



**SPECIAL AND REGULAR MEETING MINUTES**

**Date:** 4/2/2024  
**Time:** Special City Council Meeting 5:00 p.m.  
Regular City Council Meeting 6:00 p.m.  
**Locations:** Teleconference and  
City Council Chambers  
751 Laurel St., Menlo Park, CA 94025

**Special Session**

**A. Call To Order**

Mayor Taylor called the meeting to order at 5:02 p.m.

**B. Roll Call**

**Present:** Combs, Doerr, Nash, Taylor, Wolosin  
**Absent:** None  
**Staff:** City Manager Justin I. C. Murphy, City Attorney Nira F. Doherty, Assistant to the City Manager/City Clerk Judi A. Herren, Deputy City Clerk Sarah Sandoval

**C. Closed Session**

C1. Conference with legal counsel – anticipated litigation  
(Paragraph (2) of subdivision (d) of Gov. Code § 54956.9)  
Significant exposure to litigation: One case

**Regular Business**

**D. Call To Order**

Mayor Taylor re-called the meeting to order at 6:02 p.m.

**E. Roll Call**

**Present:** Combs, Doerr, Nash, Taylor, Wolosin  
**Absent:** None  
**Staff:** City Manager Justin I. C. Murphy, City Attorney Nira F. Doherty, Assistant to the City Manager/City Clerk Judi A. Herren, Deputy City Clerk Sarah Sandoval

**Report from Closed Session**

No reportable actions.

**F. Agenda Review**

None.

## **G. Public Comment**

- Job Train representative Larry Moody invited the City Council and City staff to attend the upcoming Breakfast of Champions event.

## **H. Presentations and Proclamations**

H1. Proclamation: Autism Acceptance month (Attachment)

Mayor Taylor introduced the proclamation (Attachment).

H2. Proclamation: National Poetry month (Attachment)

Mayor Taylor introduced the proclamation (Attachment).

Menlo Park Library Foundation President Elyse Stein accepted the proclamation.

H3. Proclamation: National Library week (Attachment)

Mayor Taylor introduced the proclamation (Attachment).

Friends of Menlo Park Library president Steve Haas and Library Commissioner Jennifer Wise accepted the proclamation.

H4. Proclamation: National Public Safety Telecommunicators Week (Attachment)

Mayor Taylor introduced the proclamation (Attachment).

Police Chief David Norris accepted the proclamation.

H5. Proclamation: Earth Day (Attachment)

Mayor Taylor introduced the proclamation (Attachment).

Environmental Quality Commission Chair Nancy Hedley, Vice Chair Jeff Schmidt and Commissioner Eduardo Pelegri-Llopert accepted the proclamation.

## **I. Special Business**

I1. Planning Commission applicant introductions (Attachment)

Deputy City Clerk Sandoval introduced the item.

Planning Commission applicants Katie Behroozi and Misha Silin introduced themselves to the City Council.

## **J. Study Session**

J1. Review of the 2023 aquatics operator annual report and survey results (Staff Report #24-055-CC)  
Library and Community Services Director Sean Reinhart, Library and Community Services

Supervisor Tricia Mullan and Team Sheeper, Inc. CEO Tim Sheeper made the presentation (Attachment).

The City Council received clarification on procedures for addressing survey comments, additional lap swim lanes, Belle Haven Pool staffing and safety expectations, age group representation in the survey, locker room access and placement at Belle Haven Pool and updates to the Burgess Pool locker room and lobby.

The City Council directed staff to:

- Involve the Youth Advisory Committee (YAC) in future survey efforts; and
- Explore additional avenues for marketing pool hours and availability to residents; and
- Explore potential fee revisions to prioritize resident use; and
- Assess future needs for locker room and bathroom maintenance; and
- Consider conducting additional outreach to community groups; and
- Prioritize consistency in outreach between Belle Haven Pool and Burgess Pool users; and
- Structure informal focus group to include representation across ages, accessibility needs and user groups.

