

Improving Existing Small Residential Buildings in San Mateo County

Presentation to the
RMCP Committee

July 16, 2025



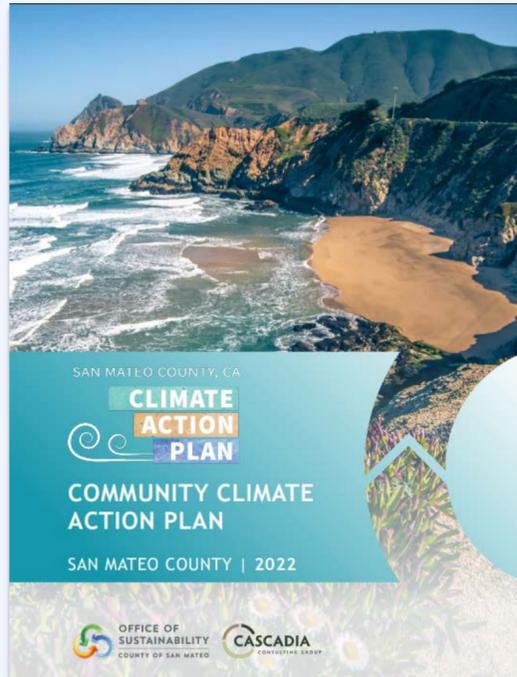
Agenda

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- Policy drivers
- RICAPS Climate Collaborative
- Public education campaign
- Real estate engagement
- Simplifying permitting pilot



Policy Drivers: Climate Action Plans



Community Climate Action Plan: Unincorporated SMC

Goal by 2030: Electrify 16% of buildings

Examples of Electrification Measures from City Climate Action Plans (CAP)

East Palo Alto

90% of new buildings constructed to all-electric standard, existing residential and office gas equipment is electrified when due for replacement.

Half Moon Bay

Electrify 100% of existing residential and commercial buildings by 2045. Electrify all municipal facilities by 2030. Require all new construction to be all-electric in 2021.

Menlo Park

Goal by 2030: Electrify 95% of existing buildings.

San Mateo

Emission reduction targets for all-electric new construction and all-electric existing buildings.



RICAPS Climate Collaborative

- Monthly meetings with 21 jurisdictions
- Comprehensive technical climate action planning support
- 2023 workshops identified needs for building electrification support
- 3 implementation groups – building electrification, EV charging infrastructure, mode shift



Programs & Partners



Electrification Communications Campaign



GOAL: Provide consistent, reliable, well-researched, and shared messaging about electrification



- County-led communications campaign designed to **shift community perception** of electrification, address misinformation
- Tailored to local communities through **focus groups**
- **Target audience:** suburban, middle- and high-income homeowners
- Deliverables: **suite of creative assets**, toolkit for all cities to use on messaging platforms, video, digital ad campaign

