



STAFF REPORT

City Council

Meeting Date:

3/24/2026

Staff Report Number:

26-048-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 Dec. 31. This deadline allows the City to invoice the state for the remaining \$2.25 million and submit a required midway project report. The full \$4.5 million must be spent by December 2028.

On April 2, 2024, City Council authorized an agreement with Peninsula Clean Energy (PCE) for up to \$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 Belle Haven Community Development Fund (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.

Under the original grant terms the City was required to expend the full grant amount of \$4.5 million by June 30. In July 2025, the CEC granted the City an extension and executed an amendment to the agreement requiring the first \$2.25 million to be expended by March 31, and all funds by December 2027. In February, staff met with the CEC to discuss the grant spenddown timeline, and on March 5, the City and the CEC executed a second amendment extending the timeline further. The City must now expend the first \$2.25 million, submit a midway project report and an invoice for the second half of funds to the CEC by Dec. 31. All grant funds must be expended by Dec. 31, 2028. The City continues to work toward its goal of expending the first half of the grant funds by March 31, ahead of the State's May budget revisions.

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

PCE has reported 151 scheduled assessments, 93 completed assessments, 58 signed participation agreements, three emergency water heater replacements and 27 fully completed projects (Attachment C). The completed projects are anticipated to avoid a total of 55.24 metric tons of carbon dioxide equivalent (CO₂e) annually. To date, the City has been invoiced for \$818,796 by PCE for completed projects.

Knob and tube remediation

PCE updated its program guidelines to allow homes with knob and tube wiring to participate in Home Upgrade Services, provided that the electrification work does not require touching the existing knob and tube wiring. This change enabled PCE to reactivate several projects that had previously been placed on a waitlist. As of March 17, PCE contacted seven residents whose projects were previously placed on hold due to knob and tube wiring. Three residents expressed interest in restarting the process and were assigned to new contractors for reassessment, with one reassessment completed to date. PCE will continue attempting to reach the remaining residents who have not responded. If a reassessment determines that remediation is not required to electrify, the project can move forward as a standard Home Upgrade Services project. If knob and tube wiring remediation is required to electrify, PCE and the City are piloting one project to assess if it is feasible to include knob and tube remediation as a part of the Home Upgrade Services program. If successful, this approach could be extended to other homes on PCE's existing waitlist.

Solar and battery storage

PCE continues to contact residents with completed electrification projects, including five recently completed households, to assess interest in adding solar and battery storage. In the next monthly report, staff will provide an update on the number of recently received applications that express interest in adding solar and battery storage to their projects.

Citywide matching rebate program for Heating, Ventilation, and Air Conditioning (HVAC), heat pump water heater (HPWH), and electrical panel upgrades

The contract amendment with PCE to administer the citywide matching rebate program remains in progress. PCE is aligning with other Bay Area community choice aggregators (CCAs) to offer a limited time increase to its HPWH rebate to \$4,000 from April through May. To align with this promotion, the City is adjusting the launch of the matching rebate program to April 1. The City's matching rebate has been updated to \$1,500 across all eligible upgrades, including HPWH, HVAC, and electrical panel upgrades.

E-bikes and EV voucher program

The agreement with Acterra was executed March 18. City staff and Acterra will meet in April to finalize program guidelines and determine a program launch timeline.

Referral program

To date, two applications have been received for the referral program, and payment is in process. PCE provided a list of 25 email addresses March 13 for households with completed projects. Staff sent targeted outreach emails March 16 to inform eligible participants about the referral program.

Partner with additional CBOs for outreach

Staff plan to release a request for proposals to community-based organizations in May to support expanded outreach and program implementation.

Electrification bundle program for renters

BHCDF continued program implementation in February by delivering electrification equipment and completing the program's first project for one participating household. Nine informational interviews with residents and four home assessments were completed to evaluate eligibility and prepare for installations.

Outreach activities included presenting the program and accepting applications at Kitchen Table Chats, the Belle Haven Neighborhood Association, and the Belle Haven Community Climate Change Team meetings; distributing flyers and applications at community events; and conducting door-to-door outreach along Pierce Road. BHCDF also continued ordering and storing equipment and processing new applications. To date, BHCDF has invoiced the City \$72,648 for administrative services, outreach, and appliance purchases for 15 bundles.

Electrification of the BHCDC

Approximately \$100,000 in City staff and consultant hours have been billed in the design phase. The final design is at 90% completion and will be packaged in a request for proposals to select a contractor for construction. The design includes electrifying the HVAC system, installing induction cooktops, improving the energy efficiency of indoor and outdoor lighting among other sustainability upgrades that support clean air and climate resiliency. Construction is expected to be completed this year.

