

MUNICIPAL LIGHT BOARD

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MUNICIPAL LIGHT PLANT

## Wellesley Announces Clean Comfort Campaign

***Up to \$2,000 Rebate Available to Wellesley Residents Who Replace Air Conditioners or Furnaces with Efficient, Quiet, Air-Source Heat Pumps***

**March 31, 2021 (Wellesley, MA)** – The Town of Wellesley is proud to announce “Clean Comfort,” a campaign to educate residents about the energy and cost-saving heating and cooling benefits of air-source heat pumps, particularly for residents interested in replacing oil furnaces or air conditioners. This 6-month pilot program begins on April 1, 2021, and will make available financial rebates as well as unbiased, personal, expert advice. Call 781-235-7600 or email [cleancomfort@wellesleyma.gov](mailto:cleancomfort@wellesleyma.gov) to learn more.

Clean Comfort is targeted at residents considering:

- Replacing air conditioners and/or furnaces
- Reducing fuel costs
- Increasing home resale value
- Having cooling and heating in one unit
- Improving home comfort: less drafts or blasting heat
- Heating or cooling an attic or basement
- Lowering their carbon footprint
- Replacing a loud, inefficient window air conditioner

Air-source heat pumps can now comfortably heat and cool New England homes more efficiently than other systems. In fact, air-source heat pumps reduce heating costs by 50 percent over oil furnaces and electric baseboard heaters, according to Consumer Reports, and air-source heat pumps dehumidify better than many central air conditioners, making a home more comfortable in warmer, muggier months. Air-source heat pump configurations are available for homes both with and without ductwork and can replace or supplement existing heating and cooling equipment.

“Air source heat pumps give Wellesley residents an additional way to take advantage of our low electric rates while reducing their environmental impact,” said Don Newell, Executive Director of the Wellesley Municipal Light Plant. “We created a program that offers up to \$2,000 in rebates after installation, and the unbiased expertise of Abode Energy Management,” Newell said.

Abode’s Chief Operating Officer Travis Estes said, “Abode will provide advice to residents as they consider participation in the program. Our goal is to make it simple to compare quotes for a system customized to your home. A heat pump specialist will provide Wellesley residents free, unbiased, technical advice as they navigate the process and seek the utmost quality at a fair price,” Estes said.

Installing an air-source heat pump helps reduce climate change because it delivers 1.5 to 3 times more heat energy to a home than the electrical energy it consumes, according to the U.S. Department of Energy. This is because a heat pump moves heat, rather than converting it from a fuel-like combustion as traditional heating systems do.

“Initiatives such as this are essential to our town as we work to reduce greenhouse gas emissions. In fact, Clean Comfort and similar programs will be part of a larger climate action plan expected to be released in early 2022,” said Laura Olton, chair of Wellesley’s Sustainable Energy Committee. “Since the electricity our light plant provides is approximately 50% emission-free, installing a heat pump is a direct action a homeowner can take to benefit the environment and, in many cases, also save money.”

### **Take Part in Clean Comfort**

The Clean Comfort program is provided by the Wellesley Municipal Light Plant in partnership with the Sustainable Energy Committee and co-sponsored by Sustainable Wellesley and the Wellesley High School Climate Action Club.

Residents are invited to learn more about Wellesley’s “Clean Comfort” campaign by calling 781-235-7600, emailing [cleancomfort@wellesleyma.gov](mailto:cleancomfort@wellesleyma.gov) or visiting our webpage at <https://wellesleyma.gov/1641/Heat-Pump-Pilot-Program>

Contractors interested in qualifying for Abode’s “Participating Contractor List” should contact Christopher Haringa from Abode Energy Management at [Christopher.haringa@abodeem.com](mailto:Christopher.haringa@abodeem.com) or contact [cleancomfort@wellesleyma.gov](mailto:cleancomfort@wellesleyma.gov).

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