



# Hot, Cool, Clean

## Clean Heating and Cooling Opportunities for Massachusetts Municipalities

Wednesday, September 11, 2019

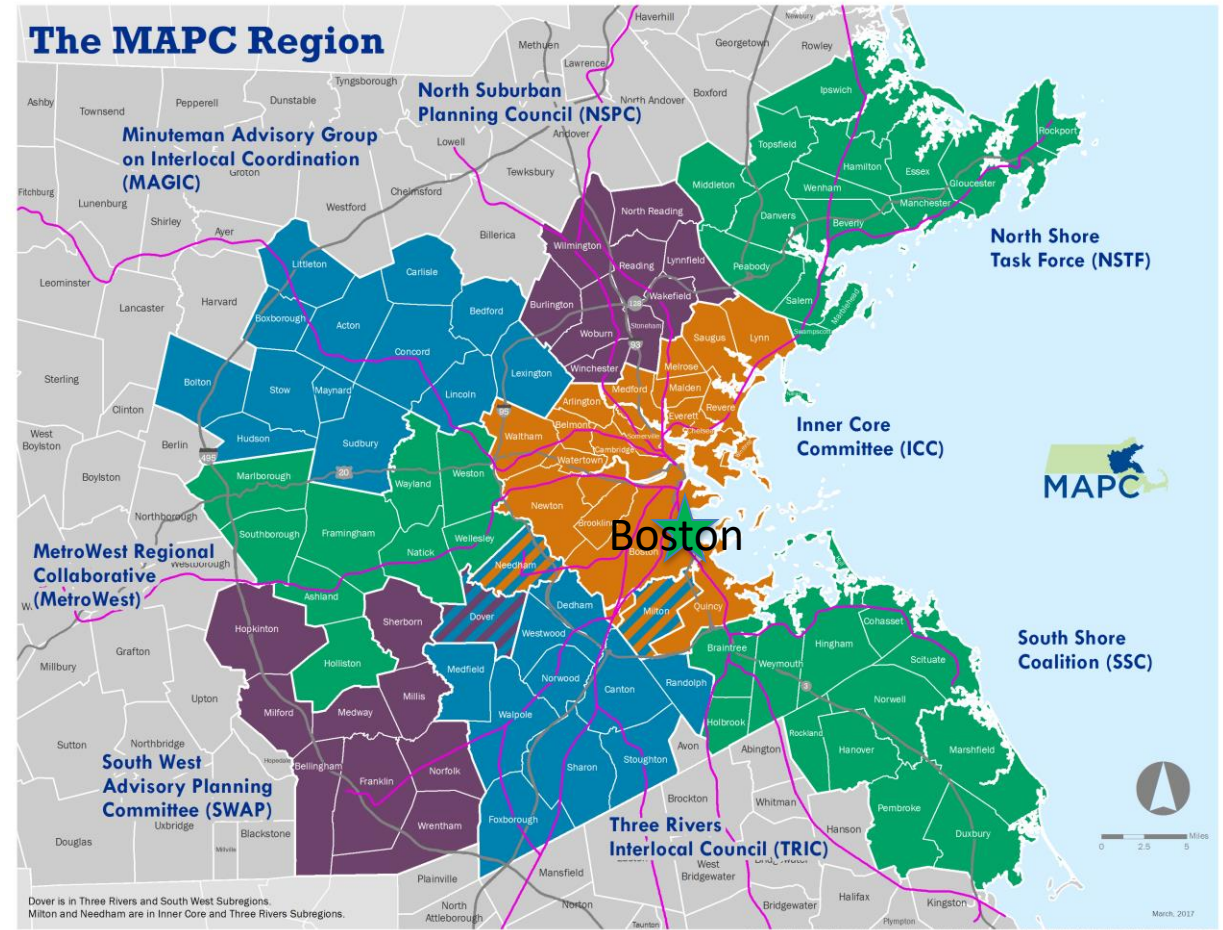
# Agenda

1. Highlights from the *Hot, Cool, Clean: Clean Heating and Cooling Opportunities for Massachusetts Municipalities* white paper
2. Air-Source Heat Pump Case Study – Bruce Ledgerwood, ABCD
3. Mass Save C&I HVAC and Heat Pump Initiative - Shonté Davidson, Eversource
4. Alternative Portfolio Standard Overview for Municipalities – Paul Ormond, DOER
5. MassCEC's Solar Hot Water Program – Meg Howard, MassCEC
6. Discussion and Q&A

# About MAPC

## Regional Planning Agency for Greater Boston:

- 101 cities and towns
- 1,440 square miles
- Nearly 3.2 million residents





# Clean Energy Expertise

## 1 Regional Energy Projects

- ESCO Procurement
- Regional Solar Initiative
- LED Streetlight Purchasing Program
- Community Electricity Aggregation
- Green Mobility Program
- Energy Resiliency



## 2 Climate and Energy Planning

- Connecting municipalities with incentives + plug-and-play programs
- Community energy and climate baselining, planning, and strategizing
- Outreach programming and education
- **Net Zero Planning**



## 3 Energy Technical Assistance

- Grant Writing
- Green Communities Designation
- Methane Leaks
- Solar Permitting and Zoning
- State and Local Policy
- **Net Zero Guidance & Education**





# Urgency of Now



National Oceanic and  
Atmospheric Administration  
U.S. Department of Commerce

## 2018 was 4th hottest year on record for the globe

The U.S. experienced 14 billion-dollar weather and climate disasters

[Climate](#) [Satellites](#) | [climate analyses and statistics](#) [global average temperatures](#)

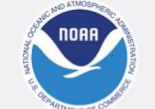
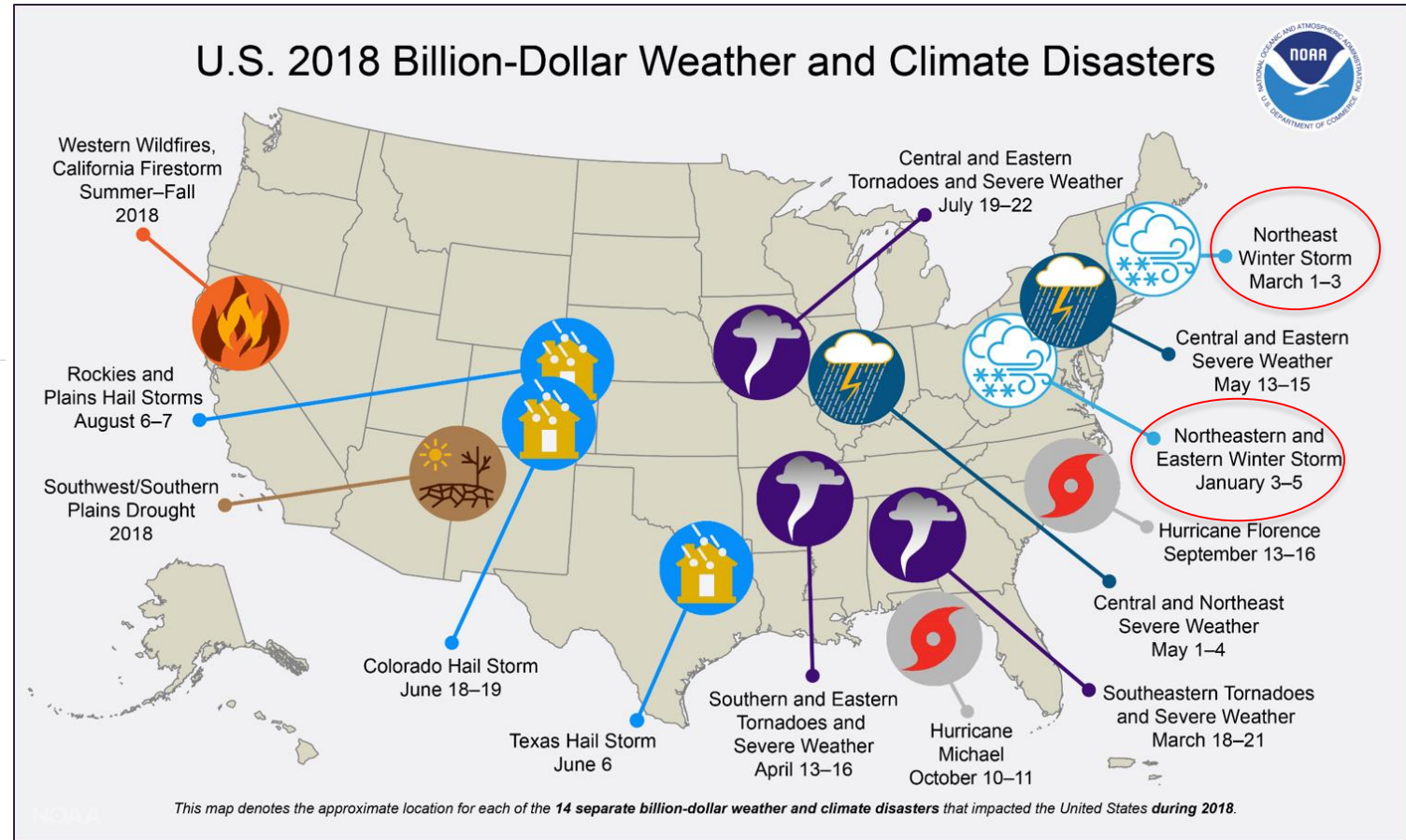
SHARE    

