Menlo Park Electrification Bundle Program for Renters MPEBR Final Administration and Distribution Report

Through an environmental justice framework, this overview details how the Belle Haven Community Development Fund (BHCDF) partnered with Menlo Park Sustainability to operationalize and execute the Menlo Park Electrification Bundle Program for Renters (MPEBR). Spanning from November 2025 through July 2026, this pilot program successfully bridged a critical gap in municipal climate planning by expanding access to clean energy technology directly to low-income renters who were traditionally excluded from regional home upgrade programs.

1. Goal & Objectives Realization

- **Targeted Renter Support:** We designed and established an application, verification, and home assessment pipeline specifically tailored for Belle Haven renters making at or below 120% of the area median income. The program successfully delivered 29 completed bundles by the end of July 2026, exceeding the 20-kit program goal. Proving the deep need for this initiative, a surge of 20 new applications was processed in May andJune.
- **Language Access & Equity:** In alignment with environmental justice principles, outreach and enrollment were completely accessible. Technical Assistants built out a full Spanish translation of the MPEBR application, flyer, and program webpages. They provided in-person bilingual support during door-to-door canvassing, neighborhood meetings, and one-on-one home assessments to eliminate systemic barriers to entry.
- **Flexible Resource Distribution:** Rather than forcing a rigid, one-size-fits-all model, we adapted the kits to meet actual community needs. Outside of specific building safety parameters, residents maintained individual autonomy, selecting the exact appliances they needed or wanted from the verified program equipment list.

2. Environmental Justice & Community Background

The Belle Haven neighborhood faces distinct socioeconomic and environmental vulnerabilities. While property owners historically had access to electrification assistance programs via Peninsula Clean Energy, renters—who make up a significant portion of the frontline community—were left ineligible.

By supplying portable, tenant-retained electric appliances and solar-powered backup infrastructure, this initiative actualized the City's Climate Action Plan and Environmental Justice Element. It directly alleviated localized climate vulnerabilities—such as extreme heat risks and emergency power vulnerabilities—without inducing displacement or requiring structural landlord modifications.

3. Operational Iterations & Equipment Testing

An adaptive, equity-first approach drove our logistical setup and procurement process. Equipment went through community testing by our Promotores Ambassadors to ensure the technology was functional and realistic for dense rental living units:

- **Evidence-Based Procurement:** To ensure we obtained the highest quality products at the best possible price, we utilized *Consumer Reports* as a primary tool in researching and selecting all core electrification equipment. This benchmark guaranteed that public funds were maximized efficiently on durable, high-performing appliances.
- **Upgraded Energy Resilience:** Initial testing of a 600W solar generator revealed it lacked the capacity to run fundamental household appliances like refrigerators (600W) or portable heaters (1,500W). We immediately adapted procurement to secure an upgraded **1800W minimum output power station**. This tier of equipment was intentionally prioritized for vulnerable residents requiring reliable power for the refrigeration of essential medication, CPAP devices, or baby formula.
- **Mutual Resource Needs:** Recognizing that induction cooktops require specific magnetic induction cookware to function, we proactively integrated and tested small stainless steel pot-and-pan sets into the distribution bundles. This ensured residents suffered no out-of-pocket costs to use their new appliances.
- **Holistic Client Support:** Grounded in a commitment to mutual aid, our team actively stepped in when an applicant was deemed ineligible due to residency constraints but was facing immediate economic crises (such as job loss and threat of eviction). We connected them with safety-net resources including Samaritan House and One Degree website.

4. Targeted Outreach & Pipeline Progression

To reach the most impacted tenants, our Promotores Ambassadors executed deeply localized, multi-pronged outreach campaigns.

Canvassing & Informational Venues

- Direct door-to-door canvassing was conducted on the 1100 and 1300 blocks of Willow Road, Pierce Road, Market Place, and Del Norte.
- We established a dedicated institutional partnership with MidPen Sequoia Belle Haven Housing (1200 block of Willow Road). By hosting an on-site presentation with dedicated bilingual application assistance, we gathered 16 senior applications in a single campaign push.
- The team tabled and presented at the Menlo Park Senior Center Lunch & Learn, the monthly Kitchen Table Chats, Belle Haven Neighborhood Association, Belle Haven Climate Change Communities Team meetings, the SFC JPA DEIR event, Menlo Park Resource Fairs, and the Love Our Earth Fair.

5. MPEBR Equipment Distribution Report (November 2025 - July 2026)

Resident-Centered Equipment Distribution Workflow

Our administration and distribution process was designed to prioritize direct engagement, ensuring that every resident felt supported from their initial application through to the final installation. We utilized a multi-step, personalized approach to assess individual needs and coordinate logistics effectively:

- **Responsive Application Intake & Outreach:** Upon receiving a resident's application, we established a line of communication. By utilizing multichannel follow-ups (both email and text messaging), we met residents where they were most comfortable, ensuring no participant fell through the cracks.
- **Personalized Needs Assessments:** Rather than simply handing out equipment, we scheduled one-on-one informational interviews. This allowed us to connect personally with the community, discuss their specific situations, and tailor the equipment allocation to their actual needs—such as noting when a resident already had existing cooling features and did not require an AC unit.
- **Streamlined Logistics & Fulfillment:** Once an interview confirmed a resident's needs, we seamlessly transitioned them to the fulfillment stage. We maintained clear communication while scheduling the delivery and professional installation of the small equipment, ensuring a smooth and respectful process inside their homes.

