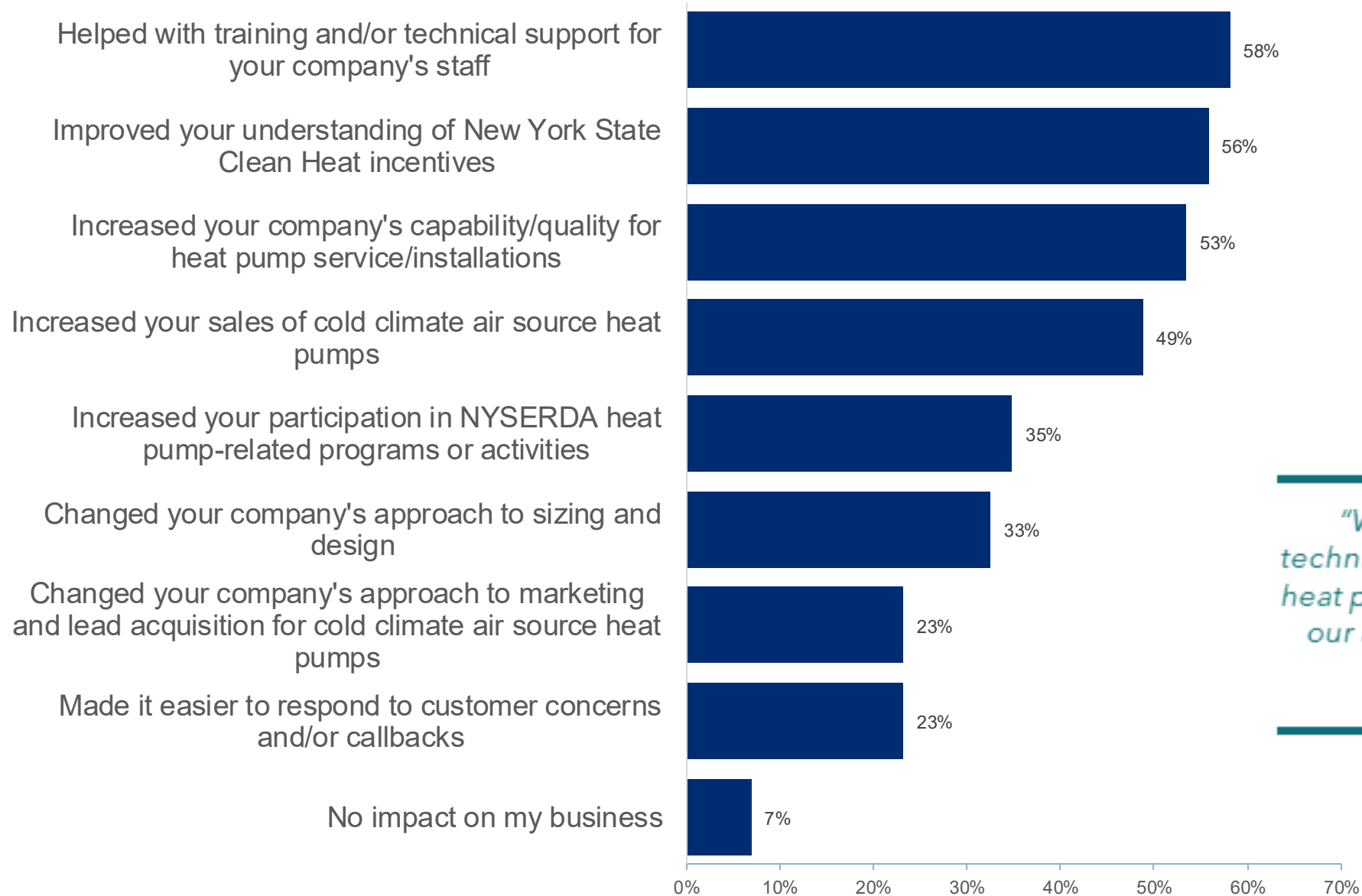
The most reported benefits were:

