



## STAFF REPORT

### City Council

**Meeting Date:**

**1/27/2026**

**Staff Report Number:**

**26-014-CC**

**Informational Item:**

**Communitywide electrification project grant  
spenddown progress report**

### Recommendation

The purpose of this informational item is to provide an update on the progress of the state grant funded communitywide electrification program.

### Policy Issues

Climate action is a City Council priority for fiscal year 2025-26. The City has a 2030 Climate Action Plan (CAP) that provides a strategic roadmap to achieve carbon neutrality by 2030. CAP strategy No. 1 aims to electrify 95% of existing buildings by 2030. To achieve this, the City Council directed staff to identify partners for funding and financing programs for existing building electrification, including a specific income qualified turnkey program. Additionally, Sept. 24, 2024, the City adopted its first General Plan Environmental Justice (EJ) Element in alignment with Senate Bill 1000 (2016). The EJ Element identifies priority activities to improve indoor air quality, which can be achieved by electrifying home appliances used for space heating, water heating, cooking and clothes drying.

### Background

The California State Budget Act of 2022 (Assembly Bill 179) appropriated \$4.5 million to the City of Menlo Park through the California Energy Commission (CEC) for a communitywide electrification project. The City received the first payment of \$2.25 million in September 2023, which must be spent by March 31. This deadline allows the City to invoice the state for the remaining \$2.25 million with sufficient time for the state to process payment before its fiscal year ends on June 30. The full \$4.5 million must be spent by December 2027.

On April 2, 2024, City Council authorized an agreement with Peninsula Clean Energy (PCE) for \$2,210,000 to administer a state funded home electrification program and provided guidance to staff to provide regular updates as informational items (Attachment A). The City retained the remaining \$40,000 in funds for marketing and promotion of the program.

The City's program is part of Home Upgrade Services, a portfolio of programs offered by PCE to support residents in electrifying their homes. In Menlo Park, the program initially launched Aug. 28, 2024, with eligibility limited to Belle Haven homeowners who had previously expressed interest. The program was then fully launched to the rest of the Belle Haven neighborhood Nov. 18, 2024. To support program outreach, the City entered into an agreement with Cartwright Design for \$35,000 to develop and

implement a targeted marketing campaign focused on reaching eligible Belle Haven homeowners.

Following an analysis of six months of program data, staff presented outreach strategies, program enhancements, and potential new project options to City Council March 25, 2025 (Attachment B). City Council directed staff to advance seven priorities, including offering a matching rebate to PCE's electrification rebates in Belle Haven, expanding income eligibility to 120% of area median income (AMI), electrifying the Belle Haven Child Development Center (BHCDC), increasing marketing and outreach, serving select rental properties, providing electrification bundles for renters, and installing residential solar and battery storage systems.

As part of the initial implementation of Council directed program enhancements, the City entered into agreements with the KPA Group to develop design plans for electrifying the BHCDC, Good Stuff Partners to develop a refreshed marketing and outreach campaign, and the BHCDF to administer the Electrification Bundle Program for Renters.

On Nov. 18, 2025, staff returned to City Council for additional direction on program enhancements to support timely expenditure of grant funds. Staff recommended expanding the program citywide, offering matching rebates to PCE's electrification rebates citywide, increasing the budget for solar and battery storage and electrification bundles for renters, partnering with additional community based organizations (CBO), offering e-bike and electric vehicle (EV) vouchers, and creating a referral bonus. City Council directed staff to explore all recommended actions and proceed with those that can be accomplished.

As a result of City Council direction and implementation efforts, the communitywide electrification program is now comprehensive and available citywide. Program components include full-service home electrification for income-eligible residents, home electrification rebates, electrification bundles for renters, an e-bike and EV voucher program, electrification of the BHCDC, strategic outreach and communications led by Good Stuff Partners, and partnerships with CBOs to build community trust, increase awareness, and encourage participation among residents.

