Expanding Access to Clean Energy in Affordable Housing

August 14, 2020 · 9:15 am

Presenters:

Mary Wambui (Planning Office of Urban Affairs), Gabe Shapiro (All In Energy), & Emily Jones (LISC Boston)
YOU ARE ON INDIGENOUS LAND

MASSACHUSET, NIPMUC, and WAMPANOAG TERRITORY
DAWNLAND.ORG | @DAWNLANDMOVIE

Visit https://native-land.ca/ to find out whose land you are on.
Boston, MA

5. Clarifying Remarks

Negro heavily concentrated north of Ruggles St. on the west side of Washington. Jewish centered near Columbus Square. A large territory with some streets showing better experiences than the balance of the section.

2. Inhabitants

a. Infiltration of foreign - negro
b. Foreign-born families 50%; mixture predominating
c. Negro yes%; 25% predominating
d. Relief families heavy
e. Occupation clerks - labor - relief
f. Estimated Annual Family Income $600-$1,500

1. Area Characteristics

a. Description of Terrain level to hilly
b. Favorable influences; good transportation, schools, etc. close to central Boston employment area
c. Detrimental influences congested. Heavy traffic. Large
Energy burden is the percentage of household income spent on home energy bills. In this report, ACEEE, along with the Energy Efficiency for All coalition, measures the energy burden of households in 48 of the largest American cities. We find that low-income, African-American, Latino, low-income multifamily, and renter households all spend a greater proportion of their income on utilities than the average family. We also identify energy efficiency as an underutilized strategy that can help reduce high energy burdens by as much as 30%. Given this potential, we describe policies and programs to ramp up energy efficiency investments in low-income and underserved communities.
Vulnerability Map
Vulnerability to Extreme Heat
Sources available in technical publication.

https://climate-vulnerability.mapc.org/
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Mary Wambui, Planning Office for Urban Affairs
MILAGRO HERNANDEZ
(Energy Customer Profile)

- She is 38 years old
- A single mom with four young children
- She speaks primarily Spanish
- She lives in Lawrence
- She is a renter in non-subsidized housing - 3 story building with 30 units
- She earns 65K a year
- She pays for all her utilities
- She has never benefited from MassSave though she pays into the system
- Her landlord has not made any energy improvements in the building
Milagro fits the customer profile of the type of resident that the nonparticipant study revealed needs an increase in services and participation in the MassSave program.
An example of inequalities in implementation of the Columbia Gas program after the gas explosions

<table>
<thead>
<tr>
<th>Town</th>
<th>Home Energy Assessments</th>
<th>Jobs Completed</th>
<th>Market Rate Heating Accounts</th>
<th>Participation Rate (jobs completed as % of HEAs)</th>
<th>Participation Rate (jobs completed as % of customers)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andover</td>
<td>1,205</td>
<td>997</td>
<td>7,629</td>
<td>87%</td>
<td>13%</td>
</tr>
<tr>
<td>North Andover</td>
<td>915</td>
<td>608</td>
<td>5,269</td>
<td>66%</td>
<td>12%</td>
</tr>
<tr>
<td>Lawrence</td>
<td>926</td>
<td>480</td>
<td>12,271</td>
<td>51%</td>
<td>4%</td>
</tr>
<tr>
<td>Town / Neighborhood</td>
<td>Electric Utility</td>
<td>Gas Utility</td>
<td>Median Income</td>
<td>Renters</td>
<td>Born Outside of United States</td>
</tr>
<tr>
<td>---------------------</td>
<td>------------------</td>
<td>-------------</td>
<td>---------------</td>
<td>---------</td>
<td>------------------------------</td>
</tr>
<tr>
<td>Andover</td>
<td>National Grid</td>
<td>Columbia, National Grid</td>
<td>$134,627</td>
<td>20%</td>
<td>16%</td>
</tr>
<tr>
<td>North Andover</td>
<td>National Grid</td>
<td>Columbia, National Grid</td>
<td>$102,008</td>
<td>27%</td>
<td>12%</td>
</tr>
<tr>
<td>Lawrence</td>
<td>National Grid</td>
<td>Columbia</td>
<td>$36,754</td>
<td>72%</td>
<td>39%</td>
</tr>
</tbody>
</table>
NAACP’s Environmental and Climate Justice Program objectives

1) reduce harmful emissions, particularly greenhouse gases—... includes a focus on corporate responsibility and accountability.

2) Advance energy efficiency and clean energy —... to ensure that communities of color are accessing revenue generation opportunities in the new energy economy, while providing safer, more sustainable mechanisms for managing energy needs for our communities and beyond.

