



MCE Heat Pump Kicker Requirements & FAQ

MCE is pleased to offer a Heat Pump Kicker incentive to MCE customers installing an eligible heat pump water heater or heat pump HVAC project through the Residential Flex Market program. Enrolled aggregators may request confirmation of site eligibility by submitting a Manual Customer Site Eligibility Tool (CSET) Inputs Template to flexmarket@franklinenergy.com.

Step 1: Fill out a [Rebate Reservation Request](#) form

- You will also need to submit the following documents
 - Completed [MCE Invoice Cover Sheet](#) (only required once)

Step 2: Receive MCE approval for rebate reservation

- MCE will review the Rebate Reservation Request and confirm approval or request additional information.

Step 3: Install an eligible heat pump project through the Residential Flex Market program

- Submit a project application package to AESC's SharePoint and notify flexmarket@franklinenergy.com
 - CSET results
 - VET results
 - Signed Customer Project Application
 - Scope of work
 - Equipment performance specifications
 - Copy of Customer's PG&E Bill
 - Final Project Invoice showing customer rebate
 - Applicable contractor licenses and permits
 - Pre- and Post-Installation photos
- Receive AESC Performance Period Notification Letter (PPNL) confirming project approval

Step 4: Fill out a [Payment Request](#) form

- You will also need to submit the following documents
 - Itemized customer invoice with breakout of parts and labor
 - Project's Performance Period Notification Letter (PPNL)
 - Completed [Customer Attestation](#)



FAQ

1. Who is eligible for this incentive?

Client must be an MCE customer to receive this incentive. This can be verified via the customer's PG&E bill. In order to access this incentive for a customer, you must be an Enrolled Aggregator for MCE's Residential Flex Market program.

2. How much is the rebate?

There is a \$2,500 rebate available for heat pump water heaters, and there is a \$2,000 rebate available for heat pump HVAC installations.

3. Can I apply for both incentives for a customer?

Yes, if a customer is installing both technologies, they can qualify for both incentives for a total of \$4,500.

4. Can I use this as a standalone incentive?

To access the MCE Heat Pump Water Heater kicker, an eligible project including a heat pump water heater or heat pump HVAC must be completed through the Residential Flex Market program.

5. Can this incentive be stacked with other incentives?

Yes, the MCE Heat Pump Water Heater Kicker can be stacked with TECH Clean California, and other non-CPUC funded programs.

6. Can I apply for this incentive for a previously-installed project?

No. This incentive cannot be accessed retroactively. MCE project reservation must be approved prior to installation of equipment.

7. Do I need to pass along the entire rebate to the customer?

Yes. The entire amount of the rebate must be passed along to the customer and indicated on the itemized invoice submitted as part of the Payment Request.

8. When will I receive payment once my request is approved?

After your payment request is approved by MCE, electronic payments typically require 2-3 weeks to process for immediate release of funds, and check payments require 3-4 weeks to process before being sent to the mailing address provided.

9. How long will these funds be available?

The funds will be available through March 31, 2027, or until they are spent, whichever comes first. Funding levels will be updated bi-weekly here.

10. Can a homeowner receive more than one MCE Heat Pump Kicker incentive?

The MCE Heat Pump Kicker is limited to one per household per technology, for a maximum of \$4,500.