## **Analysis**

### Program status

The following section provides a status update on each program component funded through the communitywide electrification project:

#### *Full service home electrification through Peninsula Clean Energy's Home Upgrade Services program*

The Home Upgrade Services program administered through PCE provides no-cost installation to convert outdated gas appliances to safer, healthier, energy-efficient electric options. PCE has reported 93 scheduled assessments, 66 completed assessments, 40 signed participation agreements, two emergency water heater replacements and 21 fully completed projects (Attachment C). The completed projects are anticipated to avoid a total of 44.6 metric tons of carbon dioxide equivalent (CO<sub>2</sub>e) annually. Since the program opened to residents citywide on Nov. 24, 2025, City staff has received four applications from income-eligible residents outside of Belle Haven. Staff is working with PCE to track and report program participation separately for Belle Haven and citywide households in future updates. To date, the city has been invoiced for \$658,210 by PCE for completed projects

### *Knob and tube remediation*

The City and PCE identified a solution to serving homes with knob and tube wiring, which involve more extensive work to update wiring and extended project timelines. The program will start by serving the first home enrolled with knob and tube wiring from the waitlist.

### *Solar and battery storage*

PCE continues outreach to Home Upgrade Services Program participants who have completed projects to offer solar and battery storage. Interested customers are referred to PCE's partner, Haven Energy. To date, two customers have signed agreements to proceed, three are in early discussions, and six have not responded. Three customers declined participation.

### *Citywide matching rebate program for HVAC, HPWH, and electrical panel upgrades*

The rebate program is designed to support residential electrification by providing matching rebates for heat pump water heaters (HPWH), heat pump heating, ventilation, and air conditioning (HVAC) systems, and electrical panel upgrades citywide for homeowners exceeding 120% of area median income (AMI). Staff and PCE are currently preparing a contract amendment to allow PCE to implement and administer the rebate program citywide. Upon execution of the amendment, PCE will begin administering matching rebates to homeowners throughout Menlo Park.

### *E-bikes and EV voucher program*

The City will offer rebates for e-bikes and EVs to eligible residents, including individuals living in higher-pollution neighborhoods, residents enrolled in financial assistance programs, and residents age 65 and older, to support equitable access to expand transportation electrification options for residents. On Dec. 15, 2025, City staff issued a request for proposals (RFP) to local community-based organizations and nonprofits to administer and implement an e-bike and EV voucher program, with proposals due Jan. 12. One proposal was received in response to the RFP, submitted by Acterra. Following review, Acterra was selected on Jan. 13 to administer the program. Acterra has been a successful City partner in administering the Zero Emission Landscaping Equipment (ZELE) voucher program, positioning the organization well to implement this new initiative. An agreement with Acterra is currently in progress and is expected to be executed in February.

### *Referral program*

Sustainability and administrative services staff are developing a referral program that will provide direct payments to participants who successfully refer eligible households to the program. To receive a referral payment, participants must have completed their own home upgrade project through the city's program, and their referred household must sign a participation agreement. The referral incentive is \$1,000 per successful referral.

### *Partner with additional CBOs for outreach*

The City will partner with additional community-based organizations to expand outreach efforts and more broadly distribute updated program materials, including talking points, door hangers, postcards, flyers, banners, and social media content. Staff are exploring the release of an RFP to engage CBO and other nonprofit partners to support outreach and accelerate program implementation.

### *Electrification bundle program for renters*

BHCDF is distributing no-cost portable electrification bundles to eligible Belle Haven renters, with appliances delivered and installed directly in participants' homes. The program launched on Dec. 17, 2025, and an interest list is in development. Appliances have been purchased and preparations for installation are underway. To date, BHCDF has invoiced the City \$52,249.24 for administrative services, outreach, and appliance purchases for ten kits.

### *Electrification of the BHCDC*

The BHCDC electrification project will replace all remaining gas-burning appliances (i.e. five furnaces and a gas range) at the facility with new cleaner, more efficient electric equipment. The facility was included in PCE's Solar and Storage for Public Buildings GovPV program, and the solar PV installation for the building is nearly complete. Staff and consultant hours in the design phase will be invoiced following completion of the final design, which is expected by the end of February.

