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Customer Profile:

Mass Audubon
Joppa Flats Wildlife Sanctuary
Newburyport, MA

Helping a sustainability-focused organization make good on their mission.

Since its founding, Mass Audubon has been committed to preserving the environment, ensuring equitable access to nature, and protecting local birds and wildlife. Mass Audubon's leadership recognized that upgrading more than 60 of their properties, with a total of 100 buildings, was a strategic move to advance the organizations commitment to shift away from fossil fuels, seizing the opportunity to transition to heat pump systems. With expert advisors, the right HVAC system equipment, and rebates through National Grid in partnership with Mass Save, Mass Audubon upgraded to an innovative long-term solution that further cements their commitment to being climate leaders in Massachusetts.

The Opportunity

The organization manages over 100 buildings of various sizes, from historic homes to modern visitors centers. Between staff, building proprietors, and an engaged base of 160,000 members, there were a number of stakeholders to consider. As a result, the team of Jonathan Schoonmaker, Mass Audubon Capital Project Manager and Neal Watson, Mass Audubon Capital Maintenance Manager, looked for a solution that provided comfort and flexibility for a variety of building types. Due to the organizations' commitment to shift away from fossil fuels, they completed initiatives towards that mission that included weatherization, using solar energy where possible, and transitioning to heat pump systems. The new systems would need to provide year-round comfort through Massachusetts chilly winters and scorching summers. Additionally, Mass Audubon recognized this as an opportunity to proactively address their climate impact and serve as an example for other sustainability-focused organizations.

The Mass Audubon Joppa Flats facility utilizes ceiling vents throughout the building to evenly distribute heating or cooling.

See all the possibilities at ngrid.com/heatpumps

The Solution

Since the project began in 2020, Mass Audubon has installed more than 10 heat pump systems across their properties, with plans to add more moving forward. Each installation gets them one step closer to their longstanding goal of electrification, moving away from fossil fuel consumption, and toward a sustainable future. From mini split technology for individual zones to larger ducted systems for meeting spaces, the organization has worked with partners to identify customized solutions designed to work with each building type. The organization partnered with a clean energy advisor, Endless Energy. From strategy to installation, Endless Energy helped Mass Audubon maximize efficiency with a plan to reconfigure their existing ductwork. They also implemented additional energy efficiency upgrades that included solar panels and building insulation. In addition, Endless Energy generated and submitted the proper documentation to National Grid on behalf of Mass Audubon in order to receive rebates quickly.

With the wide variety of buildings we have, the flexibility of heat pumps is a real asset.

Jonathan Schoonmaker
Capital Project Manager
Mass Audubon

The Results

Mass Audubon remains committed to a clean energy future for all of Massachusetts and continues to lead by example. Thus far, their upgrades have led to a significant reduction in fossil fuels across their properties, and the success of these projects helps pave the way for their path to electrification. They continue to grow their reputation as leaders in sustainability, and stand on the forefront of preserving Massachusetts nature for years to come.

0.63 METRIC TONS
annual decrease of greenhouse gas emissions

Offset the amount of carbon sequestered by **2.7 ACRES** of forests

$30,400
of projected costs incentivized by National Grid

Mass Audubon operates their heat pump system using renewable energy.

Find more information about heat pump equipment eligibility and see how you can take advantage of generous rebates.
Call 1-833-690-1284 or visit ngrid.com/heatpumps

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