



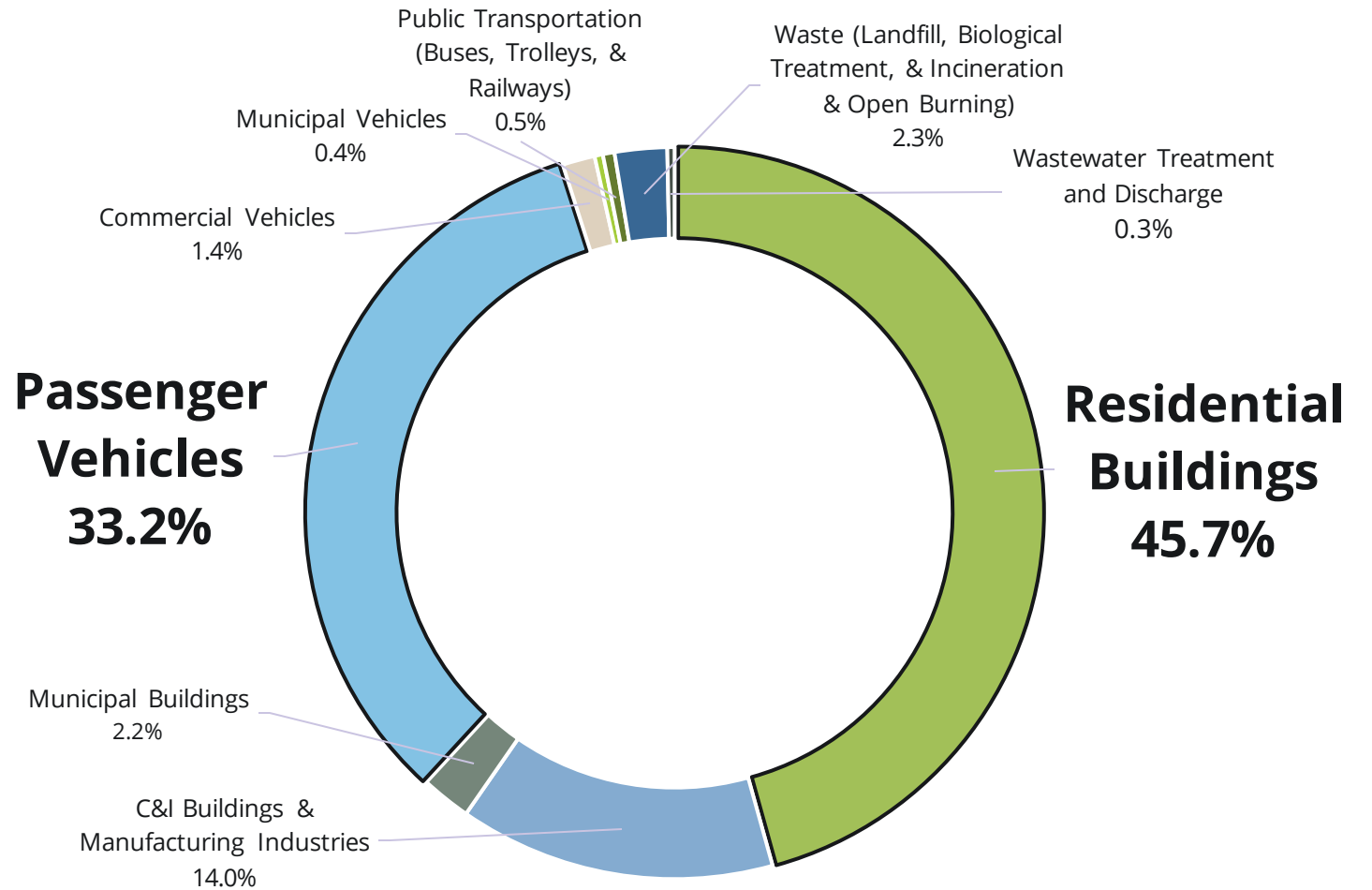
Clean Heating & Cooling Campaigns: Lessons from *Electrify Arlington*

Decarbonizing Communities – May 3, 2023

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Nearly 80% of greenhouse gas emissions in Arlington come from residential buildings and passenger vehicles

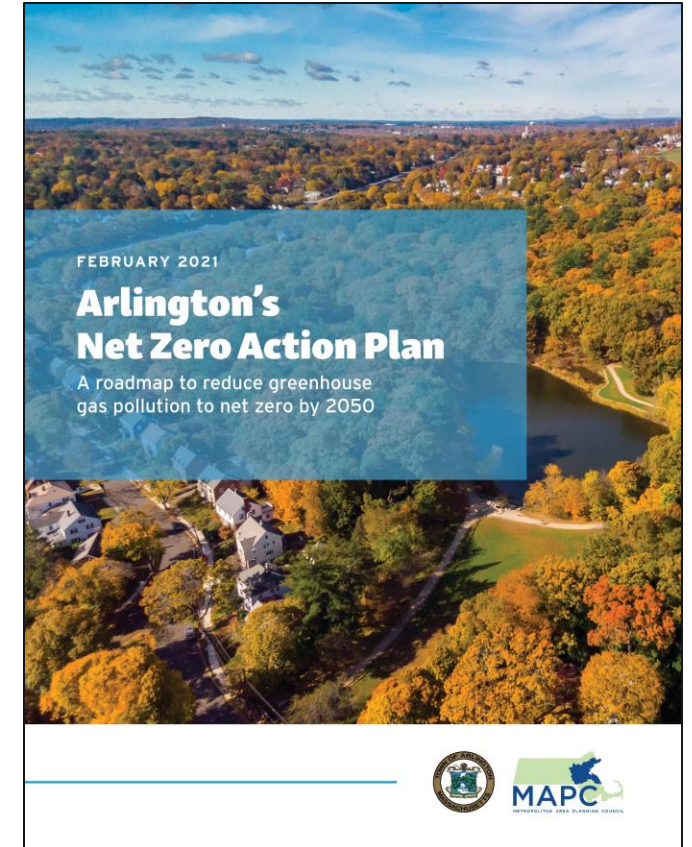
Percent of Total Community-Wide Emissions by Subsector (2017)