### City outreach activities since last update report

The City continues to work with Good Stuff Partners to expand the marketing campaign to reflect recent program enhancements, including citywide availability, the launch of electrification bundles for renters program, implementation of a referral program, and the availability of solar and battery storage installation. To date, Good Stuff Partners has invoiced the City \$53,953. Menlo Spark has also collaborated with the City to supplement outreach efforts since July 2025. A summary of Menlo Spark's outreach activities, accomplishments, and outcomes through December 2025 is included in Attachment C. Metrics on outreach conducted by Peninsula Clean Energy (PCE) are detailed in its December monthly report in Attachment D. Complete details of City-led outreach activities are listed in Attachment E.

### Upcoming City outreach activities

- Release a promotional video and a strategic paid advertising campaign featuring Belle Haven residents who completed Home Upgrade Services projects
- Implement website improvements
- Present at PCE's Home Upgrade Services workshop at Mt. Olive Church Jan. 30, 2025
- Provide flyers and door hangers to Menlo Spark and Climate Resilient Communities (CRC) for door-to-door canvassing Feb. 4
- Mail citywide postcard Feb. 16
- Continue strategic paid campaign using graphic ads on Google search, Facebook and Instagram and video ads on YouTube through March

### **Impact on City Resources**

The \$4.5 million grant from the CEC must be fully expended by Dec. 31, 2027. The second half of the funding (\$2.25 million) becomes available once the first half is disbursed. The City maintains its interim milestone of expending the majority of the first \$2.25 million by the end of March 2026, to invoice the state for the second half of the funds to be received by June 2026. Forthcoming expenditures include projects currently in progress and upcoming program implementation activities. PCE estimates invoicing the City approximately \$570,000 upon completion of 19 homes with fully executed participation agreements. In addition, Acterra will invoice the City \$90,000 for administration of the e-bike and EV voucher program following execution of the agreement. Table 1 reflects grant spend down to date and projected spend by

March 2026.

| Table 1: Grant spend down                                    |                  |                             |
|--------------------------------------------------------------|------------------|-----------------------------|
| Item                                                         | Actual spend     | Projected spend by Mar 2026 |
| PCE Home Upgrade Services                                    | \$658,210        | \$1,230,000                 |
| Knob and tube pilot program                                  | \$               | \$108,600                   |
| Solar and battery projects                                   | \$               | \$60,000                    |
| Matching rebates for electrification                         | \$               | \$54,000                    |
| E-bikes and EV voucher program                               | \$               | \$90,000                    |
| Marketing and outreach costs                                 | \$74,545         | \$113,000                   |
| Electrification bundles for renters program                  | \$52,249         | \$93,000                    |
| Belle Haven Child Development Center (BHCCD) electrification | \$               | \$120,000                   |
| Staff time                                                   | \$31,442         | \$50,000                    |
| <b>Totals</b>                                                | <b>\$816,446</b> | <b>\$1,918,600</b>          |

### Environmental Review

This action is not a project within the meaning of the California Environmental Quality Act (CEQA) Guidelines §§15378 and 15061(b)(3) as it will not result in any direct or indirect physical change in the environment.

### Public Notice

Public notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours prior to the meeting.

### Attachments

- A. Hyperlink – April 2, 2024, Staff Report #24-059-CC:  
[www.menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/city-council/2024-meetings/agendas/20240402/l1-20240402-cc-pce-electrification-program-and-funds.pdf](http://www.menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/city-council/2024-meetings/agendas/20240402/l1-20240402-cc-pce-electrification-program-and-funds.pdf)
- B. Hyperlink – March 25, 2025, Staff Report #25-049-CC:  
[www.menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/city-council/2025-meetings/20250325/k1-20250325-cc-direction-communitywide-electrification-program.pdf](http://www.menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/city-council/2025-meetings/20250325/k1-20250325-cc-direction-communitywide-electrification-program.pdf)
- C. Menlo Spark Outreach Report
- D. PCE monthly report – December 2025
- E. Home Upgrade Services program outreach

