

October 2021

MassSave in Chelsea, MA





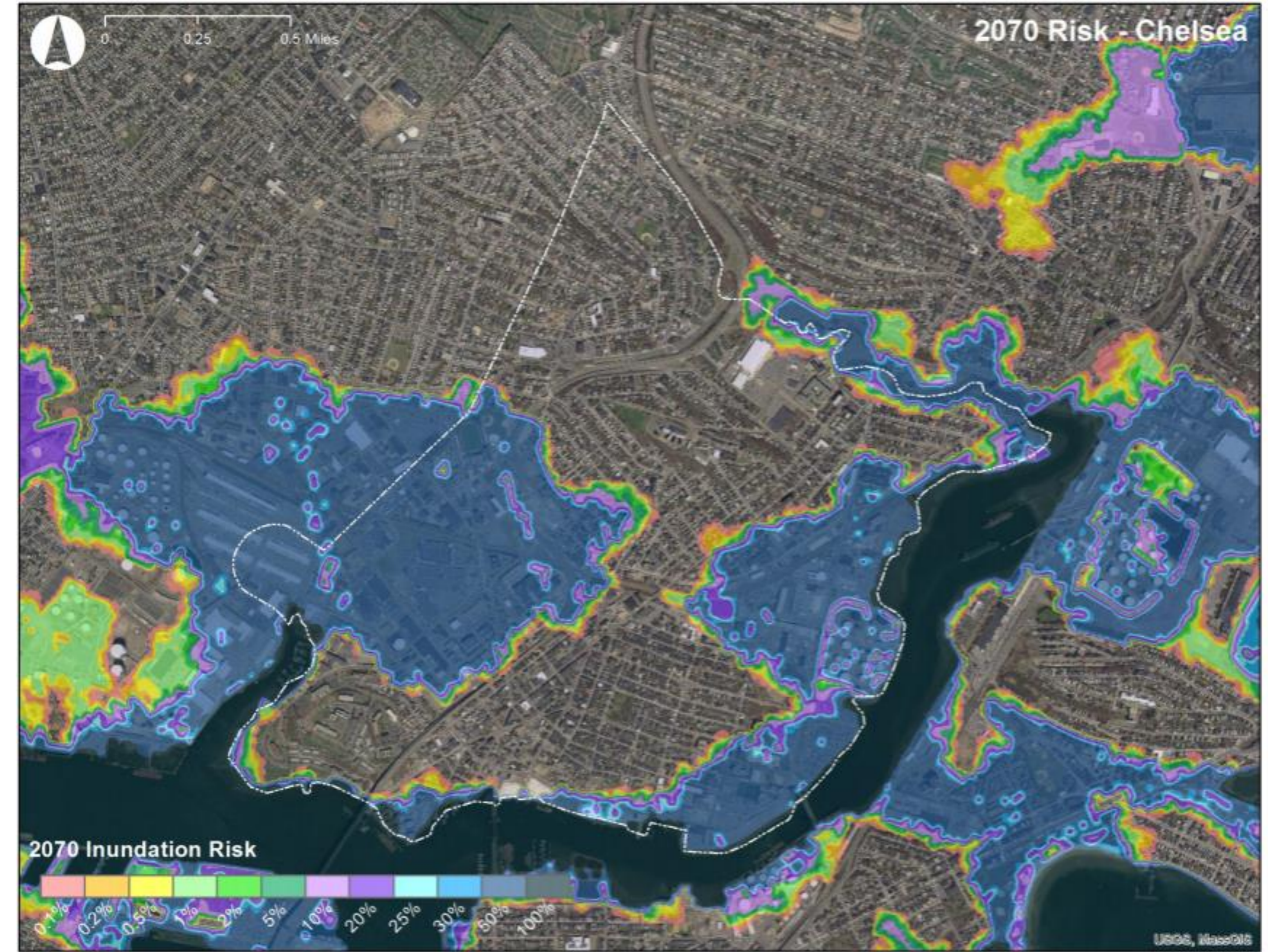
