

## **Guilford Launches New Sustainability Initiative**

Focus on Heat Pump Education & Implementation

**July 2021 –**

The Town of Guilford is excited to announce *HeatSmart Guilford* – an initiative launching in July designed to help homeowners cut their energy costs while also reducing greenhouse gas emissions. The town has partnered with PACE (People’s Action for Clean Energy) to develop this program with the endorsement of the Guilford Board of Selectman and the Sustainable Guilford Task Force.

HeatSmart Guilford is a volunteer education and outreach program designed to help residents take advantage of heat pump technology. Heat pumps, including geothermal, air-source, and mini-splits, can be used to both heat and cool homes at lower costs and with greater environmental benefits than conventional fossil-fuel based methods. The program will not only help residents save money, these technologies will also make homes more comfortable in every season and contribute to state-wide progress in clean energy. HeatSmart Guilford provides residents with access to information, home energy audits, heat pump coaching from experts and fellow residents, and pre-qualified contractors. The initiative leverages the financial offerings and incentives available through the Energize CT Home Energy Services Program and builds on the town’s achievement of Silver Certification by Sustainable CT.

“This program is highly beneficial, since clean energy technologies can deliver real savings to individuals, and as important, deliver environmental benefits to us all. This program also enables Guilford residents to continue their leadership in CT sustainability,” said Matt Hoey, Guilford’s First Selectman. “I hope many of our citizens will take advantage of all the program has to offer.”

The process is simple and the HeatSmart Guilford volunteer committee has made available information and resources in various formats. This includes a new website with technical resources and frequently asked questions, upcoming public educational sessions offered with Guilford Parks and Recreation, and opportunities at several upcoming Guilford community events for residents to meet contractors and see equipment. The HeatSmart Guilford committee has partnered with pre-qualified contractors who can provide home energy audits and heat pump installations. Members of the HeatSmart team are available individually and as a group to answer questions.

Bernard Pelletier of PACE helped design HeatSmart to be launched in various CT communities. “We piloted this program in Branford last year, and even during the pandemic, over 400 households took advantage of the program to make their homes more efficient and learn about heat pump technology. We hope that community-based initiatives like HeatSmart will give individual families the support they need, accelerate the adoption of clean heating and cooling technologies, and help Connecticut achieve its ambitious clean energy goals and decrease reliance on fossil fuels.”

Beginning in July 2021, HeatSmart will be active through 2021. HeatSmart Guilford can be accessed at the program website: <https://heatsmartct.org/Guilford>. More information about the Sustainable Guilford Task Force can be found on the Town of Guilford website: <http://www.ci.guilford.ct.us/boards/energy-task-force/>

