



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



Brockton/Main



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!

