

BUILDINGENERGY BOSTON

Building Relationships: Community Ambassadors and Advisors

Meredith Geraghty (Codman Square NDC)

Grace Umaña (All In Energy)

Lisa Dobbs (MassCEC)

Renée Burgher (Codman Square NDC)

Curated by Shari Rauls and Maria Washington

Northeast Sustainable Energy Association (NESEA)

March 29, 2023

3/29/23 – NESEA BUILDING ENERGY BOSTON 2023

Building Relationships: Community Ambassadors and Advisors

Program Agenda

Reminder of why we're here today: This panel will provide lessons learned and best practices for using the community coach/ambassador/advisor model to promote clean energy in underserved communities.

- ▶ **Introductions**

- ▶ About MassCEC, EmPower, & Why We Proposed This Panel
- ▶ Panelists and Their Programs

- ▶ **Panel Discussion**

- ▶ **Q&A**

MASSCEC FOCUS AREAS

High
Performance
Buildings



Clean
Transportation



Net Zero
Grid



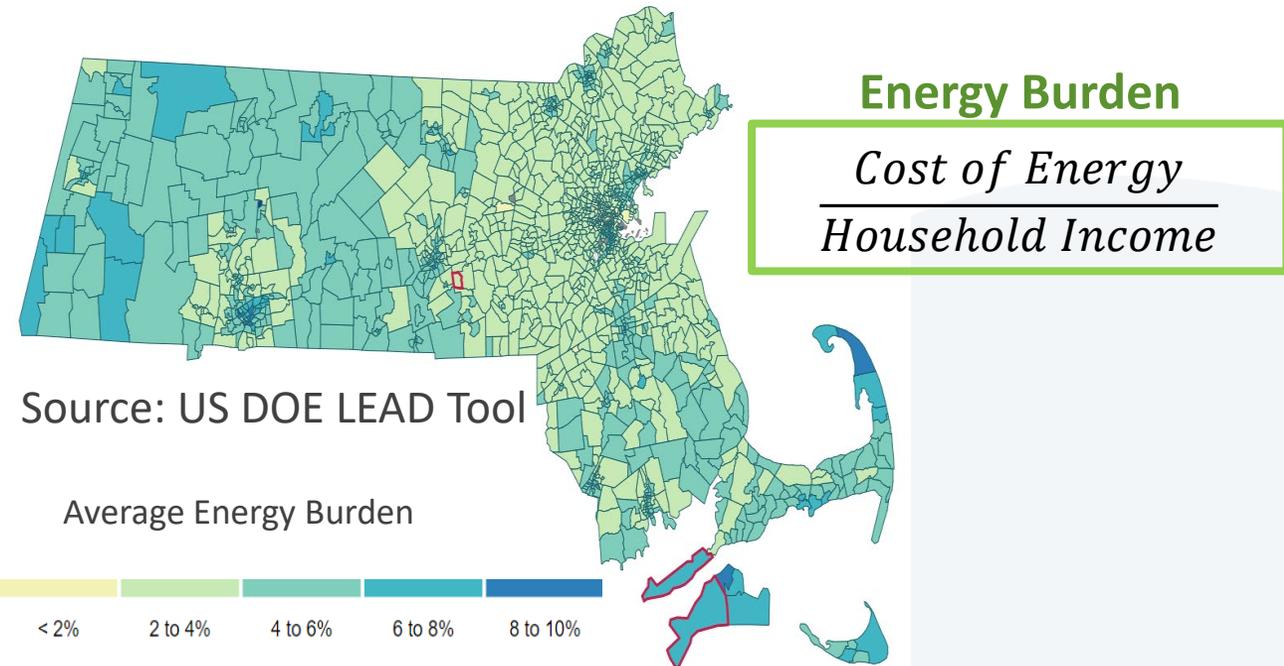
Offshore
Wind



Investments – Technology Development – Workforce

Challenge: Buildings Climate Goals, Equity & Our Current Status

- Low-income homes have a disproportionate energy burden.
- Research shows that solar adoption lags for renters and minority communities.
- Mass Save's 2020 Non-Participant Study found renters, low-income households, and non-English speaking households more likely to not utilize energy efficiency incentives.
- **All residents of Massachusetts need and deserve to be part of our collective clean energy future.**



| Income Demographic | Energy Burden (National) |
|--------------------|--------------------------|
| Higher-income | 2.3% |
| Median-income | 3.5% |
| Low-income | 7.2% |

ACEEE Report: *Lifting the High Energy Burden in America's Largest Cities*

Expanding Upon Barriers to Accessing the Benefits of Clean Energy

In Massachusetts, a number of barriers have limited priority groups' access to clean energy and energy efficiency.