- Improved training/technical support
- Greater understanding of NYS incentives
- Increased capability/quality of installations
- Increased sales



Respondents that were aware that resources came from NYSERDA's CHC program reported positive impacts to their businesses at a slightly higher rate across nearly all metrics

HOW INFORMATION IMPACTED BUSINESS – CONTRACTOR SURVEYS

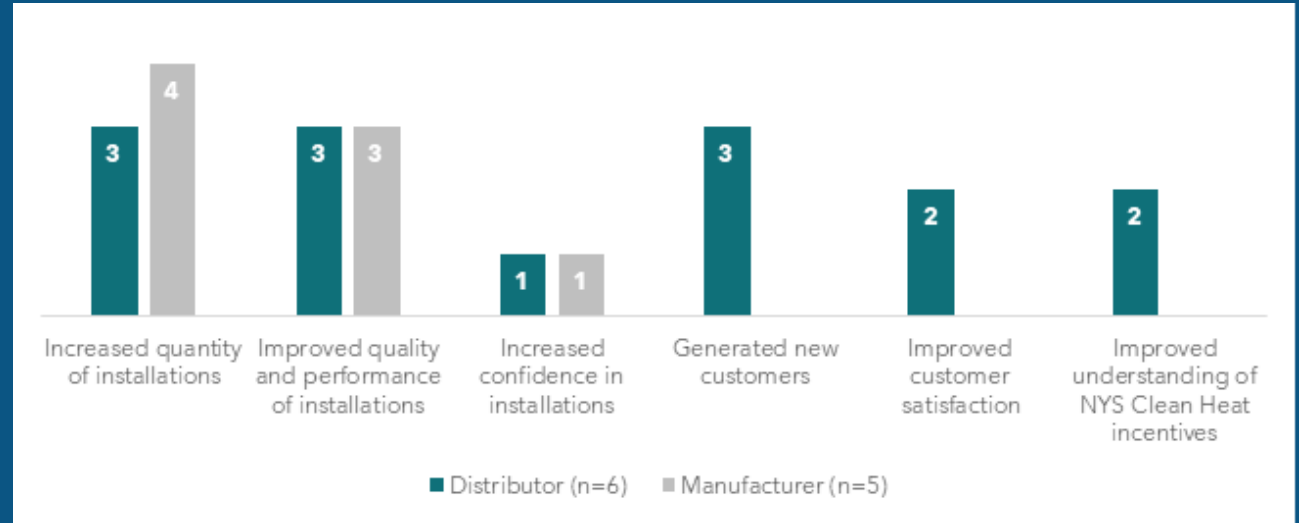


"We've hired additional technicians to fulfill demand [for heat pumps] and have increased our administrative staff too."

- Contractor

CHC PARTNER PERSPECTIVES ON BENEFITS TO CONTRACTORS

CHC partners agreed that the CHC program has helped advance the NYS heat pump market



Just over half of the contractors expressed an interest in additional support to meet their needs in the cold-climate ASHP market (22 of 43 respondents).

