



MESM ACADEMY:

Building Decarbonization & Energy Efficiency Strategies for Residents & Businesses

July 21, 2026

10am



NOTIFICATION OF RECORDING

This meeting will be recorded. MAPC may choose to retain and distribute the video, still images, audio, and/or the chat transcript. By continuing with this virtual meeting, you are consenting to participate in a recorded event. The recordings and chat transcript will be considered a public record. If you do not feel comfortable being recorded, please turn off your camera and/or mute your microphone, or leave the meeting.





MESM ACADEMY:

Building Decarbonization & Energy Efficiency Strategies for Residents & Businesses

July 21, 2026

10am



Today's Lesson

Lesson Question

- How can I support homes and businesses in my community decarbonize?

Learning Objectives

- Identify options through Mass Save to support residential, small business and non-profit facilities reduce energy and fossil fuel use
- Identify tools and support services available for building decarbonization and know where to go to get assistance





Introductory Polls

Rate your level of agreement with the following statements:

- I can identify options through Mass Save to support residential, small business, and non-profit facilities reduce their energy and fossil fuel use
- I know where to go to get assistance for residential and businesses building decarbonization

1 = Strongly Disagree
2 = Disagree
3 = Neutral
4 = Agree
5 = Strongly Agree



Meet the Instructors



Justin Bates

Senior Program Manager

Abode



Laura Carey

Energy Efficiency Consultant

Eversource

Agenda

Time	Duration	Topic
10am	5 mins	Welcome & Lesson Overview
10:05am	20 mins	Residential Electrification
10:25am	10 mins	Q&A
10:35am	20 mins	Small Business
10:55am	10 mins	Q&A
11:10am	5 mins	Next Steps

Your decarbonization roadmap

1 Weatherization improvements

Insulating and air sealing your home is an important first step to increasing comfort and reducing heating and cooling costs.

Work with your Energy Specialist to:

- Sign weatherization contract
- Schedule installation

Learn more about the benefits of weatherization:
[MassSave.com/insulation](https://masssave.com/insulation)

2 Heating and cooling

Increase your comfort at home by upgrading to a new, energy-efficient heat pump.

How to get started:

- [Schedule a no-cost Decarbonization Consultation](#)
- Use our [Heating Comparison Calculator](#) to compare systems
- Select a contractor from the [Heat Pump Installer Network](#)

3 Appliances

Keep the momentum going on as many high-impact measures as possible.

- [Lawn equipment](#)
- [Induction stove](#)
- [Heat pump clothes dryer](#)

As you replace other appliances, consider ENERGY STAR® certified appliances and check for rebates at [MassSave.com/Appliances](https://masssave.com/appliances)

4 Renewables and transportation

Think decarbonization and energy efficiency with any new major purchases or home improvements.

- [Solar PV](#)
- [Battery storage](#)
- [Electric vehicle charger](#)

Home Energy Assessments

Home Energy Assessments

An Energy Specialist will identify energy saving opportunities throughout your home and make recommendations. You will receive a custom energy report, which will provide the rebates and incentives you qualify for that may include:

- 75-100% off approved insulation improvements
- No-cost targeted air sealing
- Rebates on qualifying energy-efficient heating, cooling and/or water-heating equipment (eligibility based on findings from your Home Energy Assessment).
- Information about 0% financing through the Mass Save HEAT Loan Program for eligible upgrades



