



SUSTAINABLE MARBLEHEAD

GREEN HOMES TOUR

SATURDAY, MAY 2nd | 10am - 2pm

**For map, information,
and to register go to**

www.sustainablemarblehead.org/greenhometour



**JOIN US TO LEARN ABOUT
ENERGY EFFICIENT TECHNOLOGIES**

Outreach

- 2 sandwich boards are being made ready for placement at Tent's Corner and near the Glover School
- An extra yard sign that's currently at Elaine's house will be moved by Eileen to Nancy Demuth's and Patricia Sullivan's property pending their okay. Here is a link to the current tracking sheet for yard signs - https://docs.google.com/spreadsheets/d/1m9wauHzpU8in1L5E9NRf0qdV5d3B5BnCTW0_3ZDKpQ/edit#gid=0
- Approximately 25 posters are remaining and are available for pickup from inside Louise's patio door. 12 will be used in the Tour House materials (see below) and about 13 are available to put up in public locations and more can be printed if needed. Pal volunteered to post some around the Village Plaza. Here is a link to the tracking sheet for posters - <https://docs.google.com/spreadsheets/d/1x9DxrGCtJYrc-R8T5VSqzm3WEZeOimllmXGni16Yp30/edit#gid=0>
- 2 social media posts to our Instagram and Facebook accounts went out last week. 3 will go out this week and 4 more next week.
- A long article on the tour will be in this week's Marblehead Current in our monthly column.
- Elaine will look into running ads in the Current and Weekly News
- The Weekly News will have the Tour listed in their events section this week and next.
- Louise will send a press release, updated from last year's, to all of the media outlets that we typically contact.
- The tour is posted on the events pages/feeds for Patch, Nextdoor and Discover Marblehead
- Mark will contact Marblehead TV and request coverage
- Louise will contact the Marblehead Chamber of Commerce to request that they include an announcement about the Tour in their newsletter.

Docents

- Mark will announce docent training for 5p next Monday. The training will be recorded.
- In order to balance out docent assignments to ensure that every slot has at least one volunteer the following changes were proposed:
 - Mark and Marge Adams to move from Eileen's house to both slots at Sam Bennett's
 - Eileen will ask her neighbor to take at least one slot. She and Owen will be okay if they have a slot without a docent.
 - Mimi will take both the morning and afternoon slot's at Kurt's house
 - Mark will ask Jen Morton to move from the afternoon slot at Kurt's house to take the afternoon slot at the Hooper's house
 - Mark will ask Simon if he wants to have zero docents. If yes, then Peter Fallon will be asked to move to the morning slot at the Hooper's house

- If all of these changes are successful, every owner that needs a docent will have at least 1 per slot

House materials

- The following materials will be gathered at Pal's the morning of May 3rd for distribution to the homeowners. The source of each piece is listed as best I can recall:
 - Yard signs – yard sign distributors will collect them from their advertising locations and bring to Pal's before noon, May 3rd
 - ~~Sponsors sign (Dylan to print a copy for each house)~~
 - 12 of the remaining posters, with the sponsors included, will be mounted on cardboard (Louise)
 - Business cards (Louise) – 20 for each tour property.
 - Incentive charts (Mark) – 10 per tour property
 - Volunteer sign up sheet/clipboard (Elaine)
 - List of registered tour guests (Elaine)
 - Box of booties (Elaine)
- The following volunteers will be distributing the above list of materials to houses on the Tour (3 houses per volunteer)
 - Eileen – her house, Pal, Dylan
 - Mark – Simon, Lynn, Sam Bennett
 - Michelle – Lisa/Steve Wolf, Nilsson, Berne
 - Petra – Kurt, Hooper, Livermore
 - *Michelle and Lisa, feel free to trade deliveries if you need to*

Sustainable Marblehead Green Homes Tour Working Calendar

Start in December or early January, five or six months prior to event, depending on whether this is the first time or repeat. (Comments in red are possible suggestions for improvements next year, which we did not do in 2024.)