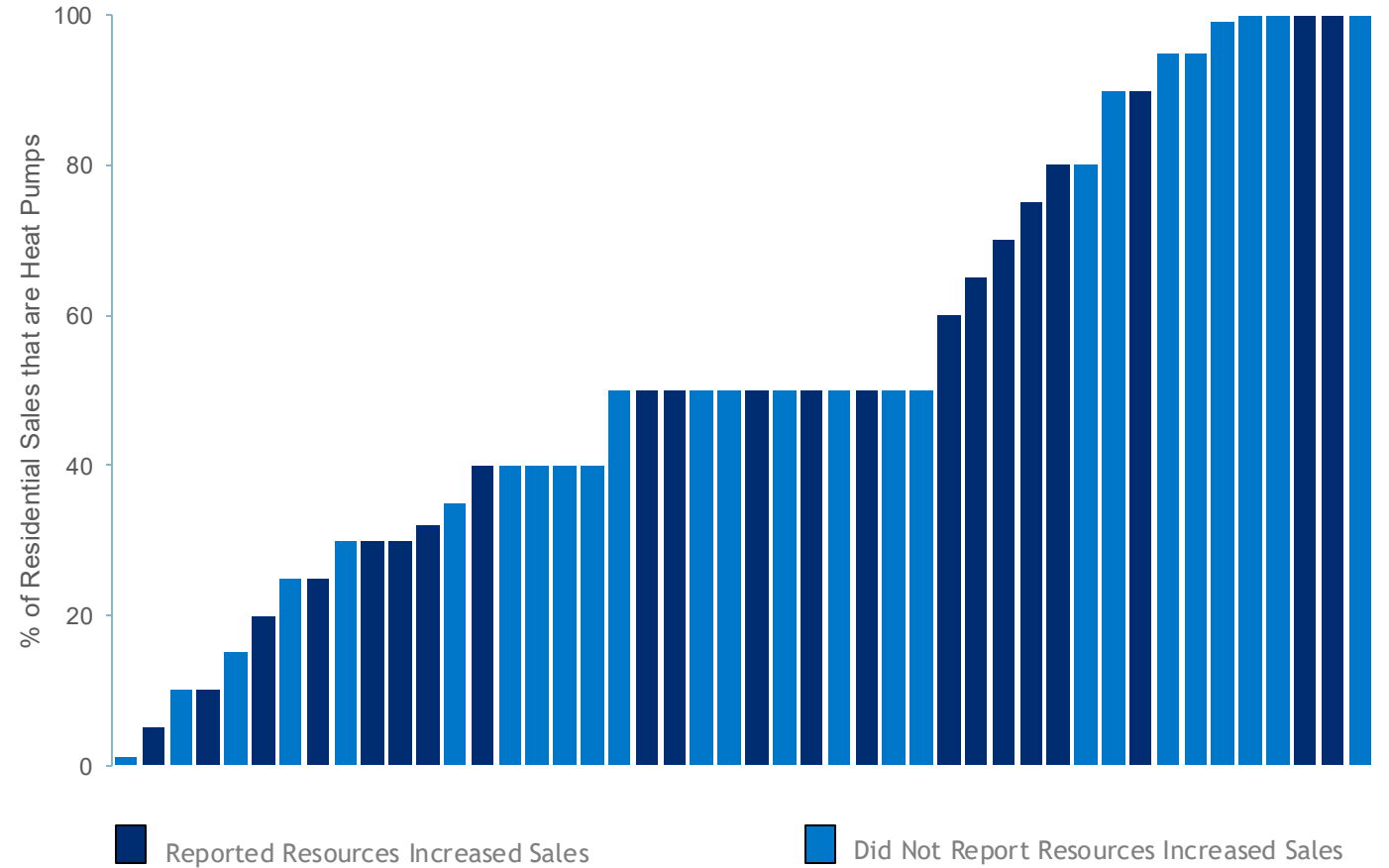


This included requests for:

- **Specific technical materials**
- **More specific information about available NYSERDA/NYS heat pump programs**
- **Additional rebate and cost information, specifically to increase overall customer awareness about heat pumps and their costs**
- **More LMI/DAC information**
- **Other general requests for additional support**