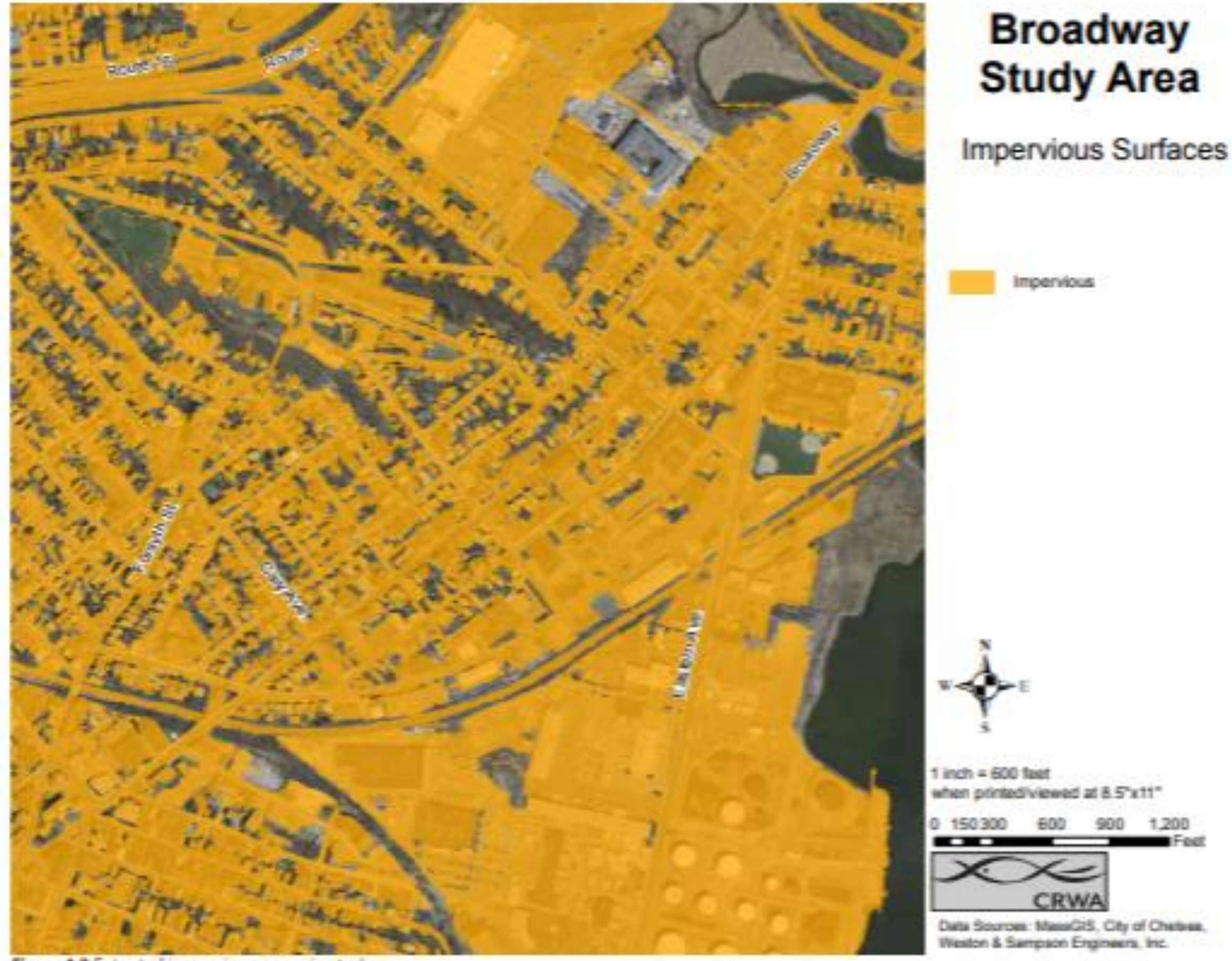
Chelsea, MA Overview

