BAYREN

STRATEGIC BUSINESS PLAN 2024-2031

TESTIMONY
# TABLE OF CONTENTS

EXECUTIVE SUMMARY ............................................................................................................................ 1

CHAPTER 1.  **BAYREN’S VISION FOR ENERGY EFFICIENCY IN CALIFORNIA: 2024-2031** (J. BERG) ................................................................................................................................. 8

   I.  Desired Outcomes of Portfolio (J. Berg) .................................................................................. 19
       A.  Overview of BayREN Program Administration ............................................. 20
       B.  Scope of RENs in the Energy Efficiency Landscape (J. BERG) ...... 22

   II.  Description of Service Territory (J. Berg) ........................................................................ 24

   III. BayREN’s Energy Efficiency Strategy (J. Berg; N. Barba) ........................................ 24
       A.  Savings Forecasting and Quantification Methods ............................... 24
       C.  Market Intervention and Energy Efficiency Adoption Strategies .... 25
       D.  New Strategies for Spurring Innovation............................................... 25
       E.  Low Global Warming Potential (Low-GWP) Refrigerant Strategy .. 26
       F.  Portfolio Management Strategies .......................................................... 27
       G.  Coordination with Other Program Administrators ............................. 47
       H.  Evaluation, Measurement and Verification (EM&V) ........................... 49

   IV.  Alignment with Legislative and CPUC Requirements and Relevant Action Plans............................................................ 50

CHAPTER 2.  **ANNUAL PORTFOLIO BUDGETS** (J. BERG; R. JACOBY).................. 56

   I.  Savings ................................................................................................................................. 58
   II.  Cost Effectiveness ............................................................................................................... 61
   III. Total System Benefit Forecasts (N. Barba) ....................................................................... 64
   IV.  Fiscal Agent (J. Berg) ..................................................................................................... 65

CHAPTER 3.  **RECOMMENDATIONS FOR NEW OR MODIFIED ENERGY EFFICIENCY POLICY** (J. BERG) .................................................................................................................. 66

   I.  BayREN Recommends “De-Siloing” Energy Efficiency ........................................... 66
   II.  BayREN Recommends Revisions to Data Rules to Better Address Energy Efficiency Issues .......................................................................................................................... 66
   III. BayREN Recommends Revisions to the Custom Review Process as Changes Have Had Negative Impacts on Customers ................................................................. 68
   IV.  BayREN Recommends Procedural Changes to Ensure Program Administrators Have Sufficient Time to Adapt to Commission Revisions..... 70
Appendix A  BayREN Strategic Plan 2025
EXECUTIVE SUMMARY

In this Business Plan, the Bay Area Regional Energy Network (BayREN) proposes programs and strategies that are designed to support equitably achieving California’s climate and energy goals. The Business Plan (Plan) is informed by BayREN’s experience as a Program Administrator (PA) since 2013 and feedback from a multitude of stakeholders that were engaged in preparation for the development of the Plan. At its foundation, the Plan is guided by California’s goals of doubling energy efficiency (EE) in existing buildings by 2030,\(^1\) reducing emissions from existing buildings at least 40 percent below 1990 levels by 2030,\(^2\) achieving 100 percent renewable and zero-carbon retail electricity,\(^3\) and becoming entirely carbon neutral by 2045.\(^4\) The Plan is also guided by the state’s increased focus\(^5\) on identifying and addressing barriers to advancing EE and decarbonization in low-income and disadvantaged communities, as well as the California Public Utilities Commission’s (CPUC) most recent Environmental and Social Justice Action Plan.\(^6\)

---

1. The Clean Energy and Pollution Reduction Act (SB 350) established new energy efficiency and renewable energy targets to support California’s goal of reducing greenhouse gas emissions 40% below 1990 levels by 2030.

2. Assembly Bill 3232 requires the California Energy Commission (CEC) to prepare a Building Decarbonization Assessment, in consultation with the California Public Utilities Commission (CPUC), California Air Resources Board (CARB) and the California Independent System Operator. This report assesses the potential for California to reduce greenhouse gasses from buildings by 40% below 1990 levels by 2030.

3. Senate Bill 100 established a landmark policy requiring renewable and zero-carbon resources to supply 100 percent of electric retail sales to end-use customers by 2045.

4. In September 2018, former Governor Jerry Brown issued Executive Order B-55-18 to achieve carbon neutrality statewide by no later than 2045.

5. See e.g. SB 350 and SB 1477.

update. Finally, the Plan incorporates BayREN’s strategic vision: “By 2025, BayREN’s organization, resources, and programs will evolve to more intentionally integrate equity, while filling gaps and addressing barriers to energy efficiency and electrification, as an essential part of meeting state climate and energy goals.”

BayREN is uniquely positioned to support local action to meet California’s goals because our organizational structure ensures that our programs reflect the complex needs of the Bay Area’s nine counties and 109 cities, encompassing the fourth largest metropolitan area in the country that is racially, linguistically, and socio-economically diverse. Additionally, our connection to both the Association of Bay Area Governments (ABAG) and the Metropolitan Transportation Commission (MTC) enables us to help inform regional planning and leverage other local resources to identify and support the myriad partnership, collaboration, and technological and policy innovation opportunities within the Bay Area. Our continued collaboration with our seven Bay Area Community Choice Aggregators (CCAs) ensures that each is informed of ongoing programs, potential overlap, and opportunities to layer resources to achieve more comprehensive building upgrades. This regional structure also ensures that BayREN is directly connected to, and learning from, local government and community-based stakeholders throughout the region.

---


8 BayREN held a series of 15 meetings and listening sessions with different stakeholder groups as part of the development of the Plan. Feedback and suggestions for the role that BayREN can play in the region as well as suggestions for how BayREN can help address identified barriers to implementing EE and building decarbonization were offered. As is practicable, BayREN has incorporated this feedback into the proposed programs and strategies. A more detailed summary
Since its inception, BayREN has been addressing the three areas indicated by D.12-11-015 in the formation and implementation of programs: activities that other PAs do not intend to undertake, pilot activities, and activities serving hard-to-reach customers. The Regional Energy Network (REN) programs and organization have been an important complement to the investor-owned utility (IOU) programs and have demonstrated what a mission-driven entity can do to address some of the most challenging barriers in EE. The Commission’s requirement that RENs fill gaps, address hard-to-reach audiences, and provide programs that other PAs cannot or will not provide, is essential to ensuring that all Californians have access to affordable EE solutions. In this Plan, the proposed programs and strategies comply with these criteria with an increased focus on equity and market support offerings, as envisioned by the CPUC, and with a regional lens by targeting populations that speak languages other than English, populations in disadvantaged communities and households, businesses and workers that struggle economically and are therefore less likely to take EE actions.

The Plan includes four new programs designed to address quickly evolving energy and equity goals and climate policy trends at the local and state level. The new BayREN Climate Careers program is a Workforce Education and Training (WE&T) equity program that seeks to fill gaps in the market and respond directly to the need to both grow the residential EE and electrification workforce as well as to provide high road jobs for low-income youth and support

is provided in the Portfolio Application (BayREN Exhibit 02). During the Business Plan period, BayREN will continue to engage stakeholders on a regular basis.

9 D12-11-015 at 17.

10 D.21-05-031 at 23: “RENs by their nature and primary purpose, are more likely to have a greater share of their portfolio devoted to market support and/or equity programs.”

11 This is a new sector for BayREN.
local economic development. The new BayREN Refrigerant Replacement program, part of the
Commercial sector, also an equity program, will remove harmful Global Warming Potential
(GWP) refrigerants from small and medium businesses (SMB) by providing more affordable and
more easily available options for food-service establishments to maintain, retrofit, or replace their
refrigeration systems to reduce both refrigerant leakage and energy use. The program will also
improve the economic viability of SMBs, who have been severely impacted by COVID-19, by
reducing their energy bills and equipment maintenance costs.

