

# Normalizing Heat Pumps

***Residential Market Advisory Group Breakout Session***

***October 7, 2020***



**NYSERDA**

# Meeting Objectives

## Objectives:

**Create a forum where stakeholders can voice and share ideas and discuss issues, challenges, and opportunities for the residential market. Develop a list of considerations, market needs, and ideas for potential solutions and next step actions. Focus is on all market actors working collaboratively.**

**Today is the start of the conversation. By the end of this working session, a list of actionable next steps should be created.**

**Parking Lot will be used to record off-topic questions and comments for future reference**

# Objectives for Today

## Guidelines/Overview:

- Background and Facilitated Discussion
- White Board Exercises
  - Sort ideas into categories
  - Distill actionable items for next steps
- Focus on the market, not programs
- NYSERDA/Kearns and West roles are to facilitate discussion and help synthesize ideas
- Discuss issues, challenges, and opportunities for the residential market
- We will aim to identify actionable items for next steps
  - NYSERDA actions
  - Participant-driven activities
  - Short term early wins
  - Longer term plays
  - Other

# Introductions – Who is Here?

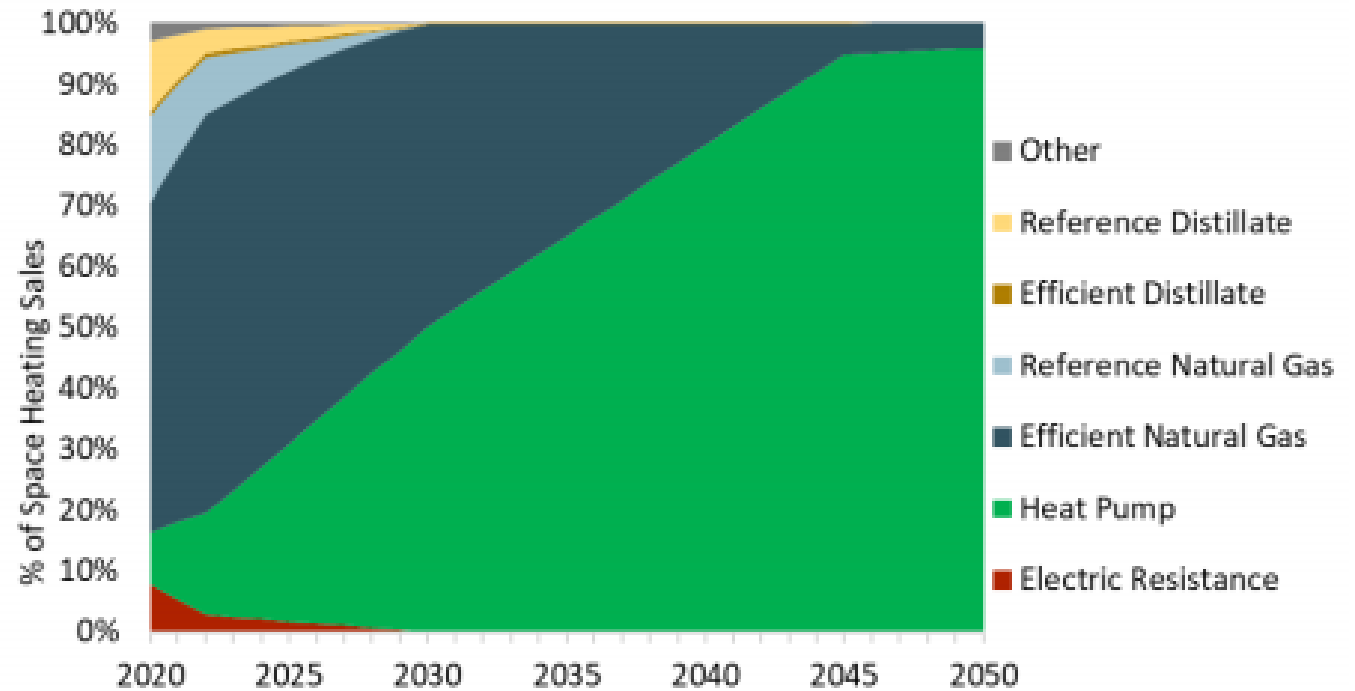
Applied Research and Development  
Building Shell Contractors  
Building/ Building Systems Consulting  
Weatherization Programs  
Training and Policy Organizations  
HVAC Contractor (fossil fuel, heat pump, biomass)  
Combined Shell and HVAC Contractor  
Design Professionals  
Distributors  
Outreach and Education  
Energy Policy/Program Consultant/Implementer  
Government

Home Energy Assessments, Heating, Insulation & Air Sealing  
Home Inspector  
Manufacturer  
Non-profit - Green and Healthy Homes  
NYSERDA Staff  
Residential Automatic Energy Management System  
Software Developer  
Solar Installer  
Trade Association  
Training and Credentialing  
Utility  
Workforce Consultant

## Question of the Day:

How do we *normalize* cold-climate heat pumps for residential customers and contractors?

