



Melissa Hoffer
Massachusetts Climate Chief

January 10, 2023

RE: public awareness and outreach campaign

Dear Chief Hoffer:

On behalf of the [League of Women Voters of Massachusetts](#)¹ (LWVMA), congratulations on your historic appointment as the first-in-the-nation, cabinet position as Climate Chief! Massachusetts also made history and gained national recognition in August 2022 when *An Act driving clean energy and offshore wind*, one of the most ambitious climate plans in the nation, was signed into law by Governor Baker.

Since its founding in 1920, LWVMA has been a respected and trusted voice for citizen participation in our democracy. With 45 local Leagues throughout the state and over 3,000 members, [LWVMA](#) has been at the forefront of efforts to empower and educate Massachusetts voters and affect change on a wide range of issues, including the environment and the growing climate emergency. League members are acutely aware of the existential nature of climate change and the need to do all we can within an increasingly narrow window of opportunity to act.

Implementation of *An Act driving clean energy and offshore wind* and Governor Healey's stated climate plan is key to transforming our energy system, and multi-stakeholder adoption is an essential ingredient for getting to scale and accelerating adoption. As details about state and national climate plans continue to roll out, information is being disseminated in an uncoordinated manner, and in bits and pieces by a range of media and organizational sources. Our work at the local League level reveals both a general lack of awareness of stated goals and electrification options available, as well as widespread confusion on the part of installers, agencies, town administrators, and the general public about what resources are available for what, when and for whom.

We concur with the recommendation for a professionally developed, statewide public awareness and outreach campaign made in the [final report from the Commission for Clean Heat](#)². We

¹ <https://lwvma.org/>

² <https://www.mass.gov/doc/massachusetts-commission-on-clean-heat-final-report-november-30-2022/download>, p.36

encourage your administration’s development and promulgation of a broader based, state-wide public outreach and awareness campaign that will help all Commonwealth stakeholders better understand the content and opportunities provided by recent federal and state legislation promoting the conversion to—and adoption of—electrification across all sectors – buildings, transportation, residential heating/cooling, home, lawn and other appliances.

A centerpiece website should be user-friendly, factually correct and current, and propelled forward into public awareness through a robust, and ongoing statewide outreach campaign. We also recommend that this information portal be separate from the mass.gov³ and MassSave websites and dedicated solely to informing and linking all stakeholders with the full range of tax credits, rebates and other available incentives. The recently released [Clean Energy for All](#)⁴ website developed by the White House, provides an excellent model and template for such a website⁵, as does the [Rewiring America](#)⁶ site, particularly Rewiring America’s [IRA Savings Calculator](#)⁷.

As Governor Healey has recognized, the task ahead is daunting and will require an “all of government” approach as well as every level of society – federal, regional, state, municipal and individual – working together toward common goals to meet the critical targets of emissions’ reductions required across every sector of the economy. We now have a viable and strategic path forward to a cleaner, healthier, economically vibrant and sustainable future.

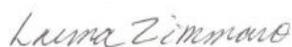
Providing solid, reliable, easily accessible and current information for all stakeholders and the general public will start us and keep us on that path.

Thank you for your consideration.

Sincerely,



Elizabeth Foster-Nolan, LWVMA Board President



Launa Zimmaro, Legislative Specialist, Climate Emergency and Energy

³ Mass.gov is notoriously difficult to navigate

⁴ <https://www.whitehouse.gov/cleanenergy/>

⁵ The Clean Energy for All website allows visitors to sign up for updates and relevant news providing an additional means of outreach.

⁶ <https://www.rewiringamerica.org/>

⁷ <https://www.rewiringamerica.org/app/ira-calculator>