



New Bedford Community Mobilization Initiative

July 2010 – March 2011



P.O.W.E.R.
PROMOTING ORGANIZATIONAL, WORKING, EDUCATIONAL,
AND ECONOMIC RESILIENCE

Presented by the P.O.W.E.R. Project
December 13, 2011
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New Bedford Community Outreach and Energy Efficiency

Agenda:

1. **New Bedford Community Mobilization Initiative (CMI): Overview and Outcomes**
2. **Lessons learned**
3. **Moving Forward**

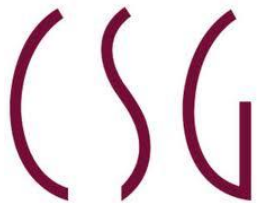
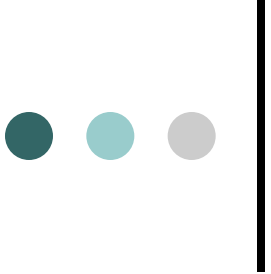


New Bedford CMI

○ New Bedford was first CMI to launch:

- NB developed and “road tested”
 - Training materials
 - Tools and Data Systems
 - Weekly status meetings/calls with NSTAR and partners
 - Processes to track customers progress and monitor overall project status through measures implementation
- These were later modified and used in other CMI pilots
- CMI was pilot phase of NB’s
Community Retrofit Program





NEW BEDFORD CMI PARTNERS



P.O.W.E.R.
PEOPLE ORGANIZING FOR HEALTH
AND ECOLOGICAL RESTORATION



Success of Collaborative Partnerships



- Urban Energy Solutions becomes approved contractor
- Relationship with NSTAR – commitment to supporting NB
- Strengthened relationship between City and community
- New relationships between CBOs

New Bedford CMI

Outreach Strategy:

- o **Hire local community residents** to do the community outreach – model commitment to local hiring and local leadership from underrepresented
- o **Target customers greater than 60%** median income, focus on moderate income households
- o Concentrate **outreach block by block** in specific neighborhoods to create “buzz”, social incentive
- o **Utilize existing social networks** and partner organizations, be visible in the community (events, PSAs, social media, community access television signage, etc.) to **create a culture of participatio**



Door to Door Outreach



Community Events



House Parties



Social and Multi-Media

1 Kalia Lydgate Home



PEOPLE ORGANIZING FOR WEALTH AND ECOLOGICAL RESTORATION

- Wall
- Hidden Posts
- Info**
- Friend Activity
- Insights
- Photos
- Events
- Links

EDIT

About Edit

We are local residents of New Bedford who are dedicated to helping our fell...

More

764
like this

P.O.W.E.R. - People Organizing for Wealth and Ecological Restoration

Non-Profit Organization · New Bedford, Massachusetts · Edit Info

Information

Address 459 Kempton St., New Bedford, MA 02740 · [Get Directions](#)

Website <http://www.marioninstitute.org/programs/...>
<http://twitter.com/POWERnb>



Founded July 2010
About We are local residents of New Bedford who are dedicated to helping our fellow community members restore the Equity, Economy and Ecology of our area and our Nation.

Company Overview P.O.W.E.R. is People Organizing for Wealth and Ecological Restoration. P.O.W.E.R. is a project of the Green Jobs Green Economy Initiative, a program of the Marion Institute created in partnership with The ESHU2 (Education Should Help Us X Ecology Spirituality Health and Unity) Collective.

Mission We are local residents of New Bedford who are dedicated to helping our fellow community members restore the Equity, Economy and Ecology of our area and our Nation.

Products NSTAR, the city of New Bedford, the Marion Institute's Green Jobs, Green Economy Initiative, ESHU, and PACE YouthBuild have partnered on a community-based effort called a "Community Mobilization Initiative" ("CMI"). This pilot program has been designed to increase participation in NSTAR's residential energy efficiency programs in order to help residents save money on utilities, decrease carbon emissions and energy usage, and create well-paying local Green Jobs.

The Green Jobs, Green Economy Initiative and The ESHU Collective co-developed P.O.W.E.R. (People Organizing for Wealth and Ecological Restoration) to perform the outreach component of this project.