#### **K. Consent Calendar**

- K1. Accept the City Council meeting minutes for March 12, 2024 (Attachment)

**ACTION:** Motion and second (Doerr/ Nash), to approve the consent calendar, passed unanimously.

#### **L. Regular Business**

- L1. Adopt a resolution to authorize the city manager to execute a funding agreement with Peninsula Clean Energy in the amount of \$2,110,000 to implement a state funded home electrification program, allocate funds for marketing, and provide direction on workforce development

Sustainability Manager Rachael Londer and Management Analyst Ori Paz made the presentation (Attachment).

- Menlo Spark Executive Director Brian Schmidt spoke in support of the program.
- JobTrain representative Larry Moody spoke in support of the program.
- Pam Jones requested clarification on program contractors and subcontractors and spoke on concerns related to income requirements for participants, permits, protections for residents, and community outreach.
- Adina Levin spoke in support of a community advisory group for the program and on concerns related to workforce development.

The City Council received clarification on workforce development, request for proposals process, program contractors and subcontractors, funding timelines, funding caps per household, complementary programs and the number of anticipated participants.

The City Council discussed wait and see options for workforce development, a citizens advisory committee, referrals, program accessibility, options for supporting renters, code enforcement and resident protections for resolving safety issues.

The City Council directed staff to assign \$100,000 in funding initially considered for workforce development to the Peninsula Clean Energy (PCE) program (increasing the program total to \$2,210,000), provide additional information on area median income (AMI) and a draft application for the program, conduct outreach in English and Spanish, explore working with local community organizations and to provide monthly project updates once implementation of the program begins

**ACTION:** Motion and second (Doerr/ Nash), to adopt a resolution to authorize the city manager to execute a funding agreement with PCE in the amount not to exceed \$2,210,000 through June 30, 2026 to implement a state funded home electrification program, and to allocate \$40,000 for enhanced outreach and marketing, passed unanimously.

## **M. Informational Items**

M1. City Council agenda topics: April – May 7, 2024 (Staff Report #24-058-CC)

M2. Update on city-run childcare programs (Staff Report #24-056-CC)

- Heather Hopkins spoke in support of infant and toddler care.

The City Council discussed assessing critical needs for childcare in Menlo Park, the importance of synchronizing any future program updates with the school year and teacher compensation.

M3. Updates on Belle Haven Community Campus startup activities (Staff Report #24-057-CC)

- Pam Jones requested that more current pictures of the facility be made available on the City website.

## **N. City Manager Report**

None.

## **O. City Councilmember Reports**

City Councilmember Wolosin reported out on the Caltrain Menlo Park Station Rehabilitation Project.

City Councilmember Doerr reported out on a recent Bay Area Water Supply and Conservation Agency (BAWSCA) meeting.

Vice Mayor Combs reported out on the egg hunt event.

City Councilmember Nash reported out on the South Bayside Waste Management Authority (SBWMA) partners retreat.

## **P. Adjournment**

Mayor Taylor adjourned the meeting at 9:07 p.m.

Deputy City Clerk Sarah Sandoval

These minutes were approved at the City Council meeting of May 7, 2024.

# Proclamation

## AUTISM ACCEPTANCE MONTH APRIL 2024

**WHEREAS**, Autism Spectrum Disorder (ASD), a complex, lifelong developmental condition is the fastest-growing developmental disability in the United States and this prevalence means that autism likely touches a vast majority of Americans either through relationships or direct experience; and

**WHEREAS**, the support needs across the autism spectrum are vastly diverse and each individual with autism experiences it differently, but together, autistic people make industries, communities, and our nation stronger; and

**WHEREAS**, despite this, autistic people continue to face obstacles when seeking employment, health care, education, and housing, and the immense contributions of people with autism are often overlooked; and

**WHEREAS**, Autism Acceptance Month not only honors the contributions of people on the autism spectrum and the autism community to our nation and the world, but also calls on all of us to work together toward fostering greater awareness, understanding, and inclusion, thus creating a world where everyone in the Autism community is connected to the support they need, when they need it; and

**WHEREAS**, Autism acceptance means respecting the rights and humanity of all autistic people, centering the perspectives and needs of autistic people with intellectual disabilities, nonspeaking autistic people, and autistic people with the highest support needs — not by speaking over them, but by listening and looking to them as leaders; and