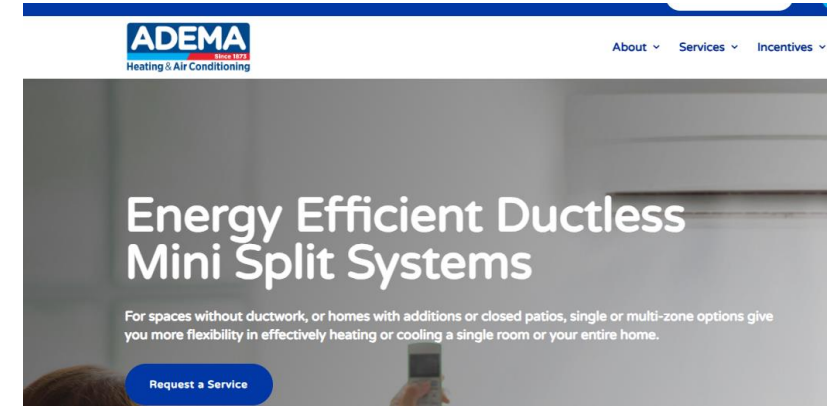
% OF RESIDENTIAL SALES THAT ARE HEAT PUMPS

Just over half (21 of 41) of respondents who estimated sales reported that the information/resources shared by their distributors/manufacture reps supported increased ASHP sales



ADEMA CASE STUDY

- Adema receives heat pump resources and support from CHC partners Meier Supply (distributor) and Mitsubishi Electric (manufacturer) on a near-daily basis
- Increased sales since Adema began engaging more regularly with CHC partner Meier Supply
 - Heat pumps now comprise 5-10% of the company's annual business and 15%-20% of total revenue
 - Heat pumps are their biggest growth sector

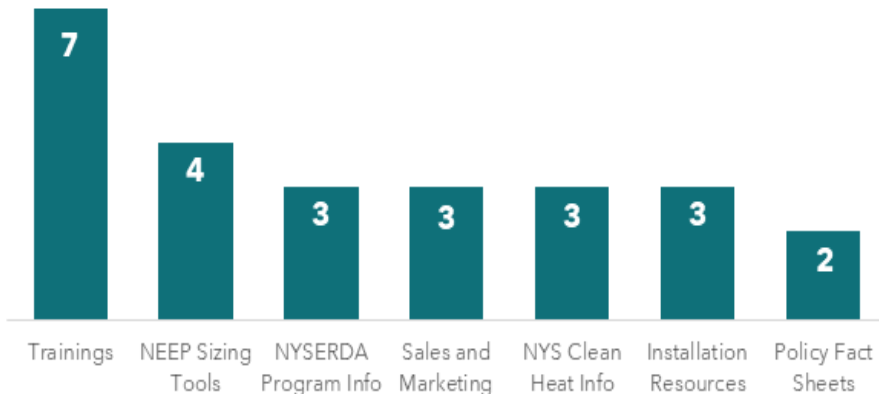


Kyle Adema,
Owner

CASE STUDY MULTIPLE CONTRACTORS

“I recently watched a video on the NYSERDA website about cold climate ASHP’s with some helpful refreshers on sizing factors and installation best practices. Afterward, I had my guys watch it too.”

Contractors’ Most Frequently Used CHC Resources



CHC-engaged contractors reported increases in:

- Heat pump sales and revenue
- Employee confidence in cold-climate heat pumps
- Installation quality
- Customer satisfaction
- Hiring plans and using CHC resources for onboarding new employees
- The resources made it easier to start selling heat pumps