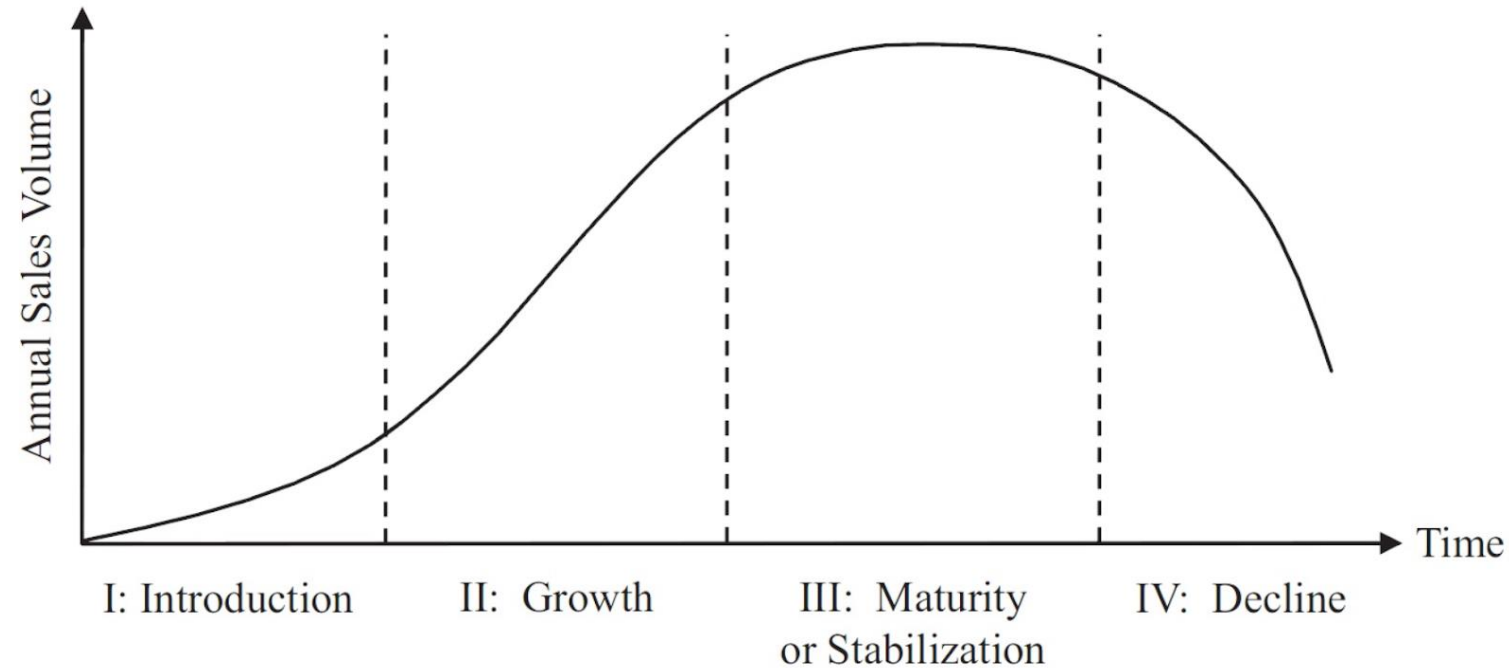
### Residential Space Heating Sales High Technology Availability Pathway



**Heat pumps are still in early adoption/ introduction phase.**

**How to move quickly into a growth phase?**

**What other products or industries do you have experience with moving into growth phase?**



# Existing NYSERDA Initiatives

- Workforce Development and Training
- Technical Support
- Marketing and Consumer Awareness
- Collaboration with Utilities

# HVAC Contractor Roundtables

**Feedback from Large HVAC Contractors, generally outside of NYSERDA programs**

## **Summary of Recommendations:**

- 1. Provide broad marketing and community education – customers still don't know what heat pumps are and/or don't trust them**
- 2. Win the hearts and minds of service technicians and salespeople**
- 3. Workforce Development – bring in younger people, provide hands-on, accessible training**
- 4. Grow an advanced trade ally outreach program**
- 5. A statewide branded certification program similar to ENERGY STAR would be attractive**
- 6. Consider the role of dual-fuel systems and mini-splits in a transition to full electrification**

**Today's discussion is aimed at exploring how to tackle Recommendations 1 and 2.**



# Discussion Questions

## Opportunities Beyond Awareness

What can the **industry** do to familiarize the market at large residential heat pumps to support wide-scale acceptance of heat pump installations?

What one activity is most successful in convincing customers to upgrade to heat pumps?

# Discussion Questions

## **Customer communication channels**

What are the channels that connect customers to learning about heat pumps? (Manufacturers, contractors, word of mouth, utilities, NYSERDA marketing, news stories, social media, ad placement).

- What should we be doing in each channel?
- What's most effective?
- Where do customers learn about heating options?
- Who is a trustworthy source of information?
- When is the customer open to education about heat pumps?

# Discussion Questions

## Changing Hearts and Minds

What is it going to take so that heat pumps are thought of like furnaces and boilers in customer minds when “heating system” is mentioned?

What would make a customer enthusiastic about having a heat pump in their home?

# Discussion Questions

## **Barriers to acceptance**

When customers have concerns about heat pumps, what are they?

If we could overcome one objection to win the most customers, what would it be?

We've heard concerns before about the cost of ASHP systems. Other than incentives, what can be done to overcome that objection?

# Discussion Questions

## **General**

What lessons learned can you share with stakeholders?

What barriers or missed opportunities have you experienced and why?

Are there opportunities for coordination or partnerships that could make us all more successful in progressing toward our goals?

# Next Steps?

**Next Steps: What are the next steps needed to move use forward?**