February 6, 2019 —

## July was the hottest month ever recorded on Earth

BY SOPHIE LEWIS  
UPDATED ON: AUGUST 15, 2019 / 3:45 PM / CBS NEWS

**CBS  
NEWS**



Northeast  
Winter Storm  
March 1–3

Central and Eastern  
Severe Weather  
May 13–15

Northeastern and  
Eastern Winter Storm  
January 3–5

Hurricane Florence  
September 13–16

Central and Northeast  
Severe Weather  
May 1–4

Southeastern Tornadoes  
and Severe Weather  
March 18–21

Hurricane  
Michael  
October 10–11

Southern and Eastern  
Tornadoes and  
Severe Weather  
April 13–16

Colorado Hail Storm  
June 18–19

Texas Hail Storm  
June 6

Southwest/Southern  
Plains Drought  
2018

Rockies and  
Plains Hail Storms  
August 6–7

Western Wildfires,  
California Firestorm  
Summer–Fall  
2018

# Cities and Towns as Climate Leaders

## SANTA BARBARA BECOMES 30TH U.S. CITY TO COMMIT TO 100% RENEWABLE ENERGY

First City On California's Central Coast To Commit To 100% Clean  
Energy

Tuesday, June 6, 2017

## Abita Springs aims to run on 100% renewable energy by 2030

BY SARA PAGONES | SPAGONES@THEADVOCATE.COM MAY 6, 2017 - 4:00 PM (1)

THE NEW ORLEANS  
ADVOCATE

## Orlando Becomes 40th City to Commit to 100% Renewable Energy

By **Sierra Club**

Aug. 09, 2017 08:39AM EST

## Boston Aims To Be Carbon Free By 2050. Here Are 5 Takeaways From A New Report

January 29, 2019

By [Miriam Wasser](#)

90.9 **wbur**

## Madison approves 100 percent clean energy goals, up to \$250,000 for consultant

ABIGAIL BECKER | The Capital Times | [abecker@madison.com](#) | [@abecker\\_4](#) Mar 22, 2017

## Getting to Net Zero: Cambridge, MA

Thursday Mar 26, 2015 - 4:20 PM EDT

**DAILY KOS**

## Lexington Town Meeting votes to adopt a net zero carbon emissions policy

Posted Apr 21, 2016 at 8:48 PM

**WICKED  
LOCAL** LEXINGTON  
Includes content from the Lexington Minuteman

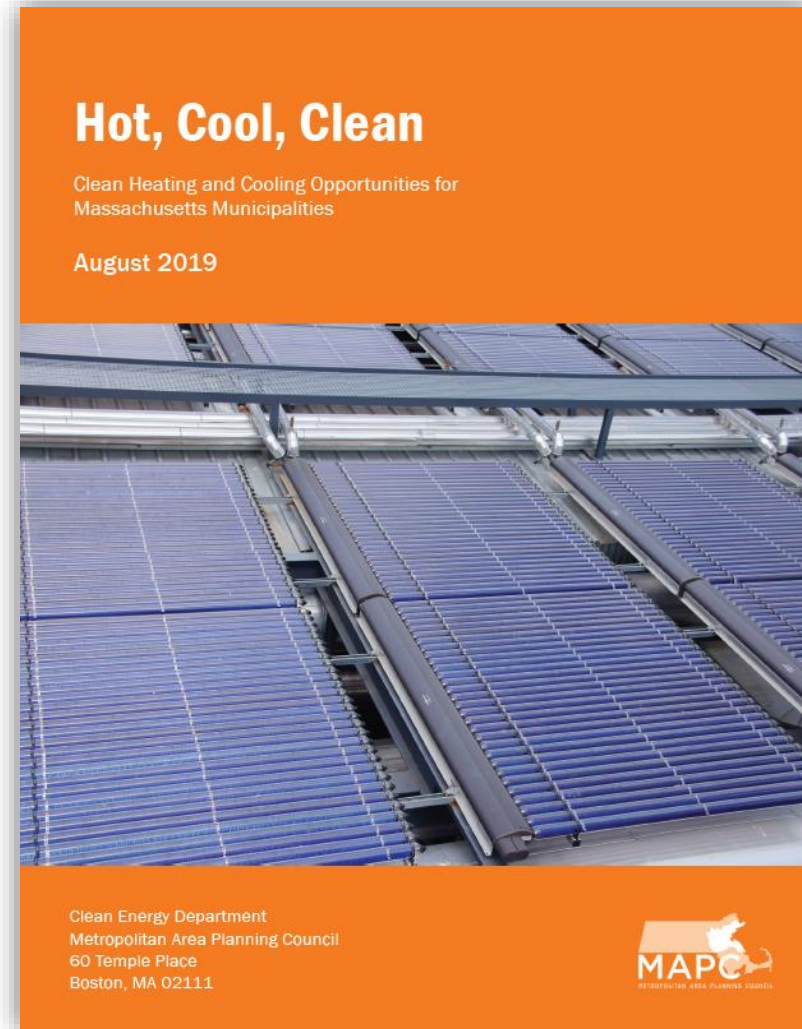
# Supporting Clean Energy Transitions

- **Planning** - Clean Energy and Climate Action Planning
- **Procurement** – Collective purchasing of clean energy technologies and services
- **Policy** – Advancing legislation, regulation, incentives that support climate mitigation and adaptation





Download the  
white paper

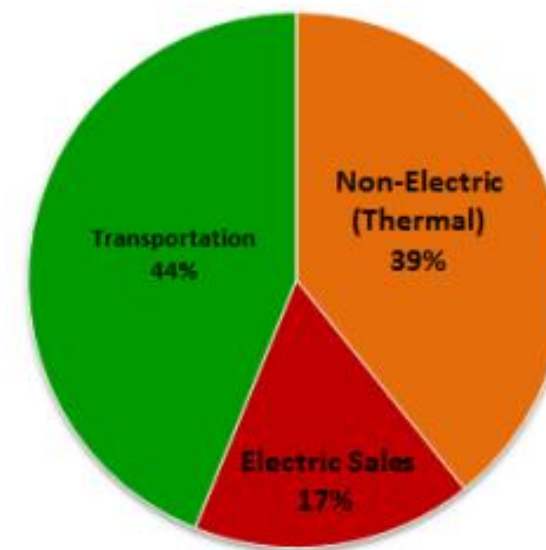


Available at  
<http://www.mapc.org/wp-content/uploads/2019/08/8.13.19-Clean-Heating-and-Cooling-White-Paper.pdf>

