

Decarbonization Outreach Campaign Proposal

a.k.a. “Electrify Medford”

October 2, 2023



GO GREEN | Medford
A program of the City of Medford, MA

Components

- Community-wide messaging
 - Targeted outreach to priority communities
 - Haitian Creole, Brazilian Portuguese, Latin American Spanish, Arabic, Mandarin Chinese speaking
 - Environmental justice census block groups (South Medford, Hillside, West Medford, Glenwood neighborhoods according to MA EJ map viewer)
 - Areas impacted by environmental hazards like extreme heat and flooding (West Medford, Hillside, South Medford, Medford Square)
 - Renters and landlords
 - Local energy ambassadors
 - Paid ambassadors will be members of priority groups and work with priority groups
 - Volunteer ambassadors will work with others
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Components

- Technical partners for each decarbonization solution
 - A soft handoff for energy efficiency (Mass Save), solar (EnergySage?), electric vehicles (Green Energy Consumers Alliance?)
 - Deeper technical assistance for heat pumps (Abode) – free for priority groups, fee for non-priority groups
 - Additional incentives (up to \$75,000 with EmPower grant)
 - max \$3,000/household, for balance not covered by other incentives
 - for either income eligible residents or landlords with income eligible tenants who agree to pass along savings
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Process

- Webpage on GoGreenMedford.org with signup form (Google form).
 - Ambassadors have initial consultation with residents (by phone/zoom or in person). Ambassadors discuss options and provide broad decarbonization plan with referrals.
 - Ambassadors continue to follow up with residents and assist them until the end of the program.
 - If residents have issues with technical partners, staff will follow up with technical partners on their behalf.
 - If residents have questions that are more complicated than ambassadors are comfortable with, staff will follow up with residents (alongside ambassadors if necessary for resident comfort).
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Local partners

- Energy Committee
 - Climate Equity Council
 - 350
 - Mothers Out Front
 - Grace Church?
 - West Medford community center?
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MassCEC EmPower Funding

- Direct grants to residents/landlords to benefit priority communities (25% of total)
 - Partner(s) to do outreach and technical consultation for priority communities
 - Staffing for part-time employee to focus on this program
 - Education for volunteer ambassadors from priority communities
 - Stipend for ambassadors from priority communities (see MIT's Living Wage Calculator)
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