



March 29, 2024

U.S Environmental Protection Agency
Office of the Greenhouse Gas Reduction Fund
1200 Pennsylvania Avenue, N.W.
Washington, DC 20460

Katherine Dykes, Commissioner
Connecticut Department of Energy and Environmental Protection
79 Elm Street
Hartford CT 06106-5127

RE: Letter of Support for the EPA Climate Pollution Reduction Grant

Dear Commissioner Dykes,

The Building Decarbonization Coalition (BDC) is excited to support the proposal by the Connecticut Department of Energy and Environmental Protection (CT DEEP) and other New England states for a five-year New England Heat Pump Accelerator. We believe that the Accelerator will play an indispensable role in building the marketplace for heat pump products in the region.

BDC convenes critical stakeholders – including manufacturers, regulators, utilities, state agencies, labor unions, environmental advocates, and environmental justice groups – to pursue the common goal of accelerating building decarbonization in an equitable and consumer-friendly way. One of BDC's market development efforts is the [Switch Is On](#)¹ campaign, which is currently active in Washington state and in California under the TECH Clean California program. The TECH Program's approach is similar to what is proposed for the Accelerator. By the program's second year, it was able to [increase consumer favorability toward electrification by 39%](#). This is a testament to the potential impact of a holistic market transformation initiative.

In November of 2023, BDC held a summit in Washington, D.C. with ten major HVAC and water heater manufacturers and the nation's largest distributor. Out of this event came BDC's [Joint Vision for a](#)

¹ Switch Is On is a supply chain-integrated, community-based social marketing campaign. It consists of a scalable statewide campaign infrastructure and a network of local campaigns that are carried out by trusted voices in the community. SIO manages 1,200 residential contractors and collaborates with more than 80 local governments, hundreds of neighborhood block leaders, and dozens of community-based organizations, media outlets, energy providers, and program administrators.

[Decarbonized Marketplace](#), which is the first time that major players in this industry have spoken with one voice about the decarbonization transition. Among other things, this pro-decarbonization statement reads:

“Building the heat pump marketplace will require an investment of time and resources in a range of policy and program areas, including, but not limited to:

- Consumer education campaigns designed to make heat pumps easy to understand and desirable for the full range of communities and constituencies, including one-stop-shop incentive program navigation resources for consumers and small businesses.
- Expanded workforce development programs and partnerships to recruit and train a new generation of tradespeople, retain existing technicians, and reduce the soft costs of the transition for all contractors.
- Stable, well-funded, and easy to navigate incentive programs targeting multiple links in the supply chain, i.e. wholesalers, contractors, and consumers.”

The proposed Accelerator touches on each of these imperatives. BDC believes strongly that the marketplace for electrification technologies in the Northeast can benefit from this kind of program.

BDC is particularly supportive of the proposal for an “Innovation Hub,” which will dedicate resources toward overcoming electrification barriers for low- and moderate-income households and disadvantaged communities. The projects funded under the Innovation Hub will tackle the unique electrification challenges faced by mobile homes and multifamily buildings, develop community-based solutions to improve access and affordability, and provide resources to cover gaps in current programs, enabling them to offer heat pump upgrades as part of their package of services. These communities have not benefited from existing programs to a degree that corresponds with their needs. It is encouraging to see the states propose strategies to leverage federal funding for this purpose.

BDC looks forward to working with DEEP and the other Accelerator states to achieve the goals of the program if the funding request is successful. Please let us know how we may be of additional assistance.

Sincerely,

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