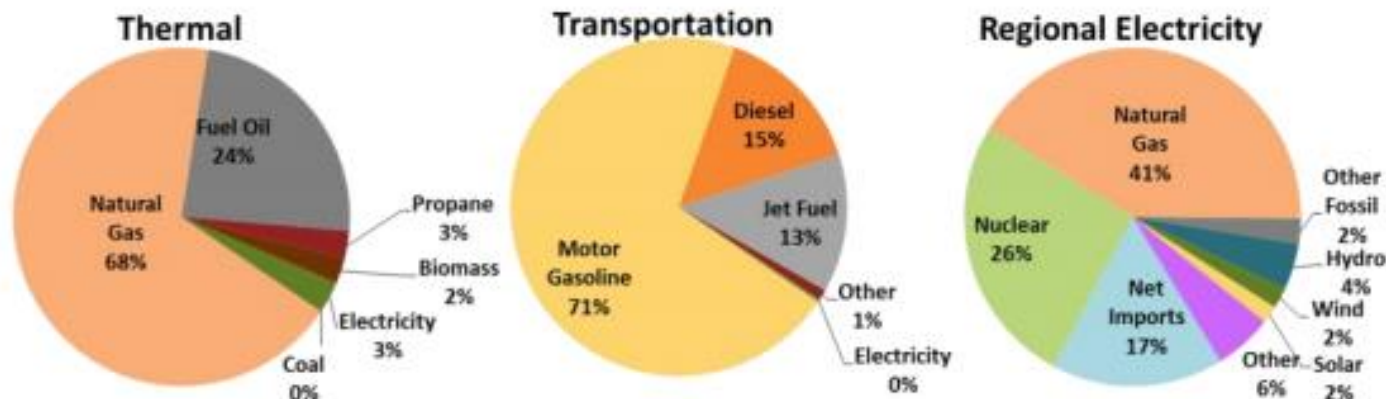
# Why Clean Heating & Cooling?

- Thermal energy = 39% of MA total energy consumption
- 30% of statewide emissions
- 92% of fuel use in thermal sector is fossil fuels (natural gas, fuel oil)

**Massachusetts Energy Demand**  
*Total: 1,074 Trillion BTU in 2016*





**Fuel Use Share by Sector - 2016**



Source: MA DOER, [Massachusetts Comprehensive Energy Plan](#)

# Clean Heating & Cooling Technologies

Technology	Description	Massachusetts Opportunities
<p><b>Air-Source Heat Pumps (ASHPs)</b></p> <p>Types include ductless mini-splits or variable refrigerant flow (VRF) for larger buildings</p> 	<p>ASHPs use a vapor compression cycle to move heat energy from the outside air to inside (or vice versa). The single system can provide both space heating and cooling to buildings depending on the season. ASHPs require electricity to operate, but much less than electric resistance heating, and operates at a lower cost than electric resistance, oil, or propane (Northeast Energy Efficiency Partnerships [NEEP], 2017).</p>	<p>The recent technology improvements of ASHPs have demonstrated better heating performance in low-temperature conditions (5 °F or less), which has significantly expanded the MA market.</p>
<p><b>Ground-Source Heat Pumps (GSHPs)</b></p> <p>Also called geothermal</p> 	<p>Similar to ASHPs, GSHPs use energy from the earth to efficiently heat or cool a building. GSHPs use the temperature difference between the earth's ground temperature and a building's indoor air to provide space heating or cooling, depending on the season. GSHPs use electricity to move the heat, not to generate it, ultimately providing the same amount of heat much more efficiently than traditional electric heating would. Although installation can be expensive upfront, the savings and other benefits can be commercially attractive (MassCEC, 2017a).</p>	<p>MA bedrock has a higher capacity to provide heating and cooling than do other soil types in many other parts of the country. GSHP systems require trenches or wells to operate, so certain sites may not have sufficient space or geological conditions to support them.</p>



# Technologies: Air-Source Heat Pumps

## Description

- Types: ductless mini-split (pictured), ducted, variable refrigerant flow (VRF)
- Provide heating, cooling, and/or hot water
- Efficiently move heat energy from outside to inside (or vice versa)
- Use electricity, but 3-4x more efficient than resistance heat

## Opportunities

- Cold climate technology improvements
- Cost-effective, particularly when replacing fuel oil



Credit: [NREL](https://www.nrel.gov/).

Air-source heat pumps  
at a public housing  
facility.  
Credit: Action for  
Boston Community  
Development



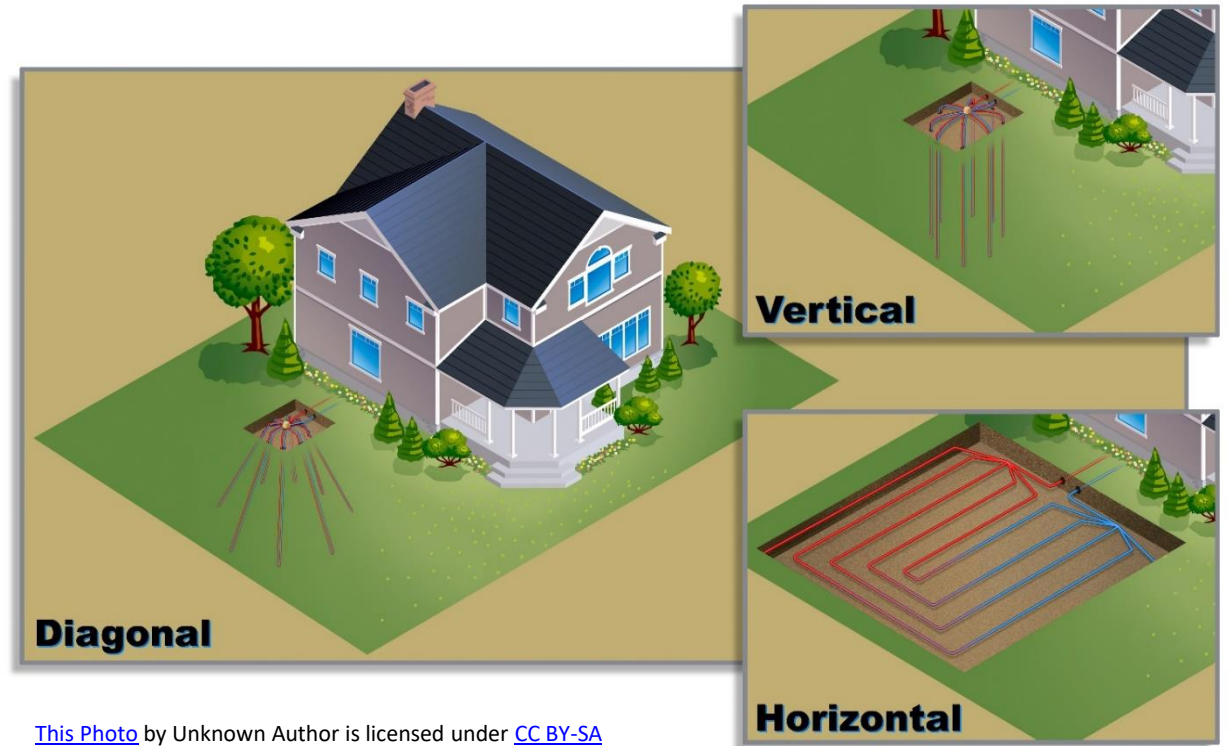
# Technologies: Ground-Source Heat Pumps (geothermal)

## Description

- Provide heating, cooling, and/or hot water
- Use energy from earth to heat/cool
- High upfront cost, low operating cost

## Opportunities

- New construction
- Favorable geology in many parts of MA



[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)

# Technologies: Solar Hot Water

## Description

- Provides heating, and/or hot water
- Uses thermal energy from sun to heat water

## Opportunities

- Can provide up to 80% of building hot water needs
- Rebates available through MassCEC



Solar thermal array. Credit: [NREL](https://www.nrel.gov).