Summary of Impact: By combining structured administrative tracking with consistent, personalized outreach, we transformed a standard distribution process into a community-building initiative. Residents were consistently kept in the loop, their specific household features were respected, and the final equipment delivery was carefully coordinated to maximize their comfort and participation.

Equipment	February	March	April	May	June	July	Total
Air Conditioner w/ heater	0	0	4	2	0	1	**7**
Air Purifier	1	5	1	3	16	0	**26**
Countertop oven	1	4	1	1	10	0	**17**
Induction cooktop	1	4	0	0	15	0	**20**
Induction cookware	1	4	0	2	10	5	**22**
Heated Blanket	1	3	1	2	11	0	**18**

Equipment	February	March	April	May	June	July	Total
Solar Generator with panels	1	2	1	1	5	0	**10**
TOTAL	**6**	**22**	**8**	**11**	**67**	**6**	**120**

Completion Status vs. Volume

There is a 100% completion rate for this dataset. Every address in the report is marked "Yes" for "Completed," regardless of whether they received just a single item or all 7 available appliances. This variation in the volume of items received stems from a few key factors:

- **Self-Selection:** Primarily, residents were able to self-select the specific items they wanted or needed for their households.
- **Specific Exceptions:** There were a few deliberate exceptions to this self-selection process. For instance, certain apartment complexes were not offered air conditioning units because their apartments already possessed them, rather than due to any program eligibility constraints.
- **Inventory Availability:** The number of items distributed to an address was also impacted by timing and stock, as some residents received whatever equipment was still available toward the end of the distribution phase.

6. MPEBR Program Operations and Logistics

Procurement Strategy & Cost Efficiencies

To maximize the program's budget, our procurement strategy heavily prioritized securing high-quality products at discounted prices. The majority of purchasing was routed through Amazon, which allowed us to stretch funding further than traditional wholesale routes.

Furthermore, we implemented significant cost-saving measures in inventory management:

- **Optimized Storage Space:** Instead of renting a massive facility, we intentionally secured a smaller storage unit capable of holding approximately 50% of the total inventory at any given time. This required managing a "rolling" inventory but drastically reduced rental overhead.

- **Insurance Savings:** The storage arrangement was carefully managed so that no additional, costly insurance policies were required, keeping administrative overhead to an absolute minimum.

Logistical Challenges & Trade-offs

While utilizing retail channels like Amazon delivered substantial cost savings, it did introduce standard retail-level logistical friction:

- **Vendor Volume Limitations**: Because purchasing was done through consumer retail channels, we encountered strict limits, such as a cap of five air conditioning units per transaction. This required placing multiple sequential orders and increased the administrative workload.

- **Incomplete Batch Deliveries:** Relying on retail fulfillment also meant large-batch orders, particularly for cookware, were occasionally split into partial deliveries. Managing these fragmented shipments within the half-capacity storage unit required careful coordination and temporarily delayed the final distribution of those specific items to participants.

Recommendations for Future Phases:
Future programs should continue to weigh the steep discounts of retail purchasing against the administrative time required to manage order caps and split shipments. To support a rolling inventory model in a smaller storage unit, future iterations should build a two-week buffer into the distribution schedule to account for unpredictable retail delivery timelines.

On-Site Distribution Dynamics: Sequoia Belle Haven

The distribution event at the Sequoia Belle Haven facility was highly successful, effectively delivering needed equipment to applicants. However, operating within a managed residential building presented unique on-the-ground variables that required real-time adaptability from our team:

- **Facility Access & Transport Logistics**: Due to facility protocols, we were unable to deliver equipment directly into residents' rooms. To solve this, we established a centralized staging area to prepare customized equipment bundles for each resident. We collaborated closely with the on-site Coordinator, who utilized facility carts and our wagons to assist residents in moving the equipment to their rooms. His continuous support, even after we completed the requested bundling, was a crucial factor in the event's smooth execution.
- **Spontaneous Program Interest**: Our visible presence during the distribution generated organic community interest, with several additional residents approaching us to inquire about the program. While this underscores the high community demand for these resources, it also required us to carefully manage expectations on-site since inventory was pre-allocated.
- **Post-Event Inventory Reconciliation & Reallocation:** Meticulous tracking during the distribution phase ensured all approved applicants received their allocations. Following the fulfillment of these orders, our final on-site reconciliation identified a minor surplus of inventory, specifically two (2) air conditioning units and one (1) countertop oven. The remaining surplus inventory was securely returned to our storage unit. We will discuss the disposition of the remaining inventory with Sustainability.

Recommendations for Future Phases:
When coordinating with managed residential facilities, future programs should proactively map out a "staging and transport" plan with the building's management prior to delivery day. Additionally, distribution teams should be equipped with informational flyers or waitlist sign-up sheets to capture spontaneous interest from residents who approach us on-site.

