



# Renewable Communities 2021

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

## Mendon and Upton: Solarize Mass Plus

Between August 2020 and June 2021, the towns of Mendon and Upton jointly ran a Solarize Mass Plus program.

Both communities had previously participated in Solarize Mass. In 2012, Mendon's Solarize Mass program resulted in 22 systems contracted and 170 kilowatts of solar capacity installed, while Upton's program led to 32 systems contracted and 264 kilowatts installed in 2016.<sup>1</sup>

Solarize Mass Plus, launched as a pilot program by the Massachusetts Clean Energy Center and the Massachusetts Department of Energy Resources in 2017, uses the same community outreach and installer selection model as Solarize Mass, but allows communities to offer other clean energy technologies alongside solar photovoltaics (PV).<sup>2</sup>

For Solarize Mass Plus, Mendon and Upton provided residents with six different technology options. These technologies included solar PV, battery storage, solar hot water, air source heat pumps, ground source heat pumps, and electric vehicles.<sup>3</sup>

With restrictions on in-person activities due to the COVID-19 pandemic, the Solarize Mendon-Upton team had to use creative strategies to recruit residents to participate in the program. Their outreach campaign included a website with information about the campaign, articles in the local newspaper, mailings, and online raffles with prizes from local businesses. The team conducted limited in-person outreach at the Mendon and Upton town meetings, and hosted a series of webinars to share information.<sup>4</sup> As a result of this outreach, hundreds of

residents learned about green technologies and expressed interest in adopting them.<sup>5</sup>

Residents have signed 65 contracts with the program so far, including 31 contracts for air source heat pumps and 30 for solar PV systems.<sup>6</sup> Because the program met its goal of installing 250 kilowatts of solar, a local nonprofit or school will receive a donated 25-kilowatt solar installation.<sup>7</sup>

1. "Solarize Mass Program Results," Massachusetts Clean Energy Center, <<https://www.masscec.com/solarize-mass-program-results>>.

2. "Solarize Mass", Massachusetts Clean Energy Center, <<https://www.masscec.com/solarize-mass-1>>.

3. "Mendon-Upton Solarize Mass Plus," <<https://www.solarizemendonupton.com/>>.

4. Email communication with Anne Mazar, Mendon Municipal Representative for Solarize Mendon-Upton, 30 July 2021.

5. Ibid.

6. Email communication with Anne Mazar, Mendon Municipal Representative for Solarize Mendon-Upton, 30 July 2021; and email communication with Lisa Dobbs, Massachusetts Clean Energy Center Program Manager, 5 August 2021.

7. "Mendon Upton Solarize Mass Plus In the News", Mendon-Upton Solarize Mass Plus, <<https://www.solarizemendonupton.com/news-and-events/in-the-news>>; and email communication with Anne Mazar, Mendon Municipal Representative for Solarize Mendon-Upton, 30 July 2021.