**WHEREAS**, Autism acceptance also means recognizing the ways ableism and racism interact in our society, following the leadership of autistic people of color, and making anti-racism a core part of the work that we all must do to promote safety and acceptance for every member of our community; and

**WHEREAS**, we must move beyond acceptance — to representation, celebration, and liberation, learning more about the experiences of autistic people from autistic people, and building more welcoming and inclusive communities to support people with autism; and

**NOW, THEREFORE, BE IT PROCLAIMED**, I, Cecilia Taylor, Mayor of the City of Menlo Park, on behalf of the City Council and City, hereby recognize April 2024 as Autism Acceptance Month to celebrate the achievements of neurodiverse people everywhere and champion the equal rights and dignity of all those living on the autism spectrum.



A handwritten signature in blue ink that reads "Cecilia Taylor".

Cecilia Taylor, Mayor  
April 2, 2024

# Proclamation

## NATIONAL POETRY MONTH APRIL 2024

**WHEREAS**, National Poetry Month highlights the legacy and ongoing achievement of American poets; celebrates the pleasures and benefits of reading poetry; and calls attention to the important role poetry plays in our children’s literacy and education; and

**WHEREAS**, poetry takes many forms, from traditional rhymed stanzas to spoken word performances; from folk song lyrics to hip-hop verses, and many other modes; and

**WHEREAS**, poetry has produced some of our nation’s leading creative artists and has inspired other artists in fields such as music, theater, film, dance and the visual arts; and

**WHEREAS**, poetry is an essential part of arts and humanities education, literary and creative expression, community pride and development; and

**WHEREAS**, National Poetry Month is among the largest literary celebrations in the world; and

**WHEREAS**, the City Council will celebrate Menlo Park youth poets on May 21 in this chamber at the Youth Poetry Voices presentation, co-hosted by the City of Menlo Park and the Menlo Park Library Foundation; and

**WHEREAS**, the City of Menlo Park celebrates youth creative expression and recognizes the important role poetry plays in inspiring our youth and creating a vibrant community; and

**NOW, THEREFORE, BE IT PROCLAIMED** I, Cecilia Taylor, Mayor of the City of Menlo Park, hereby proclaim and celebrate April 2024 as National Poetry Month in Menlo Park.



Cecilia Taylor, Mayor  
April 2, 2024



# Proclamation

## NATIONAL LIBRARY WEEK APRIL 7 – 13, 2024

**WHEREAS**, libraries are treasured institutions that preserve our collective heritage and knowledge, and safeguard physical and digital resources for present and future generations; and

**WHEREAS**, libraries are fundamental institutions in free and democratic societies, and protect the right to education and literacy, and promote the free exchange of information and ideas for all; and

**WHEREAS**, libraries are trusted institutions that strive to ensure equal access to information and services for the entire community and all of persons who live in it; and

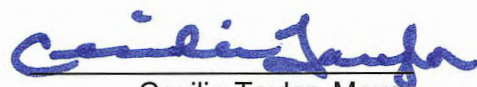
**WHEREAS**, libraries adapt to the evolving needs of the community, and provide books and media, educational programs and services that are as diverse as the populations they serve; and

**WHEREAS**, libraries empower connections with each other, advances education, opportunities to learn new skills, and pursue their passions, regardless of where we are on life's journey; and

**WHEREAS**, the City of Menlo Park Library receives generous support from local residents through volunteering, the Friends of Menlo Park Library and Menlo Park Library Foundation, and through the work of the City Council appointed Library Commission; and

**WHEREAS**, the City of Menlo Park, its partners, and the community at large are eagerly looking forward to a new and improved library opening as a part of the Belle Haven Community Campus; and

**NOW, THEREFORE, BE IT PROCLAIMED** I, Cecilia Taylor, Mayor of the City of Menlo Park, hereby proclaim and celebrate April 7-13 2024 as National Library Week in Menlo Park.