7. Challenges, Limitations & Resource Allocation

- **Adaptive Structural Allocations:** A major program consideration emerged regarding specific apartment complexes like Gateway Rising and Sequoia Belle Haven. Because these apartment units already feature built-in air conditioning amenities, a strategic decision was made to not offer portable AC units as part of their bundles. This allowed us to preserve finite AC installation funding and prioritize cooling resources for tenants living in older housing stock completely lacking climate-resilient cooling systems.
- **Documentation Barriers:** During the implementation cycle, we encountered systemic challenges where vulnerable tenants lacked immediate physical copies of formal lease agreements. We flagged this to the City to establish equitable queuing policies rather than denying immediate support.

8. Financial & Administrative Summary

Administrative, language translation, and field implementation costs scale directly with community interaction and programmatic rollout. Total cumulative staffing expenditures utilized across the implementation timeline reached **$17,344.20**.

Monthly Administrative and Field Labor Expenditures

November 2025:	$1,425.30	(Initial setup, storage rental, and form drafting)
December 2025:	$1,636.30	(Generator upgrade research and Spanish translation kickoff)
January 2026:	$2,986.30	(Website launch, intense canvassing, and flyer translation
February 2026:	$3,356.30	(Initial home visits, assessments, and first kit installation)
March 2026:	$3,600.00	(Resource fair tabling, weekly team meetings, and 5 kit deliveries)
April 2026:	$4,250.00	(Peak professional AC installations and Love Our Earth outreach)
May 2026:	$2,690.00	(MidPen Senior Center integration and final project reporting draft)
June 2026:	$0.00	(Fulfillment tracking and inventory oversight; labor absorbed by baseline funding)
July 2026:	$0.00	(Final data reconciliation and project reporting closeout)

Note: Storage unit rental fees remained constant starting at $176.30 (discounted) for several months and ended with $276.30 monthly during the procurement and deployment waves.
By utilizing local Promotores, translating materials completely into Spanish, and addressing hidden costs like induction cookware and medication cooling needs, the MPEBR successfully operationalized environmental justice, placing climate resilience directly into the hands of Belle Haven's renter community.

9. Resident Impact and Demographic Information

Reporting Period: November 2025 – July 2026 Overview

The recent residential equipment distribution program has successfully concluded, providing critical climate and quality-of-life resources to our community. The data demonstrates a strong resident response, localized impact, and a clear preference for indoor air quality and electrification upgrades.

Key Impact Metrics

- **Total Households Served: 29**
  (Exceeding the 20-household target, ensuring broad community reach)
- **Total Equipment Units Deployed: 120**
- **Fulfillment Rate: 100%** of requested orders marked as Completed.

1) Most Popular Equipment Requested

Resident demand heavily favored indoor air quality and kitchen electrification. Of the 29 households served, the top three most requested items were:

- **Air Purifiers:** Delivered to **25** households (86% of participants).
- **Induction Cookware:** Delivered to **22** households (75% of participants).
- **Induction Cooktops:** Delivered to **20** households (68% of participants).

Note: Heated blankets (19) and Solar Generators (16) also saw significant adoption, highlighting a strong secondary interest in emergency resilience and thermal comfort.

2. Geographic Concentration & Greatest Impact

While resources were distributed across multiple streets (including Pierce Rd, Henderson Ave, Chilco St, and Carlton Ave), the overwhelming majority of community impact was concentrated at a single multi-family location:

- **Primary Hub of Impact: 1221 Willow Road**
- **Residents Served at this Location: 17 individual apartments** (nearly 60% of all households served).
- **Maximum Allocation:** Four individual addresses (365 Pierce Rd, 1311 Henderson Ave, 1127 Willow Rd, and 1460 Chilco St) maximized their benefit by receiving all **7** available equipment types.

3 .Eligibility & Survey Response Summary

While the program successfully served 29 distinct households, individual response rates varied across specific application survey questions due to optional fields and missing physical documentation at the time of intake.