Two new Public Sector programs - the Integrated Energy Services program and the
Targeted Decarbonization Services program - will expand BayREN’s current offerings to ensure
that local government staff have the support and technical assistance they need to develop effective
local policies to help meet both local and state energy and emission reduction goals and better
prepare communities for climate impacts with a focus on their most vulnerable populations. This
type of support is critical for under-resourced local governments and will enable local jurisdictions
to benefit from BayREN’s regional reach and expertise by creating platforms for exchanging
knowledge and providing high-quality, consistent, no-cost technical assistance across the Bay Area
region.

BayREN will continue its six existing programs - Codes and Standards, Home+ (Single
Family), Bay Area Multifamily Building Enhancements Program, Green Labeling, BayREN
Business and Water Upgrades $ave - with slight modifications, to better align with CPUC, state,
and regional goals, and the new portfolio segmentation objectives.

BayREN is focused on meaningful action to address the climate crisis and reducing
emissions related to energy to support local jurisdictions, residents, and businesses in meeting
statewide climate goals. As such, each program in the Market Support and Equity segments is
intended to contribute to energy savings and/or greenhouse gas (GHG) emission reductions in
either the short or long-term. The BayREN Business program, the only Resource Acquisition
segment program, will deliver cost-effective energy savings. Two residential programs, Bay Area
Multifamily Building Enhancements Program (BAMBE) and Home+, while focused primarily on
equity goals, will also directly contribute to energy savings, as will the Targeted Decarbonization
program within the Public Sector. The other five BayREN programs will indirectly support energy
savings and/or GHG reductions.

BayREN’s focus on equity within its Portfolio Strategies (PS), as listed below, is consistent
with the new CPUC-directed portfolio segments, the CPUC’s ESJ Action Plan, and the BayREN
Strategic Plan:

PS 1. Activate and engage key stakeholders and environmental and social justice (ESJ)
communities in the development and delivery of programs.

PS 2. Address systemic barriers to EE and electrification, especially for, and in
collaboration with, those who disproportionately face energy burdens and climate
impacts, and are underrepresented in policy and decision-making.

PS 3. Provide technical assistance, access to resources, and actionable data to improve
decision making, resulting in more comprehensive building upgrades and long-term
energy savings.

PS 4. Provide targeted and relevant training and support to improve effectiveness and build
capacity.

PS 5. Enhance the design and delivery of incentives and financing to remove barriers and
ensure more customers can upgrade their buildings and produce energy savings.
PS 6. Develop innovative, equitable, regional-scaled offerings that enable customers to layer EE with other climate-based funding and resource programs to address the climate crisis.

As programs evolve over the Plan period and as state and regional policy priorities continue to shift, these Portfolio Strategies will be continuously reexamined to ensure they remain consistent with BayREN’s portfolio goals.

BayREN’s distribution of budget between portfolio segments reflects the following evolutions in our programming: 1) a greater focus on equity, 2) increased support for local governments based on local needs, and 3) timely response to quickly evolving Bay Area and state policy trends and goals regarding building electrification and climate resilience. These enhancements in our approach and program offerings reflect our commitment to engaging with and listening to our stakeholders and effectively partnering with other regional agencies and the seven Bay Area CCAs to efficiently leverage resources and best serve the local governments, businesses, and residents in our 109 Bay Area cities and nine counties.

For the first four years of the Plan, the budget request for existing programs is largely consistent with our approved Bi-Annual Energy Efficiency Program and Portfolio Budget Request (BBAL) for program years 2022 and 2023. Our four-year budget for existing programs reflects an increase of seven percent ($1.8 million) starting in 2024 due primarily to increased incentive funding for the Multifamily and Green Labeling programs based on an increasingly strong uptake

---

12 Over 60% of BayREN’s portfolio for the first four years of the Business Plan period is proposed in the equity segment.
in these programs. The Plan’s additional budget increase is tied to four proposed new programs in
two new portfolio sectors.

For the second four-year period, a two percent escalation factor is applied to the entire portfolio. The modest increase represents a reasonable price escalation assumption to account for anticipated increases in labor and materials costs consistent with inflation and the labor agreements and policies of the BayREN member government agencies.

One of the strengths of BayREN is its collaborative relationship with the other PAs in our territory, Pacific Gas & Electric (PG&E) and Marin Clean Energy (MCE), along with other CCAs and local governments, that results in more holistic and impactful offerings for our shared customers. While there are formal requirements that govern elements of BayREN’s coordination with PG&E and MCE, BayREN also coordinates with the six CCAs that launched after BayREN was formed. This emphasis on regional collaboration and coordination is central to BayREN strategy, operations, outreach, and program design. At its core, BayREN’s Plan provides a roadmap for BayREN to continue filling gaps in the EE market by providing innovative and impactful programs that serve the unmet needs of the region.
CHAPTER 1. BAYREN’S VISION FOR ENERGY EFFICIENCY IN CALIFORNIA: 2024-2031 (J. BERG)

California set 2045 as the goal for all retail electricity to be powered by renewable and zero-carbon resources. As the State Joint Agencies have taken the first step to study this transition in the 2021 SB 100 Joint Agency Report (the SB 100 Report), BayREN focuses its Plan on addressing the barriers to meeting state decarbonization goals. Simultaneously, California has experienced significant grid reliability issues resulting from wildfires, extreme heat, and more frequent critical grid load events. BayREN recognizes that the eight-year Plan is an opportunity to propose a holistic set of program strategies to deliver greater EE while simultaneously connecting its customers to all available resources for achieving affordable clean energy. Through the flexibility afforded to REN PAs to pilot new program initiatives, coupled with new opportunities to address Market Support and Equity segment needs, BayREN’s Plan seeks to overcome several barriers to EE by: expanding the Bay Area’s skilled workforce and providing low-income and disadvantaged populations access to EE industry jobs; increasing low customer participation rates in EE programs; and addressing challenges to achieving consistent and effective compliance with energy code and other permit requirements for new construction and building retrofits.

While the state goals are clear, the California Energy Commission (CEC) has articulated that California’s trajectory in achieving a decarbonized state requires further action. “Current

13 Senate Bill 100 established a landmark policy requiring renewable and zero-carbon resources to supply 100 percent of electric retail sales to end-use customers by 2045.

14 CPUC, California Energy Commission (CEC), and California Air Resources Board (CARB).

programs are not projected to achieve energy efficiency and GHG reductions that are on a path to meet 2030 targets. More aggressive efficiency and decarbonization is needed from programs and the private market to get on track to meet 2030 goals.”\textsuperscript{16} Within this context, BayREN proposes to continue existing successful programs, adapt them to focus on equitable decarbonization of existing buildings and ensuring demand flexibility and grid benefits. BayREN further proposes two new equity programs: BayREN Refrigerant Replacement Program (BRRR) that will remove Global Warming Potential (GWP) refrigerants from small and medium businesses (SMBs), and Climate Careers, that will build the EE workforce by targeting youth from low-income communities and set them on a path to earning family-sustaining wages. BayREN is also proposing a new Public Sector, with two programs—Integrated Energy Services and Targeted Decarbonization Services—that will enable local governments to reach energy goals for their facilities, support the development of energy efficient Community Resilience Centers (CRCs), and demonstrate successful approaches for EE and building decarbonization. These new programs will fill gaps in the market and demonstrate the value of BayREN as a local government collaborative that helps meet the state’s climate goals by designing and implementing programs that overcome existing barriers to accelerate the widespread uptake of EE actions.

BayREN is one of four RENs in California and is a local government coalition of nine Bay Area counties supporting over 100 cities and their communities to equitably achieve California’s climate and energy goals. BayREN’s regional local government-led structure is unique and ensures that our actions are driven by local, community preferences. BayREN prioritizes meaningful engagement with target audiences, community partners, and other regional agencies in order to

ensure that we can effectively fill gaps and not duplicate, serve hard-to-reach customers, and pilot innovative solutions\textsuperscript{17} that are equitable and leverage existing resources.