Cecilia Taylor, Mayor  
April 2, 2024





# Proclamation

## NATIONAL PUBLIC SAFETY TELECOMMUNICATORS WEEK, APRIL 14 – 20, 2024

**WHEREAS**, National Public Safety Telecommunications Week (NPSTW) is held annually during the second week of April to honor public safety telecommunicators for their commitment, service and sacrifice; and

**WHEREAS**, all 911 centers, including emergency communications centers (ECCs), public safety answering points (PSAPs), public safety communications centers (PSCCs), emergency operations centers (EOCs), and other public safety command centers, are a critical component of emergency communications and provide critical, life-saving emergency services to the public; and

**WHEREAS**, telecommunicators are the first voice you hear when you dial for help, often keeping callers calm and providing life-saving guidance—from how to administer CPR to how to assist someone giving birth—when emergency personnel are on the way; and

**WHEREAS**, behind the scenes, highly trained telecommunicators interpret an ever-increasing array of information transmitted with 911 calls, which enables emergency personnel to better locate and assist those who are in distress, and also actively plan, coordinate, and direct the response activities of these personnel, especially when multiple agencies are involved; and

**WHEREAS**, as part of National Public Safety Telecommunications Week, communities are encourage to review best practices for making emergency calls, such as directing non-emergency phone calls to non-emergency phone numbers, providing accurate details and location information, staying calm, speaking clearly, and not hanging up when calling by mistake; and

**WHEREAS**, This week is a time to celebrate and thank telecommunications personnel across the nation who serve our communities, citizens, and public safety personnel 24 hours a day, seven days a week; and

**NOW, THEREFORE, BE IT PROCLAIMED**, I, Cecilia Taylor, Mayor of the City of Menlo Park, on behalf of the City Council and City, hereby recognize April 14 – 20, 2024 as National Public Safety Telecommunications Week to celebrate the vital contributions of public safety telecommunicators.



Cecilia Taylor, Mayor  
April 2, 2024



# Proclamation

## RECOGNIZING APRIL 22, 2024 AS EARTH DAY

**WHEREAS**, Earth Day has been celebrated globally since 1970 to unite communities around protecting our common environment to ensure future generations will have a safe and sustainable future; and

**WHEREAS**, all people of this Earth, no matter their country, gender, income, race, sexual orientation, gender identity or abilities, have a right to live in a healthy environment; and

**WHEREAS**, Menlo Park's location on the San Francisco Bay places residents and approximately \$1.3 billion of property in our Belle Haven neighborhood at risk of flooding from climate change as early as 2070; and

**WHEREAS**, in 2019, the Menlo Park City Council adopted a resolution recognizing the threat of climate change, and in 2020 adopted a climate action plan with the goal of net zero carbon emissions by 2030; and

**WHEREAS**, the 2022 United Nations Intergovernmental Panel on Climate Change reported that nations are far off track from meeting commitments to reduce catastrophic climate change; and

**WHEREAS**, local cities, including Menlo Park, are working together to address the climate crisis including the creation of Peninsula Clean Energy, which supplies 100% carbon-free electricity for all customers in Menlo Park; and

**WHEREAS**, Menlo Park's notable accomplishments in protecting the environment include:

- preparing a new Environmental Justice Element and updating the Safety Element
- preserving, maintaining and expanding our urban forest
- receiving \$4.5 million in grant funding from the state for whole home electrification retrofits for 40 – 60 homes in the Belle Haven neighborhood to start in May 2024; and
- installing a solar-battery microgrid for the Belle Haven Community Campus; and
- adopting a zero-emission landscape equipment requirement prohibiting the use of gas powered landscaping equipment in the city starting in July 2024; and

**WHEREAS**, the City of Menlo Park is a co-sponsor of the upcoming "Love Our Earth Festival," to be held April 13 at Bloomhouse in East Palo Alto and encourages all community members to attend to celebrate Earth Day; and

**WHEREAS**, Menlo Park's success in reducing the greenhouse gas emissions responsible for climate change and presence in Silicon Valley gives it a unique opportunity to demonstrate leadership and set an example for other cities to take climate action with innovative, comprehensive and expeditious approaches; and

**NOW, THEREFORE, BE IT RESOLVED**, that I, Cecilia Taylor, Mayor of the City of Menlo Park, on behalf of the City Council and City, encourage our community to celebrate the Earth and deepen their understanding of the urgency of climate change, and the need to create a healthier, safer, more equitable future for all people.