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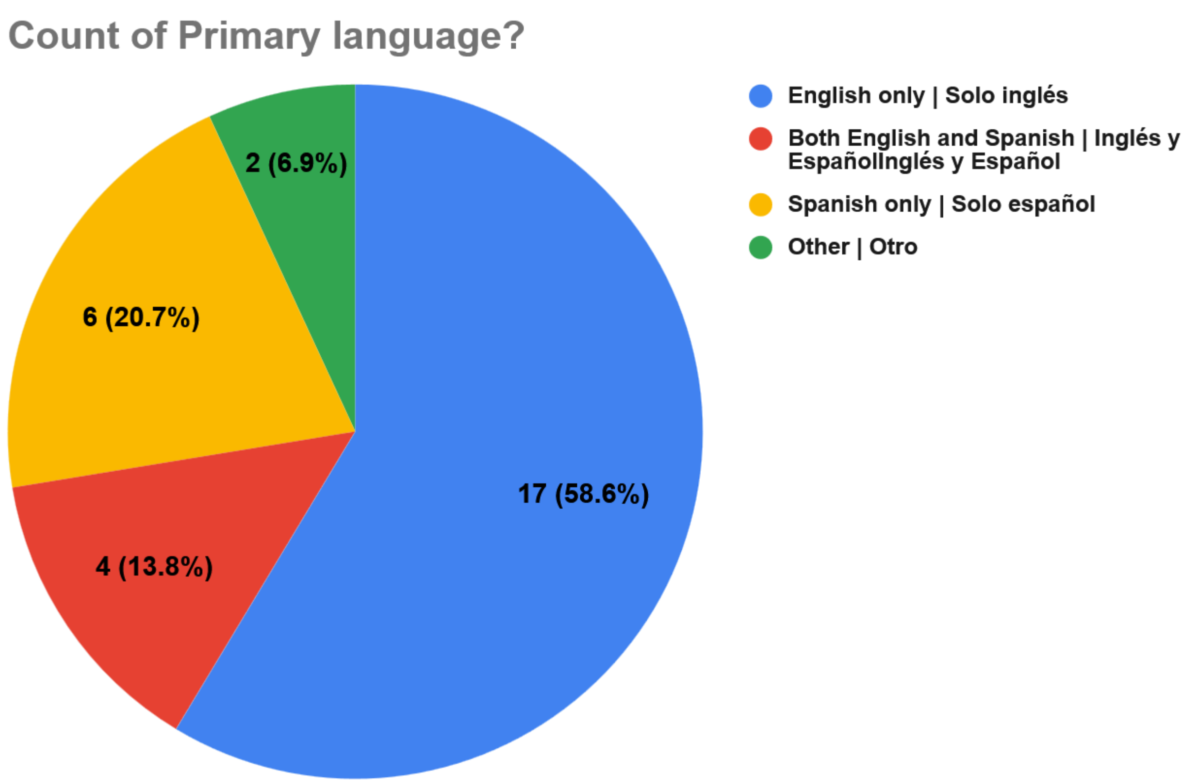
Eligibility Criteria	Count	Percentage of Total Participants (N=29)
Mid-Pen Housing	22	76%
Income below 120%	3	10%
Over 65+	2	7%
HIP Housing	2	7%
Total	**29**	**100%**

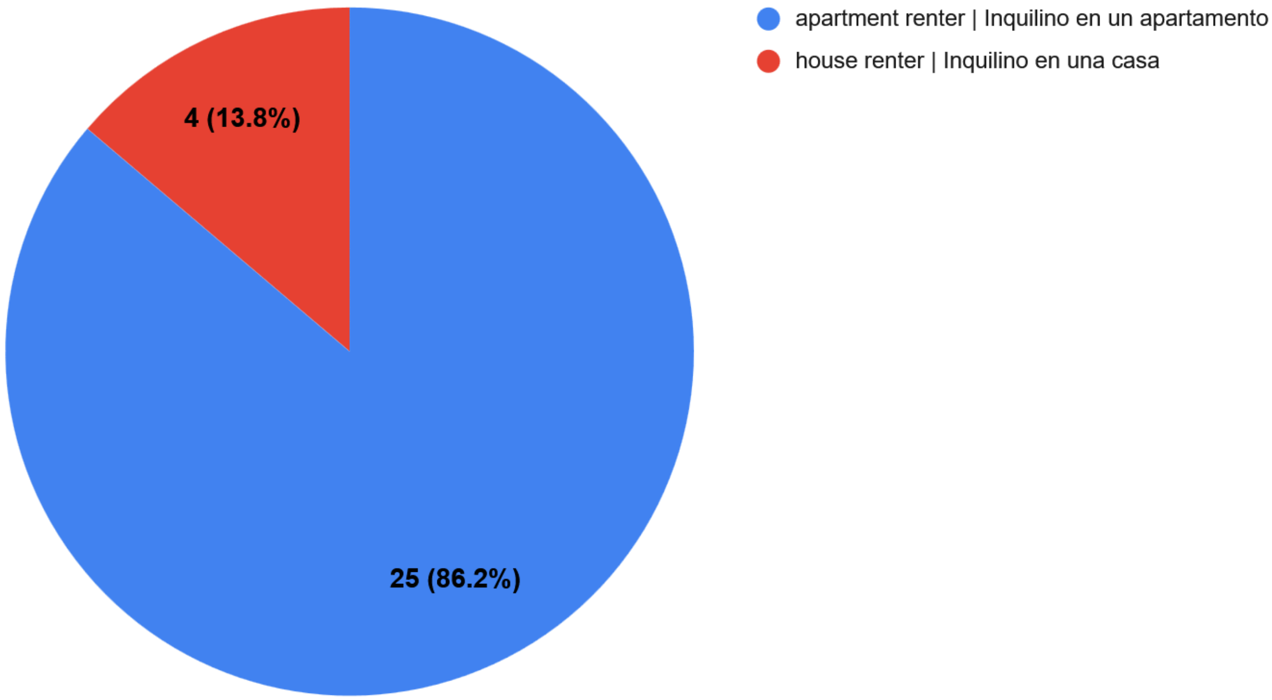
Strategic Takeaway for City Council:
The high concentration of participation at 1221 Willow Road suggests that community word-of-mouth or targeted outreach at this specific multi-family complex was highly effective. Furthermore, the overwhelming demand for Air Purifiers and Induction equipment provides clear data to guide the funding and procurement priorities for future residential sustainability programs.