1. Form a GHT team, with one or two leaders and members who can be in charge of Public Relations outreach, graphic design, volunteer coordination, homeowner coordination, and sponsor recruitment. Team will meet once a month in January and February, and every two weeks after that, or as needed.
2. Pick GHT date (usually in April or May when weather is good and days are long, could be around Earth Day, avoiding religious and school holidays). *If we could fix the date of the following year's tour as soon as possible, and up to a year in advance (taking into account holidays, etc.), we could print up a flyer very early and maybe make it available at OHDC meetings and elsewhere so that people were aware sooner.*
3. Pick a list of 10 to 12 houses, in a variety of neighborhoods, showing a variety of technologies, using personal contacts and/or information from town authorities (ex: houses with solar panels). *Offer new houses each year, if possible, to keep the tour fresh.*
4. Create template for presenting home information and collect information and photos from homeowners. (example attached)
5. Start working with graphic designer to design website with unified graphics and color scheme that will then be easily recognizable on yard signs, posters, flyers and sandwich boards.
6. Form a sponsorship team to reach out to contractors, HVAC suppliers, realtors, architects and other businesses in the building trade to request sponsorship, either for full year or for event only depending on current development goals.

Three months before tour

1. Finalize list of homes, reach out to each homeowner and discuss how tour will work, what their role will be. (Excel spreadsheet of homes attached)
2. Send homeowners template and collect information and photos of each house. GHT team will edit information to standardized format for website.
3. Update website information to include all relevant technologies and links to useful sites.
4. Sponsorship team starts reaching out to sponsors with deadline set one month before tour date. Include contractors that worked on each home on the tour. (example sponsorship letter attached)
5. Volunteer coordinator creates Signup Genius page where docents can sign up for tour slots. (sample link <https://www.signupgenius.com/go/10C0B49AEA62AA5F9C52-48393489-docent#/>)

Two months before tour

1. Finalize flyer design, adding sponsor logos as they come in. (sample attached)
2. Print yard signs, enough for each home, or more if needed for advance publicity.
3. Announce the GHT in the SM newsletter upcoming events. (sample article attached)
4. Recruit docents by sending emails to all working group lists, encourage homeowners to recruit docents from among their friends and family. Reach out to NGSS and other school and civic and scouting and faith-based organizations to recruit docents.

5. Add option to the DONATE page of the website allowing guests to register. **When guests register, ask them how they heard about the tour, to evaluate the efficacy of different outreach methods.**
6. **At registration, get data on whether or not guests were planning to renovate in the next 6 months, 1 year, 2 years. We could then ask if they would agree to be contacted by our sponsors.**

One month before tour

1. Draft press release (example attached) and circulate to local media (list attached).
2. Finalize flyer, including sponsor logos. Print flyer and post at local businesses, the library, banks, etc. (list attached)
3. Finalize list of materials needed at each home (rebate chart, business cards, etc.)
4. Plant yard signs with date in prominent locations around town.
5. Include one article in the SM newsletter plugging the Green Homes Tour.
6. Use the SM monthly column in the Current to advertise the GHT.

Three weeks before tour

1. Start social media campaign. Each post to include photo of one home with pitch about why you'd visit that home. (examples attached)
2. Print poster for sandwich board. SM has two blue sandwich boards.

Two weeks before tour

1. Continue social media campaign, including reels, videos. Ask prominent local social media accounts to share our post.
2. Prepare slides for online docent training.

Week before tour

1. Hold online docent training, record training so that those who can't attend can review before the tour. (slides attached)
2. Put up sandwich board at key intersections announcing "Green Homes Tour This Saturday."
3. Invite MHTV and local newspapers to cover tour.
4. Pick one location to stock all materials for homeowners.
5. Create team to distribute materials to homeowners the day before the tour and pick them up the day after.

Day before tour

1. Distribute materials to each home: yard sign, booties, sign-in list, SM stickers/magnets, flyer with sponsor logos with cardboard backing and stand.

Day of tour

1. ED to print final list of registered tour guests, docents and sponsors. This will serve as a sign in sheets for the docents to use. Make a copy for each tour house **with the name of the tour house on the list.** ED to deliver a copy of the list to each house before the tour starts.
2. ED to be available for interaction with press, interviews.

After the tour

1. Yard signs, sign in sheets, and excess tour materials are to be retrieved from each house and delivered to the ED.
2. ED to count the number of tour guests who visited each house from the data on the sign in sheets.

Green Homes Tour Marketing Plan

Event Date: May 2

Goal

Drive attendance + community awareness by positioning the tour as:

- Inspiring (see real homes)
 - Practical (get ideas you can use)
 - Local (neighbors, not abstract concepts)
-

Core Message

“See how your neighbors are making their homes more energy-efficient, sustainable, and comfortable, right here in our community.”