A handwritten signature in blue ink, appearing to read "Cecilia Taylor".

Cecilia Taylor, Mayor  
April 2, 2022



# REVIEW OF THE 2023 AQUATICS OPERATOR ANNUAL REPORT AND SURVEY RESULTS

City Council - April 2, 2024



## STUDY SESSION

Staff recommends that the City Council review:

1. 2023 annual aquatics report (Attachment A)
2. Results of a citywide survey of Menlo Park residents about aquatics programs (Attachment B)



## REQUESTED CITY COUNCIL FEEDBACK

Staff seeks City Council feedback and direction related to the information in the annual report and user survey including:

- Burgess Pool program performance and user feedback
- Proposed 2024 pool schedules and programs at Burgess Pool and Belle Haven Pool
- Desired focus areas for a proposed "working group" of Menlo Park residents to informally meet with Operator and City staff and provide feedback about aquatics operations.





## 2023 ANNUAL REPORT THEMES

The report emphasizes two overarching themes: sharing performance data; and comparing to other aquatics programs in the region.

1. Volume of hours open
2. Spectrum of program offerings year-round
3. Quality of programs led by trained, certified, evaluated, safe and experienced team members.
4. History of being a sustainable, productive organization with high retention rates.
5. Value of low-cost programming, rentals and daily usage.
6. Care and effort devoted to safety and user satisfaction.
7. Facilities that can accommodate and serve families, people of all ages and abilities, competitive and recreational swimmers alike.



## 2023 COMMUNITY AQUATICS PROGRAMS

- Aqua fit
- Aqua wellness (Revolutions in Fitness)
- Bridge large group youth swim lessons
- Family recreational / open swim
- Lap swim
- Lifeguard certification courses
- Menlo Masters
- Small group / individual swim lessons – water safety
- Women’s water polo (Menlo Mavens)
- Youth swim teams (SOLO Aquatics and PASA Menlo Park)





## RESIDENT AND NON-RESIDENT VISITS

Visits	Resident	Resident %	Non-Resident	Non-Resident %	Total Visits
Lap-Member	18,617	45.7%	22,086	54.3%	40,703
Lap-Drop In	10,213	57.9%	7,430	42.1%	17,643
Open-Member	1,781	69.4%	784	30.6%	2,565
Open-Drop In	7,067	56.3%	5,492	43.7%	12,559
Aqua Fit	1,522	34.7%	2,869	65.3%	4,391
Masters	7,959	38.9%	12,517	61.1%	20,476
Swim School	5,787	41.2%	8,250	58.8%	14,037
Bridge Swim Program	3,076	51.3%	2,922	48.7%	5,998
Mavericks Summer Team	910	47.9%	990	52.1%	1,900
Camp	2,192	43.8%	2,807	56.2%	4,999
Pumpkin Splash	46	61.3%	29	38.7%	75
<b>Total</b>	<b>59,170</b>	<b>47.2%</b>	<b>66,176</b>	<b>52.8%</b>	<b>125,346</b>



## SWIM LESSONS AND CAMPS

Swim Lessons	Resident	Resident %	Non-Resident	Non-Resident %	Total
Group (Child)	7,419	41.9%	10,304	58.1%	<b>17,723</b>
Group (Adult)	255	37.3%	428	62.7%	<b>683</b>
Private	515	37.6%	856	62.4%	<b>1,371</b>
Bridge	4,199	51.1%	4,022	48.9%	<b>8,221</b>
Summer Mavericks	1,104	47.9%	1,200	52.1%	<b>2,304</b>
Camp	1,755	44.4%	2,198	55.6%	<b>3,953</b>
<b>Total</b>	<b>15,247</b>	<b>44.5%</b>	<b>19,008</b>	<b>55.5%</b>	<b>34,255</b>