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## **Menlo Spark Home Upgrade Services Program Outreach**

### **Summary of Outreach**

- Door-knocking sessions with CRC: 13
- Total doors knocked: 654
- Total tabling events: 16
- Individuals engaged through tabling: ~70
- Belle Haven Community Campus tabling sessions: 8
- Mi Tierra Linda grocery store tabling sessions: 4
- Community events tabled: 4
- Residents contacted individually on the phone: 9 spoken to out of 20 contacted

### **Activities**

Menlo Spark has served as a key community partner in conducting grassroots outreach for the City of Menlo Park's Home Upgrade Services program. Between July and December 2025, Menlo Spark conducted door-to-door canvassing, knocking on 654 doors across 13 door-knocking sessions alongside Climate Resilient Communities, and engaging approximately 70 individuals through tabling at 16 events. These tabling activities included eight sessions at the Belle Haven Community Campus, four at Mi Tierra Linda grocery store, and four at community events including Belle Haven National Night Out, the Juneteenth festival, Public Works Open House, and the CRC Disaster Preparedness Workshop.

To support newly eligible participants, Menlo Spark reached out to 20 residents individually by phone, including conversations with many regarding program details and eligibility. Beyond direct outreach, Menlo Spark provided valuable program development support by offering interpretation services for Peninsula Clean Energy's program engagement script and providing Spanish interpretation for all Spanish-speaking residents during tabling and door-knocking activities. This multilingual support has been essential in ensuring equitable access to program information for Belle Haven's diverse community.



## PCE Home Upgrade Program Monthly Report for City of Menlo Park

Reporting Period: December 1, 2025 – December 31, 2025

### Program Overview

Peninsula Clean Energy's Home Upgrade [Full-Service Installation](#) offers San Mateo County residents whole-home electrification installation services to replace gas appliances with efficient electric alternatives. PCE also has an [emergency water heater replacement service](#) administered jointly with Full-Service Installation. Income-qualified residents receive upgrades at no-cost to them. Residents not income-qualified for no-cost upgrades receive installation services and PCE rebates and financing but have an out-of-pocket cost. The City of Menlo Park allocated funding to PCE's program to fund more income-qualified no-cost projects in Menlo Park, specifically in Belle Haven. The program has been enrolling Menlo Park residents since September 2024 but continues to be in a soft-launch state with PCE not running any County-wide marketing.

The following memo includes details on PCE or PCE-contracted partner activities; it does not include activities by city staff. **Metrics below are for all Menlo Park income-qualified homes.** PCE will only invoice city for completed homes in Belle Haven, however summary metrics below include all homes in Menlo Park. Homes not income-qualified for no-cost upgrades are not included.

### General Updates

- **Belle Haven Workshop:** CRC in partnership with PCE will be hosting a workshop on January 30<sup>th</sup> to promote the program and assist community members with signing up for the program.
- **Solar & battery projects:** PCE continues to contact customers who complete electrification projects to offer the solar and battery storage option as their projects are completed. If a customer is interested, they are connected with PCE's solar & battery storage partner, Haven Energy. Of those contacted so far:
  - Two have signed to move forward.
  - Three are in early discussions with Haven.
  - Four already had reserved funds under the State's Self-Generation Incentive Program (SGIP); per City direction, those projects will continue to be paid by SGIP, not City funds.
  - Six customers have been unresponsive.
  - Three declined the offer for different reasons.