Shifting Our Approach: Focused Programming to Address Inequitable Energy Burden & Access to Clean Energy

- ▶ EmPower Massachusetts: A program to fund **community-based** projects that will provide **access to the benefits of clean energy** for **previously underserved populations in Massachusetts**
- ▶ To date we've awarded over 50 Projects & Programs
- ▶ All In Energy, Codman Square and West of Washington Coalition are all FY22 awardees for their proposed projects for energy ambassadors and advisors

Innovation and Capacity
Building Grants

\$5,000-\$25,000*

Implementation Grants

\$50,000-\$150,000

We believe that many of the solutions to clean energy access lie within the communities themselves

LLSC BOSTON

slipstream



CODMAN SQUARE
NEIGHBORHOOD DEVELOPMENT CORP

urbanleague
of Eastern Massachusetts

Habitat for Humanity
Greater Boston

MOTHERS OUT FRONT

RISE ENGINEERING
Efficiency Energized.



north shore community development coalition

MAC CDC
Massachusetts Association of Community Development Corporations

BEAT
Berkshire Environmental ACTION TEAM

BECMA
BLACK ECONOMIC COUNCIL
of MASSACHUSETTS

IMPACT ENERGY



HOUSING NANTUCKET

ALL IN ENERGY

NEW ENGLAND SOLAR hotwater

GROUNDWORK
CHANGING PLACES
CHANGING LIVES

MCCI

Boston Community Solar Coop

CITY of LOWELL

LiveWell
SPRINGFIELD

abcd

EASTIE FARM

MRECo

SELF-RELIANCE
www.reliance.org



CET
CENTER FOR ECOTECHNOLOGY

STK TSK CONSULTING INC.

+350 MASS

UMASS LOWELL

GREEN ENERGY CONSUMERS ALLIANCE

QARI
SINCE 2001



GREATER GROVE HALL MAIN STREETS

Edward L. Cooper
Community Gardening & Education Center
Sowing Seeds of Hope



CET
CENTER FOR ECOTECHNOLOGY

BRPC
Berkshire Regional Planning Commission

HomeWorks Energy

RMI
RENEWABLE INVESTMENT

SAFE
SALEM ALLIANCE FOR THE ENVIRONMENT



CAPE ANN CLIMATE COALITION

SUSTAINABLE MIDDLEBOROUGH

Allston Brighton
COMMUNITY DEVELOPMENT CORPORATION

華埠
China Town Community Land Trust
地信托會

華人前進會
CHINESE PROGRESSIVE ASSOCIATION

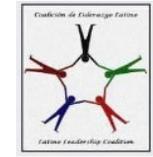
climate. science. action.

CLIMABLE .ORG

pVPC
Catalyst for Regional Progress

VALLEY HOME INSULATION

COOLER Communities



TOWN GREEN
Creating a Carbon Neutral Community

SPRINGFIELD WORKS

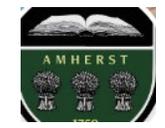
MAPC
METROPOLITAN AREA PLANNING COUNCIL

ACE
alternatives for community & environment
Building Power for Environmental Justice

NESEA
NORTHEAST SUSTAINABLE ENERGY ASSOCIATION

CLIMABLE .ORG

CHD
Family Outreach of Amherst



BERKSHIRE COMMUNITY ACTION
Community Driven. Community Strong

NEIGHBOR TO NEIGHBOR

BEACON CLIMATE

BENJAMIN FRANKLIN INSTITUTE OF TECHNOLOGY
YOUR PATHWAY TO SUCCESS

BGS
Browning the Green Space

sge
Sun Group Energy

RESONANT ENERGY

SUSTAINABLE COMFORT

BRIGHT HOME SOLUTIONS

Good Fund
Affordable Loans & Financial Coaching

TAUNTON housing authority

GoMortonGreen

MASSASOIT COMMUNITY COLLEGE

NEW ECOLOGY
Community-Based Sustainable Development

Emerald Cities COLLABORATIVE

RLC Community Consulting

WORCESTER COMMUNITY ACTION COUNCIL
WCAC
BREAKING THE CYCLE OF POVERTY ONE NEIGHBOR AT A TIME

SOLSTICE INITIATIVE

necec
Your Partner in the Clean Energy Economy

ARISE FOR SOCIAL JUSTICE

Introducing Our Panelists

- ▶ **Grace Umaña:** Community Program and Partnerships Manager, All-In Energy
- ▶ **Meredith Geraghty:** Vice President of Base-Building Strategy and Fundraising, Codman Square Neighborhood Development Corporation (CSNDC)
- ▶ **Renée Burgher:** CSNDC Energy Ambassador, West of Washington Coalition





— ALL IN —
ENERGY

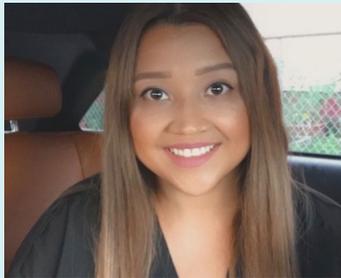
BuildingEnergy Boston

March 29, 2023



Who is All In Energy?

