



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
3/28/2026	Hosted information table at the Resource Fair at BHCC	In-person tabling
4/7/2026	Mailed citywide postcard	Mailing
4/25/2026	Hosted information table at the Love Our Earth Festival at Cesar Chavez Ravenswood Middle School	In-person tabling