Demographic Information

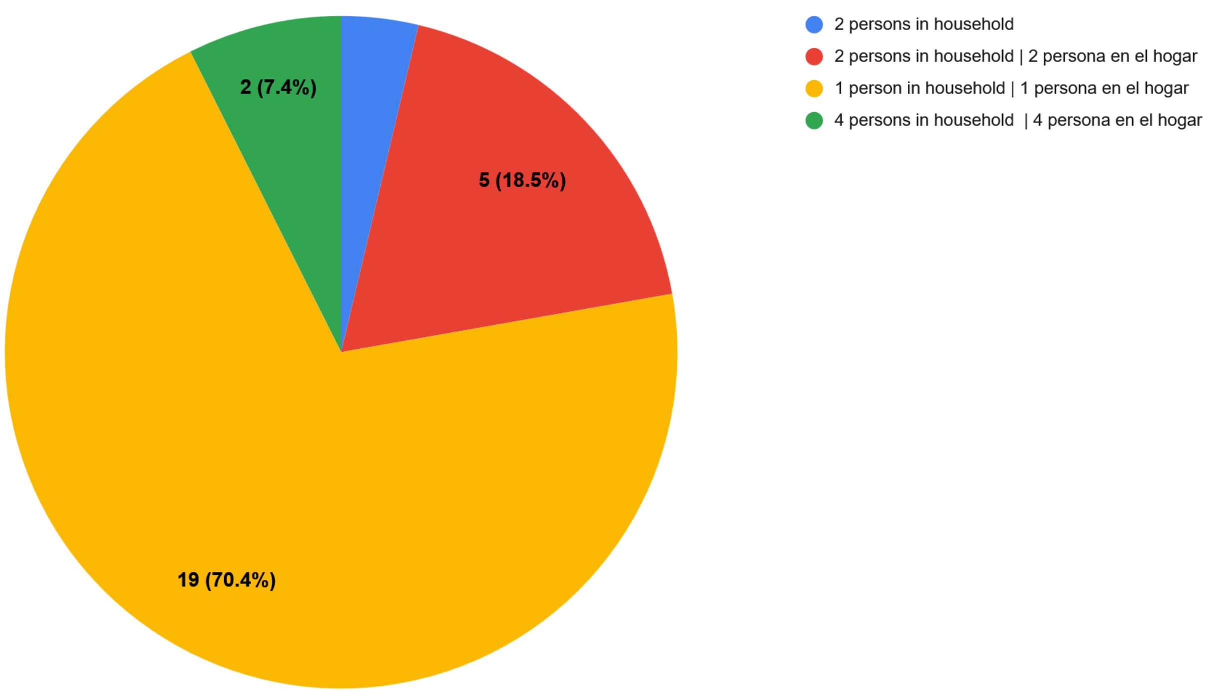
This information was gathered from the applications received.



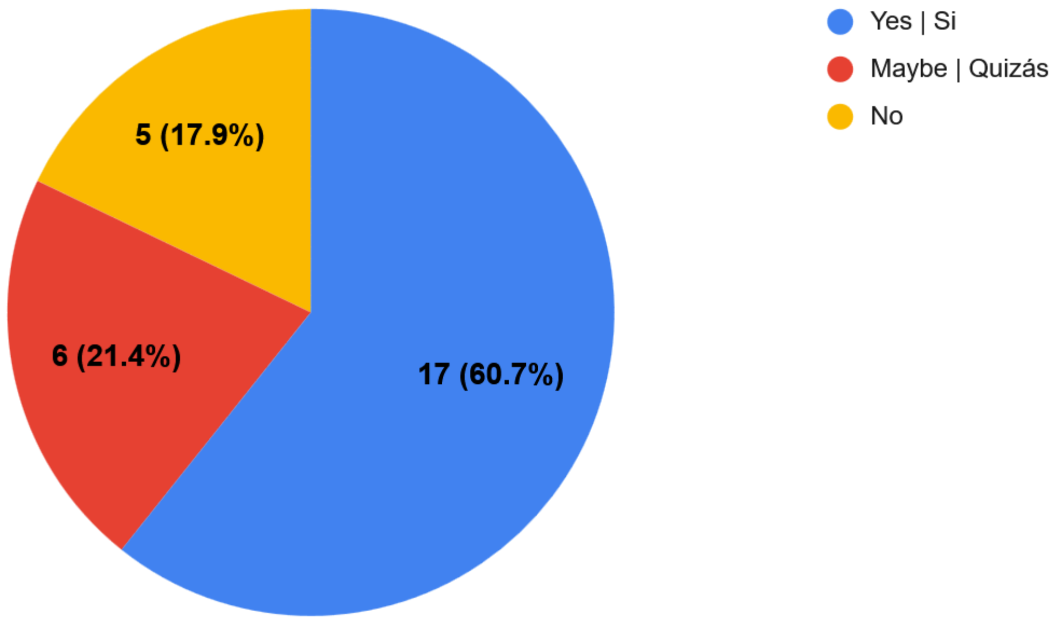
Count of What is your Belle Haven housing status?



