

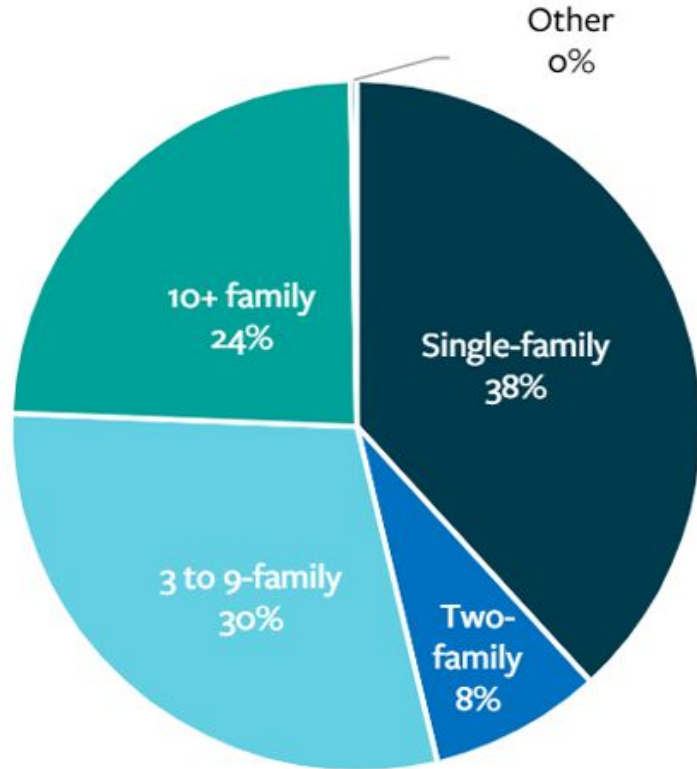


Portland Sustainability Office

Supporting Tenants in Market Rate Rental Housing

December 11, 2024

Figure 1: City of Portland Dwelling Units by Units in Structure (2022)



- About 68,000 residents
- 39,500 housing units in the City
- 58% of Portland residents live in multi-family housing
- PHA: 1200 units
Avesta: 800 units
- High percentage of market rental properties

New Affordable Housing Energy Standards

State

An Act To Promote Energy Efficient Affordable Housing (2022)

Requires:

- All electric heating, cooling, hot water, cooking
- Must meet passive house standards or equivalent

Portland

“Green New Deal” Referendum (2020)

Requires:

- Projects with City investment must have energy performance that exceeds ASHRAE 90.1 by 30%
- Private project must meet State of Maine “stretch code”



Focus on Market Rental Units

- Most energy efficiency programs are directed at SF Homeowners
- Equity
- Each building is unique / no one size fits all solution / they're old
- Market renters have little or no control over their space / can't modify
- Old appliances, often natural gas
- No cooling

What are some barriers?