# Biomass Thermal

## Description

- Provides heating, and/or hot water
- Uses wood or other biomass to heat water or air
- Concern: Still combustion (not carbon neutral)

## Opportunities

- Pellet delivery available in most of MA, may be locally produced



Pellet boiler system at Northfield Town Hall. Credit: Town of Northfield.

# Opportunities for Municipalities

- Reduce energy use
- Reduce energy costs
- Increase comfort
- Foster long-term thinking
- Lead by example
- Generate economic growth
- Increase climate preparedness



# Challenges and (potential) solutions

Challenge: High upfront costs can be limiting for municipal budgets

## Potential Solutions:

- Work CH&C upgrades into building renovation or recapitalization plans
- Finance CHC&C systems through an ESCO
- Third-party ownership – Heat/cooling as a service, similar to a Power Purchase Agreement

Challenge: Limited staff capacity or expertise to evaluate CH&C options

## Potential Solutions:

- Work CH&C upgrades into building renovation or recapitalization plans
- Finance CHC&C systems through an ESCO
- Third-party ownership – Heat/cooling as a service, similar to a Power Purchase Agreement



# Sample Procurement Process

## Process and Key Steps:



# Checklist for Municipalities Considering Clean Heating & Cooling Systems

- ☐ Plan ahead
- ☐ Consider the building
- ☐ Visit MassCEC & Mass Save websites
- ☐ Explore AEC opportunities
- ☐ Optimize implementation





Air-Source Heat Pumps at Public Housing



Geothermal at Walpole Public Library



Solar Thermal at Worcester State

## Case Studies



Biomass at Northfield Town Hall



# Questions?

The screenshot shows the Cisco Webex Events interface. At the top, the title bar reads "Cisco Webex Events" with standard window controls. Below the title bar is a menu bar with "File", "Edit", "View", "Communicate", "Participant", "Event", and "Help". The main area displays a large circular placeholder with the letters "MR". In the top right corner, a "Connected" status is shown with a green dot. On the right side, there is a "Q&A" panel with a dropdown arrow and a close button. Below the "Q&A" header, it says "All (0)". At the bottom of the screen, there is a toolbar with icons for chat, share, participants, help, and a red "X" button. A yellow tooltip on the left says "Your event controls are now here" with an "OK" button. In the bottom right corner, there is a text input field for asking questions, a dropdown menu set to "All Panelists", and a "Send" button. Below the input field, a small instruction reads: "Select a panelist in the Ask menu first and then type your question". The Windows taskbar is visible at the very bottom, showing various application icons and the system clock indicating 10:09 AM on 9/11/2019.

Submit questions  
via the Q&A box

# Air Source Heat Pumps in Multi Family Buildings

Bruce Ledgerwood

Action for Boston Community Development (ABCD)

- ABCD is one of 23 agencies that deliver the energy efficiency and fuel assistance programs to Massachusetts low income households.
- Ratepayers have provided ABCD funding to install ASHPs in low income homes 2013-2019. Clean Energy Center and Eversource administered.
- Installed 900+ ASHPs at 22 different sites - mostly low rise, garden style apartments.
- Most were mini-splits in one bedroom apartments, serving elderly.
- A few family homes also served with larger, multi-zone equipment.
- One Variable Refrigerant Flow (large central system, 23 apts.) project in Cambridge.
- All electric baseboard or storage heat removed except in bathrooms and hallways.

















































Savings?



**68 Windsor Avenue - 4** « ACT - Windsor Green**Total energy use in kWh**

Name	Full-Year Sum	<input checked="" type="checkbox"/>
Electric #256796410..	<div><div></div></div> 55.2k	<input checked="" type="checkbox"/>

**Detailed data per month**

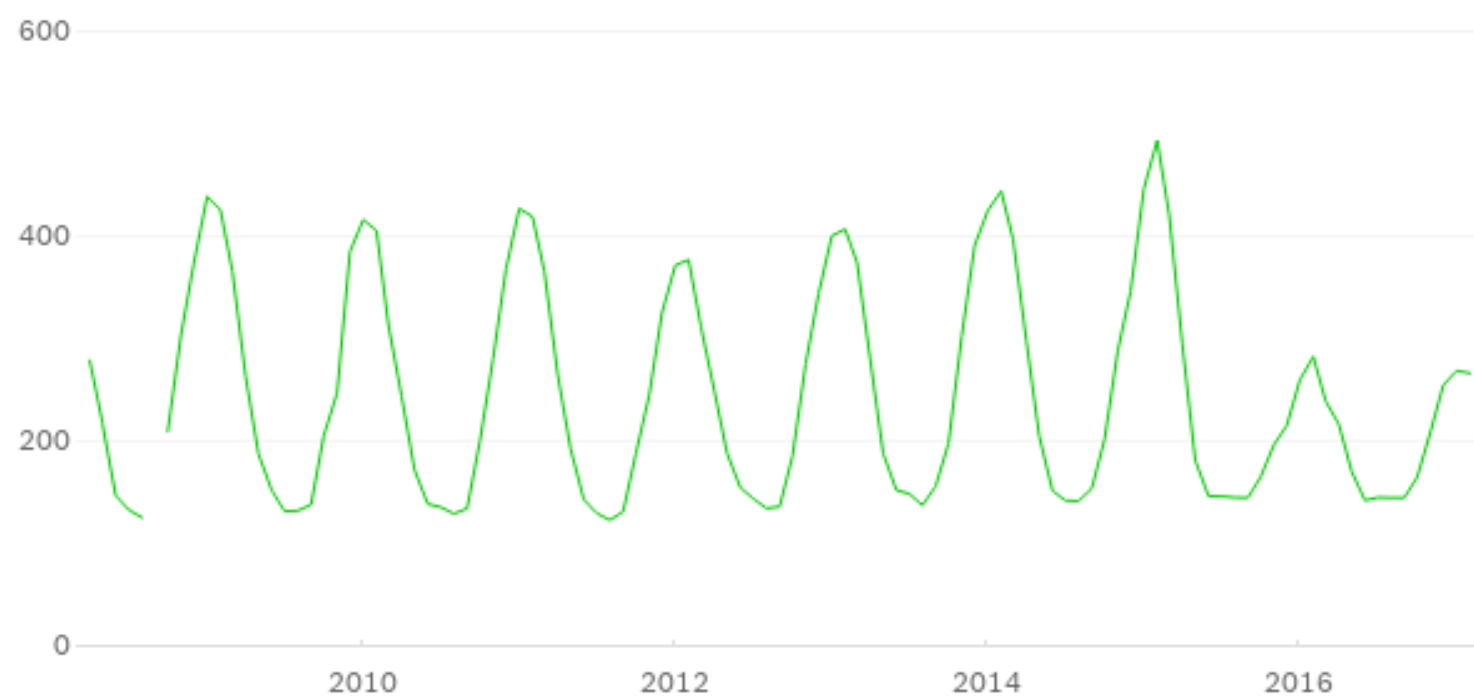
# Tonset Woods - Pines

 « ORL - Tonset Woods

## Total energy use in kWh

Name	Full-Year Sum	<input checked="" type="checkbox"/>
Electric #137669700..	<div><div></div></div> 71.4k	<input checked="" type="checkbox"/>