BayREN’s organizational structure is a key strength as it enables us to provide regional guidance, consistency in programming, and leadership that reflects the complex needs of all nine Bay Area counties. BayREN provides services across jurisdictions that municipal-only programs cannot achieve. As a regional resource, BayREN also provides the Bay Area’s smaller counties with capacity building and resources to offer programs they otherwise would not be able to implement on their own. BayREN’s program offerings—including rebates, financing, and technical assistance—are uniform throughout the nine counties, making participation easy and consistent for contractors who work across counties, and for property owners who own properties in more than one county. By uniting and coordinating multiple efforts at a regional level and delivering integrated solutions, BayREN helps California meet its aggressive energy and climate goals.

\textsuperscript{17} In first approving Regional Energy Networks (RENs) as Program Administrators of ratepayer funds, the Commission directed that REN program proposals should be approved if they meet one of the three criteria: activities that utilities cannot or do not intend to undertake; pilot activities that utilities cannot or do not intend to undertake, and where there is potential for scalability to a broader geographic reach, if successful; and pilot activities in hard to reach markets, whether or not there is a current utility program overlap. CPUC Decision (D) 12-11-015, COL #13, at 118. These criteria were reaffirmed in D.16-08-019 COL #5, at 98-99 and were expanded with the addition that RENs should also fill gaps in CCA portfolios. D.19-12-021, COL #8, at 84.
The role of the Association of Bay Area Governments (ABAG)\textsuperscript{18} and the Metropolitan Transportation Commission\textsuperscript{19} (MTC) strengthens the regional impact of BayREN by leveraging the resources and capacity of these regional agencies and improving program integration resulting in better quality services for Bay Area governments and residents.\textsuperscript{20} For example, BayREN Codes and Standards staff are working closely with ABAG and MTC staff to develop model language on the importance of addressing energy in local Housing Elements for Bay Area local governments. This type of innovative policy support is critical not only for under-resourced jurisdictions but also ensures that all local governments benefit from regional expertise and capacity. This regional coordination also ensures that BayREN’s model policies, goals, and actions take into account other regional plans and goals which helps support consistency across jurisdictions. Similarly, when designing the resources offered in our new Public Sector programs, BayREN staff coordinated with ABAG and MTC planners to identify additional state funding opportunities\textsuperscript{21} to support non-

\textsuperscript{18} ABAG is the Program Administrator of BayREN. ABAG is the regional planning agency and council of governments for the nine counties and 101 cities in the San Francisco Bay Area. ABAG was formed in 1961 to address land use issues from a regional perspective. ABAG’s mission is to strengthen cooperation and collaboration across local governments to build healthier, stronger communities. ABAG’s Executive Board, composed of elected officials, makes operating decisions, authorizes expenditures and recommends policy. On July 1, 2017 ABAG underwent a staff consolidation with the MTC. ABAG shares many of the same planning goals and initiatives with MTC. ABAG and MTC will be used interchangeably throughout the Business Plan and Portfolio Application.

\textsuperscript{19} MTC is the transportation planning, financing and coordinating agency for the Bay Area. MTC and ABAG work together on housing, transportation, and other issues impacting the region.

\textsuperscript{20} The Bay Area Air Quality Management District (BAAQMD), ABAG and MTC’s sister agency, is also meaningful with this regional strength. BAAQMD resources have been leveraged by BayREN - both in technical expertise time and additional funding for programs - that have allowed for more holistic program offerings.

\textsuperscript{21} Potential funding sources include the California Earthquake Authority’s seismic soft story retrofit grants, FEMA BRIC grants to support microgrids and new funding to support the development of Community Resilience Centers (CRCs) from the California Office of Planning and Research through the Strategic Growth Council.
energy related upgrades for existing affordable housing and Community Resilience Centers. BayREN will continue to collaborate with our regional partners to help local governments navigate and access siloed funding and programs to achieve local climate goals.

BayREN staff were also directly involved in the development of the most recent Bay Area Sustainable Communities Strategy, \(^{22}\) Plan Bay Area 2050, jointly adopted by ABAG and MTC in October of 2021. \(^{23}\) Plan Bay Area 2050 connects the elements of housing, the economy, transportation and the environment through 35 strategies that will make the Bay Area more equitable for all residents and more resilient in the face of unexpected challenges. Plan Bay Area 2050 includes two environmental strategies focused on financing holistic upgrades to existing residential, commercial, and public buildings to meet energy, seismic, wildfire, and water standards. These strategies aim to both increase community resilience and enable carbon neutrality throughout the Bay Area’s existing building stock. BayREN, in collaboration with ABAG and MTC, will assist with the implementation of these strategies through our new and existing programs which provide the necessary financial, technical, and policy support required to meet these regional goals.

BayREN’s regional structure also provides the ability to convene and partner with various stakeholders such as the seven Bay Area Community Choice Aggregators (CCAs)\(^ {24}\) to ensure that

\(^{22}\) The Sustainable Communities and Climate Protections Act (SB 375) requires regional metropolitan planning organizations in California to develop Sustainable Communities Strategies (SCS), or long-range plans, which align transportation, housing, and land use decisions toward achieving GHG emissions reduction targets set by the California Air Resources Board (CARB).

\(^{23}\) https://www.planbayarea.org/finalplan2050

\(^{24}\) The CCAs in the Bay Area are: Marin Clean Energy (MCE), East Bay Community Energy (EBCE), Peninsula Clean Energy (PCE), San Jose Clean Energy (SJCE), Silicon Valley Clean Energy (SVCE), CleanPowerSF, and Sonoma Clean Power (SCP).
each is informed of ongoing programs, potential overlap, and opportunities to leverage resources.

As discussed and exemplified in more detail in the Portfolio Application (BayREN Exhibit 02), BayREN’s close collaboration with CCAs has allowed for more holistic program offerings to shared customers and has enabled participants of our Multifamily Program, for example, to layer incentives for electric vehicle (EV) charging stations with BayREN EE incentives to achieve greater benefits for residents and property managers. Another example is Sunshine Gardens in Santa Clara County that received $33,000 in rebates for EE upgrades through BayREN and is now working with its CCA, SVCE, to install EV charging stations on-site, and is receiving additional technical assistance to explore fully electrifying in-unit HVAC and water heating through BayREN’s Clean Heating Pathway program.25

To identify opportunities for continued coordination, BayREN convened program staff from each of the Bay Area CCAs to provide a forum for ongoing information sharing and collaboration. BayREN will continue to convene this CCA advisory group on a quarterly basis to identify partnership opportunities and ensure that local governments and Bay Area residents can leverage all the energy and efficiency resources available to advance Bay Area climate goals. Specifically, this group will identify challenges and barriers to program uptake for our common target audiences and work to develop new strategies to improve both marketing and outreach and program design to make it easier for businesses, residents, and local governments to layer resources to achieve local goals.

This regional structure also ensures that BayREN is directly connected to, and learning from, local government and community-based stakeholders throughout the region. To help inform the Business Plan, BayREN engaged multiple stakeholders in 2021 through a series of 15 meetings and listening sessions. As part of this effort, BayREN staff attended local sustainability coordination meetings in multiple counties where local government staff and community partners provided insight on specific priorities and barriers to advancing equity, EE and building electrification. Stakeholders provided feedback and suggestions for the various roles that BayREN can play to support their efforts and identified their key needs to address barriers to implementing EE and building decarbonization in the Bay Area. The findings are summarized below:

Finding 1: There is a need for regional leadership, guidance, and advocacy to address common challenges.

Stakeholders noted that BayREN has the potential to use its regional scale to directly address common challenges that local governments and CCAs are not well positioned to solve on their own. Participants suggested that BayREN should convene diverse Bay Area stakeholders and lead conversations to understand what specific EE and building decarbonization challenges should be addressed at the regional, local, or state level. These discussions should help identify ideal roles for local governments and other stakeholders to reduce duplication, leverage scarce resources, and expedite action. In alignment with PS 2, PS 4, and PS 6, BayREN has developed a new workforce program, Climate Careers, in partnership with local community-based organizations, to address regional workforce challenges that impact each of the 109 jurisdictions we serve.

