



BlocPower x Menlo Park

Balancing electrification and equity to achieve ambitious climate goals

** This presentation is a draft produced by Diane Bailey and Saman Da Silva for Menlo Spark. It represents accurate information to the best of our knowledge but has not been approved or endorsed by project partners.*

1.

Menlo Park's Climate Goals

Climate Action Plan

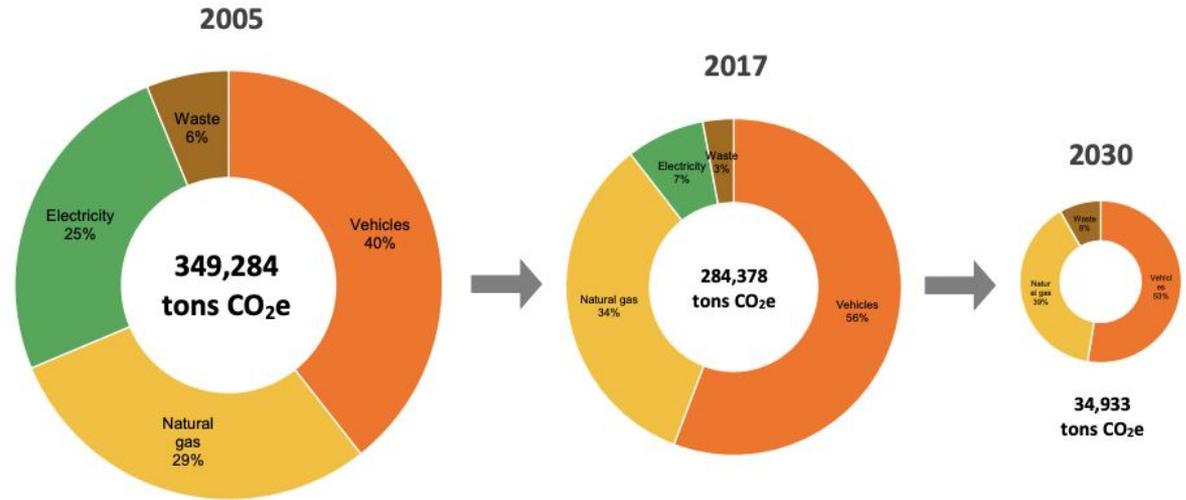
- Updated in 2020 with a more ambitious goal: 90% GHG reduction by 2030 (relative to 2005)
 - Building Electrification in one of 6 core measures, aiming to switch 95% of homes & buildings from gas to clean electric by 2030.
 - Includes climate adaptation for coastal communities
- **Overall: sets a framework to rapidly decarbonize through increased replacement of fossil fuels with clean electric power.**



88% cut in Vehicle emissions

86% cut in Natural Gas emissions (only CO₂)

65% cut in Landfill emissions



Menlo Park Community Greenhouse Gas Emissions (metric tons of CO ₂ e)			
	2005	2017	2030
Vehicles	137,628	158,686	18,373
Natural gas	102,295	95,742	13,656
Electricity	87,617	21,528	-
Waste	21,745	8,424	2,903
Total Emissions	349,285	284,380	34,933

Sourced from the amended Climate Action Plan on the Menlo Park website (2021)

Building Electrification

- Menlo Park gets its power from **Peninsula Clean Energy**, which provides 100% carbon free electricity and is working towards 24-7 renewable electricity by 2025
 - We can safely switch off of Methane Gas (*aka “natural gas” that includes 21 toxic chemicals such as benzene, and emits formaldehyde, nitrogen dioxide, and carbon dioxide when burned*) to cleaner/safer electricity
- The main appliances using methane gas can all be electrified.
 - Water Heaters
 - Furnaces
 - Dryers
 - Stovetops & Ovens
 - Others – Fireplaces, pool heaters, saunas, etc.





Reach Codes and Peninsula Clean Energy's rebates & support programs are a great start to Citywide Electrification.

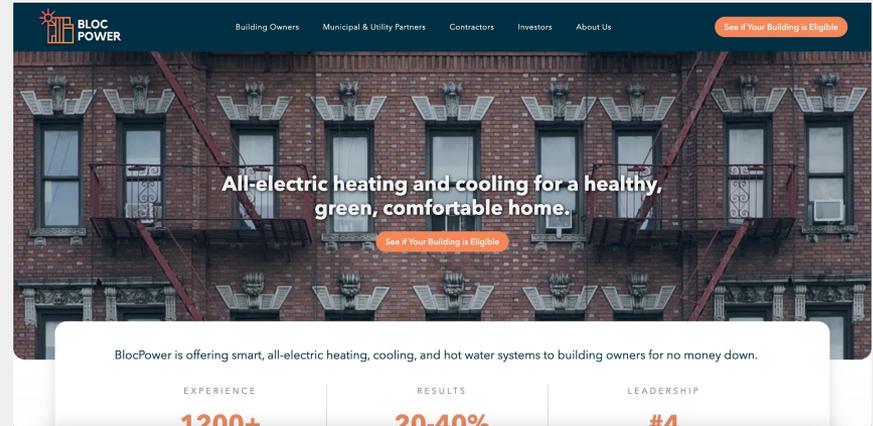
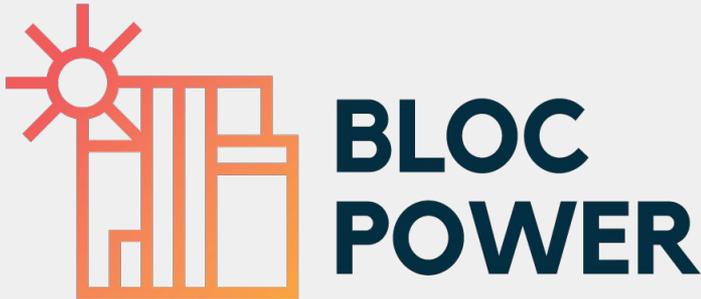
But existing home and building owners need some help switching from gas to electric... and that is where BlocPower comes in.