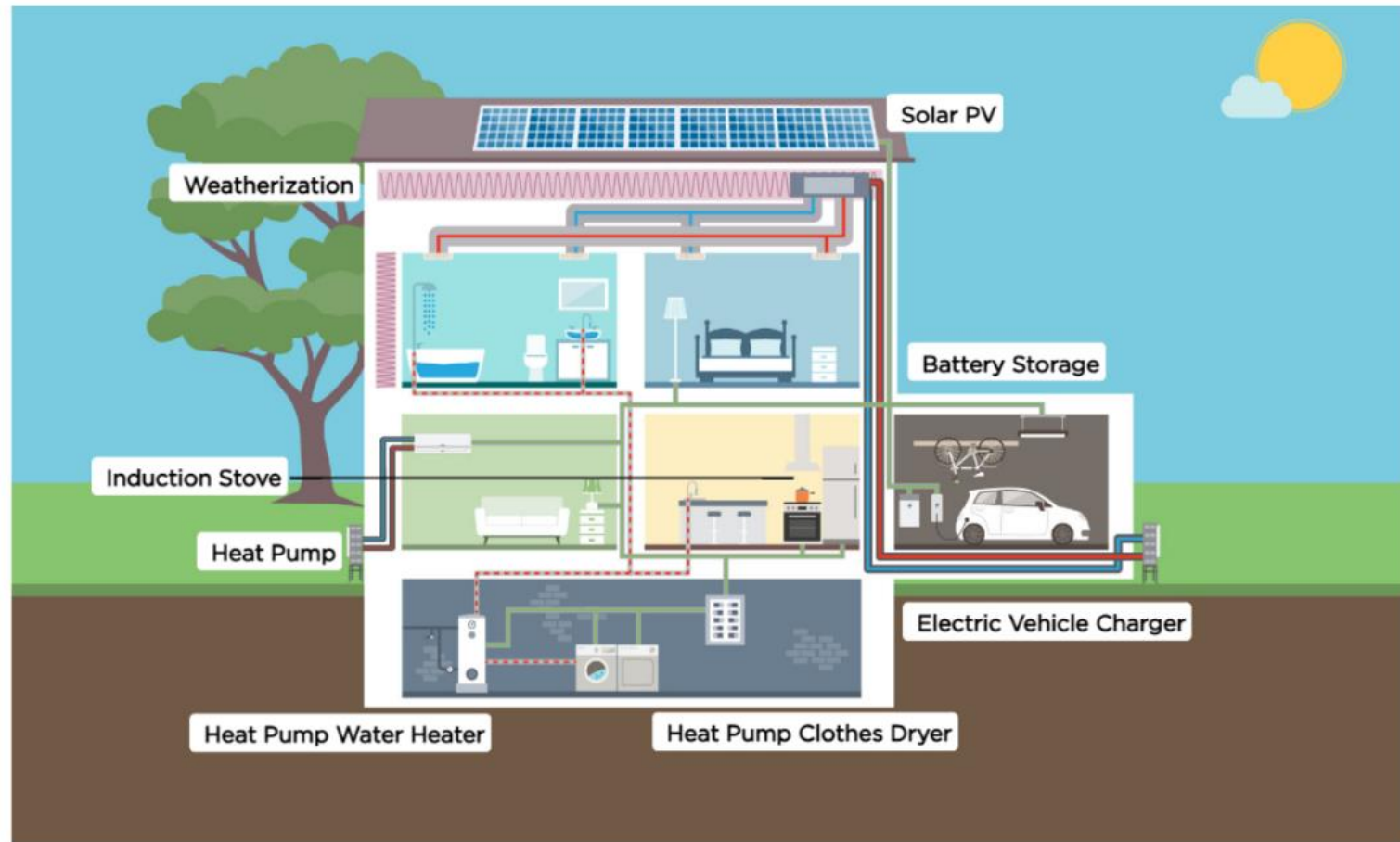


Image courtesy of the [Massachusetts Clean Energy Center](#)



Learning Check!

Are you required to work with a Home Performance Contractor (HPC) or Independent Installation Contractor (IIC) to schedule a Home Energy Assessment and install weatherization?

- Home Performance Contractor (HPC)
 - Independent Installation Contractor (IIC)
 - Either an HPC or IIC
 - I can install my own weatherization
-



Income-based assistance

Income eligible	Enhanced incentive
< 60% area median income or fuel assistance	61% - 80% state or area median income
No-cost electrification	Turnkey, no-cost electrification
100% of total install cost when delivered through Massachusetts Community Action Program (CAP) agencies	• Verify eligibility by visiting MassSave.com/Enhanced to access increased incentives • Note that customers heating with natural gas are not eligible for enhanced heat pump rebates • Customers of Cape Light Compact should call 800-797-6699 *Enhanced rebate is dependent on weatherization

2026 Residential HEAT Loan



Up to \$25,000*
for energy-
efficient home
upgrades



0% interest for
qualifying
customers



Participation in
the Heat Pump
Installer Network
required to grant
access for heat
pump installations

**Limit may vary based on lender. For more information, visit MassSave.com/HEATLoan.*

Residential Heating & Cooling

Heat Pump Installer Network (HPIN)

Mass Save Heat Pump Installer Network

**Find a Participating
Contractor Near You**

Looking for a complete list of participating
installers?