Finding 2: Building strategic partnerships to develop a more holistic approach will improve outcomes and advance equity.
Strategic partnerships could enable BayREN programs to become part of a more holistic approach to building decarbonization that is focused on improving community health and resilience, and mitigating the risks associated with ongoing climate related stressors like wildfire and extreme heat. Stakeholders called out the need to layer and leverage multiple funding sources in order to advance equity and meet the needs of underserved populations. Stakeholders suggested that BayREN consider partnering with community-based organizations, CCAs, and regional agencies to scale impact, improve outcomes, and create a seamless and positive experience for the most vulnerable and hard to reach communities. Strategic partnerships to advance equity are addressed throughout the Plan, and specifically in PS 1, PS 2, and PS 6. These strategies guide work to expand partnerships with community-based organizations through both our BAMBE and Home+ programs.

Finding 3: BayREN programs and resources should align with community needs and priorities – cost is not the only barrier to address.

BayREN resources and programs need to be designed to address specific barriers beyond cost for our target audiences. Much of the building stock that is most in need of EE upgrades is also in need of environmental remediation which can severely limit BayREN’s ability to serve the populations who live and work in these buildings. Stakeholders noted that if basic needs for healthy, comfortable, and affordable housing are not met first, EE and electrification will continue to not be a top priority for underserved and hard-to-reach communities. If these basic needs can be addressed through strategic partnerships, then BayREN can focus on increasing awareness of the benefits of efficiency and electrification and implementing strategies to address workforce, supply chain, permitting, and cost barriers. Community needs are addressed in PS 1, PS 2, PS 4, and PS 6 and are reflected in the design of the new Public Sector and Workforce, Education and Training
programs. The feedback from stakeholders has informed this Plan, particularly regarding
decarbonization initiatives.

BayREN’s six Portfolio Strategies align with both the goals of each sector/program and
with the Portfolio Segmentation. This is illustrated in the following table.

Table 1. Summary of Portfolio Strategies by Segment*

<table>
<thead>
<tr>
<th>PS 1. Activate and engage key stakeholders and ESJ communities in the development and delivery of programs.</th>
<th>Resource Acquisition</th>
<th>Codes and Standards</th>
<th>Market Support</th>
<th>Equity</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PS 2. Address systemic barriers to EE and electrification, especially for, and in collaboration with, those who disproportionately face energy burdens, climate impacts, and are underrepresented in policy and decision-making.</th>
<th>Resource Acquisition</th>
<th>Codes and Standards</th>
<th>Market Support</th>
<th>Equity</th>
</tr>
</thead>
<tbody>
<tr>
<td>(✓)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PS 3. Provide technical assistance, access to resources, and actionable data to improve decision making, resulting in building upgrades and long-term energy savings.</th>
<th>Resource Acquisition</th>
<th>Codes and Standards</th>
<th>Market Support</th>
<th>Equity</th>
</tr>
</thead>
<tbody>
<tr>
<td>(✓)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PS 4. Provide targeted and relevant training and support to improve effectiveness and build capacity.</th>
<th>Resource Acquisition</th>
<th>Codes and Standards</th>
<th>Market Support</th>
<th>Equity</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>(✓)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PS 5. Enhance the design and delivery of incentives and financing to remove barriers and ensure more customers can upgrade their buildings and produce energy savings.</th>
<th>Resource Acquisition</th>
<th>Codes and Standards</th>
<th>Market Support</th>
<th>Equity</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>(✓)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PS 6. Develop innovative, equitable, regional-scaled offerings that enable customers to layer energy efficiency with other climate-based funding and resource programs to address the climate crisis.</th>
<th>Resource Acquisition</th>
<th>Codes and Standards</th>
<th>Market Support</th>
<th>Equity</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
The Portfolio Strategies align with the goals of each sector and program and proposed metrics will measure the portfolio and program performance. The Portfolio Strategies also reflect BayREN’s vision and seamlessly integrate throughout BayREN’s recently adopted Strategic Plan which outlines the mission, vision, definition of equity, and four overarching, near-term goals that guide organizational planning.

**Mission:** BayREN is a local government coalition of the nine Bay Area counties supporting communities to equitably achieve California’s climate and energy goals.

**Vision:** By 2025, BayREN’s organization, resources and programs will evolve to integrate equity more intentionally, while filling gaps and addressing barriers to energy efficiency and electrification, as an essential part of meeting state climate and energy goals.26

**Equity Definition:** For BayREN, equity means addressing systemic barriers to energy efficiency and electrification, especially for, and in collaboration with, equity priority

---

26 Appendix A, BayREN Strategic Plan at 10.
communities and those who disproportionately face energy burdens, climate impacts, and are underrepresented in policy and decision-making.

The BayREN 2025 Strategic Plan provides a path forward for the organization over the next five years with a focus on building a robust foundation for growth and innovation—not only for BayREN as an organization, but also for the communities we serve. This Strategic Plan explores how the organization, and its resources, services, and programs, will meet future needs for the nine Bay Area counties and BayREN member agencies. The Strategic Plan is an action-oriented plan with clear metrics, actions, and steps to achieve the organization’s objectives, including a framework for programs to evolve to meet bigger goals related to equity and market transformation. This planning process has occurred alongside the development of this Plan, allowing the organization to take a holistic view of where it will be in five years and how it will meet those goals. Moreover, taken together with the equity definition provided in the D.21-05-031, this aligns with the recognition that there is not “a one-size-fits-all definition of what encompasses a potential ESJ community.”

---

27 In 2021, ABAG and MTC replaced the term “Communities of Concern” with “Equity Priority Communities”, as the former generated negative connotations and was perceived as demeaning. These communities are determined based on census tracts, and eight demographic factors including race and income. ABAG and MTC use this framework for regional planning and programming. For the Business Plan and the Portfolio Application, BayREN is using “ESJ communities” rather than Equity Priority Communities to better align with the CPUC guidance provided in D.21-05-031. There is clear overlap and similarities with the definitions of ESJ communities and Equity Priority Communities.

28 Appendix A, BayREN Strategic Plan at 7.

Central to this effort is the understanding that achieving equity is not a simple task to be completed at a specific point in time, but is a long-term process requiring the organization to practice and continually improve. The measures of success guide the organization to describe and track desired outcomes for each of the four equity levers and across four stages of equity impact. The four stages help to focus the organization on what can be achieved and prioritized now, as well as the future conditions it seeks to achieve. For BayREN this provides a spectrum of change that will be proactively pursued over time.

I. DESIRED OUTCOMES OF PORTFOLIO (J. BERG)

The authorization of RENs emphasizes filling gaps, scaling pilots, and serving hard-to-reach communities. Each of the BayREN Portfolio Strategies support these outcomes, with a particular emphasis on the unique populations in our service area. The following recurring themes appear across each portfolio segment and program sector. First, the local government perspective will shape the program design, delivery and policy development related to each sector. Local government relationships and coordination will enhance ratepayer funding by leveraging programs outside of CPUC activities. Local workforce offerings will be tailored to the uniquely hard-to-reach and disadvantaged communities in the BayREN service area. Second, a major focus in program offerings, and budget allocation, will be dedicated to underrepresented households, businesses, and youth from communities that align with the CPUC’s ESJ Action Plan. A particular emphasis is given to coordinating equity across all programs by building the capacity of youth in ESJ communities, contractors, building code officials, and local governments. By combining the two overarching strategies of using the local government perspective and focusing on equity, BayREN proposes to increase the awareness and adoption of EE, electrification, and demand flexibility interventions—which cumulatively support California decarbonization goals.
A. Overview of BayREN Program Administration

RENs are PAs of EE programs. RENs do not implement programs of IOUs, rather, RENs have their own portfolio of EE programs.