## Participation Metrics – Full-Service Installation

| Metric                                                                 | December 2025 | To Date         |
|------------------------------------------------------------------------|---------------|-----------------|
| <b>Applications Submitted / Home Assessments Scheduled<sup>1</sup></b> | 3             | 93              |
| <b>Home Assessments Completed</b>                                      | 5             | 66              |
| <b>Signed Participation Agreements</b>                                 | 2             | 40              |
| <b>Installations Completed</b>                                         | 0             | 21 <sup>2</sup> |
| <b>Fully Electrified<sup>3</sup></b>                                   | 0             | 8               |
| <b>Homes Invoiced</b>                                                  | 0             | 17              |

## Participation Metrics – Emergency Water Heater Replacements

| Metric                         | December 2025 | To Date |
|--------------------------------|---------------|---------|
| <b>Installations Completed</b> | 0             | 2       |
| <b>Homes Invoiced</b>          | 0             | 2       |

## Appliances Installed

| Metric                   | December 2025 | To Date |
|--------------------------|---------------|---------|
| <b>HP HVAC</b>           | 0             | 20      |
| <b>HPWH</b>              | 0             | 17      |
| <b>Induction Cooking</b> | 0             | 14      |
| <b>Electric Dryer</b>    | 0             | 13      |

- Metric Tons CO2e avoided per year from appliances installed to date<sup>4</sup>: 44.6

## Marketing and Outreach Metrics

| Metric                               | December 2025 | To Date                                     |
|--------------------------------------|---------------|---------------------------------------------|
| <b>Emails sent</b>                   | 0             | 3,697                                       |
| <b>Direct mail sent</b>              | 0             | 883                                         |
| <b>Canvassing – doors knocked on</b> | 101           | 886                                         |
| <b>Other</b>                         |               | June Workshop in Belle Haven – 55 attendees |

<sup>1</sup> Under Franklin Energy administered program application & assessment scheduling happened in one step. Now with PCE in-house program it's two steps – first customer applies then after PCE verifies their eligibility, the customer is contacted to schedule their assessment.

<sup>2</sup> Four of them are not in Belle Haven thus will not be invoiced to the City.

<sup>3</sup> While full home electrification is offered, customers choose to keep some gas appliances. Customers are required to electrify at least their water heater or space heater to participate.

<sup>4</sup> Based on PCE calculated values using US Energy Information Administration emissions factor and 2019 California Residential Appliance Saturation Study.

## Budget Overview

| Task                                                                                                                                                                                                                                                                                                                          | Total Budget (\$)  | Invoiced (\$) December 2025 | Invoiced (\$) To Date | Remaining (\$)     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|-----------------------------|-----------------------|--------------------|
| <b>Task 1 – Program Set Up. Invoiced upon Task 1 completion.</b>                                                                                                                                                                                                                                                              | \$8,000            | \$0                         | \$8,000               | \$0                |
| <b>Task 2 – Administrative Reporting. \$6,000 invoiced upon start of Task 2. \$6,000 invoiced twelve months after start of Task 2.</b>                                                                                                                                                                                        | \$12,000           | \$6,000                     | \$12,000              | \$0                |
| <b>Task 3 – Marketing and Outreach. \$30,000 invoiced upon start of Task 3. \$30,000 invoiced twelve months after start of Task 3.</b>                                                                                                                                                                                        | \$60,000           | \$30,000                    | \$60,000              | \$0                |
| <b>Task 4 – Ongoing Program Implementation. Invoiced monthly upon start of Task 4. For installation costs, invoiced based on measures installed that month and fixed measure costs in PCE &amp; Subconsultant contract. For customer management costs, invoiced based on \$3,000 per home for homes completed that month.</b> | \$2,130,000        | \$0                         | \$578,210             | \$1,551,790        |
| <b>TOTAL</b>                                                                                                                                                                                                                                                                                                                  | <b>\$2,210,000</b> | <b>\$36,000</b>             | <b>\$658,210</b>      | <b>\$1,551,790</b> |



## Home Upgrade Services Program Outreach Activities

Table 1 is a record of the outreach activities that City sustainability staff completed to date to encourage community participation in the Home Upgrade Services program.