Edit Page

Admins (8)

See All



- Use Facebook as P.O.W.E.R. - People Organizing for Wealth and Ecological Restoration
- Notifications 3
- Promote with an Ad
- View old Insights
- Invite Friends

You and P.O.W.E.R. - People Organizing for Wealth and Ecological Restoration



116 friends like this.

3 friends have worked here.

Tar Sands Action, The DC Project, Connecting For Change

Recommendations from Friends

Jeremia St. Onge Be ashamed of death, until you do something for humanity

Write a recommendation...

Results to Date



GOALS:

- 50 units residential
- 4 apartments
- 25 small businesses

COMPLETED SO FAR:

- 16 units residential
- 3 apartments
- 33 small businesses



New Bedford CMI Recap

1-4 unit results:

288

Assessments

18

No Interest

40

Proposed Work

11

Unfixable Roadblocks

33

Discount Rate

42

Work Opportunities
but Roadblocks

131

No Wx Recommendations

168

Hsys Replacements
Proposed



New Bedford CMI recap

5-20 unit results:

- **10 unit bldg**- lighting and DHW measures (oil) installed.
- **5 unit bldg** – lighting measures installed. Insulation opportunities identified, but owner was denied loan.
- **5 unit bldg** – lighting and DHW measures (gas) installed.



New Bedford CMI Recap

Small business results:

104

Business Contacted

52

Audits Scheduled

33

Contracts Signed

45

Audits Performed

46

Not Interested

Roadblocks

- Pre-weatherization barriers
- Program complexities
- Audit scheduling challenges
- Financial Barriers
- “Too good to be true”





New Bedford CMI

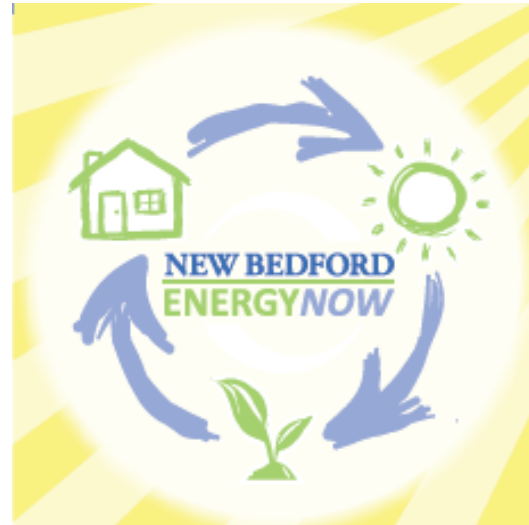
Lessons Learned

- Scheduling – Self-scheduling
- Targeted Outreach – barriers, no opp, low income
- Technical Solutions – Data management
- Pre-weatherization barriers
 - Facilitate **partnerships with local contractors**, negotiate lower prices through volume.
 - Seek out **grants & other resources** to improve value proposition to customers who need it most.
 - Make it easier for residents to get from point A to B. **Understand stress points** in process where residents are most likely to “drop-out”, **provide support**.

New Bedford Energy Now !

- **3 Energy Programs Combined to Serve Residents and Small Businesses**

- NB Efficiency Now!
- NB Solar Now!
- NB Challenge Now!

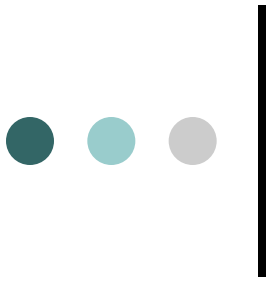


- **Single entry point, simplified for participants**
- **All CMI partners, including NSTAR and 20+ new partners**
- **NB Efficiency Goal = 5000 units by 2015**



Moving Forward: New and Improved Strategies

- **Expand and strengthen partnerships**
- **Segmentation and data analysis for targeted outreach**
- **Streamline customer service**
- **More education/deeper level of engagement**
- **Offer something for everyone**
- **Improved data management system**
- **Work more closely with employers to ensure local hiring**



QUESTIONS ?