Mission: Accelerate an inclusive clean energy economy



Some populations are underrepresented in clean energy programs

Mass Save Program
Sponsors commissioned studies showed that some populations participated at a lower rate than others

- Moderate-income households
- Renter occupied units
- Limited English-speakers

FINAL REPORT

Residential Nonparticipant Customer Profile Study



These populations face barriers that All In Energy Programs help mitigate

A follow up study identified the barriers that are the root cause of the disparities

- **Trust**
- **Prioritization**
- **Relevance**
- **Knowledge**

Residential
Nonparticipant
Market Characterization
and Barriers Study



Some strategies to overcome barriers

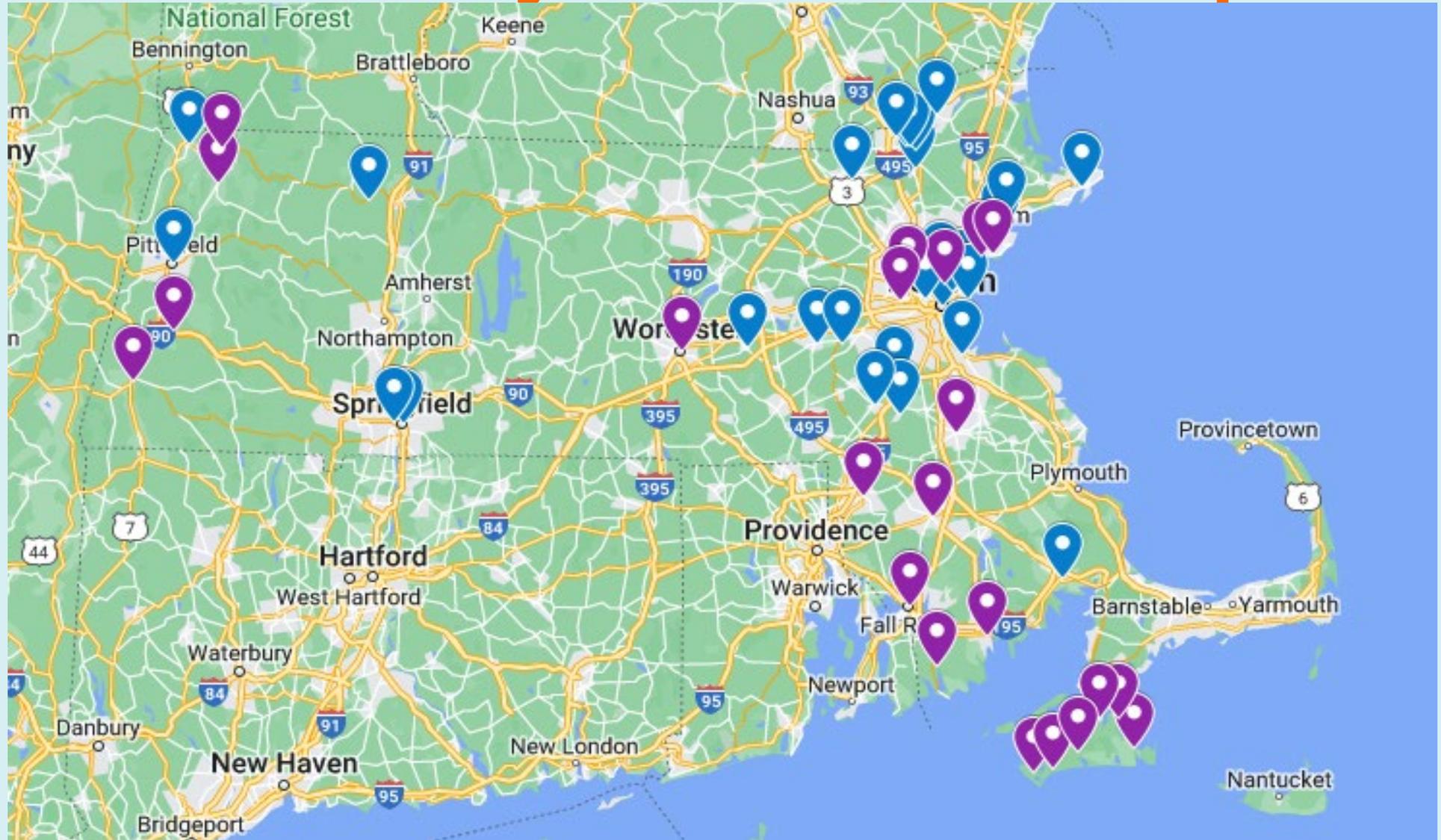
- Involve cities and/or local community based organizations
- Meet people where they are
- Think about the resident's whole journey and the capacity it demands to be there every step of the way
- Use data to target resources to where they are needed most