Download the spreadsheet

Are you a contractor interested in the
participating in this network?

Learn More

*Residential heat pump rebates are **only** available for heat pumps that are installed by contractors participating in the Mass Save Heat Pump Installer Network. For additional information, please visit MassSave.com/HPIN.*

HPIN Contractors

MA-licensed business provides:

- Signed HPIN Participation Agreement
- W-9
- Comprehensive General Liability Insurance
- Relevant licenses, certificates, and proof of training, including:
 - EPA Section 608 Certification
 - Certification of installation training provided by a heat pump manufacturer
 - Heating and Cooling Learning Center completion certificates for the four required courses



Heat Pump Qualified Product List (HPQPL)

First, select equipment type, then use the search tool (or download the spreadsheet) to filter by:

Rebate Type

Unit model
number

AHRI number

Brand

Heating
Capacity

The screenshot displays a web interface for the Heat Pump Qualified Product List (HPQPL). At the top, a heading reads "First select an equipment type". Below this, five radio button options are listed: "AIR SOURCE HEAT PUMP", "AIR SOURCE HEAT PUMP HIGH VELOCITY", "AIR TO WATER HEAT PUMP¹", "GROUND SOURCE (GEOTHERMAL) HEAT PUMP²", and "VARIABLE REFRIGERANT FLOW (VRF)³". A second heading, "Filter the results", is positioned below the equipment type options. Under this heading, there are three search filters: "Search: Brand" with a text input field labeled "Search Brand Name", "Search: Model or AHRI Number" with a text input field labeled "Search Outdoor, Indoor or AHRI #", and "Select: Rebate Type" with a dropdown menu labeled "Select". Below these filters is a "Heating Capacity Details (BTU/h)" section featuring a horizontal slider. The slider has a green circular handle at the left end, with "Min: 0" and "Max: 0" labels at the ends of the track. At the bottom right of the interface is a button labeled "APPLY FILTERS".

For more information, visit MassSave.com/HPQPL

2026 Residential heat pump rebates

Equipment Type	Efficiency Requirement	Rebate Type	2026 Rebate Amount
Air Source Heat Pumps	Refer to MassSave.com/HPQPL	Basic	\$250 per ton
		Partial-Home	\$1,125 per ton*, up to \$8,500
		Whole-Home	\$2,650 per ton*, up to \$8,500
Air to Water Heat Pumps		Whole-Home	\$2,650 per ton*, up to \$8,500
Ground Source Heat Pumps	ENERGY STAR® certified	Whole-Home	\$13,500 per home
		Partial-Home	\$2,000 per ton*
*Tons calculated based on AHRI cooling capacity divided 12,000 BTUs. (1 ton = 12,000 BTUs) **Basic rebate offers valid only for residential customers in Massachusetts where Cape Light Compact, Eversource, National Grid, or Unitil is the electric Sponsor. Note: customers with pre-existing natural gas heating are not eligible for enhanced rebates			

\$500 Weatherization bonus

- Weatherization project cost must have exceeded \$1,000 and have satisfied all weatherization recommendations made during a Home Energy Assessment
- Weatherization must be installed no more than 12 months before or 6 months after the installation
- Customers should submit the Certificate of Completion

\$500 Whole-home sizing bonus

- Eligible for customers who install heat pumps sized to meet 90-120% of the home's total load per ACCA Manual J design conditions
- Sizing must cover 100% of the conditioned space

Optional pre-verification form

Optional tool designed to help customers understand and comply with all requirements prior to installing a heat pump. Before completing this form, please have the following information:

- Installer name and address
- Outdoor and indoor equipment model numbers

To verify your heat pump project is eligible for a rebate, you can complete a pre-verification form through the online application portal. Please select 'Verify eligibility of a future heat pump installation' from the drop down menu to check eligibility and available rebates.