### Detailed data per month



## 397 Bolton St. #4 « MRL - Bolton Hill Apartments

### Total energy use in kWh

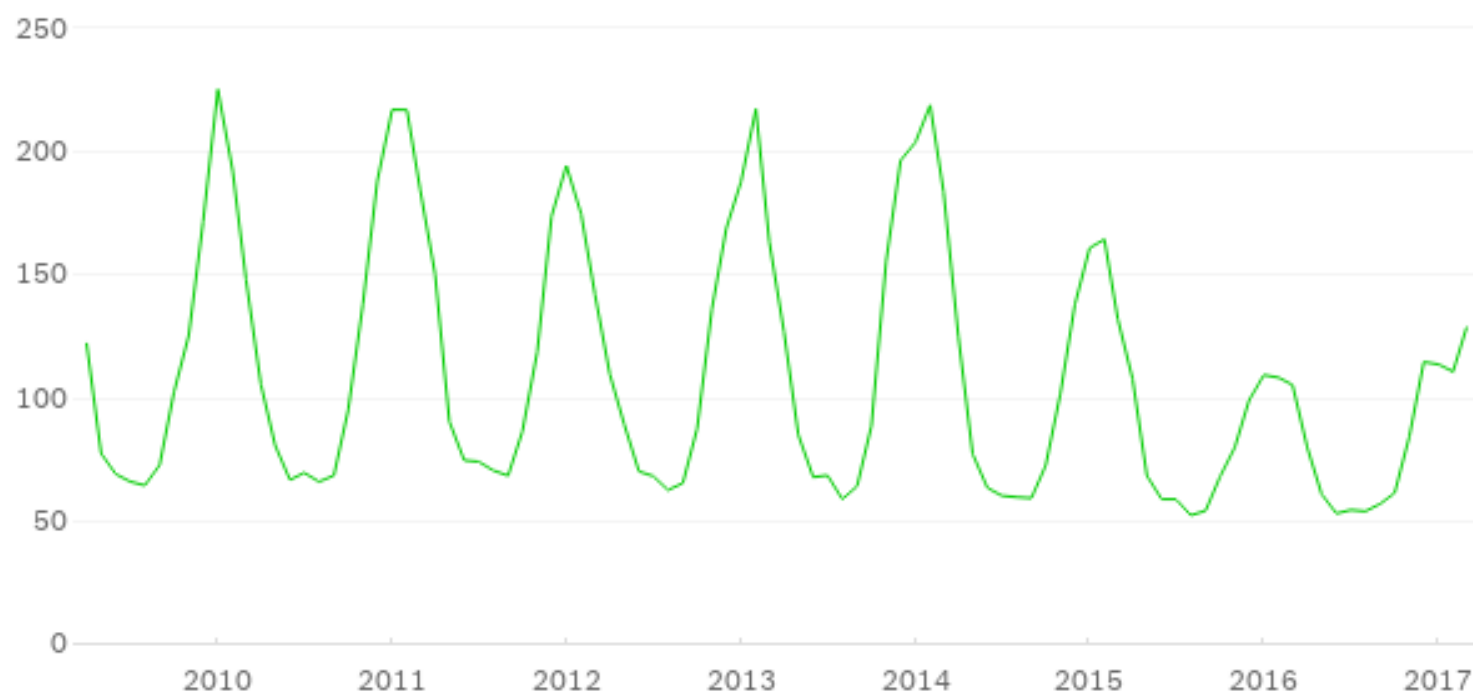
Name	Full-Year Sum	<input checked="" type="checkbox"/>
------	---------------	-------------------------------------

• Electric #40486140...	<div><div></div></div> 29.4k	<input checked="" type="checkbox"/>
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• Water #1111111	Not included in total reports	
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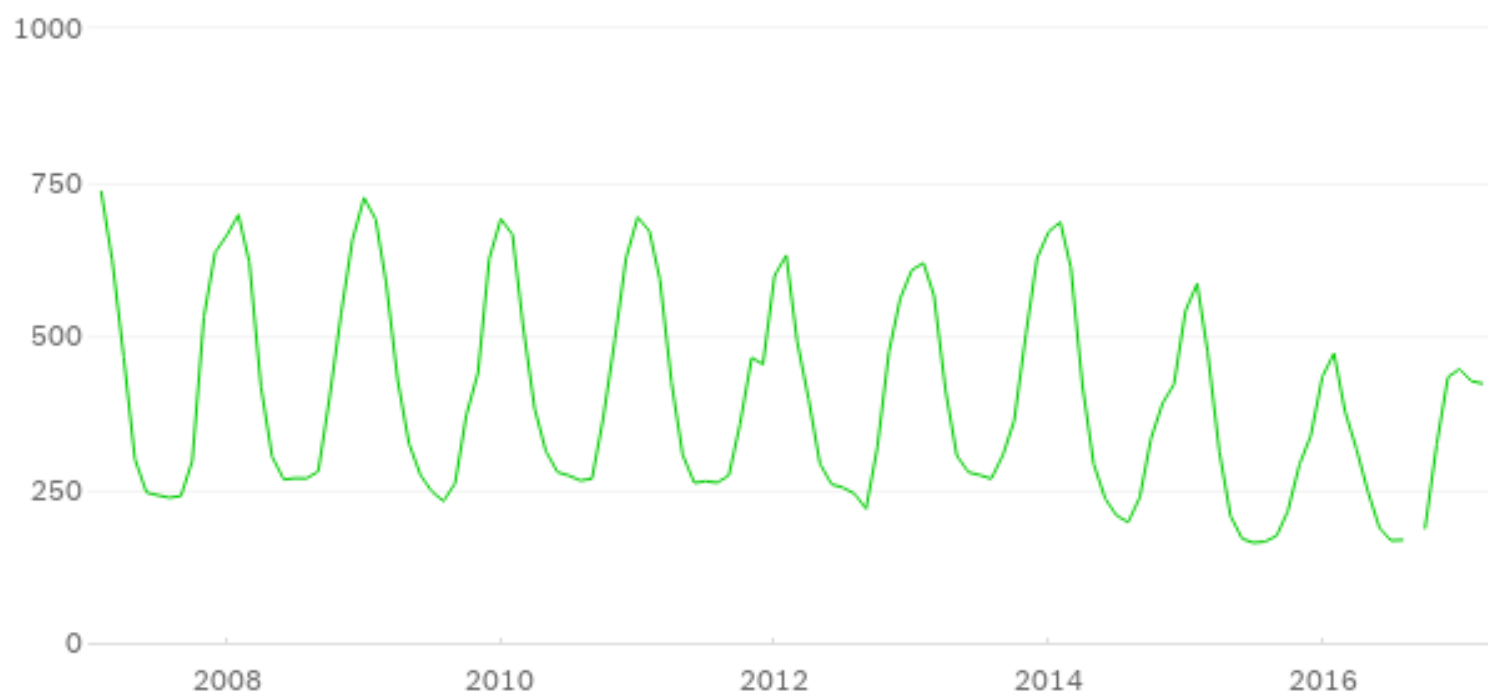
• Properties owned by other users

### Detailed data per month



**425 East St - Annex** « PIT - Providence Court**Total energy use in kWh**

Name	Full-Year Sum	<input checked="" type="checkbox"/>
Electric #546576710..	<div><div></div></div> 103k	<input checked="" type="checkbox"/>

**Detailed data per month**



## 312 - R.C. Weaver Apartment

Total energy use in kWh showing all available data

**Name** **Full-Year Sum** ☒ **Detailed data per month**

• 81 Clifton St  174k ☒

• Properties owned by other users



Project	one bed apts.	Overall Savings	HVAC Savings	Summer KW Impact	Winter KW   Impact
Acton	68	24%	45%	1 (0%)	440 (-37%)
Orleans	100	24%	51%	75 (-16%)	2508 (-59%)
Marlborough	62	32%	52%	57 (-18%)	487 (-38%)
Pittsfield	13	31%	49%	88 (-59%)	351 (-60%)
Cambridge	23	23%	53%	3 (+3%)	99 (+61%)
Weighted Average		26%	50%	somewhat reduced	significantly reduced, except Cambridge

Costs?

