



Renewable Communities 2021

Massachusetts cities and towns
leading the way to 100% renewable energy

Arlington and Winchester: HeatSmart

In 2019, the towns of Arlington and Winchester ran the most successful HeatSmart campaign to date.

HeatSmart Mass, a partnership between the Massachusetts Clean Energy Center (MassCEC) and the Massachusetts Department of Energy Resources (DOER), is modeled on the successful Solarize Mass program. Launched in 2018, HeatSmart helps cities and towns increase the adoption of clean heating and cooling technologies. Participating communities select an installer and implement a community marketing strategy.¹ By taking advantage of group purchasing power, the program can lower the cost of installation for technologies like air source and ground source heat pumps.² Additionally, rebates and loans offered by MassCEC and MassSave have helped reduce upfront costs for residents.³

The Arlington-Winchester HeatSmart campaign sought to increase participation through a combination of virtual and in-person outreach. The marketing plan included town hall information sessions and open houses for residents to learn about the technologies, as well as one-on-one conversations at parks, sporting events, farmers' markets, and libraries.⁴

Ultimately, through this program, more than 1,100 residents and businesses expressed interest and 224 contracts were signed for clean heating systems.⁵

This campaign relates to the sustainability goals of both towns. Winchester's Climate Action Plan aims to reduce emissions 80 percent by 2050 and calls for improving energy efficiency and eliminating fossil fuel use in existing

buildings.⁶ Arlington's climate plan, released this February, calls for retrofitting all 12,000 buildings in the town to be net zero emissions buildings by 2050, including energy efficiency upgrades, electric heating, and a 100 percent clean electricity supply.⁷

Although MassCEC and DOER are not currently enrolling new communities in the HeatSmart program, a toolkit is available for communities to run their own campaigns modeled on HeatSmart.⁸

1. "HeatSmart Mass," Massachusetts Clean Energy Center, <<https://www.masscec.com/heatsmart-mass-0>>.

2. "Arlington selected for HeatSmart Mass clean heating and cooling program," WickedLocal Arlington, 11 February 2019, <<https://arlington.wickedlocal.com/news/20190211/arlington-selected-for-heatsmart-mass-clean-heating-and-cooling-program>>.

3. "HeatSmart Arlington-Winchester," <<http://wepowr.com/heatsmartaw>>.

4. Arlington Marketing and Outreach Plan; Winchester Marketing and Outreach Plan, Massachusetts Clean Energy Center & Massachusetts Department of Energy Resources, <<https://files-cdn.masscec.com/uploads/attachments/Arlington-Winchester%20Marketing%20Proposal.pdf>>.

5. "HeatSmart Mass," Massachusetts Clean Energy Center, <<https://www.masscec.com/heatsmart-mass-0>>.

6. *Climate Action Plan 2020*, Town of Winchester, <<https://www.winchester.us/DocumentCenter/View/4633/Climate-Action-Plan-2020>>, 22-27.

7. *Arlington's Net Zero Action Plan*, Town of Arlington and Metropolitan Area Planning Council, <<https://www.arlingtonma.gov/home/showpublisheddocument/55139/637507913474030000>>, 12-13.

8. "HeatSmart Mass," Massachusetts Clean Energy Center, <<https://www.masscec.com/heatsmart-mass-0>>.