New construction

Rebates may be available via the New Construction program.

Questions? Email **ResNewConstructionMA@icf.com**.

Renovations and additions

Renovations that are extensive and consist of 50 percent or more of the original home undergoing renovation or additions that meet a minimum of 500 square feet total floor area may be eligible via the Renovations and Additions program.

How to participate

1. Fill out interest form *before construction begins*
2. Schedule a preliminary home visit with a HERS rater
3. Receive an energy report
4. Schedule a final inspection and receive incentives

Questions? Call **866-527-SAVE (7283)** or email **RenovateAddMA@icf.com**.

Visit MassSave.com/RenovateAdd for additional information.

Income-based assistance

Income eligible	Enhanced incentive
< 60% area median income or fuel assistance	61% - 80% state or area median income
No-cost electrification	Turnkey, no-cost electrification OR \$16,000 Enhanced rebate*
100% of total install cost when delivered through Massachusetts Community Action Program (CAP) agencies	• Verify eligibility by visiting MassSave.com/Enhanced to access increased incentives • Note that customers heating with natural gas are not eligible for enhanced heat pump rebates • Customers of Cape Light Compact should call 800-797-6699 *Enhanced rebate is dependent on weatherization

Additional residential incentives

Other available rebates from the Mass Save Sponsors:

- Heat pump water heater
- Windows
- Clothes dryers
- Clothes washers
- ENERGY STAR electric cooktops
- Dehumidifier recycling
- Battery powered lawn equipment
- Pool pumps

Visit **MassSave.com** to learn more.

2026 Residential HEAT Loan



Up to \$25,000*
for energy-
efficient home
upgrades



0% interest for
qualifying
customers



Participation as
an Independent
Installation
Contractor
or Home
Performance
Contractor

**Limit may vary based on lender. For more information, visit MassSave.com/HEATLoan.*



Learning Check!

If I were to install a heat pump to condition my entire home but wanted to keep my existing heating system, what rebate would I qualify for?

- Whole-home heat pump rebate
- Partial-home heat pump rebate
- Basic heat pump rebate
- I would not qualify for a rebate

What would I need to install to ensure I qualify for a partial-home heat pump rebate?

- Weatherization
- Integrated Control (IC)
- Heat pump water heater
- Thermostat



Resources and support

Consultations & Decision Support Drive Better Customer Outcomes

Consultations

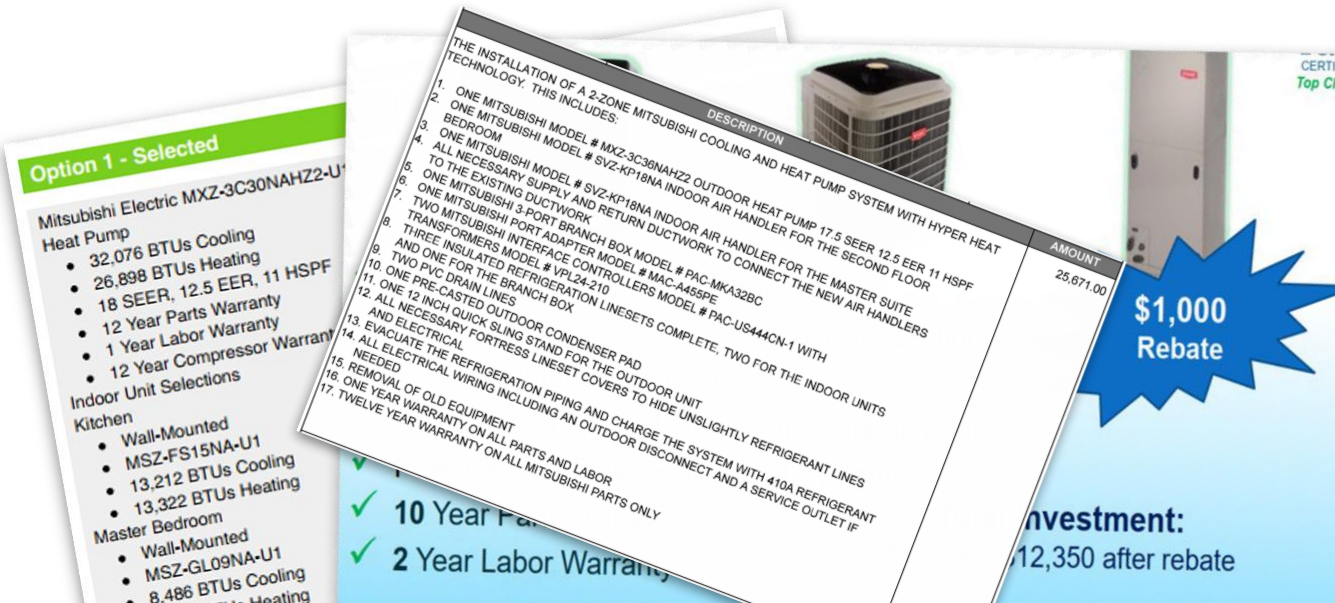
- Educates customers around program offerings, incentives, and how to find contractors
- Prepares customers to engage with contractors by exploring potential solutions and approaches before the sales visits start
- Builds customer confidence to take action around the right solutions
- Provides customers whole-home context to make decisions

