



ICLEI USA Action Fund Recipient

# Home Electrification Equity Project

Habitat for Humanity East Bay/Silicon Valley & The Cities of Berkeley, Fremont, Hayward, and Oakland



We face a dual crisis of shelter and climate, and at the intersection lie housing affordability and environmental justice. As the rising cost of housing displaces residents and pushes people to the margins of the market, commutes stretch into the hours and grow the environmental price tag along with them. Meanwhile, the technology that can mitigate that weight is too often out of reach of those who need it most.

It is a reality that Habitat for Humanity East Bay/Silicon Valley has worked to combat for two decades, since installing its first solar panels on affordable homes in East Oakland in 2003. The organization has pushed the envelope on affordable, climate-smart homebuilding from that day forward. This award funds the Home Electrification Equity Project (HEEP), through which Habitat for Humanity is helping develop data-driven targeting to serve low-income homeowners with holistic electrification, while supporting energy resilience in Berkeley, Fremont, Hayward, and Oakland. Grants will make holistic electrification upgrades and key repairs – preventing displacement, preserving our affordable housing stock, and strengthening both our neighborhoods and our energy infrastructure.



**This award brings collaboration and data into the vital intersection of affordability and sustainability. It means Habitat can do more to foster both housing and environmental justice, strengthening our communities and our planet.**

— Janice Jensen, President and CEO of Habitat for Humanity East Bay/Silicon Valley



HEEP integrates data sets from Habitat for Humanity and its partners, GRID Alternatives and Rebuilding Together, and cross references them with resources like Google's Environmental Insight Explorer, whose rooftop solar potential analysis helps identify ideal candidates for electrification. With data science support from Cal State East Bay – tabulating a comprehensive set of inputs from smart meters, low-cost air quality monitors, remote sensing, and conventional surveys – HEEP will streamline the process for bringing solar and electrification to those who will benefit most from healthier indoor air and lowered energy bills. In using data to efficiently incorporate electrification into traditional “health and safety” low-income home upgrade programs, the collaborating cities of Berkeley, Fremont, Hayward, and Oakland will identify best practices to increase homeowner safety and stability among underserved communities, augment our clean energy capacity, and foster equity in access to sustainable solutions.

These California communities will pilot this program, facilitating the delivery and implementation of sustainable technologies and improving educational outreach to residents. As part of the pilot, the team will explore how community-level transitions impact grid congestion, showcasing the benefits of a more equitable and holistic approach to electrification programs within underserved communities through public and nonprofit partnerships. By making the resulting analytical framework, data toolkits, and best-practice documents available from ICLEI - Local Governments for Sustainability USA, HEEP will serve as a model for similar collaborations that can be scalable across the country.