Cost of Installations				
type	BTU size	heads	air transfer fans	average
mini split	9,000	1	0	\$ 4,000
mini split	12,000	1	1	\$ 5,000
mini split	15,000	1	1	\$ 6,000
multi zone	18,000	2	0	\$ 7,000
multi zone	24,000	3	0	\$ 10,000
multi zone	36,000	4	0	\$ 18, 000
Variable Refrigerant Flow	186,000	23	6	\$ 208,250



# Benefits vs. Costs

(not including Demand savings)

## Pittsfield Cost Effectiveness:

KWHr saved annually

47,035

Electric expense avoided annually

@ \$ 0.18/Kwhr \$ 8,466

Electric expense avoided over lifetime

18 years \$ 152,394

Cost of ASHPs

\$79,500

Simple payback

9.4 years

Additional Demand savings

Some maintenance and repair costs



## Orleans Cost Effectiveness:

KWHr saved annually

215,357

Electric expense avoided annually

@ \$0.18/Kwhr

\$ 38,764

Electric expense avoided over lifetime

18

\$ 697,755

Cost of ASHPs

\$ 465,500

Simple payback

12.0 years

Additional Demand savings

Some maintenance and repair costs

# Thank You

Bruce Ledgerwood, Consultant Alternative Energy Program, ABCD, Inc.

John Wells, VP Property & Energy Services, ABCD, Inc

[bruceledgerwood@comcast.net](mailto:bruceledgerwood@comcast.net)

617 780 6759



# C&I HVAC & Heat Pump Initiative

Shonte Davidson, Energy Efficiency Consultant

Eversource Energy

September 11, 2019

# Initiative Sponsors



**Mass Save®** is a collaboration of Massachusetts' natural gas and electric utilities and energy efficiency service providers. Mass Save empowers residents, businesses, and communities to make energy efficient upgrades by offering a wide range of services, rebates, incentives, trainings, and information. In Massachusetts, the C&I HVAC and Heat Pump Initiative is sponsored by Cape Light Compact, Eversource, National Grid, and Unitil.



**National Grid** offers many energy efficiency rebates, incentives, and services to help Rhode Island residents, businesses, and institutions manage their energy usage. These programs are funded by an energy efficiency charge on all customers' natural gas and electric bills, in accordance with Rhode Island law.

## **Where does funding for C&I Initiative incentives come from?**

The primary funding for energy-efficiency programs in Massachusetts, New Hampshire, and Rhode Island is supported from a charge on customers' natural gas and electricity bills.

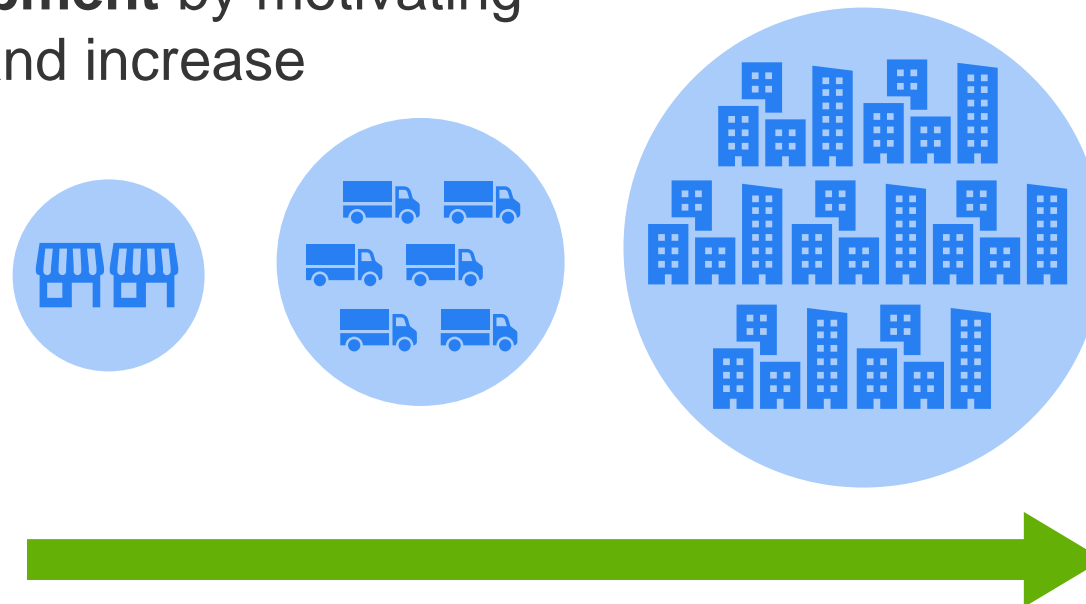


# Initiative Goal



The C&I HVAC & Heat Pump Initiative partners with distributors to offer **monetary incentives on high-efficiency equipment to commercial and industrial customers.**

The goal of the Initiatives is to **increase customer adoption and access to high-efficiency equipment** by motivating distributors to upsell and increase high-efficiency stock.



# Process



1. **Wholesaler explains benefits of high-efficiency and incentive opportunity**
2. **Wholesaler applies incentive to the price**
3. Contractor passes incentive along in pricing to customer
4. Customer receives high-efficiency equipment at a reduced price without having to complete any paperwork
5. **Wholesaler receives remaining portion of the incentive for their effort and to fund high-efficiency stocking and training**



# C&I HVAC & Heat Pump Initiative

## Eligible Customers



### Which customers are eligible for C&I Initiative Incentives?

- **HVAC Initiative:** Customers with a **commercial or industrial electric account** with one of the program Sponsors

Customers **already receiving an incentive** for eligible equipment **through another program** from the Sponsors of Mass Save® or National Grid in Rhode Island, **are NOT eligible.**

- *IE: Commercial Whole Building Performance or Low Income*





# Qualifying HVAC Equipment and Heat Pumps



- ✓ Air-Cooled Air Conditioning and Heat Pump Systems
- ✓ Water-Cooled Air Conditioning and Heat Pump Systems
- ✓ Ductless Mini and Multi Split Systems
- ✓ VRF Systems
- ✓ Dual Enthalpy Economizer Controls (when installed with new qualifying equipment)
- ✓ ECM Circulator Pumps for hydronic heating or service hot water installations