"Frances was lovely. She explained everything in a way I understood. Her answers to my questions were concise as she layed out several options that I could effectively explain to someone else after talking to her."

-Pauline, 5/21/2025

Quote Comparison Report

- Provides an objective, "apples to apples" comparison of heat pump quotes
- Allows customers to compare quotes in a way that makes sense to them
- Provides key insights into quote sizing, design, and economic impact
- Holds contractors accountable in the marketplace



Heating Comparison Calculator

ZIP code ?

Zip code

Home's square footage ?

Existing cooling system

Choose

Existing heating system

Choose

Existing heating system fuel

Choose

How do you want to enter your heating system's fuel consumption ?

Choose

Next

Heating & Cooling Learning Center

- No-cost, virtual training
- 24 hours a day, 7 days a week access
- Residential and commercial project trainings available

MassSave.com/HCLC



Welcome to the Mass Save®
Heating & Cooling Learning Center



Electric Coach Online Community

- Connect with other advocates, municipal staff, coaches
- Questions and Discussions
- No-cost, virtual monthly training
- Collated resources and helpful links
- 24 hours a day, 7 days a week access

HPIN Office Hours

Join us for monthly program updates and have any questions answered.

When: The second Wednesday of every month 8 a.m. to 9 a.m.

Where: Online, the link is in the monthly newsletter



Additional resources

- MassSave.com/HeatPump
- MassSave.com/Enhanced
- MassSave.com/HEATLoan
- MassSave.com/HeatingCalculator
- MassSave.com/HPQPL
- MassSave.com/ICQPL
- MassSave.com/HPIN
- MassSave.com/HCLC





Learning Check!

What should I do right now?

- Bookmark all of these helpful links
 - Join the Electric Coach basecamp
 - Check out the Heating and Cooling Learning Center (HCLC)
 - All of the above
-



Thank you.

WE ARE MASS SAVE®:



Questions?





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

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

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

WE ARE MASS SAVE®:



EVERSOURCE



nationalgrid



We Are Mass Save®

What is a Small Business?

Commercially metered customers whose energy usage falls below the following thresholds in **aggregate**.

- Electric customers: Use **less than 1.5 million kWh annually***
- Natural gas customers: Use **less than 40,000 therms annually**

Additional programs are available to support customers with usage above these thresholds.

Please reach out to your Program Sponsor with specific eligibility questions.

