

Testimony Given 2/26/22 – EEAC Meeting

My name is Susan Olshuff, and I work with ener-G-save and Cooler Communities. We've recently been accepted to participate in the Community First Partnership program with Springfield, West Springfield, and Pittsfield, and are eager to help make this new 3 year plan a success in our own small way.

I'll be very brief today and want to address two things:

First, a huge thank you to you all for the massive amount of work you have done to get the new 3 year plan to where it is. I've appreciated the opportunity to learn about how the process works and the depth of complexity and challenge to make real change happen.

As a community organizer, it's our style to push urgency now. Being able to witness the EEAC's process has given me more appreciation for the hard work and intentions of all of you. And I won't stop pushing hard for change, as I feel that you are listening to those of us who speak up. Thank you for this.

Second, and I have to admit I haven't read the entire new plan yet, so forgive me if you cover this issue within those 300 plus pages! I'm excited to help electrify Massachusetts, and bring heat pumps into the homes of our state. My concern is... I'm finding too many people haven't a clue what a heat pump is. And those who have heard about them have heard all the rumors about how they won't work in cold New England, and how they're too complicated.

With this in mind, I urge you to have a major public educational campaign throughout the state. Something simple with only the basics, something that everyone can understand, that will make folks curious instead of suspicious. Some sort of "let's electrify Massachusetts! Bring on the heat pumps" sort of thing. Imagine the tv ads! And the billboards! Let's make it cool!

Susan Olshuff

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