Timeline

MARCH (Awareness Phase)

Content:

- Newsletter article - Elaine
- Website event page updated - Elaine
- Facebook Event created - Elaine
- First round of social posts (1–2/week) – Jen (New Volunteer)
- Announce participating homes - Elaine

Social Ideas:

- “Save the date”
 - Sneak peek of 1 home
 - Why this matters (energy savings, comfort, climate)
-

APRIL (Engagement + Build Excitement)

Content:

- Newsletter article – Louise/Dylan?
- Dedicated email blast (mid-April) - Elaine
- Website updates (add details, photos) - Elaine

Media:

- Newspaper article - Louise/Dylan? Due April 22
- Place print + online ads - Elaine

Social (2–3x/week + reels):

- Short videos (reels): Elaine/Jen
 - “Tour stop preview”
 - “1 feature you’ll see on the tour”
- Homeowner quotes/testimonials
- “What you’ll learn” posts
- Countdown begins (~10 days out)

Signage

- Ask Kyle about lawn signs at bank/HS and Info Booth – Louise/Dylan?

FINAL 10 DAYS (Push Phase)

Email: Elaine

- Reminder email (1 week out)
- Final reminder (2–3 days before)

Social (increase frequency): Elaine/Jen

- Countdown posts (daily or every other day)
- “Last chance to register”
- Highlight variety (solar, insulation, heat pumps, etc.)

Media: Amy

- Send **press release** (reminder + angles like “next weekend”)
- Ask partners to reshare

Sustainable Marblehead Green Homes Tour

Materials for Homeowners



Sustainable Marblehead Green Homes Tour volunteers will be delivering the above materials to your houses over the next two days. Please display these materials in a prominent place in your home, either on a centrally-located coffee table or shelf/table in the entryway.

- The **poster showing our sponsors' logos** is particularly important. Thanks to enthusiastic reaching out to the business community, we were able to secure almost \$8,000 in sponsorship. We promised that the company logos would be displayed on promotional materials in the homes.
- Please either wear your **Sustainable Marblehead t-shirt** (for those of you who have them: I have five left in L and XL, so let me know if you want one), or **put a SM sticker on your shirt**. This shows up well in photos to be used later.
- If you could put out a bowl or glass vase to collect any **donations**, that would be appreciated. Please give out the **stickers and car magnets** in appreciation of the donation. (Call Louise at 781-539-9947 if you need more, or suggest that visitors pick one up at the next house.)
- We are providing **light-blue shoe covers** to protect your home's floors.
- We have also provided a **sign-in sheet** on the off chance that someone wants to write down their email address instead of registering on the website (we prefer the latter).
- Please give interested visitors **SM tri-fold general information pamphlet** or let them take a photo of it.

About displaying sponsor posters: In the interests of conserving the earth's resources, instead of ordering foam-core posters or plastic document stands, Sustainable Marblehead printed the posters on plain paper that can be recycled and has prepared cardboard poster backing and stands, made completely from recycled materials. Please lean the poster up against a wall if convenient, or use the stand to put it on your coffee table. The photos below show how to stand the poster up in the two-part document stand.

Once this day is over, please get in touch with me to return unused materials.

Thank you and enjoy the day!

Louise



**Homeowner
2026 Homes**

Address

Neighborhood

Contacted by Confirmed Yes

Louise & Jean-Jacques Yarmoff	Louise	Yes	34 Franklin St.	Old Town
Katie Farrell	Louise	Yes	183 Green St.	Naugus Head
Mark & Marge Adams	Louise	Yes	15 Briar Lane	Clifton
Gary and Lu Canner	Louise	Yes	76 Beacon St.	Old Town
Krissy and Brayton Goodman	Dylan	Yes	8 Washington St.	Old Town
Pal Bickford	previously participated	Yes	53 Longview Drive	Longview
Sam Bennet	previously participated	Yes	25 Central St	Shipyard
David and Damaris Berner	previously participated	Yes	5 Whittier Rd	West Shore
Simon Frechette	previously participated	Yes	50 Rockaway Avenue	Clifton