*Unutil threshold is 1 million kWh annually



Small Business Services (Turnkey) - Comprehensive Assessments

- **No cost energy assessment** to identify opportunities to reduce energy use and lower costs
- **Incentives & rebates available** for recommended measures
- **Turnkey installation** where contractors handle installation and paperwork for convenience
- Immediate savings lower energy bills and improve comfort with minimal upfront cost
- Financing may be available depending on the Sponsor (No HEAT Loan for C&I)



Customer Directed Option (CDO)

Utilizing Independent Installers

- Small Business customers have the option to use their own installer and submit applications to Sponsors for projects
- This pathway allows customers to use their own installer while receiving a comprehensive experience

Customer Directed Option (CDO)



Independent
Contractors



Access to Small
Business
Services offers



CDO
processors
support the
project
applications and
submittals



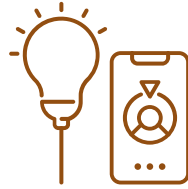
All measures
eligible except
for heat pumps
(may take
advantage
of rebates)

Typical Measures



Refrigeration

ECM Motors,
Controls, Curtains



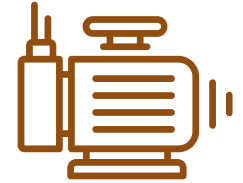
Lighting Controls

Occupancy Sensors,
Daylight Harvesting,
Dimming, Timed Controls



Custom Projects

Out of the Box Thinking



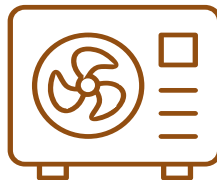
Motors and Drives

Energy-Efficient Motors
and Controls



HVAC Control Optimization

Scheduling, Setbacks, Air
Flow Reduction,
Improved Sequences of
Operations



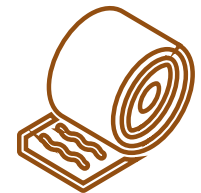
Heat Pumps

Air Source, Ground
Source, Variable
Refrigerant Flow (VRF)



Steam and Hot Water Upgrades

Pipe Insulation, Steam
Trap Surveys & Repairs,
Mechanical Insulation,
Water Saving Measures



Building Insulation

Spray Foam, Fiberglass
Insulation Batting, Air
Sealing, Duct Insulation,
Duct Sealing

Small Business Incentive

- Sponsors will cover up to 70% in incentives for all measures, except Heat Pumps
- Heat Pumps
 - CDO Contractors may participate via the standard prescriptive rebate pathway
 - \$2,000/ton - ASHP
 - \$2,800/ton - VRF
 - \$3,600/ton - GSHP



Enhanced Small Business Offers – Renter/Landlord

- Increased incentives for leased facilities (renters/landlords)
- Incentives up to 100%* for all measures except heat pumps
- Improve comfort and indoor air quality for employees, renters, and customers
- Enhance safety and system reliability by modernizing outdated or inefficient equipment

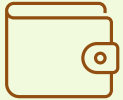
*Incentives are capped at certain \$/MMBTU values to ensure the cost of savings stays in line with the budget



Renter Eligibility



Annual Usage: Less than 1.5M kwh or 40k therms



Business must be responsible for paying energy costs



Property owner must not be affiliated with or have a stake in the business

Landlord Eligibility



Annual Usage: Less than 1.5M kwh or 40k therms



Landlord must not occupy more than 50% of the location



Must sign owner's attestation form

Enhanced Small Business Offers – Nonprofits

Helping nonprofits in Massachusetts reduce energy use, improve comfort, lower costs, and **reinvest those savings into what truly matters**: advancing your mission.

Incentives up to 100% of the project costs* on most energy efficiency measures

**Excludes Heat Pumps*



Eligible Non-Profits

- **501(c)(3)** Organizations: Religious, Educational, Charitable, Scientific, Literary, Testing for Public Safety, Amateur Sports, or Prevention of Cruelty to Children or Animals
- **501(c)(8)** Fraternal Beneficiary Societies and Associations
- **501(c)(10)** Domestic Fraternal Societies and Associations
- **501(c)(19)** Post or Organization of Past or Present Members of the Armed Forces
- **501(c)(23)** Veterans Organizations
- **Houses of Worship** (Many qualify even without a formal 501(c)(3) designation)

Other Ways for Customer to Use Own Installer



Instant Incentives

Select HVAC Equipment

Foodservice Equipment

Water Heaters

Lighting Controls

Lab-Grade Equipment



Applications

Lighting Controls

Heat Pumps

Weatherization

Building Management Systems

Custom Projects

Visit MassSave.com/Business for details

Project Highlights



Unitarian Universalist Meeting House of Provincetown – Cape Light Compact

The Need:

- Energy efficiency upgrades for 1830 church, while maintaining historical character