3) Improve community resilience: Ensures that communities are equipped to engage in climate action planning that integrates policies and practices on advancing food justice, advocating for transportation equity and upholding civil and human rights in emergency management.
Solutions | What you can do | What am I working on

• Acknowledge that structural racism is part and parcel of the foundation of clean energy programs
• Participate in State Energy Policy /Attend public meetings that have to do with Clean Energy in the State. (public listening sessions for the next energy efficiency plan)
• Market the MassSave and other clean energy programs to others across the commonwealth
• Work-force development- Set goals that increase equitable access to employment and training for residents, people of color and women in clean energy sector
• Personally, I am serving as a councilor at the EEAC and am a co-chair of the equity working group my email is mary@poua.org and I welcome suggestions that will expand access of clean energy in affordable housing.
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Presenter:

Gabe Shapiro, All In Energy
Gabe Shapiro

Co-Founder & Co-Executive Director
Mission

Accelerate an inclusive clean energy economy
All In Energy works at the nexus of two challenges

Massachusetts has nation-leading energy incentive programs

BUT

Renters, non-English speakers and moderate income families are underserved

Massachusetts’ clean energy economy is growing

BUT

Women and people of color are underrepresented
Our approach

We bring energy efficiency and renewable energy to underserved communities

We bring diverse talent to careers in the clean energy industry
Challenges for underserved groups (renters, non-english speakers, low-to-moderate income)

Awareness: Mass marketing, targeted marketing are insufficient

Trust: The messenger is as important as the message

Access: One size does not fit all

Time: Barrier to action must be very low
How we do community outreach

We hire diverse staff and partner with community organizations and cities.

We work with a network of energy efficiency and clean energy companies.

We execute co-branded outreach campaigns to engage residents face-to-face and through local communications channels.

We help residents access and benefit from programs and products that save money and energy.
Our Programs

2018: Dorchester

2019: Cambridge

2020: Lawrence

2020: Methuen
Workforce development barriers

In-circle hiring

- Majority White Staff
- Recruitment via Staff Networks
- Homogenous Applicant Pool
- Implicit Biases Elevate White Applicants

Lack of exposure to careers & lack of mentorship

- Most training programs focused on entry-level installation jobs
We prepare our staff for careers

By doing outreach, our team learns how to talk to customers

We then introduce them to careers in the industry

This prepares our staff for their next role in the clean energy industry

When our staff join other companies, they diversify the industry and help to serve our communities better
Our Team

We work with partners, community colleges, and field team to find talent
59% People of Color, 52% women, 57% multilingual

Current Staff/Interns

Past Paid Interns
We launch clean energy careers
Barriers to access to energy programs for underserved populations and how we seek to overcome them
Barriers: Renters

Renters

- Pay into Mass Save monthly, but don’t know they can use it
- Tenant/Landlord incentives for action are misaligned
- Little incentive to serve renters (lower insulation probability)
Renters: Cambridge

Innovations:

- Rental Property Energy Advisor
- Canvassing Team

Results:

Pre-COVID: 191 Renters Served in 6 months

COVID era: 90+ renters signed up through landlords

Landlord letter with 100% incentive
Barriers: Spanish Speakers

Spanish speakers

- Most outreach is in English
- Full process not in Spanish (e.g. Spanish language contracts)
- Negative experiences lead to distrust, disenfranchisement
Spanish Speakers: Lawrence & Methuen

Innovations (in progress):

- Hiring: Bilingual Communications Manager
- Spanish Speaking Outreach/Customer Service Team
- Spanish-speaking auditor + we are translating rest of process
- City channels + Spanish-language channels
Barriers: Low-to-Moderate Income

Low-to-moderate income families

- Access to, or desire to take on, loans

- More likely to be behind on utility bills, so immediate savings less meaningful

- Lack time to learn about, enroll in energy programs
Expanding Access for Low Income Residents

Community Surveys to understand needs

Low Income Community Solar offering

Community Outreach Partners

Lots of learning!
Key takeaways

1) Experience program from perspective of underserved customer to find the gaps and creative solutions

1) Local insight and partnerships are ESSENTIAL to success

1) Diverse, multilingual staff at all levels and functions are needed

2) Mentoring, promoting & empowering diverse talent to be influencers in industry is critical
We would love to partner with your community to bring energy-saving benefits to underserved groups.
Contact for more information

Gabe Shapiro
Co-Founder & Co-Executive Director

Gabe@allinenergy.org
(781) 656-5359
allinenergy.org
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Emily Jones, LISC Boston
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• Why Clean Energy Access?
• Addressing Three Barriers for Affordable Housing Residents
• The Future – And How YOU Can Help
Together with residents and partners, LISC forges resilient and inclusive communities of opportunity across America—great places to live, work, visit, do business and raise families.
Why Clean Energy Access?
Barriers to Access

1. Knowledge
2. Coordination
3. Money
#1: Knowledge

Benchmarking
Green Asset Management Plans
Comprehensive Energy Audits
Forums/Workshops/Peer Groups


The Green Engineer leading 50 affordable housing professionals in LISC’s Fall 2018 LEED Green Associate Training (Photo Credit: LISC Boston).
#2: Coordination

Mass Save LEAN Coordination
Kickoff Design Meetings
Solar + Storage Partnership

Allston Brighton Community Development Corporation’s Green Retrofit Project with Cliff Geissler and Dariela Maga (Photo Credit: Dariela Maga).
#3: Money

Passive House Design Challenge
Mass Save Passive House Incentives
QAP Bonus Points
Preferential Financing

MHP's new Green and Healthy Housing Programs Overview (Credit: MHP).
The Future – And How You Can Help

Equitable Green New Deal

“We can be whatever we have the courage to see.”
– A Message From the Future With Alexandria Ocasio-Cortez
Thank You!

Emily Jones
617.410.4336
ejones@lisc.org
lisc.org/boston
Presenters:

Mary Wambui
mary@poua.org

Gabe Shapiro
Gabe@allinenergy.org
781-656-5359

Emily Jones
ejones@lisc.org
617-410-4336

Brooks Winner
bwinner@mapc.org
617-933-0785