

Newburyport's Energy for Generations Program



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Introduction

The Energy for Generations (EFG) program helps older adults in Newburyport explore, adopt, and advocate for clean energy solutions (such as heat pumps, home solar, and energy efficiency upgrades) through education, training, and community engagement.

Key Components:

- Training for elders as energy coaches to offer free coaching and peer support to local residents
- Share resources on heat pumps, home solar, and community solar
- Help residents schedule and complete no-cost energy assessments
- Educate on Mass Save rebates and incentives
- Host events at the Senior Center and community fairs and events



Program Components



- **Community Dialogue Circles:** Facilitated public sessions with Newburyport residents to identify strengths and gaps in energy resilience.
- **Clean Energy Counselor (CEC) Training:** Empowering elders with tools and knowledge to advocate for clean energy.
- **Workshops & Events:** Hands-on opportunities for the community to learn and adopt clean energy solutions.
- **Digital Engagement:** Inclusive outreach through newsletters, flyers, social media, advertisements, etc.



Community Dialogue Circles

CEC Training





Workshops & Events

Digital Engagement

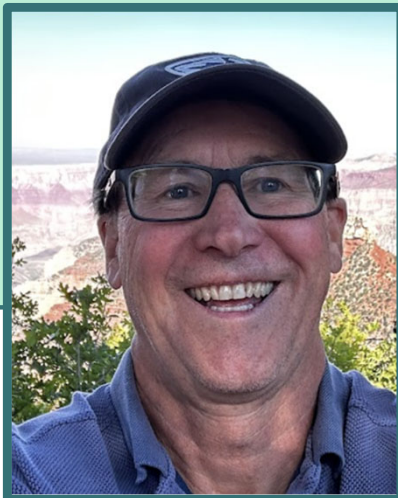


CEC Training & Peer-Driven Outreach

Two-part virtual training series

- Each session ~2 hours; comprehensive coverage of clean energy tech and programs
- **Topics included:**
 - EFG overview
 - Home energy assessments
 - Role of Mass Save contractor
 - Heat pumps
 - Solar
 - Effective communication with older adults
 - Mass Save incentives
- **Interactive learning:** quizzes after each technology module to boost retention and discussion
- Recorded sessions for onboarding and review; post-training resources provided
- **CEC Resource Toolkit delivered:** elevator pitch, tabling scripts, forms, Mass Save flyers, digital Coach Guide
- Strong participant engagement and hands-on learning in outreach, incentives, and equity
- Pre/post training surveys collected

Meet Our Clean Energy Counselors (CECs)!



