

# Equitable Building Decarbonization Plan

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City Council

January 17, 2023

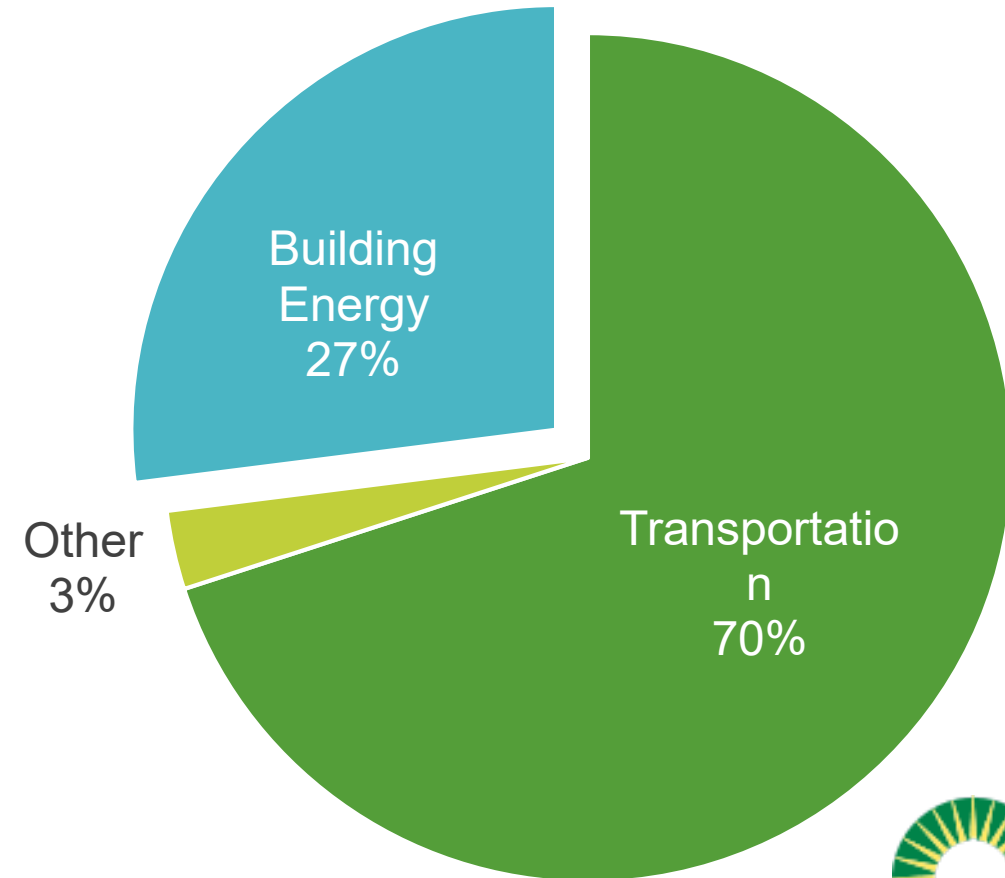
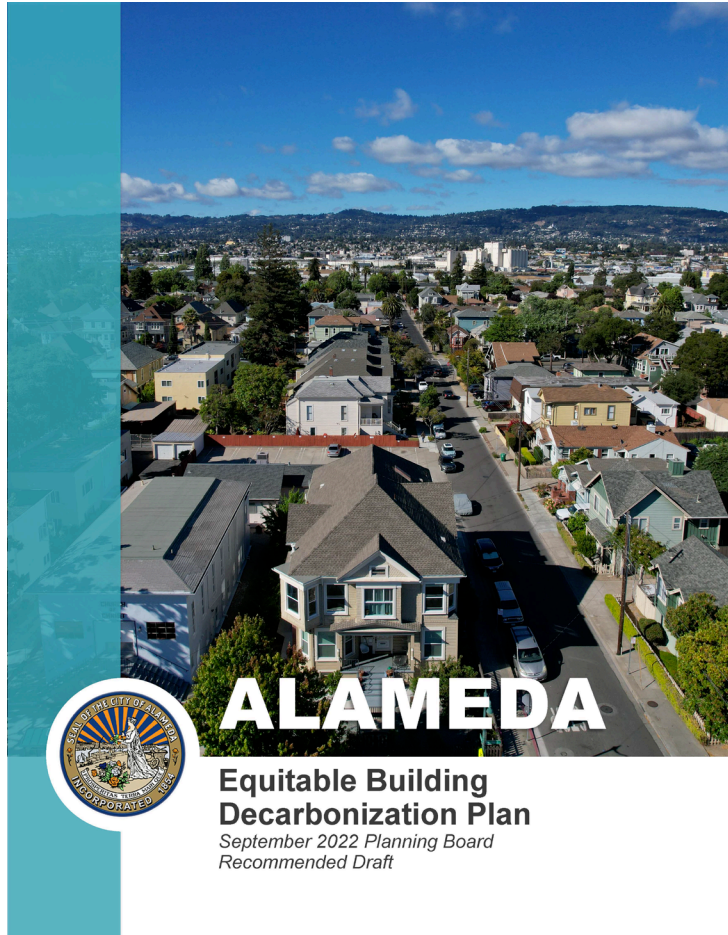


ALAMEDA  
MUNICIPAL POWER

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# Equitable Building Decarbonization Plan



# Plan Development Outreach Process

- Educational Information
- Electrification Workshop Series
- Alameda + Old Town Oakland Farmers Market
- Interactive Poster at Library
- Electrification community survey
- Building owner survey
- Emails, social media
- Planning Board and Public Utilities Board review

## Electrification

### 101

March 16  
6:30-7:30PM  
West End Library  
(hybrid)