# USER FEES AND FEE COMPARISON

Municipal Pool	Hrs/Week	Lane Space	Fees
Sunnyvale*	21	17	\$10 R/\$12 NR, \$9 Senior (Appt only- 50 min)
Burlingame	44	17	10 pass-\$90, \$88/month (No R or Senior discounts)
Palo Alto	68.5	14	\$9 R/\$10 NR, \$8 R/\$9 NR Senior, Monthly \$65 R/\$72 NR, \$52 R/\$61 NR Senior
Menlo Park	90-92	17	\$9 R/\$10 NR, \$8 R/\$9 NR Senior, Monthly \$65 R/\$72 NR, \$52 R/\$61 NR Senior
South San Francisco	20	6	\$6.50 R/NR, Monthly \$57.25 R/\$65.25 NR, Senior \$46.75R/\$53.50 NR
Santa Cruz	78.5	12	\$7 R/NR, \$5 Senior, 10 pass-\$63 R/NR, \$45 Senior
Campbell*	32.5	8	\$5.50 general use, \$15/hr reservation
San Jose	23	8	\$6 R/NR, \$3 Senior, 10 pass- \$50, \$30 Senior
Mountain View*	38	8	\$6R/\$7NR, 25 pass \$99 R/\$124 NR, Senior \$34 R/\$43 NR Senior
San Bruno**	Closed indefinitely		
Redwood City **	Closed 2 pools indefinitely		
Santa Clara**	Closed indefinitely		

Prices as of July 2023

\* By appointment only

\*\* Pool(s) closed indefinitely



## PROJECTED 2024 SCHEDULES

- Some unknowns about the projected number of visitors at Belle Haven Pool after it opens
- Planning an initial operating schedule of 6am-8pm, seven days per week in summer 2024
- Durable foundational schedule to expand into fall
- Focus on local schools (Beechwood, Belle Haven), Menlo Park hyperlocal residents and youth
- User data will help drive decisions around programing with the goal of increasing program hours and usage
- Adjust to the needs of the community, specifically the Belle Haven neighborhood.



## SAFETY TRAINING EMERGENCY PLAN

- Safety is the Operator's top priority
- Coordinates with the County of San Mateo Environmental Health Department and the City of Menlo Park to ensure a well-maintained facility and safe environment
- Complies with all applicable safety regulations and requirements
- Subject to regular inspections and independent safety reviews
- Two to six certified lifeguards and one lifeguard certified manager at the facility at all times
- In-service trainings on water rescues, alertness, first aid, CPR, pool rules, missing child protocols, safe housekeeping practices.





