

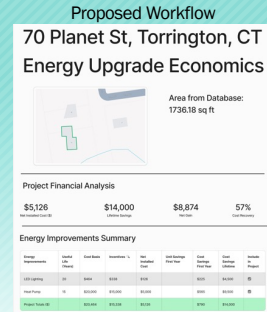
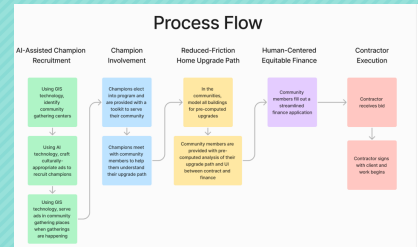
Finding Community Champions using GIS & AI Tools

Team *Plentiful* combines AI and marketing talent with community experience:

- **Jason S. Trager, PhD** leads *Plentiful.ai* and is an entrepreneur and AI/machine learning engineer with experience as a community organizer.
- **Ashley (Nicholls) Santor** leads *DOER/MAKER*, a woman owned marketing firm that has significant experience in low and moderate income (LMI) utility programs.

- **Community focus:** We will focus the initial phase of our work on Justice40 communities in the Hartford County, CT. As our work progresses, we will expand to other communities in Connecticut and replicate our efforts in Tigard, Oregon and with communities in Florida that SELF is serving. For these communities, we will pursue building efficiency and grid modernization (through DER deployment) as focus areas for technology deployment using equitable and human-centric finance.
- **Their challenges:** As is the case for many LMI/Justice 40 communities, Hartford's significant energy burden is most prevalent among residents below the poverty line and/or of minority status. Within Hartford County, the average energy burden percentile by average burden within census tracts is 64%.
- **The opportunity:** With our partners, who represent active members of our working group, we propose to execute on a strategy of AI-assisted recruitment of community champions, who will be provided with a set of web tools that will empower them to reduce the friction and economic pain of upgrading residences in their communities.

- **Partner organizations:** Connecticut Green Bank, The City of Tigard, OR, Florida Solar and Energy Loan Fund (SELF), Electric Power, Aris Hydronics, JPI, Career Equity, Doer/MAKER, ACEEE



Sample economic calculation from our web tool