Net Zero Buildings in Arlington

- 2021 Net Zero Action Plan priority area
- All 12,000 buildings in Arlington must be net zero buildings by 2050
- Must convert at least one building per day, or more than 400 buildings per year for 30 years
- HeatSmart Arlington-Winchester Campaign 2018-2020: 170 contracts signed in Arlington for clean heating and cooling technologies

What now...?!?!



Barriers to Electrifying

- Learning curve
- Assumptions
- Operating and upfront costs
- Navigating resources and incentives
- Paperwork!
- Working with contractors
- Analysis paralysis





Electrify Arlington is...

- Arlington's campaign to help residents / businesses make the transition from fossil fuels to clean electricity
- Led by the Clean Energy Future Committee (CEFC), community volunteers, and the Town

Electrify Arlington Website



ARLINGTON
MASSACHUSETTS

I WANT TO...	TOWN GOVERNANCE
Apply for a Job	Open a Business
Contact Town Hall	Pay A Bill
Donate	Recycle
Go Green	Register for Recreation Programs
Join a Committee	



I WANT TO... TOWN GOVERNANCE DEPARTMENTS CONNECT

Click on the links below to join the campaign and learn more.

Learn more about the campaign >

Get Involved >

For Homeowners & Landlords v

Residential buildings in Arlington are responsible for approximately half of our community's GHG emissions. The vast majority of these buildings currently run on natural gas or heating oil. The 58% of Arlington's residences that are owner-occupied are crucial to electrification because these homeowners can easily make changes to their property.

Step 1: Make a Plan

Whether or not you are ready to go electric right away, there are important steps to take to prepare a home for electrification.

- Make a [clean home energy plan](#). You can get ahead by thinking through the steps it takes to tighten your building envelope and upgrade your electrical service. It's particularly important to plan ahead for replacing

Visit arlingtonma.gov/electrify

Support Scheduling Energy Audits



[GET STARTED](#)

Or Call (781) 243-5650

You'll answer a few prompts to start your energy-saving journey.



No-Cost Home Energy Assessment

Renters, owners and landlords of single-family homes, apartments or condos in buildings with 1-4 units can save energy and money, starting with a no-cost Home Energy Assessment.

There are benefits available for residents of all income levels.

[Click here to see what you may be eligible for:](#)



Income Eligible Program

If you live in a single family home or 2-4 unit building and you qualify as low-income,* you may be eligible for energy-saving upgrades that can lower your monthly energy bills and make your home more comfortable at no cost. Property owners may also be eligible based on their, or theirs tenants' income.



Electrify Arlington

What is your preferred language?

普通话

English



Opportunities to Learn

- Residents and businesses share experiences with electric systems and appliances
- Energy efficiency and electrification education events with community partners



Electrify Arlington Coaches

- No-cost heat pump consultations with volunteer residents
- Coaches trained by Abode Energy Management, training funded by the Town
- Coaches also members of Heat Smart Alliance, have access to network and resources

Electrify Arlington Intake Form

Fill out the form below to plug into the Electrify Arlington campaign (pun intended!) to help reduce our energy use while powering our community with clean electricity. Check out the [Electrify Arlington website](#) for more information and resources to get started on your electrification journey.

How would you like to participate in the Electrify Arlington campaign? Select all that apply. *

- Talk with a trained volunteer coach about heating/cooling my home with heat pumps
- Join the Electrify Arlington mailing list to learn about future opportunities to engage
- Get a no-cost Mass Save energy audit
- Learn from a neighbor about their experiences with a particular technology
- Share my experiences with a particular technology with other people
- Volunteer for the Electrify Arlington campaign
- Other: _____

Coaching Process

1. Resident fills out **intake form**, info entered into **CRM**
2. Volunteer shares **Homeowner Questionnaire and Liability Waiver** with resident
3. Volunteer **matches** resident with Coach
4. **Coach consults with resident** (virtually / in person), also by email, initial session, in ongoing basis as needed
5. Resident schedules **Mass Save audit** (if not complete)
6. Resident **obtains and reviews three quotes** with Coach / Abode as needed
7. Coaches have **monthly check-ins** to swap notes, troubleshoot

How we got here



How we're doing so far...

Since November 2022 launch...

- **10** events, classes, workshops held
- **4** coaches trained, **3** new coaches to be trained this summer
- **107** resident requests for coaches, **53** residents matched
- **19** residents “completed” work with coach
- **13** residents have either installed heat pumps or are waiting for the contractor to finish the installation
- **\$50,000** in funding for Electrify Arlington through 2024
- Hiring an Energy Advocate for **12-15** hours / week

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- Funding Sources
 - Mass Save Education Grant
 - Mass Save Community First Partnership
 - Energy Efficiency & Conservation Block Grant program
 - Green Communities competitive grants (specially-eligible communities)
 - Many other federal grants...!

Challenges to anticipate

- Demands of program management: intake, marketing, volunteers
- Installer selection – learning curves, market lag
- Incentive structures / program pathways



You can do it!!!

- Start small
- Focus on relationships
- Get creative and collaborative
- Make connections to related topics





Q & A



THANK YOU!!!!

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