RENs began as a regional pilot concept in D. 12-05-015, which invited local governments to submit Program Implementation Plans (PIPs) for the 2013-2014 program years.\(^{30}\) In D.12-11-015, the CPUC approved the first two RENs for the 2013-2014 program years: BayREN and the Southern California Regional Energy Network (SoCalREN).\(^{31}\) This Decision made clear that RENs are PAs, not third-party programs or local government partnerships (LGPs) of IOUs.\(^{32}\) D.14-10-046 continued funding BayREN and SoCalREN as pilots for program year 2015.\(^{33}\) When the CPUC provided guidance for initial EE rolling portfolio business filings in D.16-08-019, the CPUC maintained the status of RENs as pilots.\(^{34}\) D.18-05-041 continued the approach of allowing RENs to be PAs and adopted the Business Plans for years 2018-2025 of three RENs: BayREN, SoCalREN, and the Tri-County Regional Energy Network (3C-REN).\(^{35}\)

In D.19-12-021, the CPUC provided additional guidance regarding the treatment of RENs as PAs. In particular, the CPUC solidified the role of RENs in the EE administrator space: “RENs

\(^{30}\) D.12-05-015 at 404.

\(^{31}\) Southern California Regional Energy Network and Bay Area Regional Energy Network. D.12-11-015.

\(^{32}\) “[T]he key aspect of the REN proposals that sets them apart from third party programs or other local government partnerships (LGPs) is the selection process itself. Instead of being a part of a utility portfolio, along with the LGPs, and the third-party programs, the RENs are distinguished by their selection process, which is handled by the Commission instead of by the utilities.” D.12-11-015 at 8.

\(^{33}\) D.14-10-046 at 161.

\(^{34}\) D.16-08-019 at 2.

\(^{35}\) D.18-05-041 at 2.
have now been in existence since late 2012. As such, they are a reality within the landscape of the Commission’s energy efficiency policy. Thus, we see no further purpose served by applying the label of ‘pilot’ to them.” This decision also imposed additional requirements on new RENs. As an already-existing REN, these additional requirements are not applicable to BayREN.

BayREN has a proven track record as a PA of EE funds since 2013. BayREN’s nationally recognized Multifamily program highlights BayREN’s unique role to serve hard-to-reach and underserved communities and multifamily property types, including deed restricted and naturally occurring affordable small properties. To date, 587 properties (with a total of 45,524 units) have been retrofitted, resulting in significant energy savings as well as other benefits including reduced utility bills for tenants, many of whom are low-income. The success of the program has attracted new partners and opportunities such as the Bay Area Healthy Home Initiative, that are working together to leverage expertise and resources in a way that prioritizes the benefit of people struggling with asthma, and/or living close to sources of significant transportation-related air pollution. By working together, the partnership is able to provide a more robust, one-stop-shop approach to managing asthma triggers that includes measures ranging from mattress covers and

36 D.19-12-021 at 17.
37 “Any new REN will be required to demonstrate unique value in achieving state goals, represent more than one local government entity, to coordinate with existing program administrators in their geographic area prior to filing their business plan, to vet their proposal with stakeholders through the California Energy Efficiency Coordinating Committee (CAEECC), and to explain their REN governance structure in their business plan filing.” D.19-12-021 at 2.
38 ACEEE recognized this program in 2019 with the Exemplary Program Award, calling out the program model’s success in part due to the use of local government trusted messengers to increase participation, and the program’s simplicity and concierge-like service tailored to each property's specific needs and priorities. The report is viewable at: https://www.aceee.org/sites/default/files/publications/researchreports/u1901.pdf
greener cleaning products, to envelope improvement and electrification. Since 2019, BayREN has also partnered with Rising Sun Center for Opportunity to increase access to programs for communities that have been historically underserved. Rising Sun recruits young adults from low-income communities, non-native English speakers, and youth that are disconnected from school and employment, and offers meaningful training and green employment pathways. Participants join the program as Energy Specialists who provide Green House Call services that help local communities install no-cost energy and water conservation measures. To date, over 100 youth have been trained and 5,790 homes have been served.

B. Scope of RENs in the Energy Efficiency Landscape (J. BERG)

A key element that differentiates RENs as PAs compared to IOU or CCA PAs is that RENs are constrained in which programs they are allowed to offer. This limited role has been applied since RENs were first authorized in 2012. In D.19-12-021, the CPUC updated and clarified the limited role of RENs and the criteria that the Commission would use to evaluate whether to approve new or renewed REN Business Plans:

- RENs must show new or unique value to the CPUC’s energy, climate, and/or equity goals, specifically:
  - Activities that utilities or CCA PAs cannot or do not intend to undertake.
  - Pilot activities where there is no current utility or CCA program offering, and where there is potential for scalability to a broader geographic reach, if successful.

---

39 D.12-11-015 at 17.
Activities serving hard-to-reach markets, whether or not there is another utility or CCA program that may overlap.\textsuperscript{40}

This limited role, however, is not unimportant. The CPUC has consistently acknowledged the importance of the role of REN’s within the EE landscape. In D.19-12-021, the CPUC “agree[d]… that the importance of RENs may increase as budgets and roles for LGPs are shrinking within the utility portfolios for multiple reasons…The particular areas of unique capacities local governments may bring in the delivery of energy efficiency include, but may not be limited to, public sector buildings, issues surrounding building code compliance, and treating or delivering energy efficiency services to hard-to-reach customers.”\textsuperscript{41}

Consistent with this decision, the BayREN portfolio proposes to fill gaps in meeting SB 100 and SB 350 goals with an emphasis on accelerating decarbonization and equitable service offerings. These efforts are interwoven throughout the portfolio, as evidenced by BayREN’s success:

1. Developing training for both building officials and contractors on the proper installation of Heat Pump Water Heaters (HPWH);

2. In partnership with the statewide TECH initiative, piloting activities to speed up the permitting process for electrification technologies; and

3. Collaborating with Bay Area CCAs to layer incentives for HPWHs.

\textsuperscript{40} D.19-12-021 at 32. Where there is overlap of programs, the Commission has advised a REN to “target the hardest-to-reach customers for activities that overlap or are significantly similar to the IOU’s.” D.18-05-041 at 100.

\textsuperscript{41} D.19-12-021 at 18.
II. DESCRIPTION OF SERVICE TERRITORY (J. BERG)

The BayREN territory comprises the nine-county San Francisco Bay Area and is a small part of the PG&E territory. However, the service area includes a diverse set of climate zones (CZs) from moderate coastal zones (CZ3) to inland zones (CZ12) that require large thermal space conditioning loads. In a recent E3 study, the San Francisco CZ3 was shown to have low air conditioning loads, which makes the cost effectiveness, as well as customer bill impacts less favorable than hotter/colder zones. BayREN aims to address this by tailoring the residential programs to right-size comprehensive solutions (e.g., recommend demand flexible appliances, heat pumps, as well as envelope measures) to increase thermal comfort, while minimizing grid impacts and customer bills. In tandem with this EE approach, BayREN proposes to complement technical assistance with marketing and outreach for distributed energy resources (DER) strategies that further move buildings to zero net carbon, and toward a higher degree of demand flexibility to support the evolving grid reliability needs through solar, storage, and intelligent load control.

III. BAYREN’S ENERGY EFFICIENCY STRATEGY (J. BERG; N. BARBA)

A. Savings Forecasting and Quantification Methods

BayREN’s portfolio includes several programs with quantifiable energy savings:

- **BayREN Business**: A Commercial Sector program targeting small and medium-sized businesses (SMB)
- **Home+**: Residential Sector program for moderate-income single-family households

---


• **BAMBE:** A Residential Sector program for small (<100 unit), owner-occupied multifamily buildings.

BayREN proposes a strategy that uses a diverse mix of new and existing methods for forecasting and quantifying savings from its 2024-2027 portfolio, such as normalized metered energy consumption (NMEC), energy modeling, and measure packages derived from the eTRM.