| Table 1: Outreach activities |                                                                                                                       |                                 |
|------------------------------|-----------------------------------------------------------------------------------------------------------------------|---------------------------------|
| Date                         | Activity                                                                                                              | Method                          |
| 4/13/2024                    | Hosted information table at the Love Our Earth Festival                                                               | In-person tabling               |
| 5/11/2024                    | Hosted information table at the Housing Resource Fair                                                                 | In-person tabling, social media |
| 6/15/2024                    | Hosted information table at Juneteenth event at Belle Haven Community Campus                                          | In-person tabling               |
| 6/20/2024                    | Participated in Climate Resilient Communities' (CRC) Belle Haven Community Climate Change Team (CCCT) monthly meeting | In-person                       |
| 6/26/2024                    | Added program information to Existing building electrification webpage                                                | Webpage update                  |
| 7/4/2024                     | Partnered with 350 Silicon Valley to share program information at their booth at the Fourth of July celebration       | In-person tabling               |
| 7/10/2024                    | Distributed informational flyers at libraries and additional facilities                                               | Flyers                          |
| 7/18/2024                    | Participated in CRC Belle Haven CCCT monthly meeting                                                                  | In-person                       |
| 8/6/2024                     | Hosted information table at National Night Out                                                                        | In-person tabling               |
| 8/22/2024                    | Participated in CRC Belle Haven CCCT monthly meeting                                                                  | In-person                       |
| 9/19/2024                    | Participated in CRC Belle Haven CCCT monthly meeting                                                                  | In-person                       |
| 9/26/2024                    | Hosted information table at Employee Wellness fair                                                                    | In-person tabling               |
| 9/27/2024                    | Provided flyers for Belle Haven Child Development Center Open House                                                   | Flyers                          |
| 10/10/2024                   | Hosted information table at Belle Haven Community Campus Open House                                                   | In-person tabling               |
| 10/10/2024                   | Hosted information table at Clean Air Day at TIDE Academy                                                             | In-person tabling               |
| 10/15/2024                   | Developed program flyer in English and Spanish                                                                        | Flyers                          |
| 10/19/2024                   | Hosted information table at Flyway Trail opening at Bedwell Bayfront Park                                             | In-person tabling               |
| 10/19/2024                   | Provided two Menlo Park electric home homeowners with flyers to distribute during Acterra's Electric Home Tour        | In-person                       |
| 10/23/2024 – 10/25/2024      | Provided Habitat for Humanity with program flyers for grassroots door-knocking campaign in Belle Haven                | In-person                       |

|            |                                                                                                                                                                                         |                                 |
|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|
| 10/29/2024 | Hosted decorated electric vehicle and provided flyers at Trunk or Treat event at Belle Haven Community Campus                                                                           | In-person                       |
| 11/7/2024  | Hosted information table at housing anti-displacement event in English                                                                                                                  | In-person tabling               |
| 11/14/2024 | Hosted information table at housing anti-displacement event in Spanish                                                                                                                  | In-person tabling               |
| 11/17/2024 | Hosted information table at table at the 350 Silicon Valley Wetlands and Watts event                                                                                                    | In-person tabling               |
| 11/18/2024 | Announced program launch in the Weekly Digest                                                                                                                                           | Published article on website    |
| 11/18/2024 | Began advertising the program flyer on the video monitors at the Belle Haven Community Campus and the Neighborhood Service Center                                                       | Monitors                        |
| 11/20/2024 | Published program launch announcement through social media outlets                                                                                                                      | Social media                    |
| 11/22/2024 | Updated the residential electrification webpage to announce program launch                                                                                                              | Webpage update                  |
| 12/12/2024 | Provided flyers and giveaways for Disaster Preparedness Workshop hosted at Belle Haven Community Campus                                                                                 | In-person                       |
| 1/1/2025   | Advertised program in January Recology billing insert                                                                                                                                   | Direct mailing                  |
| 2/5/2025   | Presented program information to Housing Commission                                                                                                                                     | In-person                       |
| 2/6/2025   | Presented program at the Belle Haven Neighborhood Association                                                                                                                           | In-person                       |
| 2/6/2025   | Presented at the Sustainable San Mateo County webinar (Your City's Path to Sustainability) Home Upgrade: New Peninsula Clean Energy Services to Support Your Community in Decarbonizing | Webinar                         |
| 2/10/2025  | Published Weekly Digest announcing Peninsula Clean Energy's (PCE) new website and program opportunities                                                                                 | Published article on website    |
| 2/11/2025  | Provided flyers to school districts and related organizations serving youth in Menlo Park at the Community Trust meeting                                                                | Flyers                          |
| 2/17/2025  | Placed electronic message boards in the Belle Haven Neighborhood advertising the program                                                                                                | Street ad                       |
| 2/20/2025  | Presented at CRC Belle Haven CCCT monthly meeting                                                                                                                                       | In-person                       |
| 2/21/2025  | Mailed postcard to 1,260 homeowners in Belle Haven                                                                                                                                      | Mailing                         |
| 3/10/2025  | Placed program banner in the Belle Haven Neighborhood advertising the program                                                                                                           | Outdoor ad                      |
| 3/24/2025  | Added Frequently Asked Questions (FAQs) resource to existing building electrification webpage                                                                                           | Webpage update                  |
| 3/29/2025  | Hosted information table at the Resource Fair in Belle Haven                                                                                                                            | In-person tabling, social media |
| 4/14/2025  | Promoted the program, home electrification and other PCE programs in the Weekly Digest                                                                                                  | Published article on website    |
| 4/22/2025  | Updated income limits to 120% area median income (AMI) on program webpage                                                                                                               | Webpage update                  |
| 4/26/2025  | Hosted information table at the Love Our Earth Festival                                                                                                                                 | In-person tabling               |