David McDougall



Michael Strauss



Mike Spiro



Don Walters

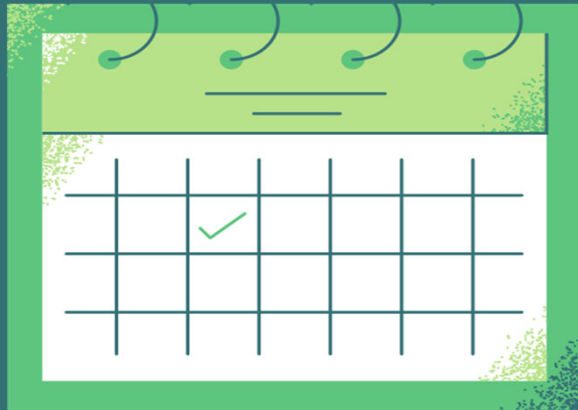


Molly Ettenborough



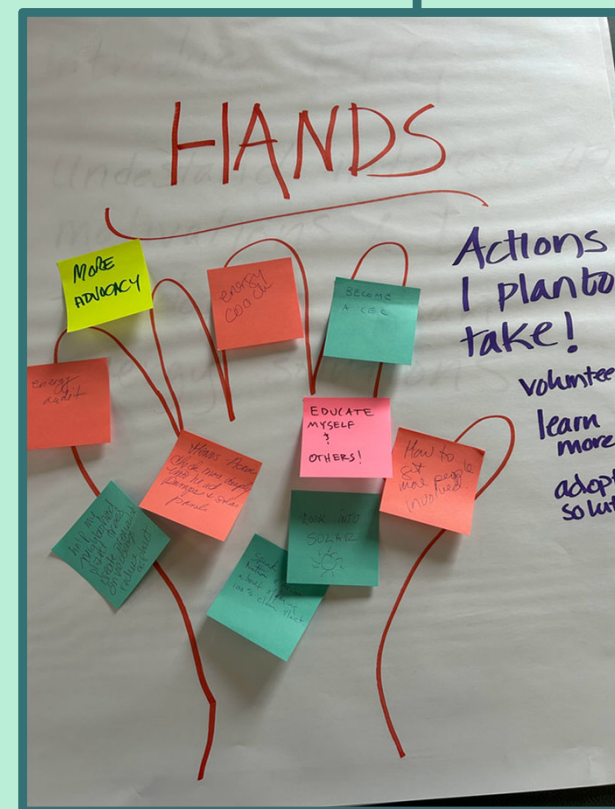
Nicki Girouard

Community Outreach Events



- **ACES – Eco Conversations** | *Monthly Community Meeting*
- **Mark Richey Woodworking Event (Hosted by ACES)** | *Mark Richey Woodworking (manufacturing site)*
- **Newburyport Public Library Visit** | *Newburyport Public Library*
- **Earth Day Canvassing** | *Market Square, Newburyport*
- **Spring Fling Event Tabling** | *Senior Community Center Lobby*
- **Green Expo Tabling** | *Newburyport Senior Center Lawn*
- **Biweekly Tabling** | *Senior Community Center Lobby*
- **Yankee Homecoming 2025** | *Senior Community Center Lobby*
- **Nourishing the North Shore VEG OUT Farmers' Market** | *Newburyport Senior Center Lawn*
- **Tabling & Lunch With Mayor** | *Senior Community Center Lobby*
- **Tabling at Chowder Fest** | *Newburyport Waterfront*





Earth Day

Make Every Day Earth Day



ALLIANCE of CLIMATE
and ENVIRONMENTAL
STEWARDS



COMMIT YOURSELF TO SUPPORTING OUR LOCAL SUSTAINABLE COMMUNITIES
MAKE YOUR PLEDGE TO TAKE ACTION WHERE YOU CAN ... USE YOUR 6 COLORED DOTS TO SHOW WHERE YOU WILL HELP

- PLANT A TREE FOR ARBOR DAY
- CONVERT MY LAWN TO A SUSTAINABLE GARDEN
- STOP MY USE OF CHEMICAL FERTILIZERS
- BUY MY FOOD FROM LOCAL PRODUCERS
- COMPOST MY FOOD WASTE
- REFUSE SINGLE USE PLASTICS
- REFUSE MY REFILLABLE CONTAINERS
- REDUCE MY PLASTIC USE
- RECYCLE ALL OF MY RECYCLABLES
- REPAIR MY BROKEN ITEMS
- REPURPOSE MY OLD ITEMS CREATIVELY
- REDUCE MY ENERGY CONSUMPTION
- REDUCE MY CONSUMPTION OF FOSSIL FUELS
- SUPPORT LOCAL STEWARDSHIP ORGANIZATIONS THAT INTEREST ME

Program Metrics

Topic	Total / Notes
Community Engagement Events	22
Total Attendees (all events)	278+
Attendees from Communities of Interest	135+
Workshops, Training, Education Sessions	4
Organizations Receiving Technical Assistance	7+
Information Contacts Recommending Energy Measures	85+
Households Supported with Energy Assessments	65+
Households Implementing Upgrades	8+
Website Impressions	623
Website Visits	51
Trained CECs	7

Insights & Lessons Learned

Insights

- Strong multi-department collaboration boosted credibility and reach
- Partnerships with ACES, city offices, and senior groups amplified outreach efficiently
- A volunteer-driven Clean Energy Counselor model builds trust and local relevance
- A dedicated website and city branding improved awareness and accessibility
- In-person tabling yielded meaningful engagement and tangible sign-ups

Lessons Learned

- Coordinate with partners earlier to prevent referral bottlenecks (CAP agency)
- Simplify incentives messaging and provide hands-on coaching to overcome technical barriers
- Target shared-building upgrade challenges with targeted referrals and policy navigation
- Leverage segmented outreach (email, social, neighbor networks) to reach different audiences

Questions?

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