# Qualifying HVAC Equipment and Heat Pumps



Air-Cooled Air Conditioning and Heat Pump Systems											
Equipment Type	Unit Type	Tier	Size Category <sup>1</sup>	Sub Category	Full Load Cooling Efficiency		Seasonal/ Part Load Cooling Efficiency		Heating Efficiency <sup>2</sup>	Minimum Sales Price Discount (\$/Ton)*	Total Distributor Incentive (\$/Ton)**
Air-Cooled	AC or HP	1	< 65 kBtuh (<5.4 Tons)	Split or Package System	12.0 EER	and	15.0 SEER	and	9.0 HSPF	\$30.00	\$60.00
		2			12.0 EER	and	16.0 SEER	and	9.0 HSPF	\$50.00	\$100.00
		3			12.0 EER	and	17.0 SEER	and	9.0 HSPF	\$90.00	\$180.00
Air-Cooled	AC or HP	1	≥ 65 kBtuh and < 135 kBtuh (≥ 5.4 Tons and < 11.3 Tons)	Split System and Single Package	12.0 EER	and	13.1 IEER	and	3.4 COP	\$30.00	\$60.00
		2			12.0 EER	and	14.5 IEER	and	3.4 COP	\$45.00	\$90.00
		3			12.0 EER	and	18.0 IEER	and	3.4 COP	\$100.00	\$200.00
Air-Cooled	AC or HP	1	≥ 135 kBtuh and < 240 kBtuh (≥ 11.3 Tons and < 20 Tons)	Split System and Single Package	11.5 EER	and	13.0 IEER	and	3.2 COP	\$25.00	\$50.00
		2			11.5 EER	and	14.0 IEER	and	3.2 COP	\$37.50	\$75.00
		3			11.5 EER	and	17.5 IEER	and	3.2 COP	\$62.50	\$125.00
Air-Cooled	AC or HP	1	≥ 240 kBtuh and < 760 kBtuh (≥ 20 Tons and < 63.3 Tons)	Split System and Single Package	10.1 EER	and	12.0 IEER	and	3.2 COP	\$25.00	\$50.00
		2			10.1 EER	and	13.0 IEER	and	3.2 COP	\$37.50	\$75.00
		3			10.1 EER	and	14.0 IEER	and	3.2 COP	\$62.50	\$125.00
Air-Cooled	AC or HP	1	≥ 760 kBtuh (≥ 63.3 Tons)	Split System and Single Package	9.7 EER	and	13.0 IEER	and	3.2 COP	\$25.00	\$50.00
		2			9.7 EER	and	14.0 IEER	and	3.2 COP	\$37.50	\$75.00
		3			9.7 EER	and	16.0 IEER	and	3.2 COP	\$62.50	\$125.00

\*This is the minimum incentive amount that must be reflected in a price reduction for each eligible sale. \*\*This amount includes the sale price discount

1 Equipment capacity is AHRI rated capacity or capacity at AHRI rating conditions for units without an AHRI rating 2 Heating efficiency applies only to heat pumps

# Qualifying HVAC Equipment and Heat Pumps



Water-Cooled Air Conditioning and Heat Pump Systems											
Equipment Type	Unit Type	Tier	Size Category <sup>1</sup>	Sub Category	Full Load Cooling Efficiency		Seasonal/ Part Load Cooling Efficiency		Heating Efficiency <sup>2</sup>	Minimum Sales Price Discount (\$/Ton)*	Total Distributor Incentive (\$/Ton)**
Water-Cooled	Water Source HP	1	Any Size	Split System and Single Package	14.0 EER		-	and	4.6 COP	\$25.00	\$50.00
		2			15.0 EER		-	and	4.6 COP	\$40.00	\$80.00
		3			16.0 EER		-	and	4.6 COP	\$75.00	\$150.00
Water-Cooled	Ground Source Closed Loop HP	1	Any Size	Split System and Single Package	15.0 EER		-	and	3.5 COP	\$75.00	\$150.00
Water-Cooled	Ground Source Open Loop HP	1	Any Size	Split System and Single Package	19.0 EER		-	and	4.0 COP	\$75.00	\$150.00
Water-Cooled or Evaporatively-Cooled	AC	1	< 65 kBtuh (< 5.4 Tons)	Split System and Single Package	13.5 EER	and	14.0 IEER		-	\$25.00	\$50.00
Water-Cooled or Evaporatively-Cooled	AC	1	≥ 65 kBtuh and < 240 kBtuh (≥ 5.4 Tons and < 20 Tons)	Split System and Single Package	13.0 EER	and	15.5 IEER		-	\$25.00	\$50.00
Water-Cooled or Evaporatively-Cooled	AC	1	≥ 240 kBtuh (≥ 20 Tons)	Split System and Single Package	12.5 EER	and	14.5 IEER		-	\$20.00	\$40.00

\*This is the minimum incentive amount that must be reflected in a price reduction for each eligible sale. \*\*This amount includes the sale price discount

1 Equipment capacity is AHRI rated capacity or capacity at AHRI rating conditions for units without an AHRI rating 2 Heating efficiency applies only to heat pumps



# Qualifying HVAC Equipment and Heat Pumps



Ductless Mini and Multi Split Systems											
Equipment Type	Unit Type	Tier	Size Category <sup>1</sup>	Sub Category	Full Load Cooling Efficiency		Seasonal/Part Load Cooling Efficiency		Heating Efficiency <sup>2</sup>	Minimum Sales Price Discount (\$/Ton)*	Total Distributor Incentive (\$/Ton)**
Air-Cooled	AC or HP	1	< 65 kBtuh (<5.4 Tons)	Ductless Mini and Multi Splits	12.0 EER	and	20 SEER	and	9.0 HSPF	\$75.00	\$150.00
		2			12.0 EER	and	23 SEER	and	11.5 HSPF	\$150.00	\$300.00
VRF Systems											
Equipment Type	Unit Type	Tier	Size Category	Sub Category	Full Load Cooling Efficiency		Seasonal/Part Load Cooling Efficiency		Heating Efficiency	Minimum Sales Price Discount (\$/Ton)*	Total Distributor Incentive (\$/Ton)**
Air-Cooled	HP	1	≥ 65 kBtuh (≥5.4 Tons)	VRF	11.0 EER	and	18 IEER	and	3.4 COP	\$125.00	\$250.00
Water-Cooled	HP	1	≥ 65 kBtuh (≥5.4 Tons)	VRF	12.0 EER	and	20 IEER	and	4.3 COP	\$125.00	\$250.00

\*This is the minimum incentive amount that must be reflected in a price reduction for each eligible sale. \*\*This amount includes the sale price discount

1 Equipment capacity is AHRI rated capacity or capacity at AHRI rating conditions for units without an AHRI rating 2 Heating efficiency applies only to heat pumps

# Qualifying HVAC and Heat Pumps



Dual Enthalpy Economizer Controls (when installed with new qualifying equipment)		
Equipment	Minimum Sales Price Discount (\$/Unit)*	Total Distributor Incentive (\$/Unit)**
Outside Air Economizer utilizing 2 enthalpy sensors	\$125.00	\$250.00
Electronically Commutated Motor (ECM) Circulator Pumps for hydronic heating or service hot water installations		
Commercial Pump Size	Minimum Sales Price Discount (\$/Unit)*	Total Distributor Incentive (\$/Unit)**
≤ 1/6 HP	\$100.00	\$110.00
> 1/6 HP and ≤ 3/4 HP	\$100.00	\$200.00
> 3/4 HP and ≤ 3 HP	\$200.00	\$400.00

\*This is the minimum incentive amount that must be reflected in a price reduction for each eligible sale. Distributors are encouraged to use the remaining balance of the incentive to provide further price reduction at any time.

# Reminder One



## Pre-Approval of Large Sales

To guarantee the incentive, sales that total **5 or more units** **OR \$8,000 or more** in total Initiative incentives MUST receive pre-approval.

To obtain pre-approval, please contact Energy Solutions with the following information:

- Business Name & Installation Address
- Equipment Make and Model
- Number of Units



# Reminder 2



**All applications are subject to verification.** You can help facilitate accurate verification results for your projects and protect incentives by providing:

- Accurate and precise equipment **installation address**
- **A customer contact**
- Accurate estimated **installation date**



BROUGHT TO YOU BY



# Last Reminders



Sales of qualifying equipment are eligible for an incentive if:

1. Equipment will be installed for commercial use at a site that has a commercial electric account;
2. At least 50% of the incentive is used towards a point-of-sale price discount; and
3. The sale is not already receiving an incentive through another program.



