



Electrify Everett

Leverages trusted CBOs as delivery venues to overcome linguistic and cultural barriers to electrification adoption in a frontline community.

An EJ community with high asthma rates, a significant urban heat index, low tree coverage, excessive air pollution, and aging infrastructure, we need safe and healthy homes and community spaces.

It is time to prioritize populations that have not historically benefited from energy-saving programs.

The Team

- La Comunidad Inc.
- City of Everett
- Latinos Unidos en Massachusetts (LUMA)
- Everett Community Growers
- Everett Haitian Community Center
- National Grid
- Eliot Family Resource Center
- Neighborhood Developers
- National Grid
- Mystic River Watershed Association (MyRWA)
- Naomi Mermin Consulting

100%



of the buildings, we will target meet the definition of equity-eligible buildings,

and over 70% of the community rents their home

1. Launch organized outreach with CBOs to share information about energy-saving measures, weatherization, and electrification through workshops, events, flyers, mailers, and more.



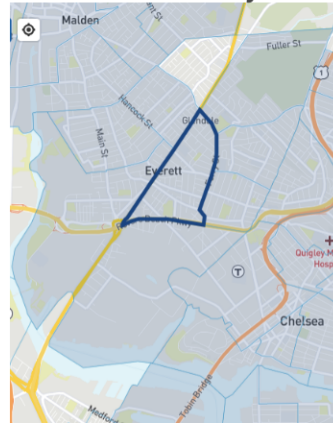
2. Co-create responses to the specific challenges our community experiences, with sensitivity to the risks faced by our most vulnerable families. This feedback will help shape and strengthen our campaign and planning.



3. Peer-to-Peer Referrals: As homes and community buildings are weatherized and convert to heat-pump and fully-electrified technology, neighbors will see the upgrades and benefits gaining familiarity with the technologies and will share their successes.



Project Area



Tract information
Number: 25017342500
County: Middlesex County
State: Massachusetts
Population: 8,369

Tract demographics

Race / Ethnicity (hide ^)

- White 45%
- Black or African American 20%
- American Indian and Alaska Native 0%
- Asian 7%
- Native Hawaiian or Pacific Islander 0%
- Other 15%
- Two or more races 2%
- Hispanic or Latino 25%

Age (show v)

Identified as disadvantaged?

YES

This tract is considered disadvantaged because it meets 1 burden threshold AND the associated socioeconomic threshold.

Community Budget

Electrification in Everett					
City of Everett		La Comunidad Inc		Additional Partners	Grant Total
Energy Advocate	\$60,000.00	Energy Advocate	\$60,000.00	Community Organizations	\$100,000.00
Outreach Materials	\$10,000.00	Outreach Materials	\$10,000.00	Consultants	\$20,000.00
Events and Programming	\$20,000.00	Events and Programming	\$20,000.00	Translators	\$10,000.00
Building Electrification Study and Technical Support	\$40,000.00	Building Electrification Study	\$40,000.00	Compensation for participants	\$10,000.00
	\$130,000.00		\$130,000.00		\$140,000.00
					\$400,000.00

Allocates \$130,000 of the prize money to La Comunidad to support an energy advocate position, outreach and programming, and the process of upgrading their building. \$100,000 of the prize funds to be split between five additional CBOs to support their participation in this initiative. We will allocate \$10,000 to compensate community participants in our workshops, events, and planning.