2022-2023: Community First Partnership

29 teams

52 communities

-  2022 Cohort
-  2023 Cohort



EVERSOURCE

Account Number: [REDACTED]
 Customer name key: [REDACTED]
 Statement Date: 03/30/22
 Service Provided To: [REDACTED]

Total Amount Due by 04/24/22 **\$1,184.62**

Svc Addr: [REDACTED]
E BOSTON MA 02128
 Rate A1 R1 RESIDENTIAL Cycle 20
 Service from 03/01/22 - 03/28/22 27 Days
 Next read date on or about: Apr 28, 2022

| Meter Number | Current Read | Previous Read | Current Usage | Reading Type |
|--------------|--------------|---------------|---------------|--------------|
| [REDACTED] | 29065 | 28825 | 240 | Actual |

| Monthly kWh Use | | | | | | |
|-----------------|-----|-----|-----|-----|-----|-----|
| Mar | Apr | May | Jun | Jul | Aug | Sep |
| 357 | 481 | 474 | 693 | 916 | 785 | 626 |
| Oct | Nov | Dec | Jan | Mar | Mar | |
| 394 | 268 | 302 | 280 | 281 | 240 | |

Contact Information
 Emergency: 800-592-2000
 www.eversource.com
 CustomerServiceMA@eversource.com
 Pay by Phone: 888-783-6618
 Customer Service: 800-592-2000

Previous Supplier Contact Information
 NRG RETAIL SOLUTIONS
 NRGRESIDENTIALSOLUTIONS.COM
 P.O. BOX 38781
 PHILADELPHIA, PA 19104
 855-500-8703

Electric Account Summary

| | |
|--------------------------|-------------------|
| Amount Due On 03/27/22 | \$1,093.87 |
| Last Payment Received | \$0.00 |
| Balance Forward | \$1,093.87 |
| Current Charges/Credits | |
| Electric Supply Services | \$50.90 |
| Delivery Services | \$39.85 |
| Total Current Charges | \$90.75 |
| Total Amount Due | \$1,184.62 |

Total Charges for Electricity

Supplier (RESIDENTS ENERGY)

| | | |
|----------------------------|------------------|---------|
| Meter [REDACTED] | | |
| Generation Service Charge | 240 kWh X .21210 | \$50.90 |
| Subtotal Supplier Services | | \$50.90 |

Delivery (Rate A1 R1 RESIDENTIAL)

| | | |
|----------------------------------|-------------------|----------------|
| Meter [REDACTED] | | |
| Customer Charge | | \$7.00 |
| Distribution Charge | 240 kWh X .07056 | \$16.93 |
| Transition Charge | 240 kWh X -.00177 | -\$0.42 |
| Transmission Charge | 240 kWh X .04437 | \$10.65 |
| Revenue Decoupling Charge | 240 kWh X .00267 | \$0.64 |
| Distributed Solar Charge | 240 kWh X .00341 | \$0.82 |
| Renewable Energy Charge | 240 kWh X .00050 | \$0.12 |
| Energy Efficiency | 240 kWh X .01714 | \$4.11 |
| Subtotal Delivery Services | | \$39.85 |
| Total Cost of Electricity | | \$90.75 |
| Total Current Charges | | \$90.75 |

Energy Bill Check Up

Launched in 2021
 The information was so needed
 Sept - Dec: 77 check ups
 and appreciated. I became more
 indignant because this type of
 100% Survey responses
 resource is not promoted enough
 to those in need. - Boston
 Resident
 Would recommend program
 Understood their bill better
 Thought they would save
 money

1 Energy

- (Eversource) (Basic Svc Fixed)
- (BILLING FOR CITY OF BOSTON CCE)
- Other City Aggregation
- Anything Else

2 Supply Price

| Supplier | \$/kWh | Comparison to Eversource |
|------------------|-----------|--------------------------|
| Example Above | \$0.21210 | 35% |
| Eversource Basic | \$0.15764 | 0% |
| Boston Standard | \$0.11161 | -29% |
| Boston Green | \$0.13858 | -12% |
| Boston Basic | \$0.10771 | -32% |

3 Delivery Rate

If Income Eligible = (Rate A2 R2 RESIDENTIAL ASST)

For help, sign up for an Energy Bill Check Up at billcheckup.org or call (857)-309-5080

