

Attachment C: HeatSmart Coach Commitment Form

The following outlines the duties and commitments that apply to a HeatSmart Coach (“Coach”) for the HeatSmart Massachusetts Program (the “Program”). By signing below, you agree to the following terms and conditions.

- a) I understand and agree that the Massachusetts Clean Energy Center (“MassCEC”) and the Community are relying on my promise to volunteer as a Coach and accordingly, I must be available to meet the requirements of this position. I agree to promote participation in the Program to the residents in the Community and work diligently with the Installer and Community in outreach efforts to increase the adoption of clean heating and cooling systems. Further, I agree to cooperate fully with MassCEC, the Installer, and the Community.
- b) I understand and agree that as a Coach for this Program, I may be subject to the Massachusetts Conflict of Interest Law (M.G.L. c.268A). I also understand that it is my obligation to be knowledgeable of the conflict of interest rules that may apply, and if in doubt, I shall contact the State Ethics Commission to fully determine whether I may be subject to any conflict of interest issues (See <http://www.mass.gov/ethics/contact-us.html>). In the event the State Ethics Commission determines that a conflict does exist, I will immediately notify MassCEC.
- c) I shall disclose to MassCEC if at any time during the Program I become employed by or consult for a clean heating and cooling installation company that installs residential clean heating and cooling systems in Massachusetts. I understand that MassCEC reserves the right to remove me as a Coach and the Community will be responsible for re-designating someone in the Coach position.
- d) I agree to only distribute Program marketing and communications materials that have been distributed by or have been pre-approved by MassCEC, in its sole discretion. I agree to abide by Program branding rules, which requires me to appropriately label all Program materials and communications with the “HeatSmart Mass” name, logo, website address, twitter hash tag, and/or phone number, as appropriate. I understand that “MassCEC”, “DOER”, “HeatSmart Mass”, “Community”, and “Installer” names and logos need to be included on all materials when appropriate. Furthermore, I agree to assist the Community to distribute Program marketing and communications materials.
- e) I understand that as a Coach, I am a volunteer organizer and am not authorized to speak as a spokesperson on behalf of the Commonwealth of Massachusetts or MassCEC. Such disclaimer shall be disclosed when speaking with members of the press, public or, where appropriate, in private conversations during the course of the Program. I agree to coordinate with MassCEC on any press statement made regarding the Program.
- f) I agree to serve as the point of contact for the Community and will only answer questions from resident’s regarding basic questions about clean heating and cooling, including incentives. Further, I agree to facilitate communication between MassCEC, the selected Installer, and the community Municipal Representative contact.
- g) I understand that I will be responsible for collaborating with MassCEC and the Community to organize community meetings and identify volunteers to support outreach efforts.



- h) I understand that I am required to participate in MassCEC’s Community HeatSmart Coach training which will provide me with the tools to assist during the Program in answering common questions about clean heating and cooling, including incentives.
- i) I understand that I will be required to be available to participate in calls with MassCEC, the Technical Consultant, and the Installer, both for regularly scheduled (bi-weekly) status updates, and as needed.
- j) I acknowledge and agree that I will not disclose, share or utilize the contact information of individuals that sign up for the Program with non-affiliated parties, without MassCEC’s prior approval. I agree to provide MassCEC, upon request, with all email addresses of leads and contacts collected through the Program.
- k) I agree to provide feedback at the end of the Program to assist MassCEC in the analysis of the efficacy of different outreach strategies and community drivers in increasing community adoption of clean heating and cooling.
- l) I agree not to share my password or otherwise grant access to information technology resources established and used for purposes of the Program. This includes, but is not limited to, email accounts, social media accounts, and the online calendar associated with the Program website.
- m) If my municipality is one of multiple municipalities participating in HeatSmart Mass as a partnership, I commit to working with the HeatSmart Coaches from the other municipalities in order to coordinate the campaign and ensure that our efforts are aligned.

My signature below indicates that I have read and I agree with all terms and conditions, and am prepared to fulfill all responsibilities as a Community HeatSmart Coach. I acknowledge that MassCEC reserves the right to remove me as a Community HeatSmart Coach if I do not fulfill my obligations as delineated above or demonstrate an inability to abide by, or otherwise disregard, the above or any Program requirements.

Signature: _____

Name (Please Print): _____

Date: _____

Municipality: _____