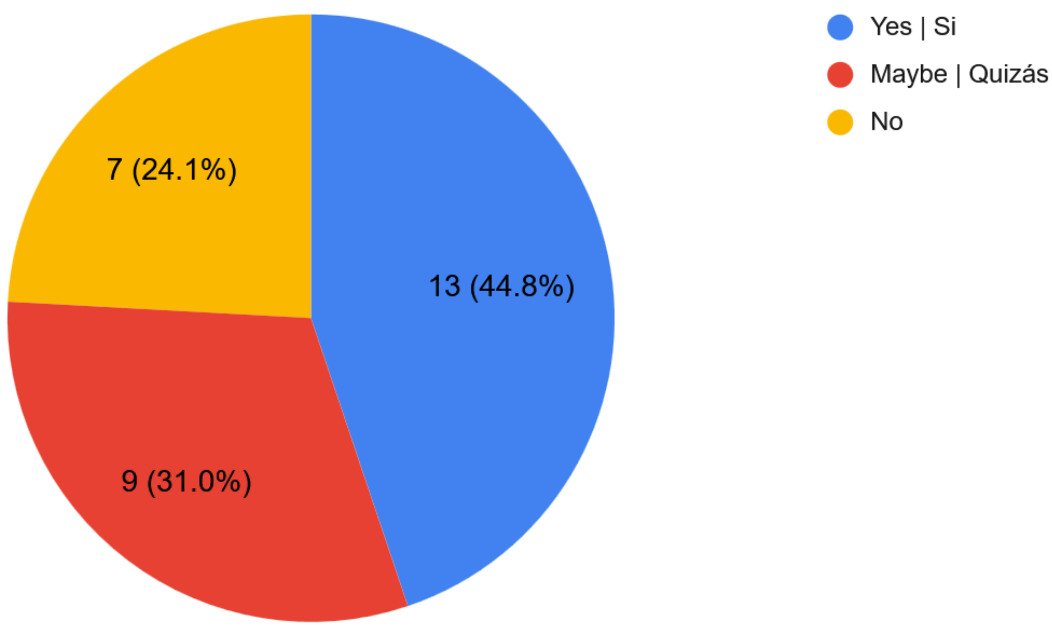
Count of Household income. Select the choice with the number of people in your household to determine the maximum amount of income that can be earned.



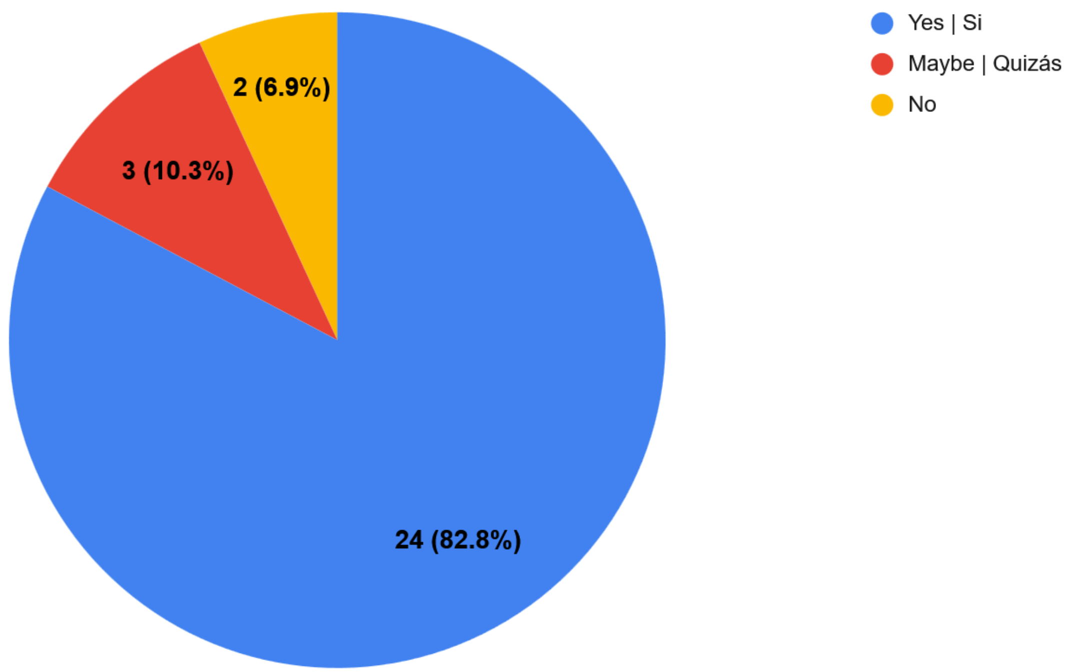
Count of Do you have a copy of your current rental/lease agreement?



