



# MAPC Net Zero Playbook Toolkit

Help promote our  
#NetZeroPlaybook and  
encourage other municipalities  
to take action towards their  
climate goals! Choose any of  
the following post copy options  
and images to post on your  
favorite social media platform.  
Make sure to tag MAPC in your  
post! @MAPCMetroBoston

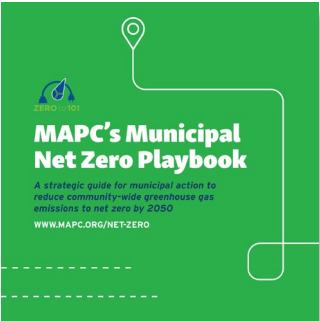
To create a new post, select **"create a new post"** on your social platform and enter one of the post copy options below. Once you download the corresponding graphic, you can attach the image to your post. Click **"Publish"** to share your post with your network!

# POST OPTION 1

MAPC developed two frameworks to guide local net zero planning and action. Our Framework for Action and Framework for Equity can help with community engagement, plan development, and strategy prioritization as you customize your Net Zero Action Plan.

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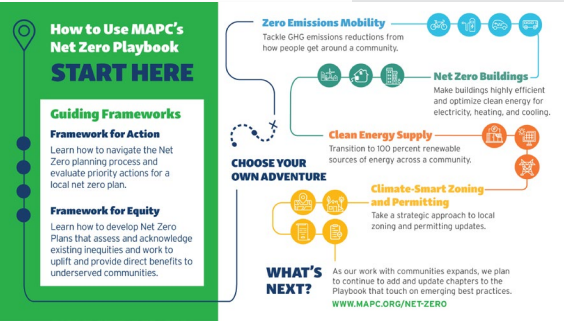
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## POST OPTION 2

Trying to figure out what actions to prioritize to get your municipality to #netzero emissions? Use our evaluation criteria: consider equity impacts, municipal influence, speed of implementation, feasibility, and overlap with local emissions sources.

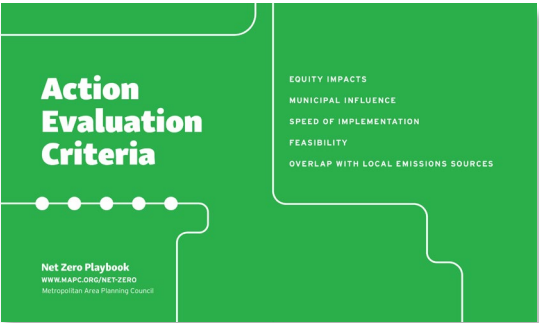
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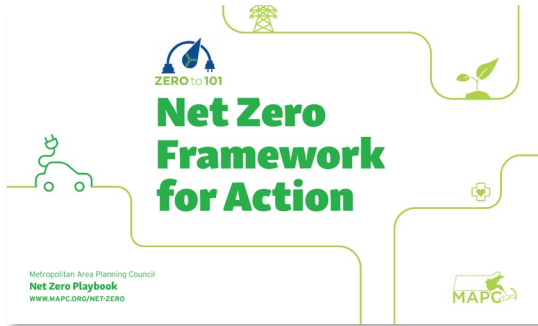
## POST OPTION 3

Looking to get your city or town to #netzero GHG emissions? As your community progresses, remember to gather data, prioritize holistic planning, recruit community support, and pursue commitment to hold decision-makers accountable.

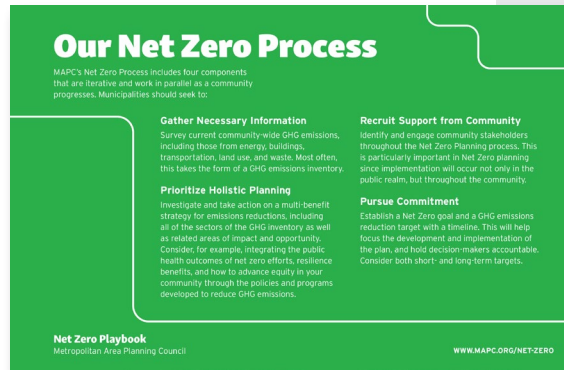
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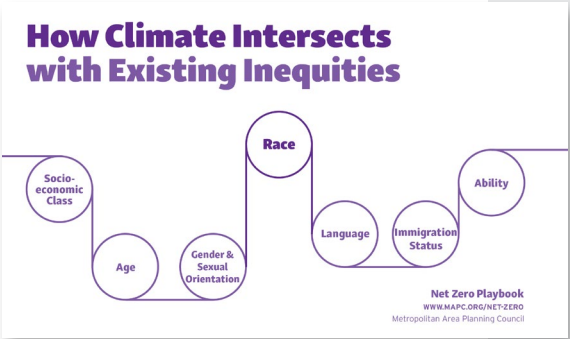
POST OPTION 4

The inequities we see today will persist in the future if we do not act. An equitable Net Zero Plan investigates the anticipated outcomes of its proposed actions on EJ communities and other vulnerable populations.

