

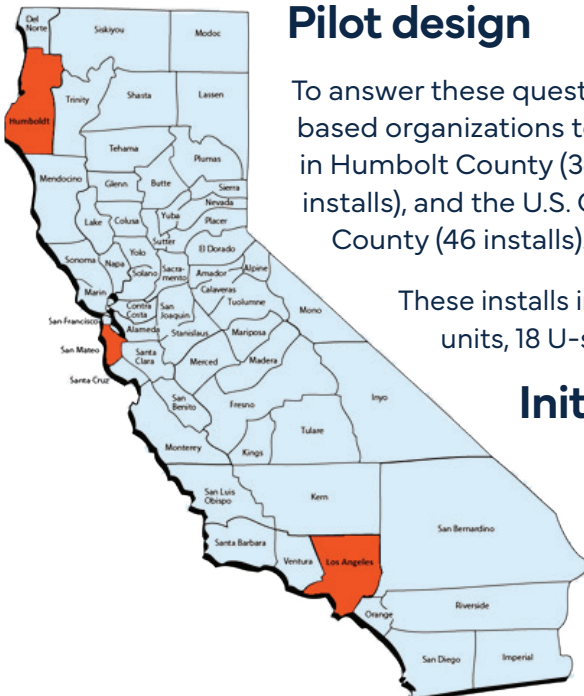


# Initial Strategy Pilot Findings



*CalMTA's exploration of the Room Heat Pumps (RHPs) market transformation initiative (MTI) identified the need for research into how consumers install, interact with, and utilize this technology.*

We developed the RHPs Self-Installation Practices Program Strategy Pilot to yield greater insight into two primary assumed benefits of the technology, which are key to the customer value proposition: 1) its purported "self-installation" potential, and 2) the relative portability of systems for tenants who own this new technology.



## Pilot design

To answer these questions, CalMTA partnered with three community-based organizations to help provide installations: Redwood Energy in Humboldt County (34 installs), El Concilio of San Mateo County (46 installs), and the U.S. Green Building Council – California in Los Angeles County (46 installs).

These installs included four different form factors: 53 saddlebag units, 18 U-shaped units, 10 window units, and 45 portable units.

## Initial findings

The pilot's findings suggest first, most respondents reported high satisfaction with their RHPs' performance, installation, and comfort. Second, most respondents plan to bring their RHP with them and reinstall it in their new home if they move. Broadly, the pilot

*Locations of installations*

has confirmed our assumptions about the technology's benefits to Californians.

According to our survey, respondents were largely satisfied with their units and would recommend them to others. Many were also excited to now have air conditioning, which they did not originally have.

The highest proportion of respondents found the installation easy, with most respondents saying either it was somewhat easy or very easy (67%).

The pilot discovered several other data points, including that the saddlebag units required more than one person to install. Several respondents said they found their RHP's manufacturer-provided installation instructions insufficient, providing feedback that more illustrations would be helpful. Installations on average took 66 minutes, and the units were primarily installed in the living room. Additionally, most respondents used their RHP as their primary cooling source, with over half planning to use it as their primary heating source.

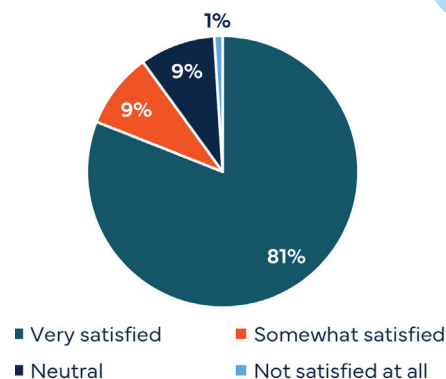
More information is forthcoming in a report from CalMTA, which will be posted at [calmta.org](https://calmta.org).

Learn more: [calmta.org/subscribe/](https://calmta.org/subscribe/)

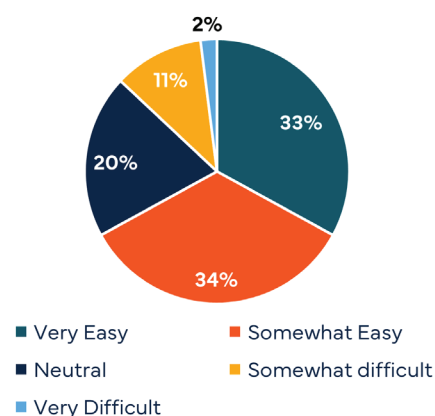
Or contact Alex Wurzel with any questions:  
[awurzel@calmta.org](mailto:awurzel@calmta.org)

 Follow us:  
[linkedin.com/company/calmta/](https://linkedin.com/company/calmta/)

*Respondent satisfaction with unit*



*Reported ease of installation*



## About CalMTA

CalMTA is a program of the California Public Utilities Commission and is administered by Resource Innovations. We are creating a market transformation (MT) portfolio for California that will deliver cost-effective energy efficiency and decarbonization. Market transformation is the strategic process of intervening in a market to create lasting change by removing market barriers or exploiting opportunities, accelerating the adoption of identified technologies or practices.



CalMTA is a program of the California Public Utilities Commission (CPUC) and is administered by Resource Innovations