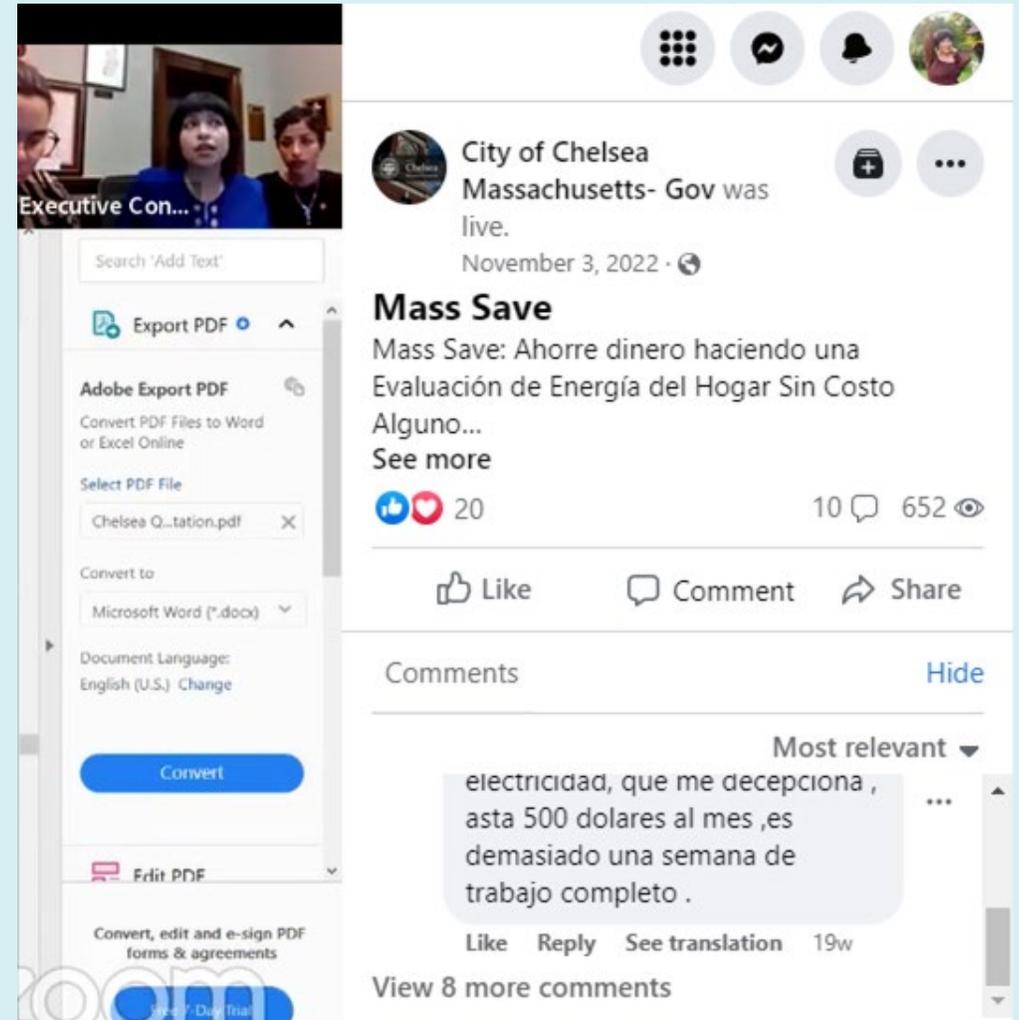
Our work in Chelsea:

Facebook Live Event

Monolingual Sessions (Spanish/English)

To connect with residents
for motivating to action

600 views



The image is a composite of two screenshots. The right side shows a Facebook Live event from the 'City of Chelsea Massachusetts- Gov' page, dated November 3, 2022. The event title is 'Mass Save' and the description is 'Mass Save: Ahorre dinero haciendo una Evaluación de Energía del Hogar Sin Costo Alguno...'. It has 20 likes, 10 comments, and 652 views. A comment in Spanish is visible: 'electricidad, que me decepciona , asta 500 dolares al mes ,es demasiado una semana de trabajo completo .'. The left side shows a screenshot of the Adobe Acrobat 'Export PDF' tool interface. It shows a search bar with 'Add Text', a file named 'Chelsea Q...tation.pdf' selected, and options to convert to 'Microsoft Word (*.docx)' with the document language set to 'English (U.S.)'. A 'Convert' button is visible at the bottom.

Our Joint Impact in Chelsea

**Before Partnership:
(2017-2019) Average Annual
Activity**

**After Partnership:
(2021-2022) Average Annual
Activity**

**34 Weatherization
Installations**

+286%

**125 Weatherization
Installations**

56 HVAC Upgrades

+146%

137 HVAC Upgrades

**10 Small Business
Projects**

+310%

**41 Small Business
Projects**



Contact for more information

Grace Umaña

Community Program and Partnership Manager

grace@allinenergy.org

(617) 446-3456

allinenergy.org



Energy Ambassadors

A partnership between Codman Square Neighborhood Development Corporation and West of Washington Coalition

Codman Square Neighborhood Development Corp. (CSNDC)

- About to celebrate our 42nd year, CSNDC serves Codman Square and South Dorchester
- We work with local residents, businesses, and organizations to foster a healthy, thriving and equitable community by:
 - ◆ Developing housing and commercial spaces that are affordable and safe
 - ◆ Creating economic opportunities for low- and moderate-income residents of all ages
 - ◆ Fostering community engagement to build the capacity and involvement of local residents
 - ◆ Promoting sustainability of the local environment for future generations
- Our new mission is to develop affordable housing and fighting for racial and economic justice by building community power, especially of low- and moderate-income communities of color in Dorchester. Through developing resident leadership, organizing in the community, promoting economic mobility services, and advocating for local environmental justice, we build collective resident power to effect systemic change and transform society.