Electrification of the Gatehouse

Staff and PCE are evaluating the potential electrification of the City-owned Gatehouse located at 555 Ravenswood Ave. The Gatehouse is currently enrolled in PG&E's Government and K-12 Energy Efficiency program for a no-cost replacement of its existing gas water heater with an electric heat pump water heater, which must be completed by December 2027. On Feb. 24, City Council gave direction for staff to explore electrifying remaining gas appliances at the facility with PCE through the Home Upgrade Services program (Attachment D).

Update to the communitywide electrification project grant spenddown progress report format

The recent grant extension provides an opportunity to reassess the monthly information items to City Council. Staff will transition to reporting for key milestones, with two information items transmitted to City Council. The next information item will be a midway project report upon the expenditure of the first \$2.25 million, followed by a final project report upon full expenditure of grant funds before Dec. 2028.

To maintain transparency and public awareness between formal reports, staff will maintain monthly updates on the City's website (Attachment E) including the following metrics:

- Number of projects completed and appliances installed
- Estimated GHG emissions reductions achieved
- Outreach and engagement metrics (e.g., number of residents contacted, workshops held, applications received)

City outreach activities since last update report

Since the launch of the advertising campaign with Good Stuff Partners at the end of January, 55 program applications have been received in the month of February, compared to an average of six applications per month previously, representing an increase of more than 800%. Menlo Spark continues to support outreach efforts, including conducting four door-to-door canvassing events since the last report, knocking on 213 doors and speaking with 57 residents, representing a 27% door-opening rate. Of the 57 households spoken with, 19 expressed interest in applying for the program. Menlo Spark also continues promoting the program through its newsletter and social media and plans to begin tabling at the Menlo Park Farmers Market and the Belle Haven Community Campus (BHCC) this spring. PCE has also begun targeted marketing to Menlo Park residents, including paid advertisements and development of a Menlo

Park-specific program webpage (Attachment F). Metrics on outreach conducted by PCE are detailed in its January monthly report in Attachment C. Complete details of City-led outreach activities are listed in Attachment G.

Upcoming City outreach activities

- Continue providing yard signs to Home Upgrade Services program participants with completed projects
- Mail citywide postcard April 2026
- Continue strategic paid campaign using graphic ads on Google search, Facebook and Instagram and video ads on YouTube through March
- Host information table at the community resource fair at BHCC March 28
- Launch e-bike and EV voucher program on website, Weekly Digest, and social media in April
- Host information table at the Love of Earth Festival at Cesar Chavez Ravenswood Middle School April 25

Impact on City Resources

The \$4.5 million grant from the CEC must be fully expended by Dec. 31, 2028. Under the most recent amendment executed March 5, the City must expend the first \$2.25 million, submit a midway project report and invoice the CEC for the remaining funds by Dec. 31, at which point the second half of the funding will be paid to the City. Forthcoming expenditures include projects currently in progress and upcoming program implementation activities. PCE estimates invoicing the City approximately \$930,000 upon completion of 31 homes with fully executed participation agreements and \$75,000 upon execution of the agreement for the citywide matching rebate program. In addition, Acterra will invoice the City \$90,000 for administration of the e-bike and EV voucher program following execution of the agreement. Good Stuff Partners is expected to submit a final invoice of approximately \$19,000 for outreach and marketing services. BHCDF is anticipated to invoice approximately \$20,000 for remaining electrification bundles and administrative costs. Table 1 reflects grant spend down to date and projected total spend under current agreement terms.

Table 1: Grant spend down		
Item	Actual spend	Projected total spend by Dec. 2026
PCE Home Upgrade Services	\$818,796	\$1,748,796
Knob and tube pilot program	\$	\$108,600
Solar and battery projects	\$	\$60,000
Matching rebates for electrification	\$	\$75,000
E-bikes and EV voucher program	\$	\$90,000
Referral program	\$2,000	\$4,000
Marketing and outreach costs	\$74,545	\$113,000
Electrification bundles for renters program	\$72,648	\$93,000
Belle Haven Child Development Center (BHCCD) electrification	\$94,155	\$120,000
City staff time	\$55,499	\$60,000
Totals	\$1,117,643	\$2,472,396