House Description	Technologies	Text received	Photos received
Historic	Insulation, thermal windows, air-to-water heat pumps for heating from the floor, heat pump hot water heater and dryer, induction stove.	yes	yes
1960 Ranch	Solar panels, heat pump hot water heater, ducted heating and cooling powered by air source heat pump	yes	yes
1953 Ranch	heat pumps, mini splits	yes	yes
1917 former carriage house	Tesla, ducted heat pump heating and cooling, heat pump washer/dryer, hot water on demand	yes	yes
1756 Colonial	gut renovation of antique house, heat pumps, insulation, induction stove, heat pump hot water heater.	yes	yes
1930 Cape	ASHP to Water, High Velocity Air, Insulation, EV Charger, no fossil fuels, radiant floor	Yes	Yes
	ASHP, solar, hybrid electric heat pump and water heater	yes	yes
	Mitsubishi hyperheat heat pump for cold weather environments, 6 in-room mini-splits, rooftop solar, heat pump hot water heater, and an induction stove.	yes	yes
Modern home/ranch retrofit, completely off fossil fuels	Mini-splits, solar, EV, organic lawn and garden, hydroponic indoor garden	yes	yes

Feature	Total	50 Rockaway Av.	24 Central St.	34 Franklin St.	183 Green St.	15 Briar Ln.	76 Beacon St.	53 Longview Dr.	8 Washington St.	5 Whitter Rd.
EV Charger	4	1				1	1	1		
Solar	4	1	1		1					1
Air source heat pump	7	1	1		1	1	1		1	1
Air-to-water heat pump	2			1				1		
Hybrid electric heat pump	1	1								
Heat pump clothes dryer	3			1			1	1		
Heat pump water heater	5			1	1			1	1	1
Hybrid electric water heater	1		1							
Induction stove	4			1			1		1	1
Insulation	8	1	1	1	1	1	1	1	1	
Double pane windows	9	1	1	1	1	1	1	1	1	1
Energy star appliances	1								1	
Interior storms	1								1	
Radiant floor warming	4			1			1	1	1	
Hydroponic indoor garden	1	1								
Organic lawn/garden	1	1								
Superstore tank	1						1			

Address	EV Charger	Solar	Air source heat pump	Air-to-water heat pump
50 Rockaway Av.	1	1	1	
24 Central St.		1	1	
34 Franklin St.			1	
183 Green St.		1	1	
15 Briar Ln.			1	
76 Beacon St.	1		1	
53 Longview Dr.	1			1
8 Washington St.				
5 Whitter Rd.		1	1	
	3	4	7	1

Hybrid electric water heater Induction stove Insulation Double pane windows Energy star appliances

1

1

1

1

1

1

1

1

1

1

4

2

1

1

Interior storms

Hydroponic indoor garden

Organic lawn/garden

Radiant floor warming

1

1

1

1

1

1

1

1

1

1

4

Current article about Green Homes Tour

As we face more and more geopolitical uncertainties leading to rising energy costs, most of us have seen our utility bills increase. In addition to being anxious about affordability, many of us are worried about climate change and how that could impact us and future generations in our coastal community. It might be time to make some strategic changes in our home equipment and appliances to stabilize our monthly utility bills, while also helping mitigate the potential effects of rising global temperatures.

To help Marbleheaders learn about home energy efficiency, Sustainable Marblehead is organizing a Green Homes Tour on Saturday, May 2nd from 10 a.m. to 2 p.m., featuring nine homes around town. If you have wondered how to begin your journey to make your home more affordable and less polluting and what it actually looks like to make your home more energy efficient, our tour will offer potential solutions for you to consider.

Marblehead residents will be able to visit with other homeowners who have installed heat pumps, solar panels, insulation, and other energy-efficiency technologies, such as induction stoves and tankless hot water heaters. Each home tells a slightly different story, and these homes show that there is no single path but a range of options that homeowners can explore over time. Visitors can see upgrades in action, ask homeowners questions, and come away with a clearer sense of what might work in their own space. It is a great way to learn how some of these retrofits have saved the homeowners on their utility bills. For more information and to register, go to sustainablemarblehead.org.

Did you know that homes and buildings contribute more than 40 percent of Marblehead's carbon output? Fortunately, there are programs, financial incentives, and improving technologies that will help us slash our emissions and potentially our energy bills. This year, the Tour will be introducing a new team of volunteers: trained Energy Coaches. They will be available to answer questions and set up meetings to work with attendees one-on-one to address their specific home situations.