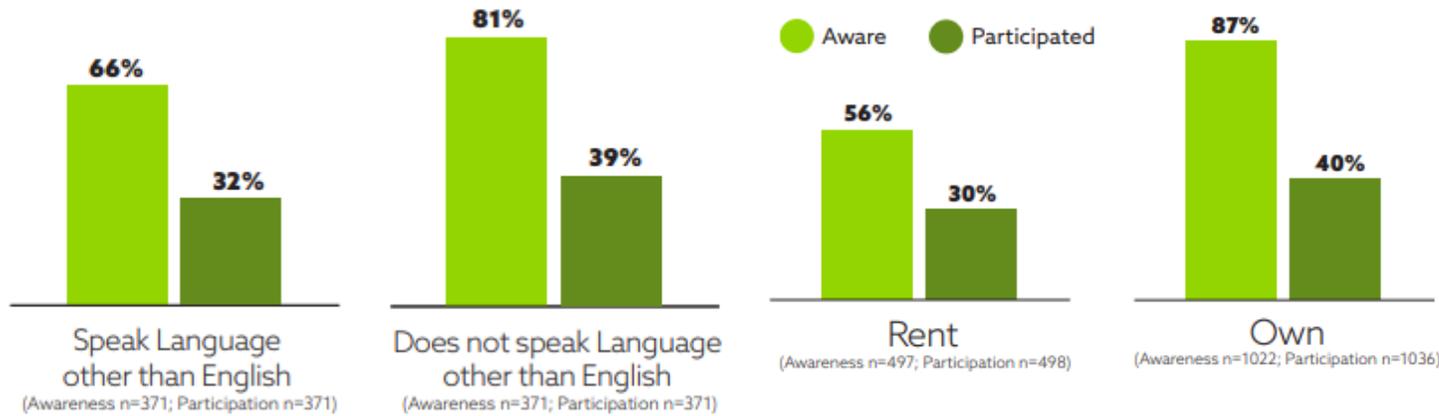


West of Washington Coalition (WOW)

- **WOW Coalition's mission is to build a cohesive and resilient community in Codman Square and South Dorchester, develop affordable housing and commercial spaces that are safe and sustainable, and promote economic stability for low- and moderate-income residents of all ages**
- **WOW advocates for sustainable change, focusing on a cluster of streets west of Washington St. in the Codman Square area of Dorchester, including Athelwold, Millet, Norwell, Park, Spencer, Thane, West Tremlett, Whitfield and Wheatland Streets.**

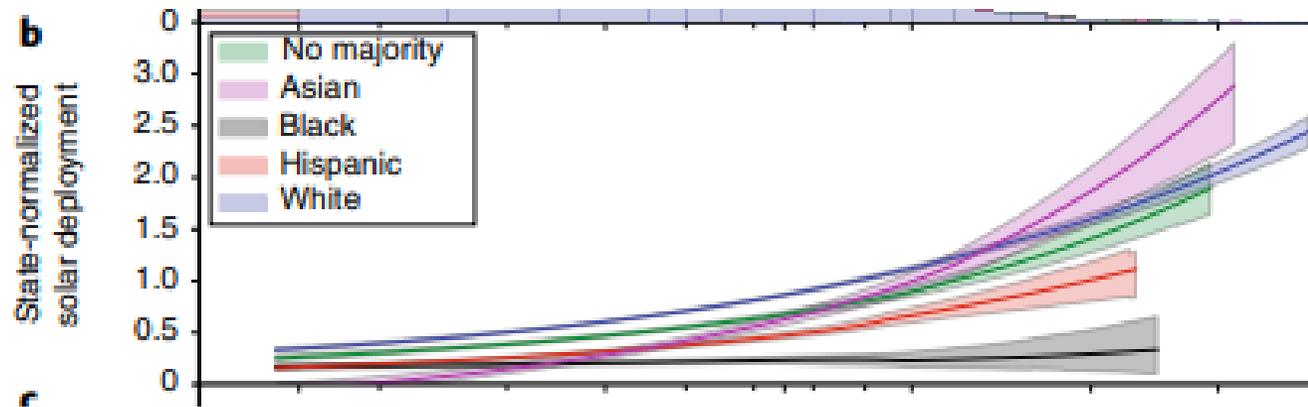


The Challenge: Disparities in Awareness and Adoption of Clean Energy



Source: Residential Nonparticipant Market Characterization and Barriers Study: Prepared for the Electric and Gas Program Administrators by Navigant, Illume, and Cadeo