### C. Market Intervention and Energy Efficiency Adoption Strategies

As described in the Portfolio Plan, BayREN proposes a suite of downstream programs that include both incentives and direct install intervention strategies. The target market participants are primarily disadvantaged, low-income, youth populations, small and medium businesses, as well as public sector agencies. Delivery methods include customer facing programs administered by BayREN staff, with a portion implemented by internal staff, and a portion implemented by competitive third-party contracts. Energy efficiency adoption strategies include marketing, education and outreach, technical assistance, customer and practitioner incentives, as well as market support activities for technical training and capacity building among identified stakeholders.

### D. New Strategies for Spurring Innovation

BayREN has incorporated a range of strategies in its Plan to support the deployment of emerging technologies and to spur innovation. First, BayREN proposes to integrate alignment with the CEC’s Demand Flexible Appliance Standards into its residential and Codes and Standards programs. Second, BayREN has incorporated workforce development that is needed to deploy the new generation of smart, efficient and controllable appliances necessary to expand the EE market to the degree characterized in the CEC IEPR report to put us on the right trajectory to GHG reduction. Devices which are not only efficient, but also have Wi-Fi, Bluetooth, IEEE 2030.5, as
well as Thread and Matter protocols all support the Department of Energy Grid-Interactive Efficient Buildings (GEB) Roadmap. This requires workforce development for existing and incoming workers to understand, specify, configure and commission such technologies. It also requires local government permitting staff to understand the new CEC standards around such appliances. BayREN has targeted these strategies - both in workforce development and technology deployment - at disadvantaged communities, offering them workforce development opportunities and energy saving opportunities that provide a low-cost, high impact way to save energy and experience higher degrees of thermal comfort.

E. Low Global Warming Potential (Low-GWP) Refrigerant Strategy

BayREN is proposing a new program within the Commercial Sector, the BayREN Refrigerant Replacement Program (BRRR). The goals of the program are two-fold: to remove harmful GWP refrigerants from small and medium businesses, and to increase the affordability and availability for food-service establishments to maintain, retrofit or replace refrigeration systems to ensure reduced leakages, unnecessary costs, and reduced GHGs. The BRRR program seeks to replace high-GWP refrigerants with moderate and low-GWP refrigerants while optimizing performance of each refrigeration system, via tune-ups, improved maintenance, and component replacement. Even though each individual system is small, in aggregate their refrigerant leaks have an outsized impact on GHG emissions. The BRRR program provides direct-install refrigeration services to food service SMBs.

45 This program is discussed in detail in the BayREN Exhibit 02, in the Commercial Chapter.
46 See May 2021 CPUC study on low-GWP refrigerants, viewable at: https://pda.energydataweb.com/#!/documents/2506/view
The BRRR program will also help build the market for moderate GWP refrigerants and low-GWP natural refrigeration systems. In addition to alignment with California climate policy, the program will also improve the economic viability of SMBs by reducing their utility and maintenance costs and reducing the incidence of repair/replacement of equipment and associated lost product by more proactively maintaining refrigeration equipment.

F. Portfolio Management Strategies

1. Segmentation Strategy

D.21-05-031 directed PAs to further segment their portfolios based on the primary program purpose, into the following three segments defined as follows:

**Resource Acquisition:** Programs with a primary purpose of, and short-term ability to, deliver cost-effective avoided cost benefits to the electricity and natural gas systems. Short-term is defined as during the approved budget period for the portfolio, which will be discussed further later in this decision. This segment should make up the bulk of savings to achieve TSB goals.

**Market Support:** Programs with a primary objective of supporting the long-term success of the energy efficiency market by educating customers, training contractors, building partnerships, or moving beneficial technologies towards greater cost effectiveness.

**Equity:** Programs with a primary purpose of providing EE to hard-to-reach or underserved customers and disadvantaged communities in advancement of the CPUC’s ESJ Action Plan; Improving access to EE for ESJ communities, as defined in the ESJ Action Plan, may provide corollary benefits such as increased comfort.
and safety, improved indoor air quality, and more affordable utility bills, consistent
with Goals 1, 2, and 5 in the ESJ Action Plan.47

D.21-05-031 further noted that Codes and Standards (C&S) programs remain distinct from
these categories. While IOUs and CCAs have a 30% cap on their total market support and equity
programs, RENs have been exempted from this limit. As noted by the CPUC, “[t]he budget amount
devoted to the market support and equity programs will be limited to 30% of the total budgets,
except in the case of the Regional Energy Network program administrators, who will not be subject
to these limits because of the different nature of their portfolios.”48 Specifically, “[t]he RENs are
exempted from this requirement because of the nature of their portfolios, which is already different
from the other program administrators. RENs, by their nature and primary purposes, are more
likely to have a greater share of their portfolio devoted to market support and/or equity programs.
Therefore, those portions of their budgets will not be subjected to an up-front limitation.”49

In the first four years of the Business Plan—and as detailed in the Portfolio Application —
over 65% of the portfolio segmentation and budget is proposed as Equity (3 sectors/4 programs),
approximately 17.5% as Market Support (3 sectors/4 programs), 12.2% as Resource Acquisition
(one program), and 5.2% as Codes and Standards. This is consistent with the CPUC’s stated
expectations for REN PAs. While BayREN will closely monitor program performance during the
business plan period and modify the programs as necessary, the portfolio segment breakdown is
anticipated to remain the same as shown in the figure below.

49 D.21-05-031 at 23.
2. Sector Strategy

In the Portfolio Application (BayREN Exhibit 02), each sector has a stated vision that is summarized below.

a. Commercial

The context for the Commercial Sector strategy is summarized in the stated sector vision detailed in the Portfolio Application\(^\text{50}\): enable decision-makers for SMBs to increase engagement in EE behaviors, upgrades, and equipment maintenance as a matter of regular practice.

BayREN Commercial Sector programs—BayREN Business and the BayREN Refrigerant Replacement program—are designed to overcome long-standing and pandemic-related challenges SMBs face, and to promote comprehensive, market-based solutions, deep energy and GHG emission reductions, and long-term energy and maintenance goals. The programs have diversified

\(^{50}\) See Exhibit 02 at 51.
strategies that recognize that the SMB market is diverse and there is no one-size-fits all solution.

Particular focus will be on hard-to-reach businesses, businesses located in disadvantaged communities, and otherwise underserved businesses.

BayREN’s commercial sector strategy builds upon the following BayREN Portfolio Strategies:

**PS 1.** Activate and engage key stakeholders and ESJ Communities in the development and delivery of programs.

**PS 2.** Address systemic barriers to EE and electrification, especially for, and in collaboration, with those who disproportionately face energy burdens, climate impacts, and are underrepresented in policy and decision-making.

**PS 5.** Enhance the design and delivery of incentives and financing to remove barriers and ensure more customers can upgrade their buildings and produce energy savings with a focus on ESJ communities.

**PS 6.** Develop innovative, equitable, regional-scaled offerings that enable customers to layer EE with other climate-based funding and resource programs to address the climate crisis.

b. **Cross-Cutting**

**Water Upgrades Saves**
The context for the Cross Cutting Sector strategy is summarized in the stated program vision\textsuperscript{51} for BayREN’s Water Upgrades $ave program: expand the BayREN water-energy efficiency program throughout the region.

Water Upgrades $ave is strongly aligned with the REN criteria as it (1) fills a gap in the Bay Area market by providing water/energy efficiency services to eligible households that do not qualify for low-income direct install programs and do not have the discretionary income to participate in rebate programs, (2) provides an innovative program model that expands utility investment in customer-side water/energy efficiency, and (3) serves traditionally hard-to-reach customers, such as moderate-income households and renters.

BayREN’s Water Upgrades $ave strategy builds upon the following BayREN Portfolio Strategies:

PS 1. Activate and engage key stakeholders and ESJ communities in the development and delivery of programs.

PS 6. Develop innovative, equitable, regional-scaled offerings that enable customers to layer EE with other climate-based funding and resource programs to address the climate crisis.

c. Workforce, Education and Training

Climate Careers

\textsuperscript{51} Exhibit 02 at 72.
The context for the WE&T sector strategy is summarized in the stated program vision for the WE&T program:\(^{52}\): establish a viable and robust career pathway for youth, particularly those in ESJ communities, in EE and climate work.