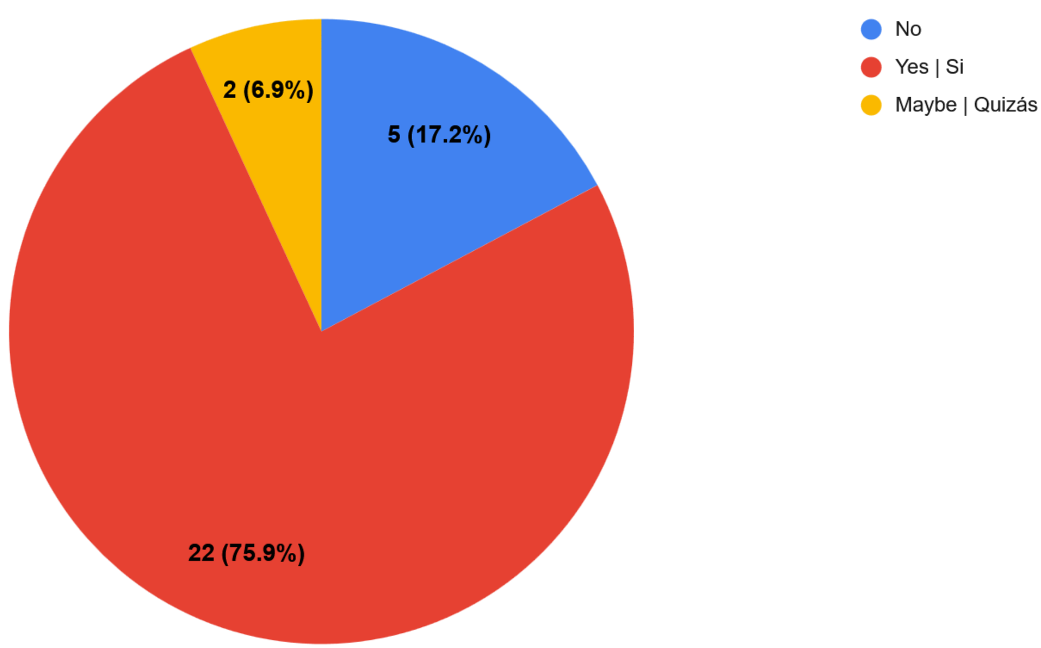
Count of Do you have a copy of your qualifying assistance program