The best way to start is by getting an energy audit through our utility. All Marblehead residents, including renters, can schedule an energy audit through Marblehead Light's partner at NextZero. Their audit will show residents how they can reduce their energy consumption and save money on their energy bills. Natural gas customers of National Grid are eligible for a similar service from the Mass Save program. MMLD also has a partnership with the Center for EcoTechnology to run a heat pump assessment in your home, in order to help you evaluate and consider how effective switching from your current HVAC systems to heat pumps would be.

A NextZero energy audit will start by assessing your home's insulation capabilities. Areas that are insufficiently insulated will be noted along with possible solutions that will result in a more

comfortable house that consumes less energy. We cannot emphasize enough how important it is to make sure insulation and air sealing is addressed before other changes are made regarding heating and cooling equipment. Even if you are still researching how you would like to modify your systems in the near future, adding insulation will immediately improve the efficiency of your current systems and therefore reduce energy use, which will in turn save money. Both the NextZero and Mass Save programs provide rebates that will reduce the cost of insulation.

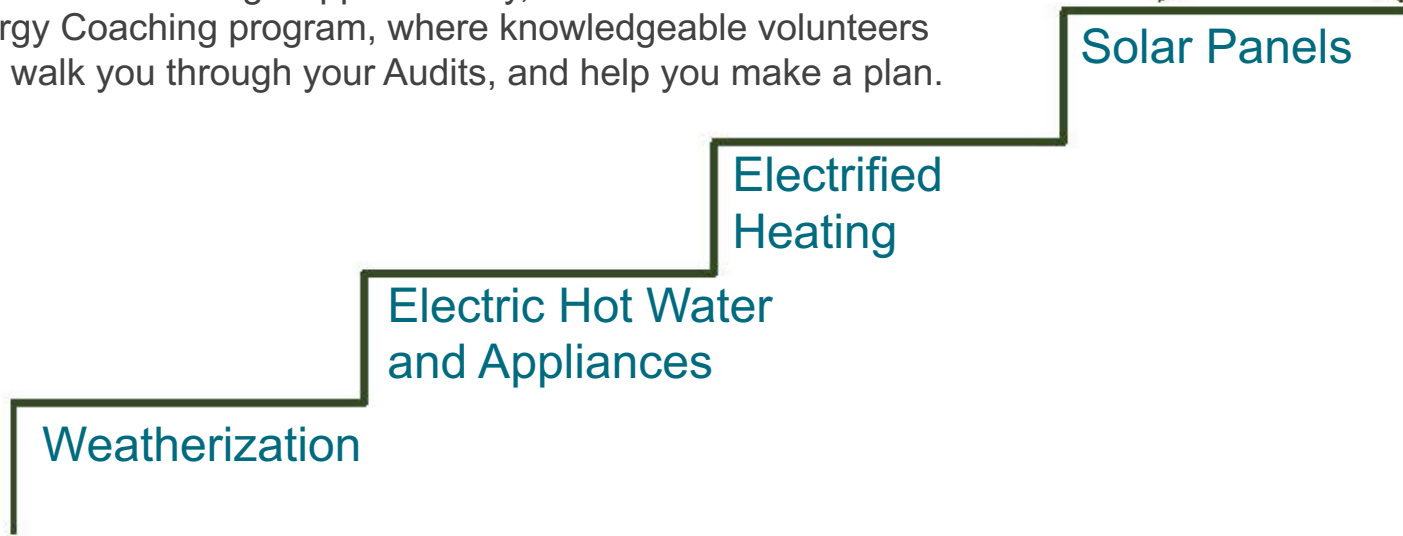
Homes that are being heated by burning oil, propane, or natural gas are candidates for upgrades to heat pumps. Heat pumps are highly efficient, because they do not create heat; they simply extract it from the atmosphere. Note that for our region and climate, modern “cold climate” heat pump systems can be purchased to create strong heat in temperatures as low as -15 degrees F. When a home is properly insulated, homeowners who convert from oil to heat pumps typically save 30% to 40% or more on their energy bills. In addition, heat pumps can provide efficient and quiet air conditioning in the summer months.