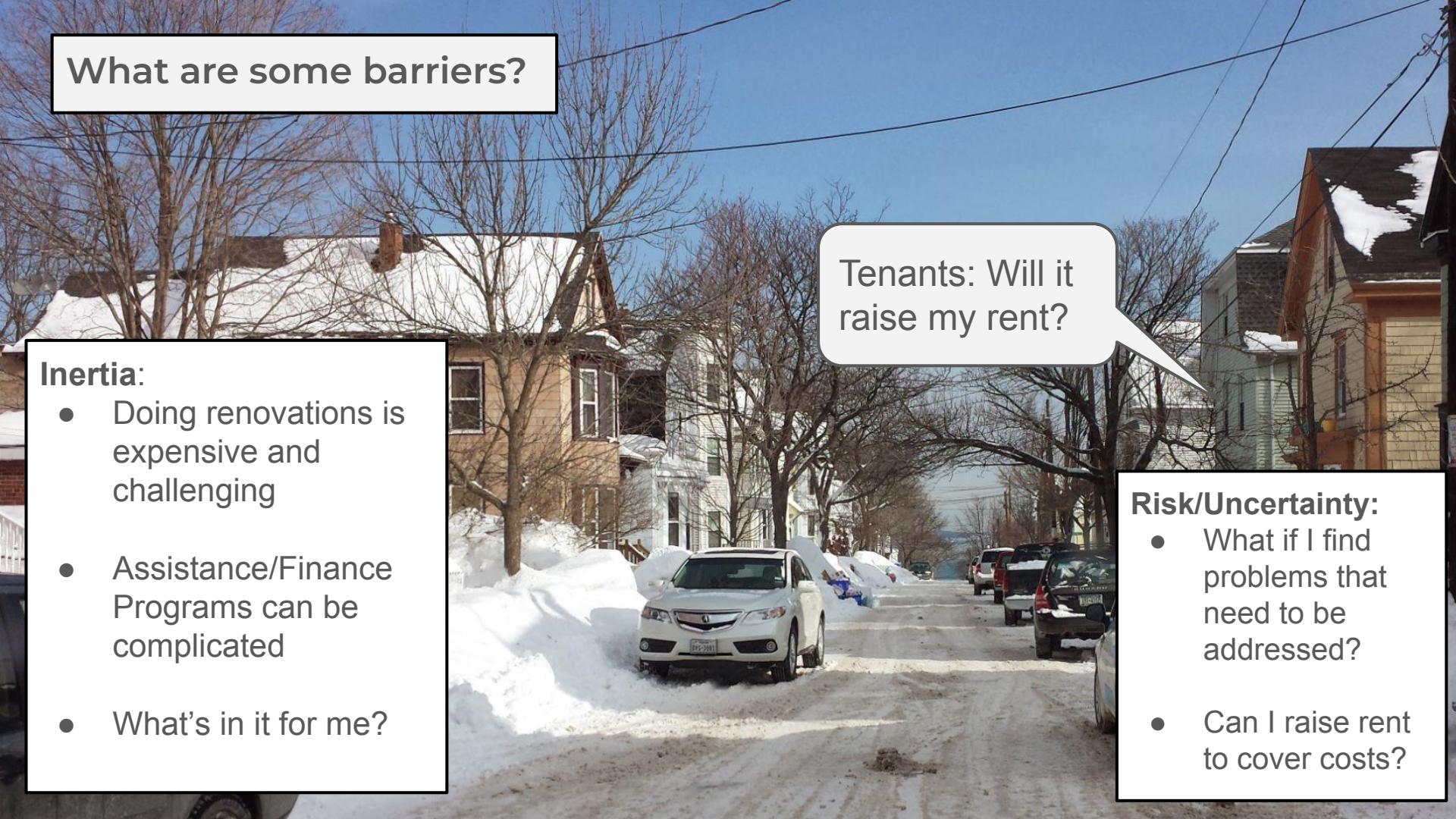
Inertia:

- Doing renovations is expensive and challenging
- Assistance/Finance Programs can be complicated
- What's in it for me?

Tenants: Will it raise my rent?

Risk/Uncertainty:

- What if I find problems that need to be addressed?
- Can I raise rent to cover costs?





ELECTRIFY EVERYTHING!

The City of Portland Electrify Everything! program is offering eligible Portland homeowners and renters rebates for up to \$250 toward the purchase of select weatherization and insulation products.



Save money, save energy

Visit portlandmaine.gov/electrify



Designed with renters in mind

- Increase comfort in apartment
- Reduce energy costs
- Improve indoor air quality by avoid combustion of natural gas

Weather sealing:

- Window insulation kits
- Weatherstripping
- Door seals and sweeps
- Insulating shades
- Windowdressers inserts

Small appliances:

- Energy star air conditioners
- Portable induction cooktops
- Instant Pots and similar
- Electric mattress pads



Takeaways:

- City is laser focused on housing production
- Retrofitting old multifamily buildings is a problem beyond capacity of small cities to address alone
- We need significant investments to address the problem at scale
- Property owners need incentives to do the work & it must be a relatively easy process
- Ensure public investment provides lasting benefit



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