



HEAT PUMPS

Priming the Market for Adoption



The Opportunity

Heat pump technologies have vast potential to significantly reduce greenhouse gas emissions by replacing fossil-fueled equipment with electric clean home heating, cooling, and water heating systems.

This technology can play a significant role in achieving greenhouse gas reduction goals in the U.S., but influencing adoption isn't easy. Utilities and energy organizations across the country are seeking proven solutions for deploying heat pumps at scale as a critical component of aggressive decarbonization and net-zero goals.



The Challenge

Achieving mass adoption of heat pump technology will require a strategic market transformation. TRC is here to help utilities and agencies meet these growth challenges through comprehensive heat pump program delivery.

We help prime the market for heat pump readiness: from assessing market barriers, to influencing supply chain manufacturing and stocking practices, setting quality installation standards, building the workforce capacity to meet those standards, and driving consumer education and acceptance.



The Solution

Whether to meet organizational goals, regulatory requirements or improve building performance, heat pump adoption will be critical to reducing carbon emissions for governments, utilities, and enterprises. TRC is leading the charge, helping clients achieve their decarbonization goals by managing a robust portfolio of active heat pump programs across the United States.

Our holistic approach to market transformation helps clients develop heat pump programs with a strategy for long-term success, across the entire value chain:

01

Technology Deployment

TRC supports early-stage research that lays the foundation for heat pump adoption: market assessments, cost analysis, field demonstrations, and technology pilot programs.



02

Policy and Codes & Standards Support

The TRC energy policy team works with state and federal agencies to develop standards and reach codes that drive feasibility for heat pump and other electrification measures.



03

Workforce and Supply Chain Development

To combat installer scarcity, TRC develops workforce and contractor training programs with a focus on creating industry-wide opportunities for diverse trade allies.



04

Program Design and Implementation

The TRC team tailors programs to your needs: planning & design, incentives & financing, technical engineering support, supply chain engagement, customer outreach, and more.





The Team

No matter where you are on your electrification journey, TRC is here to help. Our experienced team has led the design and delivery of heat pump programs for decades, equipping us with deep industry relationships and technical expertise. We are the trusted partner you need for comprehensive, turnkey heat pump solutions that take the guesswork out of program implementation and provide consistency at every level of your local market.

30+

We support **30+ projects and programs across the U.S.** with a significant heat pump component.



TRC's heat pump market relationships span from **leading manufacturers and distributors to national research labs.**



55+ TRC energy experts focus on client work that advances the market for heat pump technology.

“ Heat pumps are the only commercially available, entirely viable, cost-effective technology that can supply carbon-free efficient heating to individual buildings. The technology is ready now. ”

Matthew Christie, Director of Energy Efficiency, TRC



Heat Pump Program Highlights

Quantifying emissions reductions, NY:

To claim displaced fossil fuel savings, TRC developed a calculation methodology (fuel-neutral MMBtu reduction) to quantify the benefits of electrification via heat pumps as an interactive component of a utility's demand management portfolio.

Supporting disadvantaged customers, OR:

TRC pilot-tested a measure focused on bringing non-energy benefits to disadvantaged customers, through replacement of traditional fossil-fueled space and water heating with electric heat pumps.

Training the clean heat workforce, NY:

TRC developed heat pump contractor training programs to help clean energy businesses recruit new employees, with the goal of ensuring that the local energy transformation is driven by a strong, diverse, and inclusive workforce.

How can we help you?

If you'd like to learn more about how TRC can support your heat pump strategy contact us today:

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