Once you have established your new HVAC equipment and more efficient appliances, you might consider adding rooftop solar to power your electrified home system in order to further reduce your electric bill, avoid future price spikes, and, of course, lower your carbon output. New technologies are increasing the electrical output of solar panels. Many of the folks in town who have solar PV systems actually have negative electricity bills for six to eight months of the year, and then lower bills than before during the winter months. If you are concerned about the aesthetics of current solar panels on your roof, there is even the option to install panels that look like regular roofing tiles. Here too, incentives are available to reduce the cost. There are options from our State as well as low interest loans to help with the initial outlay. Then, you have the ability to sell the excess capacity that is generated during the day, resulting in a payback period that is now potentially eight-to-twelve years for a new high performance solar system.

Please join us for the Green Homes Tour on May 2nd.

Stairway to Net Zero Housing

For your first step towards efficiency we highly recommend Energy Audits. If you are a National Grid customer then you May arrange your Audit with MassSaves. If you do not use Gas/Methane in your home, then NextZero offers free Audits As well. CET (with sponsorship by MMLD) offers Heat Pump Audits and Planning Support. Lastly, Sustainable MHD has an Energy Coaching program, where knowledgeable volunteers Can walk you through your Audits, and help you make a plan.





Marblehead Incentives Table 01-01-26

Category	Home Upgrade	MMLD/NextZero	MassSave*
Heating	Air Source Heat Pump	\$500/ton up to \$1,500	\$2,650 per ton, up to \$8,500 (whole home) \$1,150 per ton, up to \$8,500 (partial home) ¹
	Air to Water Heat Pump	\$500/ton up to \$1,500	\$3,000 per ton, up to \$10,000
	Ground Source Heat Pump	\$750/ton up to \$2,250	Up to \$15,000 (whole home) \$2,000 per ton, up to \$15,000 (partial home)
	Smart Thermostats	50% up to \$125	\$25 per programmable thermostat (max 3); \$100 per smart thermostat (max 3)
	Integrated Controls		Up to \$1,500 when adding to existing ASHP systems
	Weatherization	Blower Door Test & Air Sealing	50% up to \$500
Insulation		"	
Duct Sealing		"	
Windows			\$75 per window replaced (pre-verification and weatherization required)
Solar + Storage	Rooftop Solar* <i>*Up to \$1000 State tax credit</i>		
	Battery	\$100/kWh installed; add'l \$30/month for participation in peak events (Duracell and Emporia batteries only; must register in Connected Homes)	
Appliances	Heat Pump Water Heater	\$500	Up to \$750 per unit
	Electric Induction Stove	\$100-\$500	\$500 (must be pre-verified)
	Heat Pump Clothes Dryer	\$500	\$200
	Electric Yard Equipment	up to \$100	Up to \$75 per machine

*ONLY available to National Grid customers who currently use gas for their heating.

¹ \$500 weatherization bonus available for customers who complete a Home Energy Assessment with Mass Save and install recommended weatherization within one year prior or up to six months after a partial-home heat pump installation. Additional \$500 sizing bonus is available for customers getting a partial-home rebate who install heat pumps sized to meet their homes' total heating needs.

Annual Costs for Home Heating—Marblehead

2,000 sf home
Typical
construction



Notes:

- MMLD Electricity: \$0.19/kWh
- Natural gas: \$2.47/therm
- Oil: \$4.09/gal
- Propane: \$3.64/gal
- High-efficiency, new equipment

LIFE IN YEARS	ELECTRICAL UPGRADE	UP FRONT COST BEFORE REBATES	ANNUAL OPERATING SAVINGS	HARDER	% HOME EMISSIONS	IMPROVES AIR QUALITY	RENTER CONTROLS
7. Purchase Renewable electricity							
		\$0					R
2. Electrical Service							
20-25 YRS 		\$750-4,000		✓			
3. Heat Pump Space Heating and Cooling							
15-20 YRS 	AT INSTALL	\$1,000 DIY, TO \$20,000+	\$\$\$	✓	25%		R
4. Heat Pump Water Heater							
10-15 YRS 	MAYBE	\$1,500 DIY, \$4,000 INSTALLED	\$		10%		
5. Electric Cooking							
13-15 YRS 	YES	\$2,000-3,000			5%		R
6. Electric Clothes Dryer							
10-13 YRS 	MAYBE	\$1,000-2,000	\$\$		3%		R
7. Electric Vehicles							
20-25 YRS 		\$10K (USED) AND UP	\$\$\$		50%		R
8. EV Charger (240V EVSE)							
10-15 YRS 	YES	\$500-2,500					R
9. Rooftop Solar PV Panels							
20-30 YRS 	AT INSTALL	\$15,000-30,000	\$\$\$	✓	HELPS ALL		
10. Home Battery Storage							
5-15 YRS ⁶ 		\$10,000-20,000	\$	✓	HELPS ALL		

