

Select Board  
Arlington Town Hall  
730 Massachusetts Ave.  
Arlington, MA 02476

Re: HeatSmart Temporary Signage Request

Dear Arlington Select Board members,

The Arlington HeatSmart team is writing to request permission to place temporary signs for the program at key intersections in Arlington to help boost awareness of this short-term home heating and cooling program which ends this fall. The sign-up deadline is September 30.

Program recap. HeatSmart is a Massachusetts state program that supports installation of highly energy-efficient home heating and cooling systems: air source and ground source heat pumps, solar hot water and modern wood heating (central wood pellet boilers). These heating and cooling technologies can be used either to reduce or eliminate fossil fuel use which is crucial if we are to slow climate change. They also have the potential to reduce overall monthly utility bills for many customers. Similar to Arlington's Solarize campaign in 2012, we have partnered with installers to receive time-limited group purchasing discounts.

The Town of Arlington has already provided significant support for the 2019 HeatSmart Arlington-Winchester program, including:

- The key role played by the Town Energy Manager in drafting the program application and, since the application was approved, his on-going guidance to the volunteer team;
- Use of the Town Hall auditorium and other meeting spaces planning and public outreach events; and
- Allowing the HeatSmart banner to be hung on the front of Town Hall.

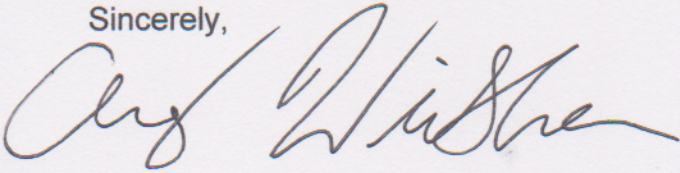
Temporary signage request. As we plan for the final wrap-up of Arlington's HeatSmart publicity, we would like to display lawn signs at high traffic locations from mid-August through late September. Proposed locations are listed below and on the attached map. Also attached is the lawn sign design.

- Massachusetts Ave. at Alewife Brook Parkway (Cambridge line)
- Broadway at Alewife Brook Parkway (Somerville line)
- Medford St. at Mystic River (Medford line)
- Mystic St. at Summer St. (near Community Safety Building)
- Mystic St. at Chestnut St. (near Russell Lot, Farmers Market)
- Summer St. at Forest St. (near Ed Burns Arena)
- Massachusetts Ave. at Park Ave.
- Massachusetts Ave. at Lexington line

- Park Ave. at Park Circle water tower
- Park Ave. at Route 2 (Belmont line)
- Pleasant St. at Route 2 (Belmont line)
- Lake St at Route 2 (Belmont line)

Thank you in advance for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read "Andy Winslow". The signature is fluid and cursive, with the first name "Andy" written in a larger, more prominent script than the last name "Winslow".

Andy Winslow  
HeatSmart Coach