**CHC PARTNER AND
CONTRACTOR
RECOMMENDATIONS**

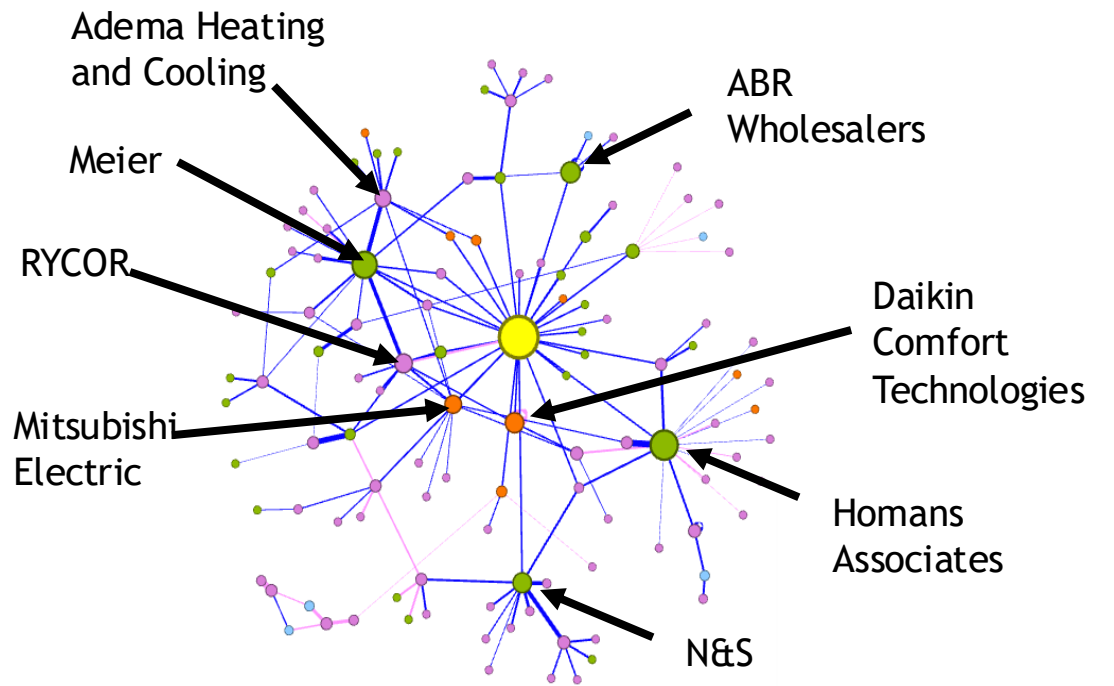
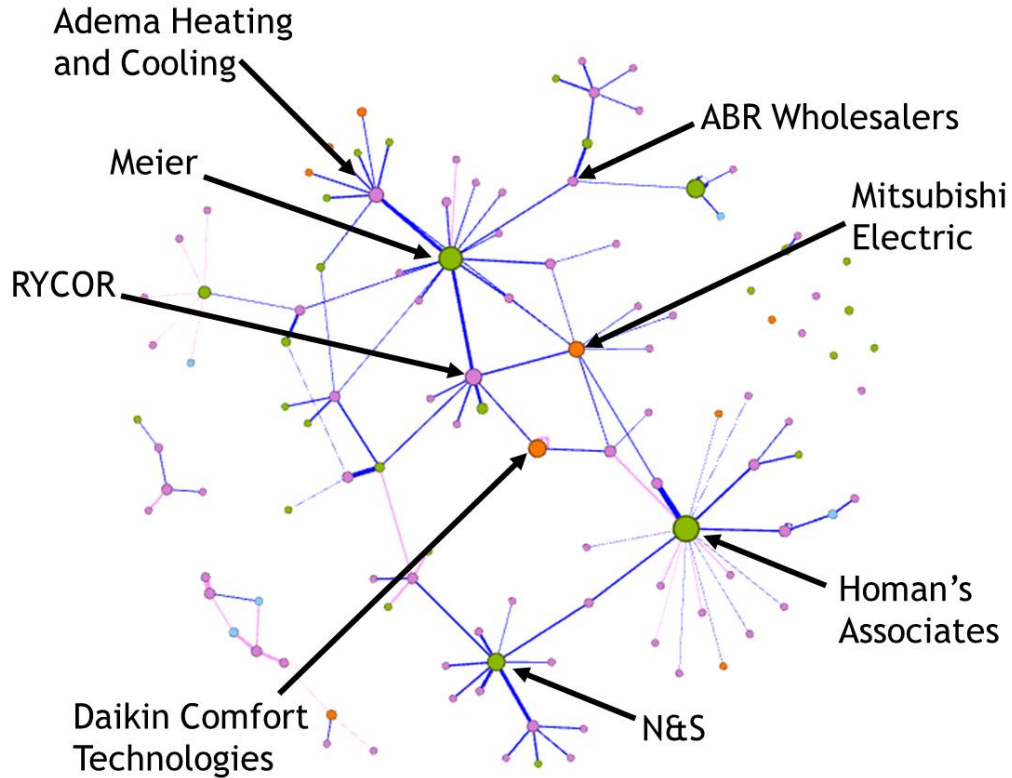
- Improve the website (completed)
- Create tools and resources that focus on consumer education
- Statewide marketing campaign
- Coordinate with utilities to streamline incentive program