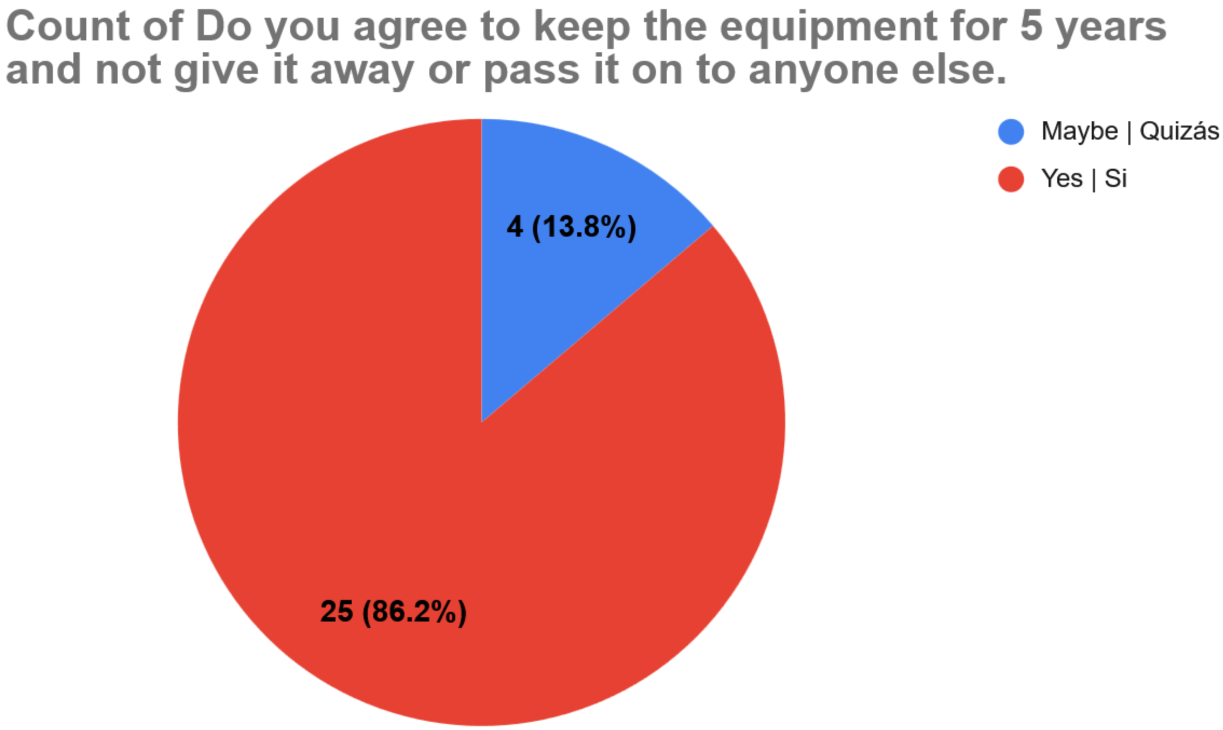


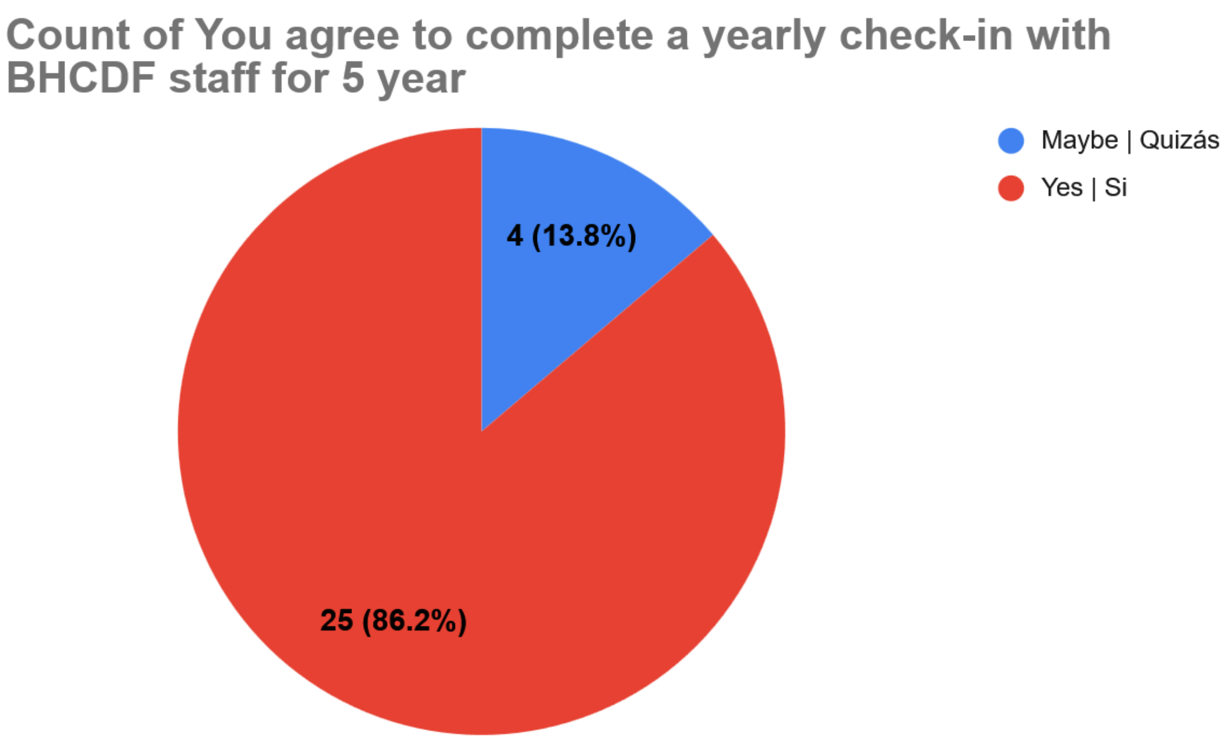
Count of Do you have a copy of ID that shows your age?



Count of Do you have a copy of your picture ID verifying that you are a Belle Haven resident?







Demographic Chart Data Reconciliation

Note on Sample Size (N): The data below reflects self-reported metrics from the application pipeline. Total counts may not equal 29 due to omitted responses or applicants skipping non-mandatory verification questions.

- **Household Income & Size Verification ($N=26$):**
  - **1 person in household:** 19 respondents (70.4% of respondents)
  - **2 persons in household:** 5 respondents (18.5% of respondents)
  - **4 persons in household:** 2 respondents (7.4% of respondents)
  - *Data Note:* 3 households opted out of documenting precise household sizing on their initial application forms.
- **Current Rental/Lease Agreement Verification ($N=28$):**
  - **Yes:** 17 respondents (60.7%)
  - **Maybe:** 6 respondents (21.4%)
  - **No:** 5 respondents (17.9%)
  - *Data Note:* As highlighted in Section 7, documentation barriers caused a subset of vulnerable tenants to lack immediate physical lease copies during intake. One applicant bypassed this question entirely.
- **Qualifying Assistance Program Document ($N=29$):**
  - **Yes:** 13 respondents (44.8%)
  - **Maybe:** 9 respondents (31.0%)
  - **No:** 7 respondents (24.1%)
- **Age Verification ID ($N=29$):**
  - **Yes:** 24 respondents (82.8%)
  - **Maybe:** 3 respondents (10.3%)
  - **No:** 2 respondents (6.9%)
- **Belle Haven Residency Picture ID ($N=29$):**
  - **Yes:** 22 respondents (75.9%)
  - **No:** 5 respondents (17.2%)
  - **Maybe:** 2 respondents (6.9%)
- **5-Year Equipment Retention Agreement ($N=29$):**
  - **Yes:** 25 respondents (86.2%)
  - **Maybe:** 4 respondents (13.8%)
- **5-Year Yearly Staff Check-In Agreement ($N=29$):**
  - **Yes:** 25 respondents (86.2%)
  - **Maybe:** 4 respondents (13.8%)

Attachments:

MPEBR Equipment Offered

MPEBR Distribution_Summary_Cards

MPEBR Equipment Offered

Items	Image
Whynter Portable AC	
BlueAir Purifier	 
Countertop Oven	 
Induction Cooktop with Induction Cookware	 
Solar Generator with Panels	 
Heated Blanket