|                      |                                                                                                                                                      |                              |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| 4/28/2025            | Announced AMI updates in the Weekly Digest                                                                                                           | Published article on website |
| 5/6/2025             | Provided program information during the public feedback sessions about potential City building code amendments                                       | In-person                    |
| 5/19/2025 – 6/2/2025 | Placed electronic message board in Belle Haven neighborhood for two weeks to promote the program                                                     | Street ad                    |
| 5/27/2025            | Printed and installed a yard sign promoting the program at one home with completed electrification project in Belle Haven                            | Yard sign                    |
| 6/1/2025             | Shared program information with Almanac News to feature in green incentives article                                                                  | Earned media                 |
| 6/11/2025            | Uploaded video advertisements on the ChargePoint charging station monitors at the Belle Haven Community Campus                                       | Video Ad                     |
| 6/14/2025            | Hosted information table at Juneteenth event at Kelly Park                                                                                           | In-person tabling            |
| 6/16/2025            | Published Weekly Digest announcing PCE's new 24/7 emergency water heater replacement program                                                         | Published article on website |
| 6/16/2025            | Published Weekly Digest announcing CRC and PCE's June 23 electrification workshop at the Belle Haven Community Campus                                | Published article on website |
| 6/16/2025            | Notified Belle Haven program participants about the Home Upgrade Services program through phone outreach conducted by Rebuilding Together Peninsula  | Phone outreach               |
| 6/23/2025            | Hosted CRC and PCE electrification workshop at the Belle Haven Community Campus                                                                      | In-person                    |
| 7/1/2025             | Provided program yard signs to three homeowners in Belle Haven                                                                                       | Yard sign                    |
| 7/8/2025             | Provided program flyers and promotional materials to Menlo Spark for tabling at Mi Tierra Linda market, door-to-door canvassing and other activities | Flyers                       |
| 7/28/2025            | Promoted PCE programs and home electrification in the Weekly Digest                                                                                  | Published article on website |
| 7/30/2025            | Updated printed program FAQs and translated to Spanish                                                                                               | Flyer                        |
| 8/1/2025             | Promoted PCE programs and home electrification on social media                                                                                       | Social media                 |
| 8/4/2025             | Launched a paid social media campaign on Instagram, Facebook and Nextdoor                                                                            | Social media                 |
| 8/5/2025             | Hosted information table at National Night Out                                                                                                       | In-person tabling            |
| 8/20/2025            | Provided program flyers and promotional materials to Menlo Spark for outreach at Belle Haven Community Campus                                        | Flyers                       |
| 8/27/2025            | Distributed 90 program flyers and information through door-to-door canvassing                                                                        | In-person                    |
| 9/10/2025            | Provided program flyers and promotional materials to Menlo Spark for outreach at Belle Haven Community Campus                                        | Flyers                       |
| 9/11/2025            | Emailed 26 community-based and non-profit organizations a request to distribute program information                                                  | E-mail                       |
| 9/17/2025            | Mailed program postcard to 1,261 homeowners in Belle Haven                                                                                           | Mailing                      |
| 9/27/2025            | Hosted information table at public works open house                                                                                                  | In-person tabling            |
| 10/1/2025            | Advertised program in October Recology billing insert                                                                                                | Direct mailing               |