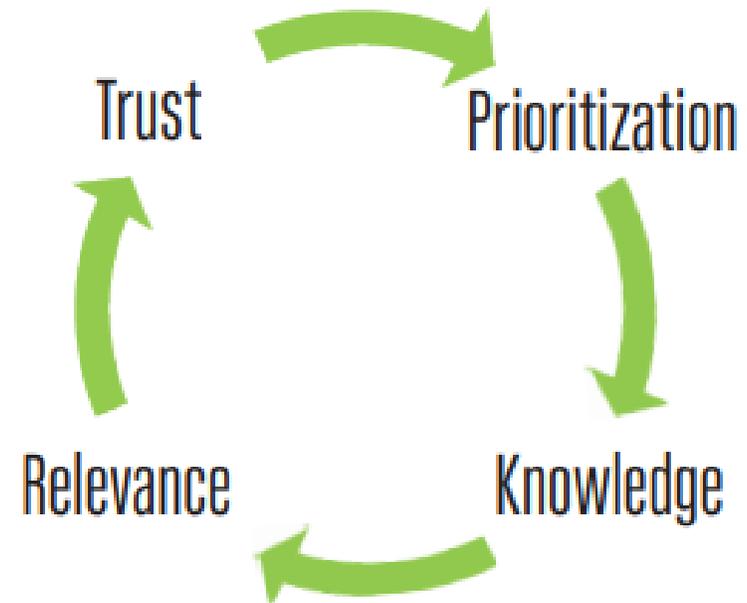
For the same median household income, black- and Hispanic-majority census tracts have installed less rooftop PV compared with no-majority tracts by 69 and 30%, respectively, while white-majority census tracts have installed 21% more.



Source: Disparities in rooftop photovoltaics deployment in the United States by race and ethnicity Deborah A. Sunter, Sergio Castellanos & Daniel M. Kammen Nature Sustainability volume 2, pages71-76 (2019)

Barriers to Participation in Clean Energy Programs

- ▶ High upfront cost
- ▶ Renter split-incentive
- ▶ Credit and access to financing
- ▶ Pre-weatherization barriers
- ▶ Lack of space
- ▶ Difficulty navigating programs
- ▶ Lack of knowledge
- ▶ Lack of Trust



CSNDC and WOW's solution: Energy Ambassadors

- ▶ Recruit cohorts of local residents to serve as Energy Ambassadors for one or two years
- ▶ Energy Ambassadors are either provided a stipend or home rehab mini-grants (up to \$10,000)
- ▶ Energy Ambassadors receive training on energy programs and outreach
- ▶ Energy Ambassadors conduct outreach in their neighborhoods
 - ▶ Farmers markets
 - ▶ Energy access parties
 - ▶ Neighborhood association meetings
 - ▶ Block parties
 - ▶ Door knocking to neighbors
 - ▶ Social media

Energy Programs Promoted

- Resonant Energy's Solar Access Program
- All In Energy's Utility Bill Checkup
- Mass Save and ABCD's weatherization programs



Energy Ambassador Cohort 1 Program Successes

- ▶ 7 Ambassadors recruited
- ▶ 165 residents connected to clean energy resources
- ▶ 1 mini-grant awarded (several more in the queue)
- ▶ 5 community groups engaged



Future Plans and Considerations

Ongoing challenges

- ▶ Need to improve tracking and follow-up with residents connected to clean energy resources
- ▶ Outreach and education is only the first step - other barriers to participation in clean energy programs need to be addressed for widespread adoption

Next steps

- ▶ Finalize and award grantees in the queue
- ▶ Launch 2nd cohort
- ▶ Vet and promote more programs (solar ownership options, heat pumps)
- ▶ Advocacy for clean energy program improvements