April 6  
6:30-7:30PM  
Main Library  
(hybrid)



## Electrification Workshop Series



## Roadmap Brainstorm

Residential and  
Commercial Renters  
March 28  
6:30-8:00PM  
Zoom (virtual)

Residential and  
Commercial Owners and  
Property Management  
March 30  
**TIME CHANGE:**  
1:00-2:30PM  
Zoom (virtual)

Single Family Home  
Owners  
April 4  
6:30-8:00PM  
Zoom (virtual)

## Draft Roadmap + Ordinance

April 27  
6:30-8:00PM  
Zoom (Virtual)

May 4  
6:30-8:00PM  
Main Library (in person)

<http://www.alamedaca.gov/BuildingDecarb>



# Equity Principles

- Everyone, especially low to moderate income households, should be able to affordably switch to modern electric equipment, reducing their energy burden.
- Ensure building decarbonization policies and programs do not have disproportionate impacts on low income households and communities of color.
- Electrification policy should also support healthy, safe, affordable housing and quality, good paying jobs.
- The electrification process should be as simple and seamless as possible.
- We should act ambitiously and expeditiously while being also realistic about the challenges we face in transitioning Alameda's buildings.





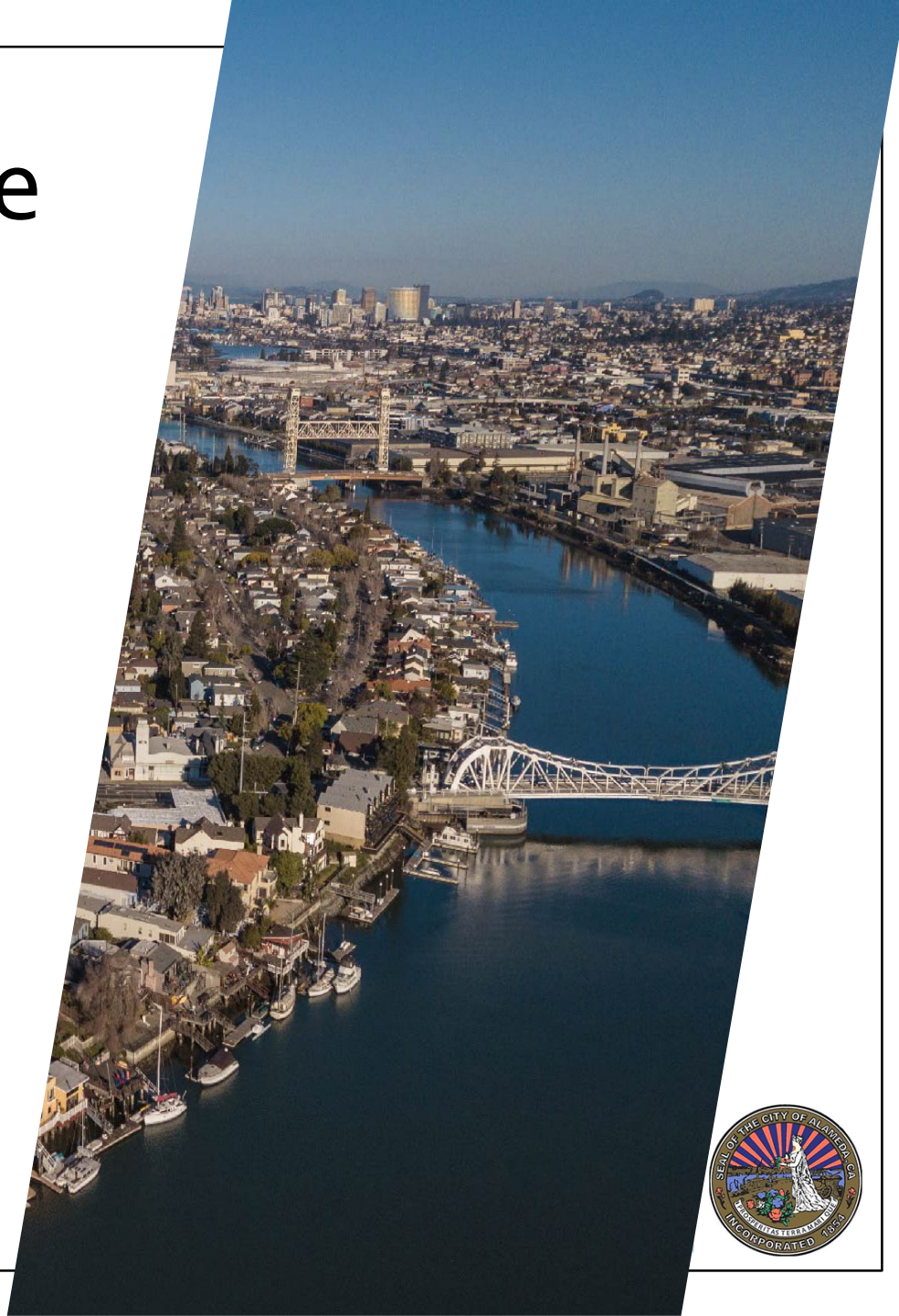
# Elements and Phases of the Plan

Education &  
Outreach

Policies &  
Programs

Financing &  
Funding

Alameda  
Municipal  
Power



# Opportunities for future outreach and education

- Decarbonization marketing campaign
- Targeted educational material (flyers, handouts, newsletters, bill inserts)
- Materials to help residents understand variety of programs and braid them together for maximum impact.
- Webinars and workshops – Electrification 101, induction cooking
- Pilot and case studies to demonstrate decarbonization process and better quantify real world benefits
- Electrification Expo
- Targeted stakeholder meetings



# Recommendation

*Adopt the Equitable Building Decarbonization Plan*