Sales to commercial electric customers in Massachusetts & Rhode Island are eligible

Contact Energy Solutions with questions or comments at:

**HVAC & Heat Pump Support:**

617-440-5467

[HVAC-NE@energy-solution.com](mailto:HVAC-NE@energy-solution.com)

Paul Ormond, MA DOER



# MassCEC's Solar Hot Water Program

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Meg Howard  
Program Manager  
[mhoward@masscec.com](mailto:mhoward@masscec.com)  
September 11, 2019

# MassCEC's Support of CH&C

- Starting in 2011 for solar hot water and 2013 for other CH&C technologies, MassCEC has been working to develop a market and industry for low carbon heating
  - Invested over \$60 million
  - Supported over 20,000 projects
  - Worked with over 700 businesses
- Programs targeted fuel switching customers and provided financial incentives to residential and commercial consumers
- Began phase-out of rebate programs in 2019 due to funding constraints
  - Transitioning to programs that target specific challenges, focus on consumer education (e.g., HeatSmart), and addressing industry barriers
  - Reach out to us for information including participating installers and cost data
  - Solar hot water incentives will continue through 2020

# Potential Solar Hot Water Project Sites

- Target: High hot water usage throughout the year (i.e., hot water is a large expense)
- Especially good payback against oil, propane, and electric water heating
- Screening questions:
  - State of roof or ground (size, age, condition, orientation/shading)
  - Do you have the space to fit the storage tanks?
- Examples of high hot water usage:
  - Community centers, especially with pools
  - Multi-family housing
  - Fire stations
  - Facilities with a kitchen
  - Non-municipal examples: hotels, laundries, breweries, hospitals, nursing homes, dairy farms, and colleges and universities.



Millbury Housing Authority apartments

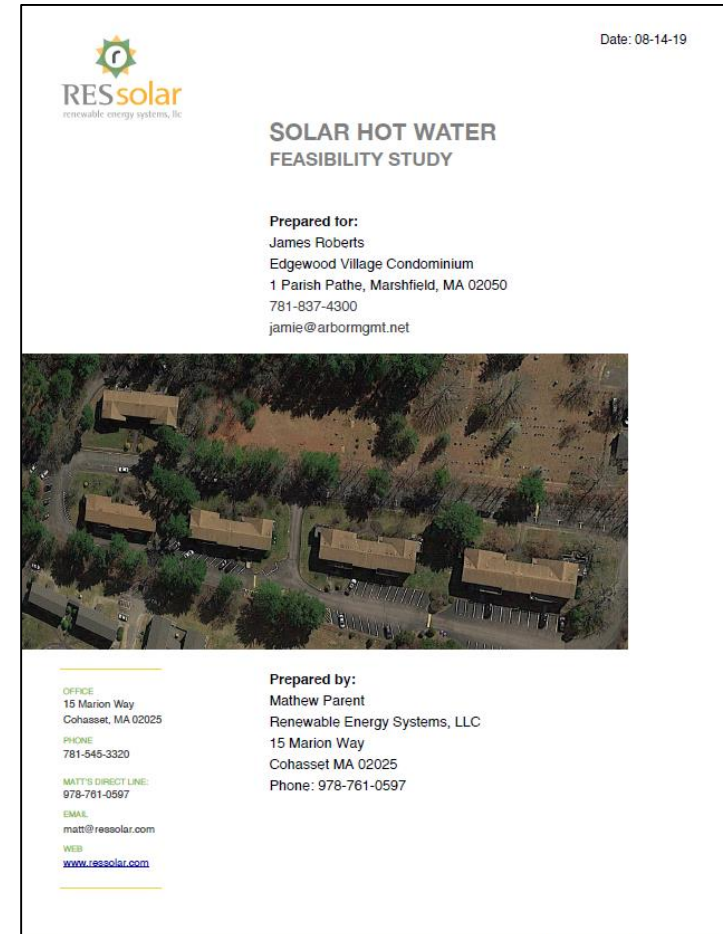


Franklin County Community Development Corporation (FCCDC) including the Western Massachusetts Food Processing Center



# MassCEC-funded Feasibility Studies

- Typically cost \$5,000-6,000.
- Eligible for up to \$5,000 rebate with minimum cost share of 5% from system owner.
- NOTE: Only project sites with government, non-profit, agricultural, and affordable housing uses are eligible for feasibility study rebates.
- Natural gas customers will only qualify for MassCEC feasibility study incentives if they can demonstrate a willingness to accept longer payback times based on other institutional goals, like greenhouse gas reductions.

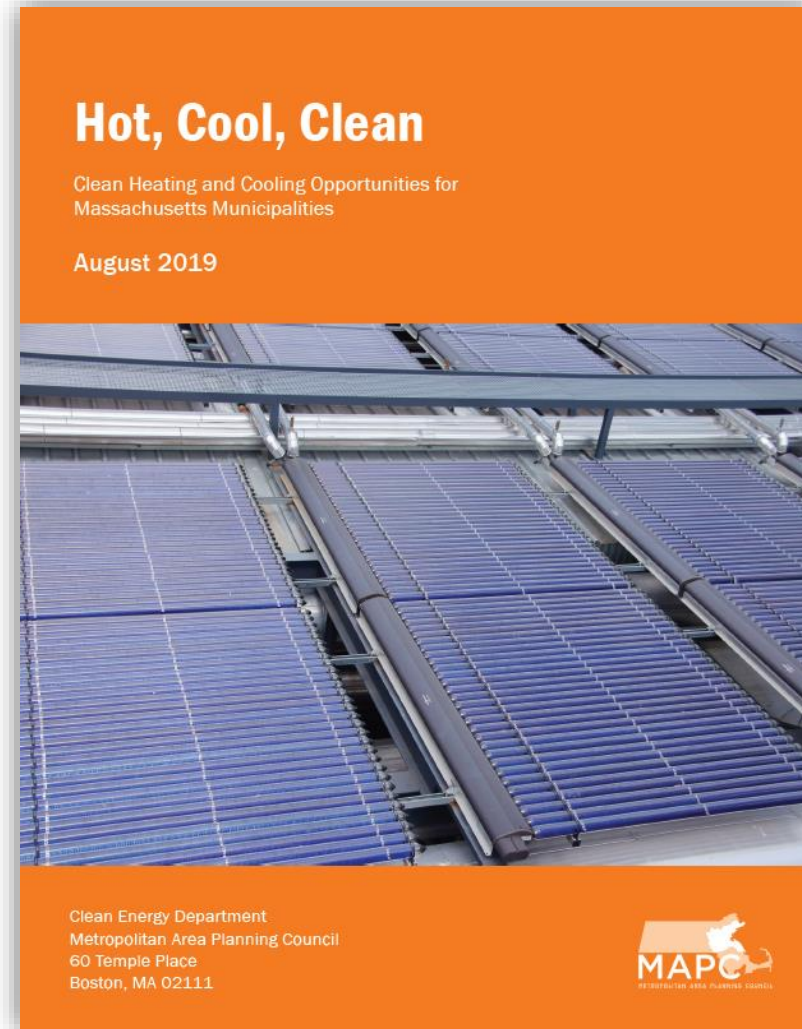


# MassCEC Incentive Structure

- Incentive based on number and efficiency of collectors
- Rebate is up to 50% of project costs for public entities and non-profits (30% for for-profit entities and 75% for affordable housing)
- Total incentive up to \$100,000
- Feasibility study required for systems greater than 8 panels
- Rolling deadline through the end of 2020.
- Next step: Contact a participating installer (or MassCEC or MAPC)



Download the  
white paper



Available at  
<http://www.mapc.org/wp-content/uploads/2019/08/8.13.19-Clean-Heating-and-Cooling-White-Paper.pdf>