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## Town of Acton

John S. Mangiaratti,

Town Manager

472 Main St.

Acton, MA 01720



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### FOR IMMEDIATE RELEASE

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Media Contact: Alia Spring

Phone: 617-993-0003

Email: [alia@jgpr.net](mailto:alia@jgpr.net)

## Town of Acton Launches Clean Energy Challenge to Raise Awareness about Efficient Heating & Cooling Technologies

ACTON — Town Manager John S. Mangiaratti and Abode Energy Management are pleased to announce that the Town of Acton is launching the Clean Energy Challenge in an effort to teach residents about the benefits of energy-efficient electrical heating and cooling technologies.

The program aims to build awareness of the benefits of air source and ground source heat pumps and related technologies, as well as provide educational resources and assistance to residents and contractors interested in adopting these technologies. Educational support will be offered at no cost to ensure that the installed systems deliver the savings and comfort expected and improve each building's overall carbon impact.

In an effort to drive increased adoption of this energy-efficient technology, the town has hired Abode Energy Management to assist with the program.

Residents and business owners interested in learning more about the program are encouraged to attend an introductory webinar on Thursday, Sept. 23, at 7 p.m. by registering [here](#). Following the event, the recording and slide deck will be distributed to everyone who signed up.

"We want to make it as easy as possible for residents and businesses in Acton to electrify their homes or buildings when they don't know where to start," said Town Manager Mangiaratti. "We look forward to seeing the impact of the Acton Clean Energy Challenge in the coming months."

Added Sustainability Director Andrea Becerra, "Air source and ground source heat pumps are a great option for Acton residents and businesses choosing to retrofit their heating and cooling systems, reduce their energy use and curb their environmental impact."

Heat pumps, often referred to as ductless mini-splits, keep homes at comfortable temperatures year-round by providing heating and cooling more efficiently than traditional systems. Related technologies exist for domestic water heating, including heat pump and solar hot water heaters. Over the past several years, advances in heat pump technology have made it possible to heat and cool entire homes in the New England climate.

"Our goal is to teach as many people in Acton as possible about the comfort and savings of these technologies and enable them to confidently move forward with projects," said Abode Vice President of Strategy and Development Kristin Dupre.

Abode maintains a [list of pre-qualified contractors](#) that residents may use to obtain quotes, but residents are not required to use a contractor from this list. Residents can schedule a [consultation](#) with an Abode Heat Pump Specialists to ask questions at any point during the heat pump exploration process. Additionally, contractors wishing to install systems in Acton are invited to contact Abode to be vetted and added to the contractor list.

"Because the systems are highly customizable, it can be difficult to compare quotes and system designs. Abode's Heat Pump Specialists will help Acton residents navigate the entire process and think about homes comprehensively," said Abode Chief Operating Officer Travis Estes.

Acton residents are encouraged to visit [Abode's website](#) to learn more about heat pumps, energy-efficient domestic hot water systems and related technologies.

## About Abode Energy Management

Abode Energy Management is an energy consulting firm driving efficiency improvements for New England's built environment. The company is passionate about helping the industry grow through a training-based, collaborative approach. The company's collective experience in building performance, renewables, clean energy financing, utility program implementation, community engagement and workforce development form the foundation that enables them to deliver data-driven results for

partners, clients and customers.

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8 Prospect St.

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