Chelsea is the smallest City in the Commonwealth of Massachusetts and the second most densely populated City, behind Somerville. Chelsea is incredibly diverse: Hispanic or Latino continues to be the largest segment of the population at 67.56%. The majority of the Chelsea population largely identifies with one race (66.8%) with the remaining 33.2% of residents identifying with two races or more. The 2019 median household income rose 80%, reaching \$56,802 compared to the 2010 median income of \$30,161. The per capita income however, shows a decrease from 2010 as it fell to \$25,284 compared to the 2010 per capita income of \$30,161.

Approximately 7,162 individuals are living below poverty in Chelsea, making up 18.1% of the total population. The poverty levels for children under 18 was 2,526 (24.5% of pop.) in 2019. The Pandemic has greatly affected Chelsea, raising unemployment to 12% in 2020.

Almost 70 percent of Chelsea's households rent their housing units, and half of all housing units are in small multi-unit (two to four) buildings. Housing stresses such as the average monthly rents increasing 38% from \$1,599 to \$2,202, between 2011 and 2016, the median sales price of single-family homes increasing 52 %, and median sales price of condominiums increasing 90 % all are contributing to the housing pressures Chelsea residents face.

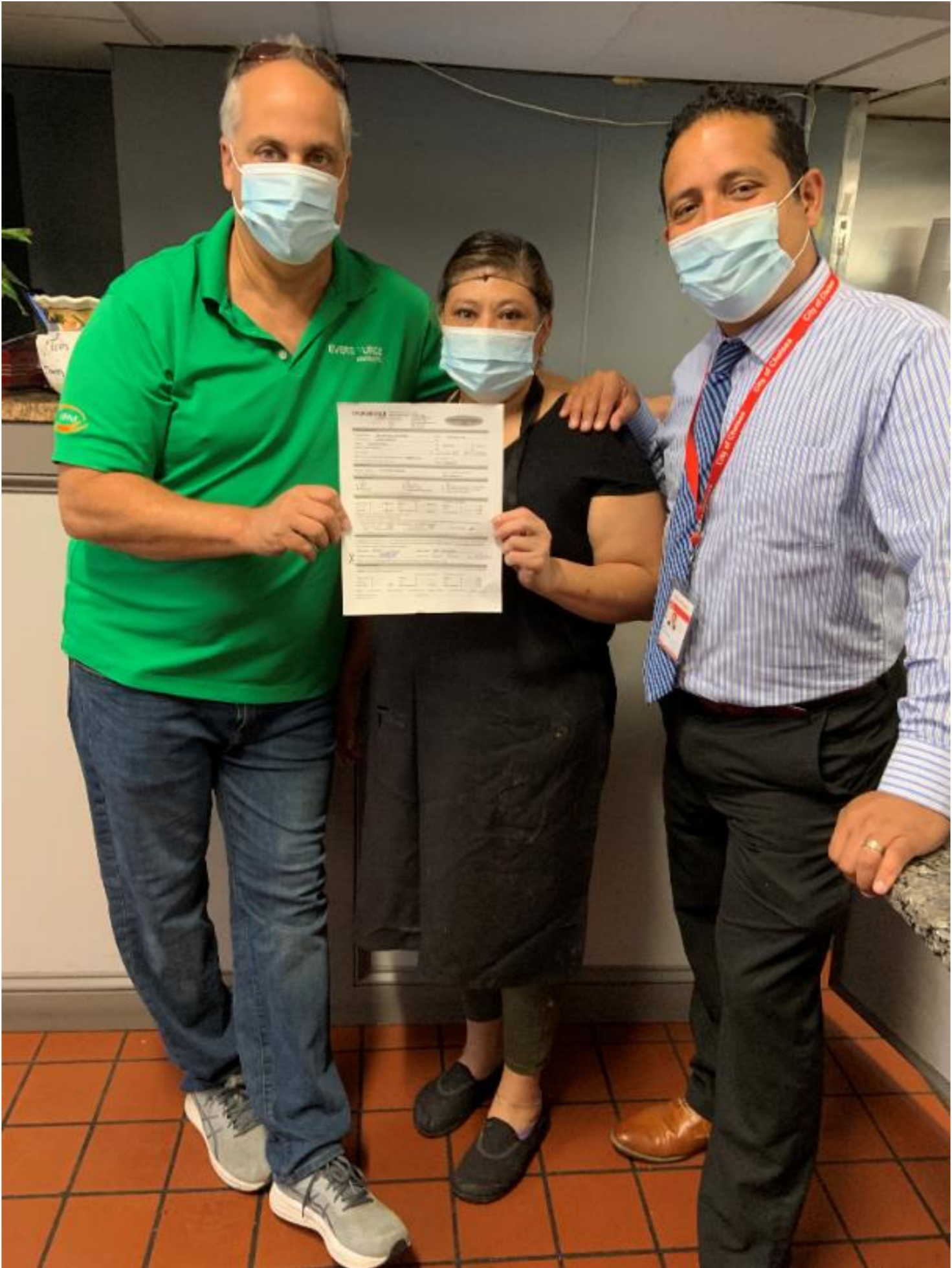
Environmental Impacts in Chelsea



Creative Outreach – Tabling and Canvassing



Creative Outreach – Personal Outreach with Small Businesses



Creative Outreach – Bus Shelters



Creative Outreach – PSA's with Community Leaders



<https://www.facebook.com/fidel.maltez/videos/10100547188172477>



Creative Outreach – Advertising on Local newspaper

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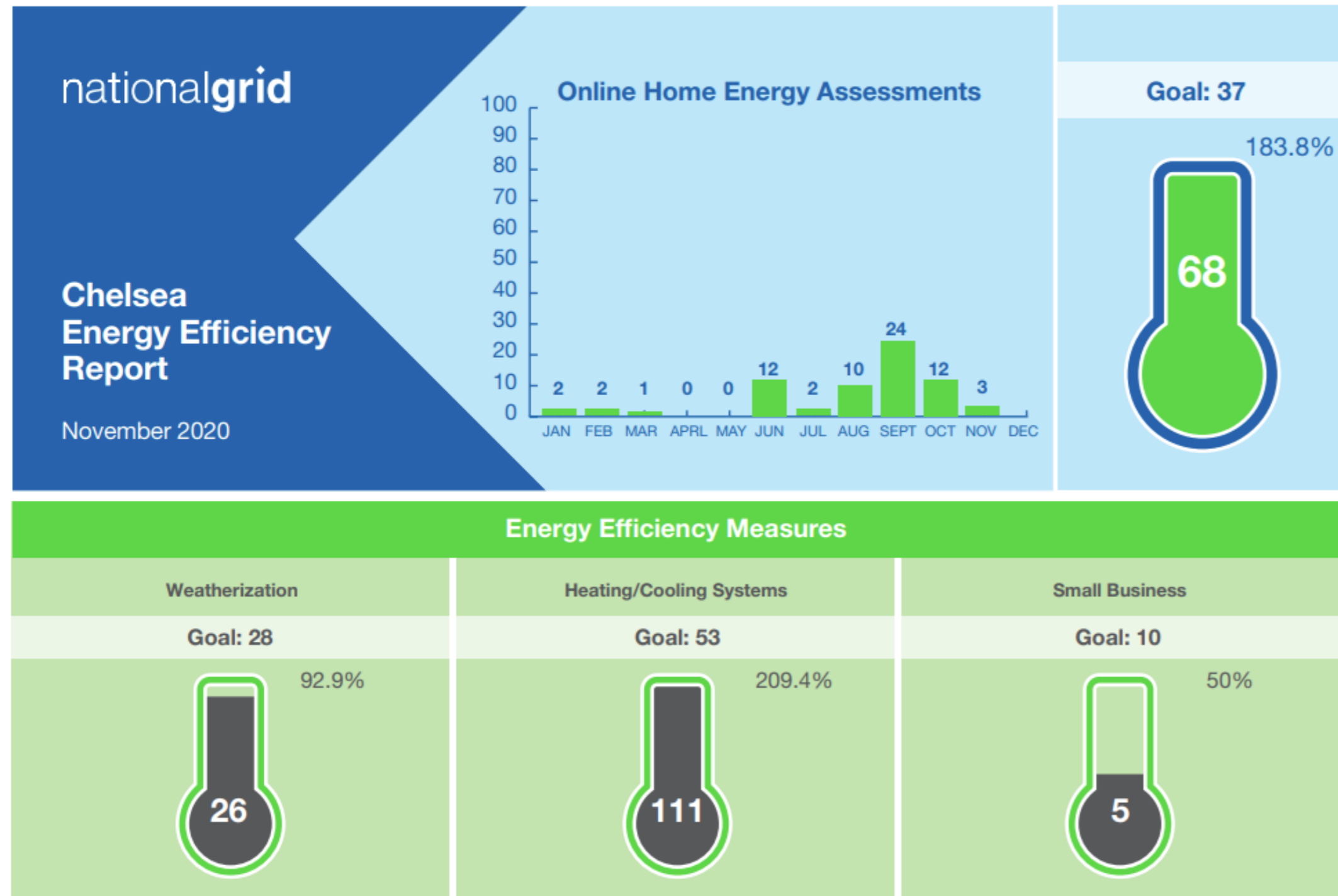
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ALL IN ENERGY