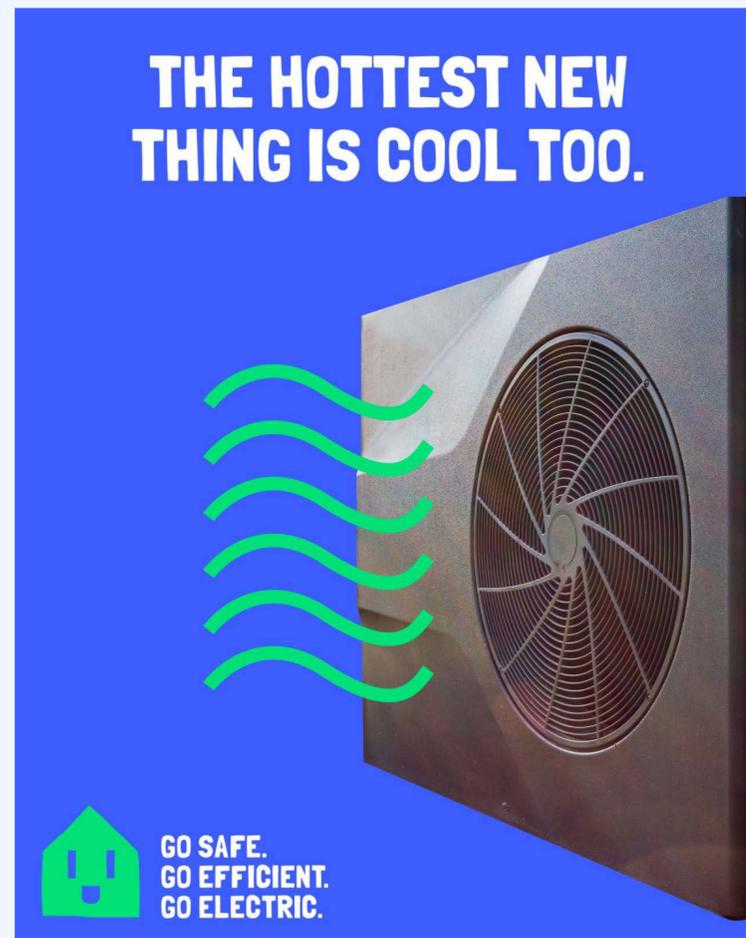


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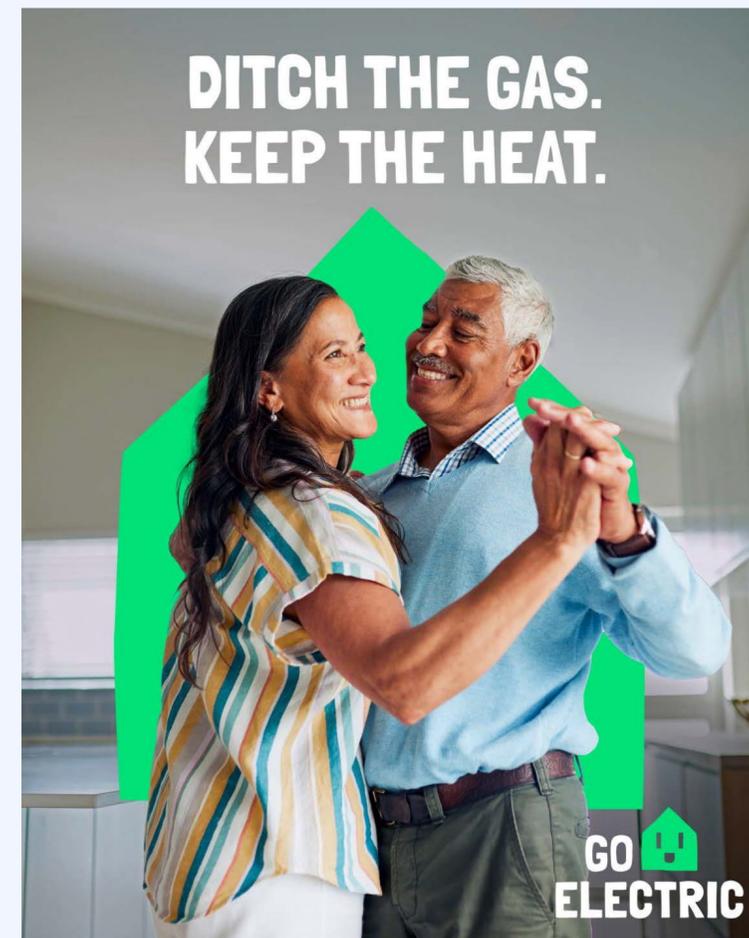
Electrification Communications Campaign: Example Assets



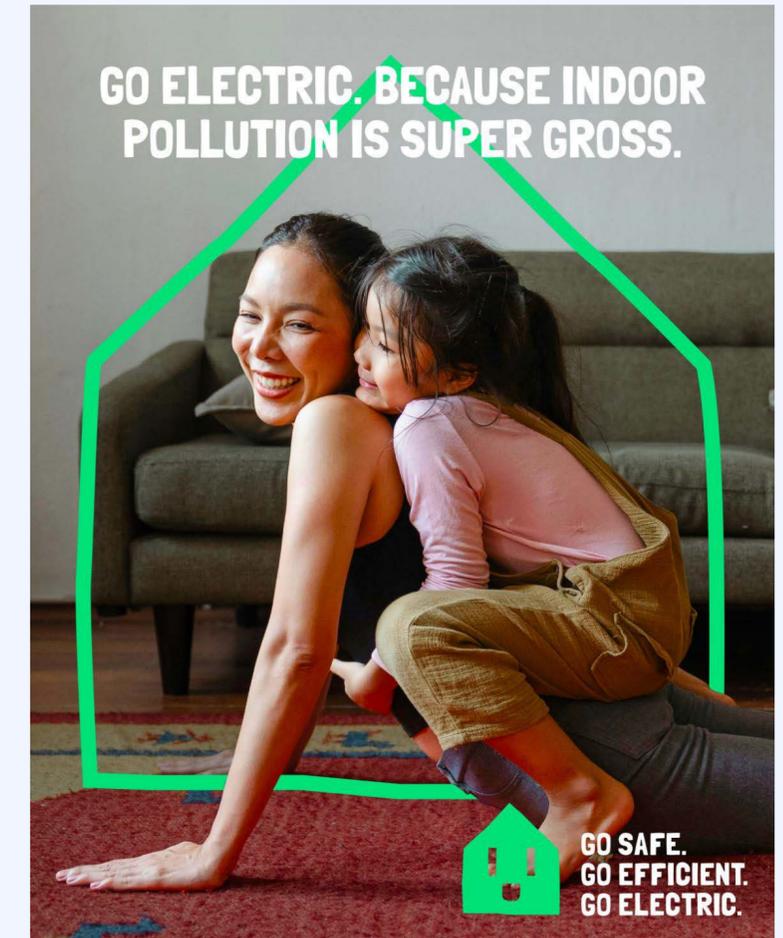
Smart and Modern



Efficient & Cost Neutral



Efficient & Cost Neutral



Safe & Healthy



Real Estate Engagement



GOAL: Two-way dialogue about electrification issues. Work together to increase industry standards and promote public acceptance of electrification

Real Estate Advisory Committee

- Meets every two months with Sustainability Department and Peninsula Clean Energy
- Formed in April 2023
- Provide feedback on government programs and policies
- Increase realtor understanding about electrification

Accomplishments

- Electrification Listening Session - February 2023
- Two Green Home Tours
- Two NAR Green Designation Trainings
- Customized green home training for coast side professionals

Coming Soon: Realtor Home Decarbonization Toolkit



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Permit Simplification Pilot



GOAL: Create a uniform permitting process for heat pump water heaters (HPWH) across San Mateo County

- **Comparative analysis** of existing HPWH permitting requirements and customer experiences for all 21 jurisdictions
- Develop a **recommended simplified HPWH permitting approach** for San Mateo County jurisdictions
- Support 10 jurisdictions in **piloting the new HPWH permitting approach** in collaboration with the Sustainability Department.



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Thank you.

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