

ENERGY EFFICIENCY CASE STUDY

Mass Appeal



\$16,470
in incentives

5,565 kWh
estimated annual
energy savings*

THE NEED

A replacement for an inefficient and costly electric resistance heating system and new lighting to make the space more comfortable and inviting.

THE SOLUTION

A new, energy-efficient, air source heat pump and LED lighting incentivized by Cape Light Compact.

Mass Appeal has been serving the Outer Cape community since 1991, and have been at their current location just off Route 6 since 1997. The non-profit provides free clothing, shoes, linens, toys and books for all ages primarily to residents of the four towns of the Outer Cape (Provincetown, Truro, Wellfleet and Eastham).

Unfortunately, the electric resistance heating at the clothing shop was insufficient for the cold winter months. They supplemented using space heaters which led to even higher costs and safety concerns, but they still struggled to keep the space at a comfortable temperature. They knew something needed to be done but with their tight budget they were unsure of how they would pay for a replacement.

After learning about Cape Light Compact's program for non-profits, they scheduled an assessment for the store. The Compact's energy specialist was able to size a heat pump system appropriate for the space and identify other small upgrades such as LED lighting. A few weeks later the new system was installed and Mass Appeal was able to access enhanced incentives for non-profits.

On behalf of Mass Appeal's board, volunteers, and the neighbors we serve, thank you to Cape Light Compact for the mini-split heating system. Winters in our space have been so cold these past few years. This system will keep our doors open comfortably through the winter, help us serve families with dignity, and reduce our energy costs so more of our budget can go directly to the community.

- Jessica Greenberg, Executive Director

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