The Impact of the Program

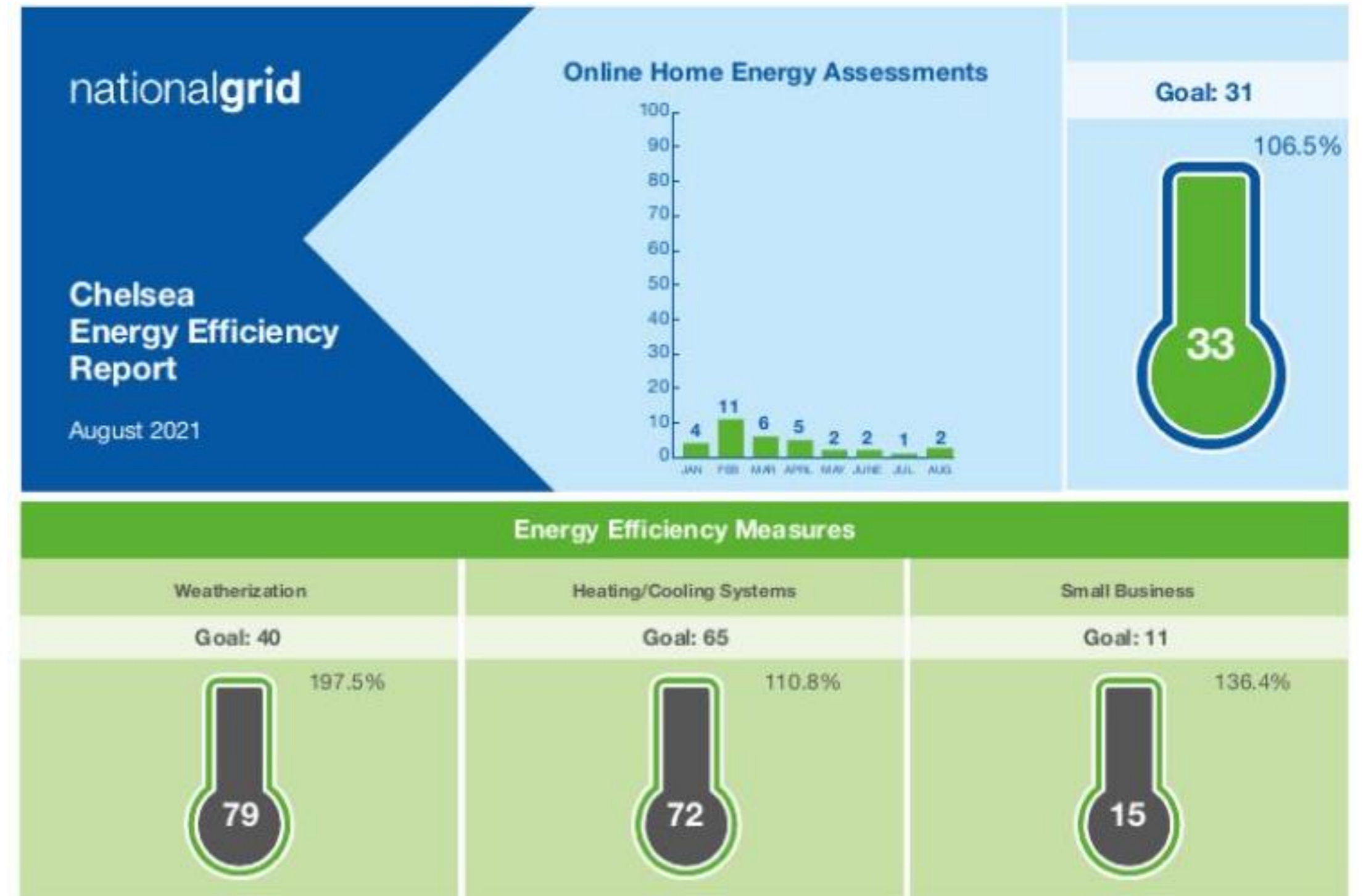
2020 Results



EE7920 (12/20)



2021 Results



EE8403 (9/21)