As a workforce program focusing on youth in low-income communities, BayREN’s Climate Careers program has established a scalable pathway to grow cross-cutting and equity programs in the region. The program is also leveraging connections to amplify BayREN funding, by working with local partners to support the development of the Bay Area High Road Training Partnership (HRTP)\(^{53}\) for the emerging residential building decarbonization industry. HRTP aims to create a collaborative structure to ensure that the industry and workforce are prepared to meet demand while prioritizing equity, job quality, and job access. Led by Rising Sun Center for Opportunity and Inclusive Economics, learnings from the Bay Area HRTP effort will inform the BayREN Climate Careers program and ensure that the program incorporates best practices and leverages new private sector and labor partnerships developed through the HRTP.

BayREN’s WE&T sector strategy builds upon the following BayREN Portfolio Strategies:

**PS 1.** Activate and engage key stakeholders and ESJ communities in the development and delivery of programs.

**PS 2.** Address systemic barriers to EE and electrification, especially for, and in collaboration with, those who disproportionately face energy burdens, climate impacts, and are underrepresented in policy and decision-making.

---

\(^{52}\) Exhibit 02 at 99.

PS 4. Provide targeted and relevant training and workforce support to improve effectiveness and build capacity.

**d. Codes and Standards**

The context for the Codes and Standards sector strategy is summarized in the stated vision for the program\(^{54}\): provide a connected suite of offerings to local governments to increase the development, adoption, implementation, and enforcement of state and local energy codes and policies.

Since BayREN is led by local government staff, we have direct insights into local government needs and effective tactics. As a result, BayREN continues to be uniquely qualified to help Bay Area jurisdictions improve code compliance and develop effective and innovative energy policies and reach codes, thereby resulting in both additional energy savings and reduced carbon emissions.

BayREN’s Codes & Standards strategy builds upon the following BayREN Portfolio Strategies:

**PS 1.** Activate and engage key stakeholders and ESJ communities in the development and delivery of programs.

**PS 3.** Provide technical assistance, access to resources, and actionable data to improve decision making, resulting in building upgrades and long-term energy savings.

**PS 4.** Provide targeted and relevant training and workforce support to improve effectiveness and build capacity.

\(^{54}\) Exhibit 02 at 76.
e. Public

The context for the Public Sector strategy is summarized in the stated sector vision\textsuperscript{55}: local governments will be able to reach their energy goals, including reducing energy use and global warming emissions, for their own facilities and Community Resilience Centers (CRCs) and demonstrate successful approaches that could be applied to other sectors.

BayREN’s Integrated Energy Services Program and Targeted Decarbonization Services Program address gaps and needs in the Public Sector that are not being fully met through other programs. Public agency staff have limited time, resources, and budgets to analyze, design, and construct projects outside of routine capital improvements, let alone navigate complicated technology assessments and incentive processes. Although there are programs available in the Bay Area, local government staff find it difficult to identify those which can best assist them with desired projects. In addition, most programs are limited in scope, while local governments have a wide variety of goals that could all affect the energy systems of their facilities. Furthermore, local government staff have a need for information about decarbonization technologies, as well as strategies to address the higher upfront costs of many of these types of equipment. The suite of services under the Integrated Energy Services program and Targeted Decarbonization Services program addresses these gaps.

BayREN’s public sector strategy builds upon the following BayREN Portfolio Strategies:

**PS 3.** Provide technical assistance, access to resources, and actionable data to improve decision making, resulting in building upgrades and long-term energy savings.

\textsuperscript{55} Exhibit 02 at 112.
**PS 6.** Develop innovative, equitable, regional-scaled offerings that enable customers to layer EE with other climate-based funding and resource programs to address the climate crisis.

**f. Residential**

The context for the Residential Sector strategy is summarized in the stated vision\(^\text{56}\): provide an affordable and feasible pathway for underserved and ESJ communities to benefit from ratepayer programs, rebates, and financing to make homes more energy efficient, healthier, and resilient.

The BayREN Residential programs—Home+, BAMBE and Green Labeling—are meeting and at times exceeding incentive disbursed goals. Much of these funds have been distributed to underserved and hard-to-reach market segments such as moderate-income single-family households who are ineligible for income qualified weatherization programs but do not have disposable income to finance improvements, or renters in all types of residential properties that need EE upgrades, but as renters, lack the ability to make these improvements in their units.

BayREN will focus on addressing barriers to implementation for these target audiences through interventions within the program design as well as leveraging incentives and financing mechanisms from partnering organizations.

BayREN’s residential sector strategy builds upon the following BayREN Portfolio Strategies:

**PS 1.** Activate and engage key stakeholders in ESJ communities in the development and delivery of programs.

---

\(^{56}\) See Exhibit 02, at page 126
PS 2. Address systemic barriers to EE and electrification, especially for, and in collaboration with, those who disproportionately face energy burdens, climate impacts, and are underrepresented in policy and decision-making.

PS 3. Provide technical assistance, access to resources, and actionable data to improve decision making, resulting in building upgrades and long-term energy savings.

PS 4. Provide targeted and relevant training and workforce support to improve effectiveness and build capacity.

PS 5. Enhance the design and delivery of incentives and financing to remove barriers and ensure more customers can upgrade their buildings and produce energy savings.

PS 6. Develop innovative, equitable, regional-scaled offerings that enable customers to layer EE with other climate-based funding and resource programs to address the climate crisis.

3. Strategy Driving Distribution of Budget Among Sectors and Segments

BayREN’s distribution of budgets among segments is based on: (1) CPUC guidance, (2) a desire to support deeper energy savings and GHG reductions, that is both a state and local priority, (3) the Bay Area’s unique local context and needs, and (4) a need to provide programs that respond to gaps, omissions, and limited breadth in the programs of overlapping EE PAs.

Since its inception, BayREN has been addressing the three areas indicated by D.12-11-015 in the formation and implementation of programs. The REN programs and organization have been an important complement to the IOU programs and have demonstrated what a mission-driven entity can do to address some of the most challenging barriers in EE. The REN requirement to fill gaps, address hard-to-reach audiences, or provide programs that other PAs will not, is essential to
ensuring that all Californians have access to affordable EE solutions. Again in D.21-05-031, the CPUC acknowledged that REN PAs have different considerations given the types of programs that they have been directed to offer. The foundational language from the CPUC regarding RENs informs the types of programs that BayREN seeks to provide and provides some direction to the distribution of budget among the segments.

BayREN’s distribution of budget between the segments reflects the following evolutions in our programming, 1) a greater focus on equity, 2) increased support for local governments based on local needs, and 3) timely response to quickly evolving Bay Area and state policy trends and goals regarding building electrification and climate resilience. These improvements in our approach and program offerings reflect our commitment to engaging with and listening to our stakeholders and effectively partnering with other regional agencies and our seven Bay Area CCAs to leverage resources and best serve the local governments, businesses, and residents in our 109 Bay Area cities and nine counties.