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## POST OPTION 5

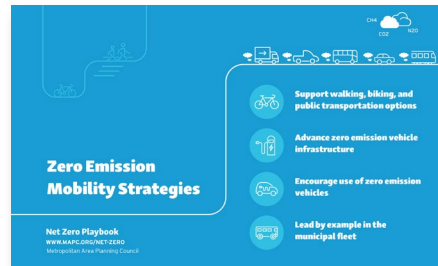
To get to net zero, we need to transition the ways we get around our communities. Our Zero Emission Mobility Playbook gives detailed recommendations for how to support walking, biking, & public transportation, and support zero-emission vehicles.



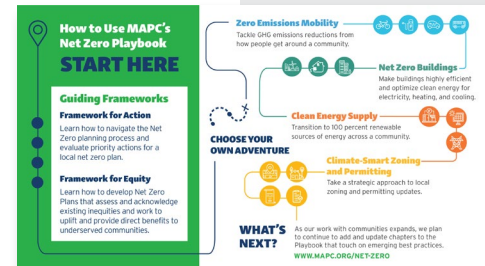
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## POST OPTION 6

To get to net zero, we need to transition the ways we heat and cool our buildings while making them significantly more energy efficient. Switching to net zero buildings will make them more resilient and comfortable, less wasteful, and healthier.



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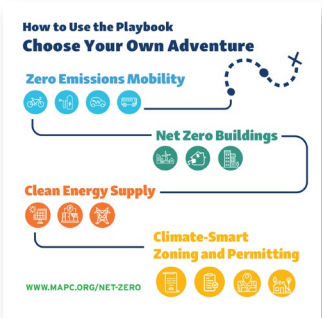
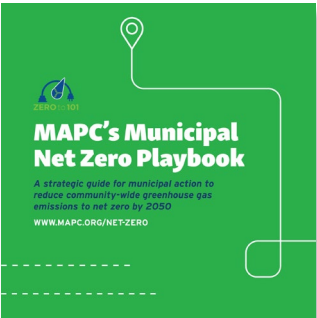


# POST OPTION 7

Our Net Zero Buildings Playbook provides nine detailed actions your city or town can take to reduce buildings' GHG emissions, electrify new and existing buildings, and advocate for statewide net zero building practices.

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## POST OPTION 8

The building sector comprises a large percentage of GHG emissions and buildings constructed today will last for decades to come. Updating municipal zoning and permitting can help shift us to low-carbon buildings and make a huge impact on current and future emissions.

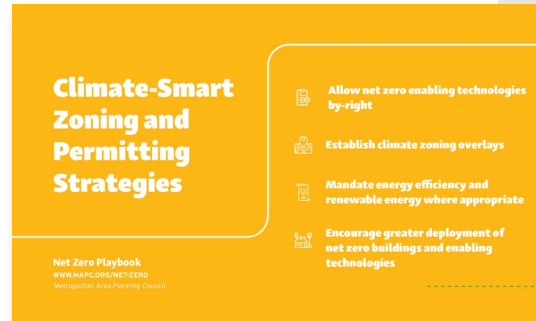
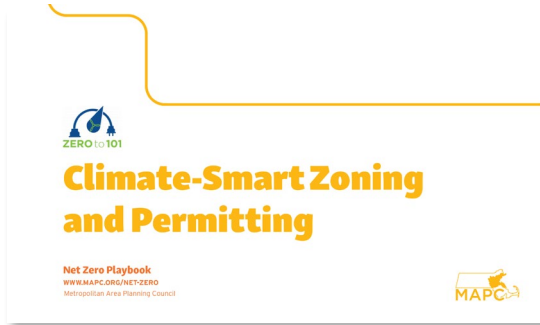


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## POST OPTION 9

Our Climate-Smart Zoning & Permitting Playbook provides detailed actions you can take to allow net-zero tech by right, establish climate zoning overlays, mandate energy efficiency and renewable energy, & encourage more net zero buildings.

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