The Solution:

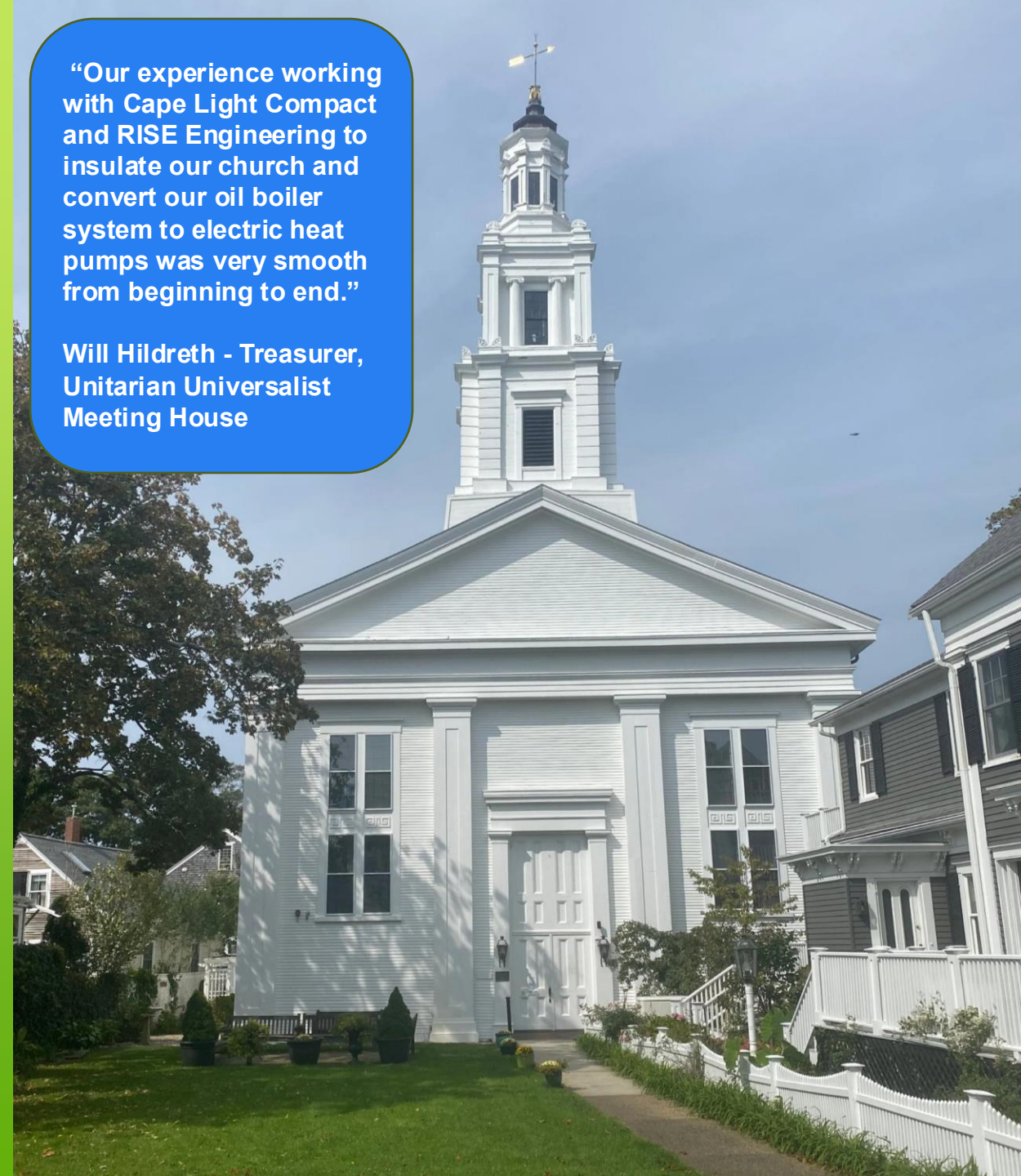
- Cold climate multi-zone & ducted heat pump system with ERV and thermostats (replaced old oil system)
- Insulation added to walls, attic and crawlspace and air sealing

Savings:

- 321 MMBtus estimated annual savings
- 17 Metric Tons reduction in CO₂ emissions

“Our experience working with Cape Light Compact and RISE Engineering to insulate our church and convert our oil boiler system to electric heat pumps was very smooth from beginning to end.”