Energy Ambassador Key Elements

Neighbor-to-neighbor outreach

Trusted agencies: CSNDC, WOW, and vetted partners

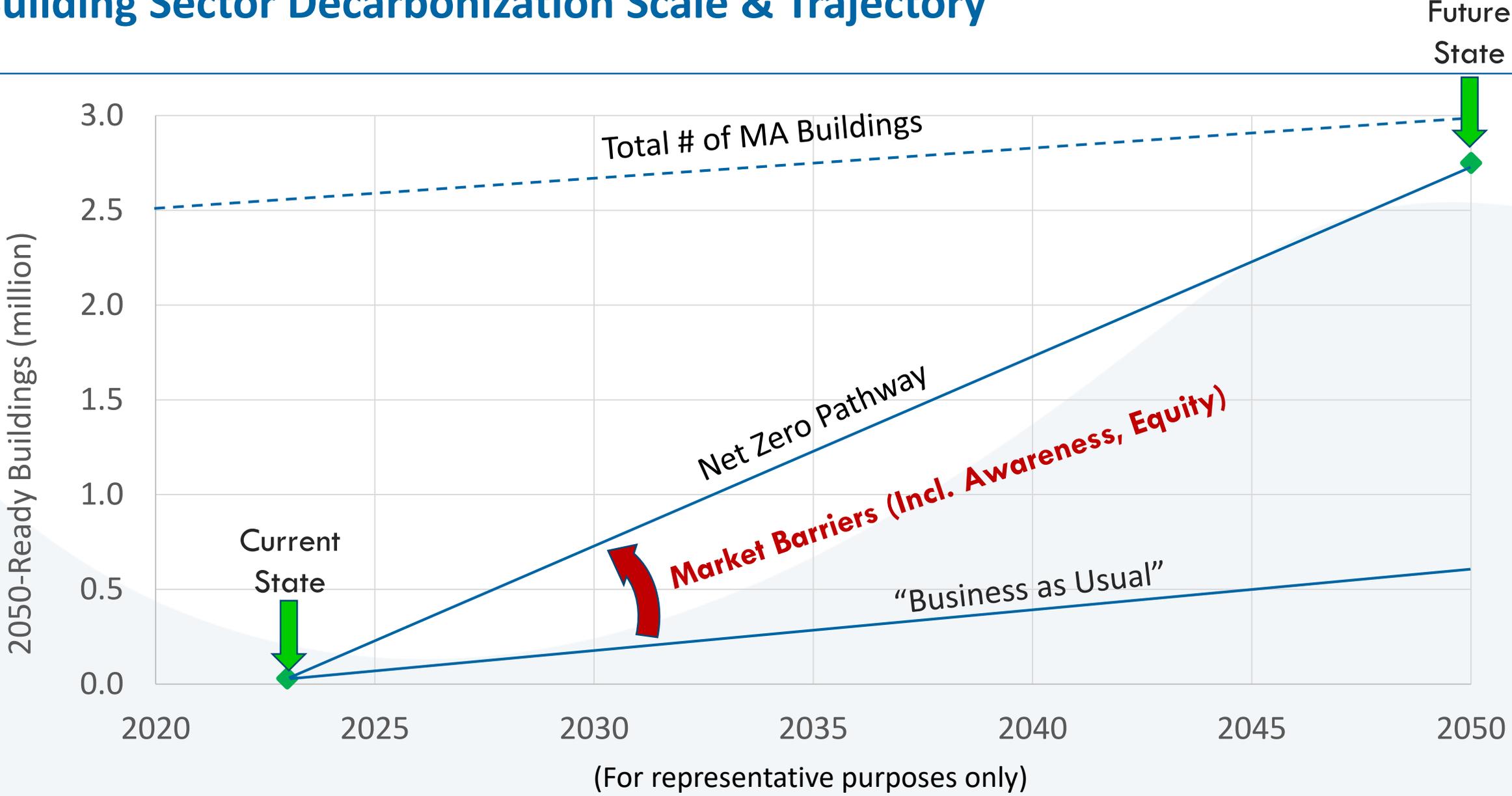
Relevant messaging - financial savings, health impacts, energy justice

Financial resources to support clean energy adoption

Panelist Questions

- ▶ Can each of you tell us more about your unique approaches and which barriers they are addressing?
- ▶ Can you describe some best practices for seeking multi-lingual staff or support on a project?
- ▶ Why is it important for organizations embedded in the community to be engaged in or even drive this work?
- ▶ What recommendations do you have for organizations or individuals in the audience for engaging with or supporting community-based organizations?
- ▶ Why is the community coach/ambassador/advisor model so important?
- ▶ Can each of you leave us with a final message?

Building Sector Decarbonization Scale & Trajectory



Challenge: Buildings Climate Goals, Equity & Our Current Status

- 2.5 Million buildings in MA
- Massachusetts has aggressive climate goals with a focus on equity
- To meet our 2050 Decarbonization Roadmap goals we'd need to reach 3% or 60,000 buildings per year
- How do we reach everyone?
- How we find scalable solutions?

Buildings Sector Report

*A Technical Report of the Massachusetts 2050
Decarbonization Roadmap Study*
December 2020

Massachusetts Environmental Justice Policy

"The people shall have the right to clean air and water, freedom from excessive and unnecessary noise, and the natural, scenic, historic, and esthetic qualities of their environment; and the protection of the people in their right to the conservation, development and utilization of the agricultural, mineral, forest, water, air and other natural resources is hereby declared to be a public purpose."

Constitution of the Commonwealth of Massachusetts,
Article 97.