KEY:

\$ SAVE \$50+ PER YEAR
 \$\$ SAVE \$200+ PER YEAR
 \$\$\$ SAVE \$500+ PER YEAR

INDOOR & OUTDOOR
 OUTDOOR

DO NOW

1. Purchase Renewable electricity

Log on to your utility account (or call) and switch to a renewable power plan if it's available. If not, look for a Community Solar or Wind project to join. **RENTER:** Same.

3. Heat Pump Space Heating and Cooling

Get a "home energy audit" or "home energy assessment" (including a blower door test), and/or schedule at least one heat pump contractor to come to your home and give you an initial quote/proposal. **RENTER:** Get a window unit or portable heat pump.

5. Electric Cooking

Hold a magnet to your pans, and if the magnet sticks it will work with an induction cooktop. Buy a \$50+ portable induction burner now, and plan to have a 240V / 40A outlet installed before you next replace your stove. **RENTER:** Buy a \$50+ portable induction burner.

7. Electric Vehicles

Consider how far you drive in a day to start thinking about range, and look online for public charging stations nearby to start thinking about where else you can charge. **RENTER:** Same.

9. Rooftop Solar PV Panels

Use a website to check your address's potential for sun. Use [energysage.com](https://www.energysage.com) to get initial quotes. **RENTER:** Send quotes to your landlord, along with financing options.

2. Electrical Service

Check your electrical panel to figure out how it's sized (see *Chapter 2: Electrical Service* for instructions). **RENTER:** Same.

4. Heat Pump Water Heater

Find your current water heater and determine how old it is (see *Chapter 4: Heat Pump Water Heater* for instructions). Plan to replace it if it's over 10 years old. **RENTER:** Show your landlord heat pump replacement options & EnergyGuide savings.

6. Electric Clothes Dryer

Check if you have a gas dryer, or if you already have a 240V appliance outlet behind your dryer. Get a clothes drying rack or clothesline. **RENTER:** Get a clothes drying rack or clothesline, and consider a combo washer & condensing dryer that runs on 120V (if allowed).

8. EV Charger (240V EVSE)

If you have a garage, check if you already have a 240V appliance outlet for a faster "Level 2" charger. **RENTER:** Ask your landlord and employer about installing a Level 2 charger.

10. Home Battery Storage

If you have rooftop solar, check with your installer about whether they also offer a storage option. **RENTER:** Get a standalone backup battery.



Air Source Heat Pumps

WHY?

Air source heat pumps, also called mini-splits, are extremely efficient systems providing indoor heating and cooling for all-year comfort. They are easy to install in existing homes, operate quietly and provide an immediate reduction in your home's carbon footprint. Homeowners that install solar panels along with heat pumps can reduce their greenhouse emissions from heating and cooling to zero.



Environmental

- Carbon output is reduced by an average of 60% when oil boilers are replaced by heat pumps and 42% when natural gas furnaces or boilers are converted.
- Ductless heat pumps avoid the loss of moving forced air heating or cooling through ducts. This leakage can be up to 30% of the energy produced.
- Transitioning from carbon-based home heating fuel (oil or natural gas) to Marblehead Municipal Light Department provided electricity yields 46% carbon savings (in addition to the efficiency savings). These savings will increase over time as MMLD moves to greener sources of electricity.

Financial

- Customers that convert to heat pumps can save 30 to 40% off their energy bills
- Each indoor unit can be operated separately. Therefore, only rooms that are occupied need to be heated or cooled.
- Rebates and zero interest loans are available to offset the cost of installation.

Versatility

- Today's heat pumps operate at outdoor temperatures as low as 20F below.
- They provide indoor cooling during the summer months.
- There are a variety of styles to choose from: wall mounted, floor standing or ceiling recessed.

BENEFITS



Air Source Heat Pumps

INSTALLERS

You can utilize the free services of Energy Sage who will provide you with quotes from qualified installers who work in Marblehead. Here is their website: <https://www.energysage.com>.

