

Preserving Civic Identity Through Green Retrofitting in a Transit-Oriented Downtown

Brockton, Massachusetts "The City of Champions"





Robert F. Sullivan Mayor



Dr. Troy B.G. Clarkson CFO

Introduction

- Brockton, MA: A historic post-industrial city in New England
- Facing aging infrastructure and climate challenges
- Brockton's Goals: Revitalization through transit, public health, and cultural preservation
- Current Population: 105,643
- Diversity Makeup: African American 41%

White - 22%

Mixed - 18%

Hispanic/Latino - 13%

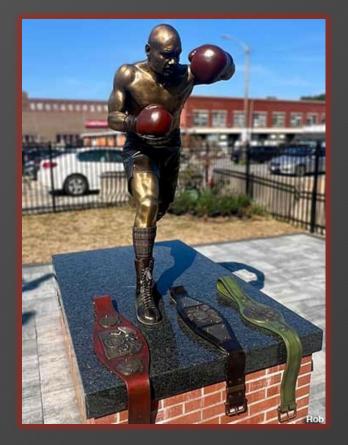
Other - 6%

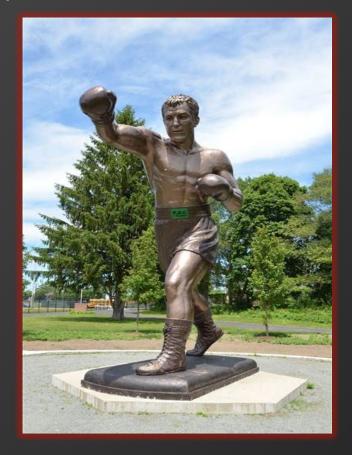


Brockton, Massachusetts: The "City of Champions"

Home to:

Rocky Marciano (September 1st, 1923 - August 31st, 1969)
-Undefeated Heavy Weight World Boxing Champion





"Marvelous" Marvin Hagler (May 23rd, 1954 - March 13th, 2021)

-Undisputed Middleweight World Boxing Champion

Brockton City Hall

- Key Facts:
 - **❖** Built in 1894
 - Romanesque Revival architecture
 - Contains murals, woodwork, civic interiors
- Challenges:
 - ❖ Aging Infrastructure
 - Poor HVAC systems, deterioration of historical features
 - ❖ Need for both modernization and preservation



The Modernization Project

Brockton City Hall - 45 School Street, Brockton, MA 02301

- HVAC Upgrades
- Lesser greenhouse gas emissions
- Reduced resource waste
- Energy efficiency
- Reduced environmental impact
- Ameresco Energy Service Company -
- Leader in energy efficient HVAC solutions, cost reductions, and decarbonization initiatives
- American Rescue Plan Act
- ❖ Federal Monies administered under President Biden's Administration
- City ARPA Funds: \$51,787,719.76
- Project's Total Value: \$13,960,393.82





The Modernization Project (Cont.)

- Climate Resiliency
 - Improved Energy Efficiency
 - Indoor Climate Regulation
 - → Slate Roof Installation
 - Energy Efficiency through thermal benefits and improved insulation



- Recognized by the Northeast Renewable Energy Coalition for city-wide ARPA efficiency projects
- Proven and sustained efforts in regional sustainability goals/clean energy transition



Transit-Oriented Development

- Central downtown location
- Proximity to Train Station & Bus Terminal
 - 3 Commuter Stops (Campello, Montello, Brockton/ Main)



Brockton/Main

- Promotes an inclusive, and a climate-sustaining city center
 - Less car emissions due to central location & commuter friendly transportation
 - Supports walkability & reduces car dependency



Campello



Montello

Lasting Legacy

- Long-lasting, energy-efficient upgrades
- Fosters civic pride through thoughtful preservation
- Sustains a central landmark within the downtown community with equitable access
- Strengthens Brockton's environmental stability for future generations
- Keeps Brockton Green!