|                       |                                                                                                                                                                                                                                                                                                                                  |                              |
|-----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| 10/1/2025 – 10/8/2025 | Provided program flyers and promotional materials to Menlo Spark for outreach at Belle Haven Community Campus                                                                                                                                                                                                                    | Flyers                       |
| 10/13/2025            | Emailed 15 residents with completed projects to provide promotion kits including yard signs and postcards                                                                                                                                                                                                                        | E-mail                       |
| 10/18/2025            | Hosted information table at CRC disaster preparedness workshop                                                                                                                                                                                                                                                                   | In-person tabling            |
| 10/20/2025            | Launched updated social media campaign on city channels featuring refreshed animations and highlighting a program participant                                                                                                                                                                                                    | Social media                 |
| 10/20/2025            | Coordinated with the San Mateo County Sustainability Department as part of its electrification communications campaign to place County paid for advertisements on the County's social media channels and on Google platforms through Google AdWords, directing Menlo Park residents to the City's Home Upgrade Services Program. | Online advertising           |
| 10/21/2025            | Placed new program banner in the Belle Haven Neighborhood advertising the program                                                                                                                                                                                                                                                | Outdoor ad                   |
| 10/22/2025            | Distributed 30 program flyers and information through door-to-door canvassing                                                                                                                                                                                                                                                    | In-person                    |
| 11/3/2025             | Mailed 37 community-based and non-profit organizations flyer for Dec. 2 electrification workshop                                                                                                                                                                                                                                 | Mailing                      |
| 11/20/2025            | Participated in CRC Belle Haven CCCT monthly meeting                                                                                                                                                                                                                                                                             | In-person                    |
| 12/3/2025             | Presented at Youth Advisory Commission                                                                                                                                                                                                                                                                                           | In-person                    |
| 12/8/2025             | Announced program is now available citywide in the Weekly Digest                                                                                                                                                                                                                                                                 | Published article on website |
| 12/10/2025            | Participated in JobTrain Faith Community Leadership Luncheon                                                                                                                                                                                                                                                                     | In-person                    |
| 12/17/2025            | Provided program flyers and promotional materials to Belle Haven Community Development Fund for the SAFER Bay Project meeting at BHCC                                                                                                                                                                                            | Flyers                       |
| 12/18/2025            | Recorded promotional video at Belle Haven resident's home and BHCC                                                                                                                                                                                                                                                               | Video                        |
| 1/13/2025             | Provided program flyers and promotional materials to Menlo Spark for tabling at the Menlo Park Farmer's Market                                                                                                                                                                                                                   | Flyers                       |
| 1/14/2026             | Presented at BHCC Senior Lunch and Learn                                                                                                                                                                                                                                                                                         | In-person                    |
| 1/14/2026             | Provided CRC and Belle Haven Action 1,000 flyers for Jan. 30 electrification workshop for door-to-door canvassing                                                                                                                                                                                                                | Flyers                       |
| 1/15/2026             | Presented at Menlo Park Community (MPC) Ready event at Arrillaga Recreation Center                                                                                                                                                                                                                                               | In-person                    |
| 1/19/2026             | Announced electrification bundle for renters program in the Weekly Digest                                                                                                                                                                                                                                                        | Published article on website |
| 1/26/2026             | Launched strategic paid campaign using graphic ads on Google search, Facebook and Instagram and video ads on YouTube                                                                                                                                                                                                             | Online advertising           |