MORE INFO

Call NextZero at **888-333-7525** to schedule a free in-house energy audit. Audit report will cover insulation requirements plus options for installing heat pumps.

Marblehead Municipal Light District Installation rebates -

<https://www.marbleheadelectric.com/rebates-incentives.html>

Boston Globe - <https://www.bostonglobe.com/2021/11/07/real-estate/everything-you-need-know-about-adding-heat-pumps-your-home/>

[estate/everything-you-need-know-about-adding-heat-pumps-your-home/](https://www.bostonglobe.com/2021/11/07/real-estate/everything-you-need-know-about-adding-heat-pumps-your-home/)

Energy.gov - <https://www.energy.gov/energysaver/ductless-mini-split-heat-pumps>

Mass Clean Energy Center - <https://goclean.masscec.com/clean-energy-solutions/air-source-heat-pumps/>

For more information: Contact info@sustainablemarblehead.org should you want to discuss this subject with one of your neighbors.

ROOFTOP SOLAR

WHY?

Adding photovoltaic rooftop solar panels can deliver a clean source of electricity for your home. They're designed to last for decades providing electricity that's generated from the power of the sun. Even in our New England climate, they perform well all year, but vary seasonally and the cost savings from solar panels will pay for themselves in an average of 6 to 9 years.

BENEFITS

Environmental

- Solar panels generate clean energy while reducing our reliance on fossil fuels.
- The average home in New England that installs photovoltaic rooftop solar has the same emission reduction effect as planting 150 trees every year that the system is in production.

Financial

- Rooftop solar will dramatically reduce or even eliminate your monthly electric bill seasonally and protect you from ever more unpredictable utility rates.
- Two-way metering provides you with credits for the excess amount generated during daylight hours which can offset your usage during nights and very cloudy days
- Rooftop solar installations will increase the resale value of your home (but not the assessed value for tax property taxes).
- The federal government offers a tax credit equal to 30% of the cost of installation with no limit.
- In addition, Massachusetts offers up to \$1000 in tax credits for solar installations.

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IN PRACTICE

Things to consider:

- How much energy does your household use now, and what you anticipate future electrical energy use to be? Will you be adding EVs or heat pumps, or electrifying a hot water heater and appliances?
- Understand that when it is too cloudy, stormy, or dark, the system will need energy from the grid.
- Installation can be expensive – work through the economics in detail regarding the project needs, budgets allocated and any available incentives, credits, and loans.
- Solar projects take time – it can take from 5 to 7 months from initial agreement through design, engineering, permitting, installations, inspections before officially ‘Going Live’ to create power.

MORE INFO

- Use Google's Project Sunroof (<https://sunroof.withgoogle.com/>) or tool from National Renewable Energy Lab (<https://pvwatts.nrel.gov/>) to estimate your solar potential, solar system size requirements, annual savings, and payback period.
- Easily find qualified installers and get competing quotes online by using www.energysage.com.
- Energy.gov - <https://www.energy.gov/energysaver/planning-home-solar-electric-system>
- Mass Clean Energy Center – <https://goclean.masscec.com/clean-energy-solutions/solar-electricity/>
- Marblehead Municipal Light District Installation Forms - <https://marbleheadelectric.com/solar-installations.html>

For more information: Contact info@sustainablemarblehead.org should you want to discuss this subject with one of your neighbors.



**SAT. MAY 2, 2026
10 AM — 2 PM**

TICKETS \$10
Registration is required.

GREEN HOMES



TOUR

**TO VIEW HOMES
AND REGISTER, GO TO:**
[sustainablemarblehead.org/
greenhometour](https://sustainablemarblehead.org/greenhometour)

LOOKING TO IMPROVE YOUR HOME'S ENERGY EFFICIENCY?

Join us on May 2nd from 10 am to 2 pm to tour open homes in Marblehead and find out from homeowners about energy efficient technologies they have installed, including:

-  Air Source Heat Pumps for heating and cooling
- Solar Panels
- Electric vehicle chargers
- Electric induction stoves
- Heat pump hot water heaters
- Upgraded insulation
- Information about Automated connected homes



SAVE MONEY. SAVE ENERGY. PROTECT THE PLANET.

Thank you to our Sponsors for their support and helping to make this event possible.





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Green Homes Tour 2026

\$10 per person (students & children free)
Eco-Living Books on sale for \$5



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Enjoy the Tour!



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