2.

Background on BlocPower

Background on BlocPower

- Cleantech B-Corporation founded in 2014; upgraded > 1200 buildings
- In working partnerships with NYC, Ithaca, Alameda County, Menlo Park, and San Luis Obispo
- “BlocPower develops, implements, and finances energy efficiency and clean energy projects for building owners in dense, often LMI urban areas in the United States”

A screenshot of the BlocPower website homepage. The top navigation bar is dark blue with the BlocPower logo on the left and links for "Building Owners", "Municipal & Utility Partners", "Contractors", "Investors", and "About Us" on the right. A red button with white text says "See if Your Building is Eligible". The main content area features a background image of a brick building with fire escapes. Overlaid on this image is the text "All-electric heating and cooling for a healthy, green, comfortable home." and another "See if Your Building is Eligible" button. Below this is a white box with the text "BlocPower is offering smart, all-electric heating, cooling, and hot water systems to building owners for no money down." At the bottom, there are three columns: "EXPERIENCE" with "1200+", "RESULTS" with "20-40%", and "LEADERSHIP" with "#4".

EXPERIENCE	RESULTS	LEADERSHIP
1200+	20-40%	#4

“By combining emerging technologies, our software platform and our new innovative green financing solution, we can now provide **sustainability upgrades to millions of buildings in underserved communities** . . . BlocPower is creating new green jobs by **turning buildings into Teslas, making them smarter, healthier, and more profitable by getting them off of fossil fuels.**”

~ Founder and CEO Donnel Baird



BlocPower's Services

Electric Appliances & Efficiency

- Electrification stewardship: providing contractors, installers, permits, appliances, etc. at no upfront cost.
- Full turnkey financing with payment installations to match savings
- Includes low-cost, high efficiency WiFi services

Workforce Development

- BlocPower's Citizen Climate Corps in New York takes individuals through a 6-month training regiment to join the workforce of electric appliance installers

 Air source and ground source heat pumps; High SEER AC units	 Heat pump hot water	 Home appliances, + panel upgrades	 LED lighting, insulation, air sealing, water measures	 Project planning to put it all together
 Remediation: Lead, mold, asbestos	 Monitoring and control systems	 Local Solar or Community Solar	 Battery Storage	 Incentive sourcing & financing to make it accessible

Overall, BlocPower is a **one-stop concierge** to assist all interested in electrification. Their goal is to **finance electrification in low-middle-income communities**, engaging customers who voluntarily request their services

See their website (QR Code) for more info on their services



3.

BlocPower in Menlo Park

Timeline of Engagement with Menlo Park



BlocPower x Menlo Park Partnership



The Climate Action Plan (CAP) aims for **95% of Menlo Park buildings to be electrified by 2030**. BlocPower will work to ensure that the Low-Income residents' needs are met with regard to electrification while providing general support for the rest of the city's goals

While reach codes require all-electric new construction, there are no requirements yet for existing building. The BlocPower program is **completely voluntary**, offering service to customers who request electrification support



BlocPower is partnering with JobTrain to increase a supply of competent electric-appliance-installers from low-income communities. JobTrain has been servicing the peninsula since 1965 and has strong footing within Menlo Park and East Palo Alto.



4.

Bigger Picture Equity

Why We Need Equitable Electrification

1500 Homes in Menlo Park are classified as Low-Middle-Income households. A typical upfront cost for full replacement of all gas appliances with electric can be ~\$30,000.

- Without sufficient assistance, only more affluent homes can finance or cover this cost;
- Gas stoves (polluting NO₂) have been linked to increasing risk of childhood asthma in families without strong ventilation (which EJ communities often lack)

If only those who can afford it electrify, Environmental Justice communities will be further marginalized by solutions proposed to their benefit. To avoid this, we **must** provide subsidized financing options.

\$4.5 Million

in state funding has already been obtained to finance 200 homes in Belle Haven.

In partnership with local non-profit Menlo Spark, BlocPower seeks to raise upwards of **\$35 Million** to finance LMI electrification & support programs

5.

Next Steps

- **Community Outreach to solicit feedback and publicize**
- **Develop a Community Advisory Board of Menlo Park Residents & Leaders**
- **Develop and launch a job training program**
- **Quickstart Belle Haven installations to meet urgency**
- **Fundraise to ensure continual success**

Thank you!

Any questions?