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
- 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
- C. PCE monthly report – February 2026
- D. Hyperlink – Feb. 24 Staff Report # 26-029-CC:
www.menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/city-council/2026-meetings/20260224/j1-20260224-cc-gatehouse-lease-direction.pdf
- E. Hyperlink – City website for Home Upgrade Services:
www.menlopark.gov/HomeUpgrade
- F. Hyperlink – Peninsula Clean Energy Home Upgrade Services program webpage:
peninsulacleanenergy.com/menlo-park-home-upgrades/

G. Home Upgrade Services program outreach

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PCE Home Upgrade Program
Monthly Report for City of Menlo Park

Reporting Period: February 1, 2026 – February 28, 2026

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 as well as homes within the City's eligibility guidelines. The summary metrics below include all homes in Menlo Park. Homes that are not income-qualified for no-cost upgrades are not included.

General Updates

- **Marketing:** PCE has begun targeted marketing to residents in Menlo Park including paid ads and creating a Menlo Park specific webpage.
- **Applications:** In 2026, there have been over 50 applications received from Menlo Park residents, with 23 assessments completed in February, which is four times the usual rate.
- **Knob & Tube:** PCE has updated its knob and tube (K&T) policy to allow homes where the K&T will not interfere with the project continue forward in the program. The customers that were waitlisted for K&T in Menlo Park are being reengaged to see if their project is eligible to continue forward in the program without waivers or if K&T remediation is still needed. For customers that need remediation, they will be eligible to move forward through the K&T waiver process.

Participation Metrics – Full-Service Installation

Metric	February 2026	To Date
Applications Submitted	38	151
Home Assessments Completed	23	93
Signed Participation Agreements	13	58
Installations Completed	1	27 ¹
Fully Electrified ²	1	8
Homes Invoiced	1	22

Participation Metrics – Emergency Water Heater Replacements

Metric	February 2026	To Date
Installations Completed	0	3
Homes Invoiced	0	3

Appliances Installed

Metric	February 2026	To Date
HP HVAC	1	25
HPWH	0	21
Induction Cooking	0	16
Electric Dryer	0	16

- Metric Tons CO₂e avoided per year from appliances installed to date³: 55.24

Marketing and Outreach Metrics

Metric	February 2026	To Date
Emails sent	0	6,497
Direct mail sent	0	3683
Canvassing – doors knocked on	0	886
Other	Paid advertising targeting the Belle Haven area	Belle Haven workshops – 155 attendees

¹ Number of installations completed and number invoiced to the city do not match due to final paperwork being processed, homes in Menlo Park that are outside the City's eligibility, etc.

² 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.

³ 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 (\$) February 2026	Invoiced (\$) To Date	Remaining (\$)
Task 1 – Program Set Up. Invoiced upon Task 1 completion.	\$8,000	\$0	\$8,000	\$0
Task 2 – Administrative Reporting. \$6,000 invoiced upon start of Task 2. \$6,000 invoiced twelve months after start of Task 2.	\$12,000	\$0	\$12,000	\$0
Task 3 – Marketing and Outreach. \$30,000 invoiced upon start of Task 3. \$30,000 invoiced twelve months after start of Task 3.	\$60,000	\$0	\$60,000	\$0
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 & Subconsultant contract. For customer management costs, invoiced based on \$3,000 per home for homes completed that month.	\$2,130,000	\$26,525	\$738,796	\$1,391,204
TOTAL	\$2,210,000	\$26,525	\$818,796	\$1,391,204



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
1/24/2026	Announced electrification bundle for renters program on social media	Social media
1/26/2026	Launched strategic paid campaign using graphic ads on Google search, Facebook and Instagram and video ads on YouTube	Online advertising
1/30/2026	Released a promotional video and a strategic paid advertising campaign featuring Belle Haven residents who completed Home Upgrade Services projects	Online advertising
1/30/2026	Co-hosted Home Upgrade Services workshop with Peninsula Clean Energy and CRC at Mt. Olive Church	In-person
2/4/2026	Provided program flyers and promotional materials to Menlo Spark for door-to-door canvassing	Flyers
2/19/2026	Participated in CRC Belle Haven CCCT monthly meeting	In-person

2/21/2026	Advertised program still ad on social media outlets	Social media
2/25/2026	Advertised program video on social media outlets	Social media
2/27/2026	Updated FAQs on existing building electrification webpage	Webpage update
3/4/2026	Advertised program video on social media outlets	Social media
3/4/2026	Provided program flyers and promotional materials to Menlo Spark for door-to-door canvassing and community tabling	Flyers
3/16/2026	Emailed Home Upgrade Services program participants with completed projects referral incentive information	E-mail