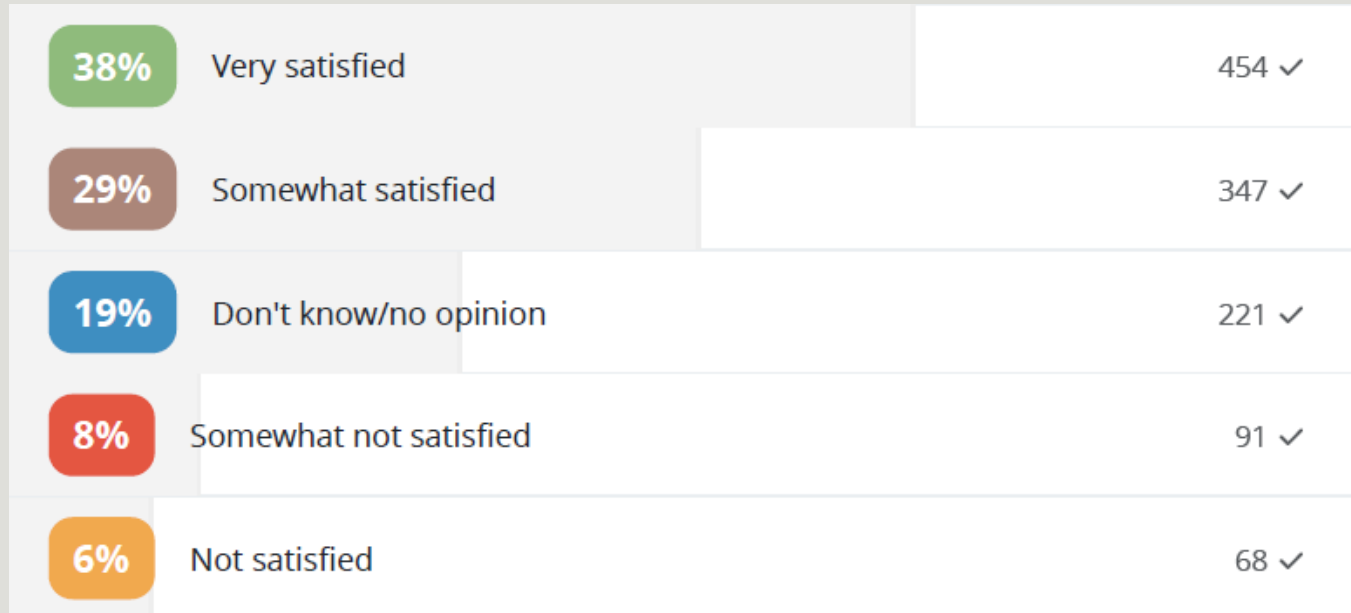
## RESIDENT SURVEY

- English/Spanish, electronic/print from Jan. 31 to March 24
- Direct mailed to every household in District 1
- 1,285 electronic responses and 11 printed responses
- 81% of the responses were submitted by residents
- 57% reported living in Menlo Park 10 or more years.
- 35% of respondents reported that they visit Burgess Pool frequently (once per week or more often)
- 22% reported that they never visit Burgess Pool.



# RESIDENT SURVEY

How satisfied are you with the services and programs at BURGESS POOL overall?

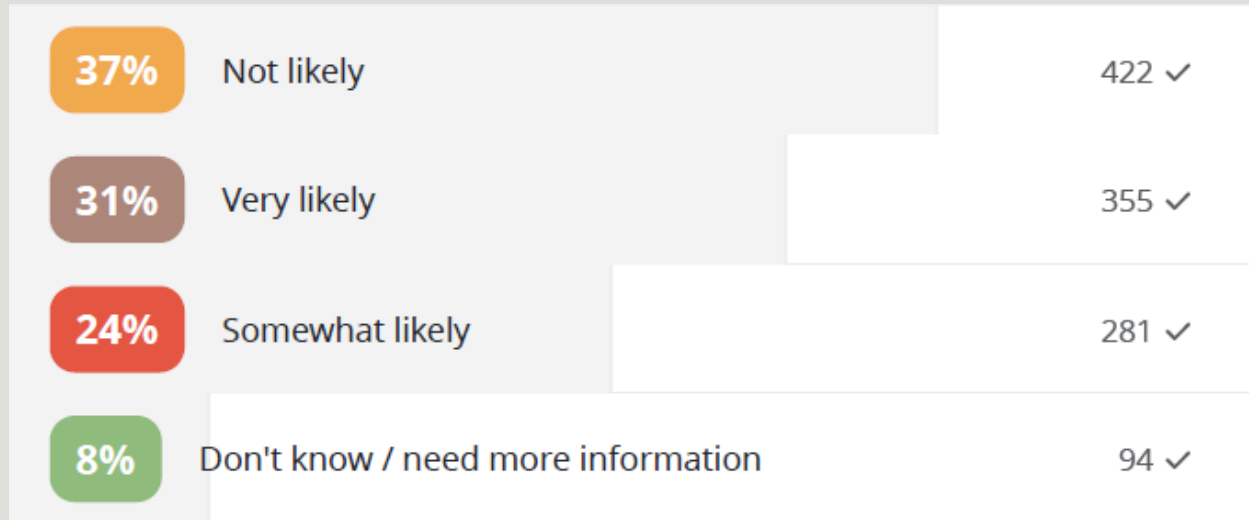






# RESIDENT SURVEY

How likely are you to visit the aquatics center in the new BELLE HAVEN POOL facility?







## OPEN-ENDED COMMENTS

Over 1,100 individual comments were received, with a wide range of perspectives and opinions expressed, including:

- Condition of the Burgess Pool facility
- Support and confidence in the current aquatics operator
- Advocacy for and against specific programs and/or scheduling
- Safety and accessibility at the pools
- Support for youth water safety instruction
- Non-residents using city pools.



