

Power for the People: Energy Efficiency for All



Aligned Incentives & Empowered Communities for a Resilient Energy System

- In New Bedford, MA, a diverse community with a median household income of \$50,581, **many residents face economic challenges, and the housing market—where 60.9% of homes are not owner-occupied—highlights issues of affordability and investment in energy efficiency.**
- This **lack of incentive for building owners to implement upgrades, like heat pumps,** leads to a disconnect between the benefits of reduced utility costs for tenants and the interests of the owners and the city's CO2 reduction goals.
- Our solution is to **introduce an innovative incentive model for multi-family units that promotes energy-efficient investments,** aligns with New Bedford's environmental goals of Net Zero emissions by 2050 and a **35% energy consumption reduction by 2030,** and serves as a sustainable model for other communities with similar socioeconomic fabrics.