Will Hildreth - Treasurer,
Unitarian Universalist
Meeting House



Smile Works Dentistry – Eversource

The Need:

- Building had outdated lighting, insulation, heating, and cooling systems.
- Inefficient systems were causing high energy bills and contributing to a larger carbon footprint.

The Solution:

- Completed a no-cost energy assessment with an Eversource approved vendor
- Upgraded LED lighting, improved building envelope, replaced inefficient oil heating system with heat pumps

Savings:

- 4.66 MMBtu and 4,118 kWh annual savings
- Heat pump system is 3x more efficient than the oil system, cutting oil costs to nearly zero
- Removed noisy AC units, improving comfort and appearance

Overall, Sinu said, “upgrading Smile Works' energy efficiency and reducing its carbon footprint in conjunction with Eversource has been an excellent experience. We're loving the change.”



High Point Treatment Center – National Grid

The Need:

- Serves 20,000 patients annually who need a safe and comfortable environment
- With limited resources, sought ways to cut operating costs while maintaining quality care

The Solution:

- Completed a no-cost energy assessment with National Grid
- Upgraded 785 fixtures to LED with sensors and dimmers using \$36,418 in incentives

Savings:

- 145,671 kWh saved annually (~\$24,764/year)
- 35% energy cost reduction
- Savings reinvested into expanding treatment access and hiring staff

“Every day we have folks come through our doors in crisis—looking for help. We’re here to give that,” Mumbauer said. “It’s incredible the difference an intervention can make in someone’s life to bring them back to a point of happiness and fulfillment. As a staff, nothing can be better. We’re thankful to National Grid for coming to us and ultimately providing us a way to serve our patients and clients even better.”



Program Sponsor Contacts

Berkshire Gas

Andrew Christofof
ACChristofof@Uinet.com

Liberty

Matthew Caffrey
Matthew.Caffrey@LibertyUtilities.com

Cape Light Compact

Lindsay Henderson
LHenderson@CapeLightCompact.org

National Grid

Laurie Acone
Laurie.Acone@NationalGrid.com

Eversource

Laura Carey
Laura.Carey@Eversource.com

Unitil

Joe Lajewski
LajewskiJ@Unitil.com

Q&A Notes

- Are there handy resources for the Energy Managers to easily communicate the offerings and pathways to residents and businesses? An energy manager attends small business roundtable, materials to share at such events would be helpful.
 - Yes, Abode and Mass Save have one pagers and resources, examples:
 - [Heat_Pump_Installer_Resource_Guides_INTRO_TO_HP.pdf](#)
 - [Heat-Pump-Installer-Resource-Guides_QUESTIONNS.pdf](#)
 - [3A485B840F1C472F8DF1378F73ED6FC0.ashx](#)
 - [Decarbonization Consultations | Residential | Mass Save](#)
- How do MEMs approach residents' concern around the cost of electricity?
 - It is a complex conversation. Understand that heat pumps may not be the best fit for everyone. For example, if you have a new natural gas system, transitioning to heat pump transition may not seem right. If one has environmental concerns, they might be willing to pay more. Heat pumps are starting to level out the costs of natural gas furnace.



Q&A Notes Continued

- Some of the topics discussed here may be directly in the scope of responsibility of an Energy Advocate (hired through the Community First Partnership). What recommendations do you have for an Energy Manager to interact and help with the promotion of these offerings?
 - Energy Managers have limited time to dedicate to residents and businesses. Small businesses also usually operate with such limited capacity. Encouraging them to do a no-cost assessment would open up the possibility of next steps.



Next Steps

- Please take 3-5 mins to please complete the anonymous evaluation form (link in chat)

Upcoming Events:

- **July 22, 1pm:** Office Hours
- **July 28:** MESM Academy Cohort 1 Celebration and Reflection | **Please RSVP asap!**
- **August 4:** National Grid Commercial and Residential EV Charging Incentives



Thank you!