## FOCUS GROUP

The survey asked respondents if they would be interested in participating in community focus groups about the aquatics programs

- 26% of respondents indicated that they would be interested.
- The community working group will review the Operator's annual performance report, and community survey results.
- The community working group may, with the support of City staff, annually prepare a written assessment of the information presented in Operator's annual reports, and City's survey results
- Composition of the community working group would rotate occasionally in order to include and reach more participants
- Staff is preparing to follow up with interested survey respondents in preparation for convening a focus group in summer.



## REQUESTED CITY COUNCIL FEEDBACK


Staff seeks City Council feedback and direction related to the information in the annual report and user survey including:

- Burgess Pool program performance and user feedback
- Proposed 2024 pool schedules and programs at Burgess Pool and Belle Haven Pool
- Desired focus areas for a proposed "working group" of Menlo Park residents to informally meet with Operator and City staff and provide feedback about aquatics operations.



**THANK YOU**





# MENLO PARK HOME ELECTRIFICATION PROGRAM

April 2, 2024 City Council - Presented by staff





## RECOMMENDATION

- Adopt a resolution to authorize the city manager to execute a funding agreement with Peninsula Clean Energy (PCE) in the amount not to exceed \$2,110,000 through June 30, 2026 to implement a state funded home electrification program;
- Allocate \$40,000 for enhanced outreach and marketing; and
- Provide direction on a potential workforce development program.





## BACKGROUND

- June 2023 – EQC recommends partnering with PCE for a home electrification program funded by a \$4.5 million state grant requested by Menlo Spark through Senator Becker’s office
- September 2023 – City receives first half (\$2.25 million) of state funds
- October 2023 – City Council directs staff to enter into an agreement with PCE to implement the home electrification program
- June 2026 – State deadline to spend the full \$4.5 million



## PCE PARTNERSHIP

- Existing PCE Home Upgrade program
  - For low-income single-family homeowners
  - Offers no-cost whole-home electrification and minor home repairs
  - New cycle implemented by Franklin Energy starting May 2024
- The PCE program is anticipated to electrify 40 homes in Menlo Park
- The Menlo Park program would enable electrification of 40 to 60 additional homes in Menlo Park



# MENLO PARK PROGRAM DESIGN



Staff recommend moving forward with the following program elements:

- **Concurrent funding:** PCE's funds will be spent in Menlo Park, outside of Belle Haven, until state grant funds are exhausted in Belle Haven. Once exhausted, PCE funds will be used to upgrade Belle Haven homes.
- **Age qualification:** PCE's program requires homeowners to meet the income eligibility regardless of age. Menlo Park's program would align and all participants would need to meet income requirements.
- **Income qualification:** Begin with PCE's income eligibility of 80% of area median income (AMI), and expand to 120% of AMI after first six months of the program.



# MENLO PARK PROGRAM DESIGN CONTINUED



- **Rental participation:** PCE's program does not currently include rental properties. Pause inclusion of rental properties until rental protections are established.
- **Extensive projects:** Develop implementation guidelines that establish a higher limit for costs per home for Menlo Park home owners.
- **Case study:** PCE would publish one to two case studies per year.



# OUTREACH AND COMMUNITY ENGAGEMENT



- PCE Belle-Haven-neighborhood-focused activities (\$60,000):
  - Email, direct mail, social media, and digital ads
  - Marketing materials including flyers and case studies
  - Contract with Climate Resilient Communities for canvassing and grassroots outreach
  
- City-led community engagement and outreach plan (\$40,000):
  - Contract with strategic communications consultant to create and deliver a bilingual campaign with messages that resonate with Belle Haven residents
  - Development and printing of marketing materials
  - Potential to expand to referral bonuses to incentivize program participants to refer neighbors, incentive given once neighbor's upgrades are completed



## WORKFORCE DEVELOPMENT

- Options include:
  - Competitive grant program for community-based organizations;
  - Re-evaluate need for workforce development program at the grant's mid-way point; or
  - Reallocate funds to support additional home upgrades.



## RECOMMENDATION

- Adopt a resolution to authorize the city manager to execute a funding agreement with Peninsula Clean Energy (PCE) in the amount not to exceed \$2,110,000 through June 30, 2026 to implement a state funded home electrification program;
- Allocate \$40,000 for enhanced outreach and marketing; and
- Provide direction on a potential workforce development program.



**THANK YOU**