



PCE Home Upgrade Program
Monthly Report for City of Menlo Park

Reporting Period: March 1, 2026 – March 31, 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 who are 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, with a focus 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 continued targeted marketing to residents in Menlo Park including paid ads and directing customers to a Menlo Park specific webpage.
- **Applications:** In 2026, there have been over 100 applications received from Menlo Park residents.
- **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. Five (5) out of the nine (9) waitlist knob and tube customers have been reengaged and are moving forward in the program.

Participation Metrics – Full-Service Installation

Metric	March 2026	To Date
Applications Submitted	24	175
Home Assessments Completed	8	101
Signed Participation Agreements	6	64
Installations Completed	5	32 ¹
Fully Electrified ²	0	8
Homes Invoiced	5	27

Participation Metrics – Emergency Water Heater Replacements

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

Appliances Installed

Metric	March 2026	To Date
HP HVAC	4	29
HPWH	2	23
Induction Cooking	0	16
Electric Dryer	1	17

- Metric Tons CO₂e avoided per year from appliances installed to date³: 61.94

Marketing and Outreach Metrics

Metric	March 2026	To Date
Emails sent	0	6,497
Direct mail sent	0	3683
Canvassing – doors knocked on	58	1,051
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 (\$) March 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	\$114,985	\$853,781	\$1,276,219
TOTAL	\$2,210,000	\$114,985	\$933,781	\$1,276,219