SOCIAL NETWORK MAPPING

Surveys included:

- Who do you share information with?
- Who shares information with you?
- List connections you can name

SOCIAL NETWORK MAPPING



Edges

(Interactions involve ASHs)

1	(83.33%)
0	(16.67%)

Nodes

(Organization Type)

Contractor	(62.93%)
Distributor	(24.14%)
Manufacturer	(7.76%)
Other	(4.31%)
NYSERDA	(0.86%)

SOCIAL NETWORK ANALYSIS:

CONTRACTOR PEER TO PEER SHARING

Contractors:

- Play key role in the network by providing information to their peers
- May bridge gaps across sub-networks.
- Contractor-to-contractor connections were third most common Connections
- Share tools that they like with other contractor peers:
 - Leveraging well-connected contractors could generate a “multiplier effect”

PARTNER EXPERIENCES WITH CLEAN HEAT CONNECT



Daikin
Rebecca Biros
Northeast Advocacy Manager



NP Environmental
Nicholas Pryputniewicz
Heat Pump HVAC Specialist

LOOKING FORWARD

NEXT STEPS

- **Leaner Budgets**
- **Develop fewer new resources, expand use of highest value resources already in hand**
- **Nurture and deepen relationships with CHC partners to expand reach**
- **Longer term: Seek sustainable adoption across the CHC network**
- **Work with Utilities to build connectivity between HVAC and Weatherization markets**
- **Assess Experience Clean Heat Mid-2026**

CONTACT

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Thank you

Breakout Sessions – Each Happening Twice!

Building the Residential Clean Energy Workforce Salons G & H

The NYSERDA Workforce Development & Training Team will share an overview of its 2026-2030 Energy Efficiency and Building Electrification Workforce Implementation Plan, providing participants with an opportunity to inform the design of its program offerings and align workforce training with industry needs.

Delivering Whole-Home Retrofits with Integrated Energy Solutions Salon F

This breakout session will explore coordination between incentives for energy efficiency, electrification, and distributed energy resources and their impact on the residential market.

Packaging Low-to-Moderate (LMI) Income Program Offerings Salons D & E

This breakout session will discuss potential approaches for packaged financial incentives with the goal of simplifying administration and maximizing impact of incentives for LMI consumers.



**NEW
YORK
STATE**

NYSERDA
New York State Energy Research
and Development Authority

50 YEARS 1975-2025

Lunch!
Salons B + C

**Comfort Home
Discussion
(During Lunch)
Salon A**

Breakout Session Report Outs

**Building the Residential Clean
Energy Workforce**

**Delivering Whole-Home Retrofits
with Integrated Energy Solutions**

**Packaging Low-to-Moderate (LMI)
Income Program Offerings**

Closing and Next Steps

Meeting presentation and meeting summary will be circulated after the meeting – please review and provide feedback – we want to ensure we have an accurate record of the event.

Not on the RMAG listserv? Go to NYSERDA webpage and click ‘Connect With Us’: <https://www.nyserda.ny.gov/Residential-Market-Advisory-Group>

Questions? Comments? Interested in participating in our ongoing RMAG efforts? Email resmarket@nyserda.ny.gov and we’ll get back to you!