

Moderate-Income ASHP Incentive Study

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NYSERDA



Purpose of Moderate-Income Heat Pump Cost Experiment

- > Reach NY's decarbonization goals
- > Provide equitable access to electrification
- > Encourage adoption of *new* projects
- > Find the **optimum incentive** to maximize heat pump adoption among moderate income residents
 - => Provide incentives in the future
 - => Provide other ways of increasing demand, such as through marketing, advertising, support, and other ways of increasing customer demand for ASHP

Details of Moderate-Income ASHP Incentive Study

This incentive is offered with Assisted Home Performance, thus follows the AHP guidelines on ASHP installations. Other grants, incentives, and funding are stackable.

Time	May 10 th , 2023 – budget exhaustion
Region	All AHP Participating Contractors
Current Counties	NEW Upstate + Westchester Community Campaign counties
Income Tier	Moderate Income (Tier 3)
Number of projects	~45 (\$250,000 budget)
Fuel type	All
System type	Air Source
Heating Load	Full/Whole House/90-120%
Incentive amount	\$4,000 or \$6,000 (subject to change as is approved)

Process to Moderate-Income Heat Pump Cost Experiment

* Prior to applying for Assisted Home Performance *

- > Contractor schedules or completes an energy audit
- > Customer + Contractor completes a web app application form
- > NYSERDA randomizes customer into \$4k or \$6k group *automated*
- > Both customer and contractor are notified via email of incentive amount *immediately*
- > Based on results, contractor deducts incentive off of the sticker price of the ASHP for the customer
- > Customer + Contractor submit Assisted Home Performance scope of work + income eligibility applications
- > Project is completed and contractor is paid

Approach to Moderate-Income Heat Pump Cost Experiment

- > **\$4000 and \$6000 to learn =>**
 - Increased adoption of heat pumps by moderate income customers
 - **Understanding the interest and rate of conversion in incentives**
 - (what is the denominator on adoption rates?)
 - Customer acquisition costs for contractors
 - Customer conversion time
- > Randomization allows for **any external shocks** (e.g., federal programs or supply chain shocks) to be equal across the two groups, making **price the only difference**

Thank you!

Additional changes to the pilot coming soon.

Switch to example of the webform:

<https://nyserda.seamlessdocs.com/f/ModerateIncomeASHP>