The budget request for existing programs is largely consistent with our approved Bi-Annual Energy Efficiency Program and Portfolio Budget Request (BBAL) for program years 2022 and 2023. Our four-year budget for continuing programs reflects an increase of seven percent ($1.8 million) starting in 2024 due primarily to increased incentive funding for the Multifamily and Green Labeling programs that are experiencing continued and increased uptake. Our portfolio application also proposes the inclusion of two new sectors and four new programs - totaling $9.1 million in 2024 - all proposed in either the Market Support or Equity segments. The eight-year budget allocation also reflects a significant increase in focus on advancing equity through EE and building decarbonization with over 65% of our eight-year program budget committed to equity programs.
Figure 2. Budget by Portfolio Segment (2024-2031)

2024-2031 Budget by Portfolio Segment

Table 2. Proposed Program Segmentation and Budgets

<table>
<thead>
<tr>
<th>BayREN Program</th>
<th>Market Segment</th>
<th>REN Activity</th>
<th>Existing or New</th>
<th>Portfolio Plan Budget 2024-2027</th>
<th>Strategic Plan Budget 2024-2031</th>
</tr>
</thead>
<tbody>
<tr>
<td>BayREN Business</td>
<td>Commercial</td>
<td>✓</td>
<td>✓</td>
<td>Existing $18,952,573</td>
<td>$39,726,102</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Market Support</td>
<td>Residential</td>
<td>✓</td>
<td>✓</td>
<td>Existing $7,385,951</td>
<td>$15,424,618</td>
</tr>
<tr>
<td></td>
<td>Public</td>
<td>✓</td>
<td></td>
<td>New $4,228,707</td>
<td>$8,760,637</td>
</tr>
<tr>
<td>Targeted Decarbonization Resources (TDS)</td>
<td>Public</td>
<td></td>
<td>New</td>
<td>$6,386,843</td>
<td>$15,079,827</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>Water Upgrades Save</td>
<td>Cross-cutting</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>Existing</td>
</tr>
<tr>
<td>Equity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single Family (Home+)</td>
<td>Residential</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>Existing</td>
</tr>
<tr>
<td>Bay Area Multifamily Building Enhancements (BAMBE)</td>
<td>Residential</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>Existing</td>
</tr>
<tr>
<td>BayREN Refrigerant Replacement (BRRR)</td>
<td>Commercial</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>New</td>
</tr>
<tr>
<td>Climate Careers</td>
<td>Cross-cutting</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>New</td>
</tr>
<tr>
<td>Codes and Standards</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Codes and Standards</td>
<td>Cross-cutting</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>Existing</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

BayREN-01 - Strategic Business Plan 2024-2031 Testimony
### Table 3. Proposed Program Budget by Sector (including EM&V)

<table>
<thead>
<tr>
<th>Budget</th>
<th>2024</th>
<th>2025</th>
<th>2026</th>
<th>2027</th>
<th>Portfolio Plan Budget 2024-2027</th>
<th>Strategic Plan Budget 2024-2031</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>$19,254,406</td>
<td>$19,391,731</td>
<td>$19,523,892</td>
<td>$19,666,408</td>
<td>$77,836,437</td>
<td>$160,514,806</td>
</tr>
<tr>
<td>Commercial</td>
<td>$8,332,751</td>
<td>$9,643,750</td>
<td>$9,704,682</td>
<td>$9,770,550</td>
<td>$37,451,733</td>
<td>$78,527,518</td>
</tr>
<tr>
<td>Public</td>
<td>$2,107,341</td>
<td>$2,475,793</td>
<td>$2,886,653</td>
<td>$3,145,763</td>
<td>$10,615,550</td>
<td>$23,840,464</td>
</tr>
<tr>
<td>Cross-Cutting</td>
<td>$6,883,074</td>
<td>$7,410,232</td>
<td>$7,512,203</td>
<td>$7,794,342</td>
<td>$29,401,851</td>
<td>$62,169,578</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>$36,577,572</td>
<td>$38,723,506</td>
<td>$39,627,430</td>
<td>$40,377,063</td>
<td>$155,305,571</td>
<td>$325,052,365</td>
</tr>
<tr>
<td><strong>Evaluation, Measurement and Verification (EM&amp;V)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BayREN</td>
<td>$419,118</td>
<td>$443,707</td>
<td>$454,064</td>
<td>$462,654</td>
<td>$1,779,543</td>
<td>$3,724,558</td>
</tr>
<tr>
<td>CPUC</td>
<td>$1,104,947</td>
<td>$1,169,773</td>
<td>$1,197,079</td>
<td>$1,219,724</td>
<td>$4,691,523</td>
<td>$9,819,291</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>$1,524,065</td>
<td>$1,613,480</td>
<td>$1,651,143</td>
<td>$1,682,378</td>
<td>$6,471,066</td>
<td>$13,543,849</td>
</tr>
<tr>
<td><strong>Total Budget (Including EM&amp;V)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$38,101,637</td>
<td>$40,336,986</td>
<td>$41,278,573</td>
<td>$42,059,441</td>
<td>$161,776,637</td>
<td>$338,596,214</td>
</tr>
</tbody>
</table>
Table 4. Budget Distribution across Sectors and Segments

<table>
<thead>
<tr>
<th>Market Segment</th>
<th>Resource Acquisition</th>
<th>Market Support</th>
<th>Equity</th>
<th>Codes and Standards</th>
<th>Total 8 Year Budget Allocation*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential Sector</td>
<td>Green Labeling</td>
<td>Single Family</td>
<td>$15,424,618</td>
<td>$72,642,901</td>
<td>$160,514,806 (50%)</td>
</tr>
<tr>
<td></td>
<td>$15,424,618</td>
<td>BAMBE</td>
<td>$72,447,287</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial Sector</td>
<td>BayREN Business</td>
<td>BayREN Refrigerant</td>
<td>$39,726,102</td>
<td>$38,801,416</td>
<td>$78,527,518 (24%)</td>
</tr>
<tr>
<td></td>
<td>$39,726,102</td>
<td>Replacement</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Sector</td>
<td>Integrated Energy Services</td>
<td>Targeted Decarbonization Resources</td>
<td>$8,760,637</td>
<td>$15,079,827</td>
<td>$23,840,464 (7%)</td>
</tr>
<tr>
<td>Cross-Cutting Sector</td>
<td>Water Upgrades Save</td>
<td>Climate Careers</td>
<td>$17,665,037</td>
<td>$27,535,903</td>
<td>$62,169,578 (19%)</td>
</tr>
<tr>
<td></td>
<td>$17,665,037</td>
<td>Codes and Standards</td>
<td></td>
<td>$16,968,637</td>
<td></td>
</tr>
<tr>
<td>Total*</td>
<td>$39,726,102 (12%)</td>
<td>$56,930,119 (18%)</td>
<td>$211,427,507 (65.1%)</td>
<td>$16,968,637 (5%)</td>
<td>$325,052,365</td>
</tr>
</tbody>
</table>

*Figures are rounded to the nearest dollar and may not sum exactly to the total. Exact figures are provided in Exhibit 03, Appendix C.

BayREN’s distribution of budget between the segments is also based on a desire to support deeper energy savings and GHG reductions which requires breaking down barriers and filling gaps for individuals and businesses who have historically not been able to or willing to participate in utility EE programs. While some efforts have been made by utilities to reach these historically underserved populations and overcome these barriers, continued pressure on the IOUs to improve
cost-effectiveness and meet increased annual kWh savings goals has meant more emphasis on targeted markets that have abundant and scalable cost-effective savings potential, and less emphasis on hard-to-reach markets with significant savings opportunities, markets in which potential participants have limited ability to cost share, and markets in which the savings opportunities are smaller per customer. Barriers in hard-to-reach markets include a range of persistent challenges such as lack of capacity, lack of information, lack of access to programs, inequitable program design, affordability, and linguistic isolation to name a few. The breakdown of the BayREN portfolio with all but one program being in the Market Support or Equity segment reflects the emphasis on providing EE services to these traditionally hard-to-reach markets.

a. Greater Focus on Equity

In 2021, BayREN commenced an extensive strategic planning process that readily aligns with the guidance for the new Business Plans as well as the Portfolio Segmentation. Overlaying the future planning is the vision: “By 2025, BayREN’s organization, resources and programs will evolve to more intentionally integrate equity, while filling gaps and addressing barriers to energy efficiency and electrification, as an essential part of meeting state climate and energy goals.”

While “equity” programs have been defined in D.21-05-031 and the objectives and metrics were further refined by the CAEECC working group, BayREN has its own additive definition. For BayREN, equity means addressing systemic barriers to EE and electrification, especially for, and in collaboration with, equity priority communities and those who disproportionately face energy burdens, climate impacts, and are underrepresented in policy and decision-making. Thus, even

---

57 Appendix A, BayREN Strategic Plan at 7.
58 Appendix A, BayREN Strategic Plan at 9.
for programs that are not deemed to be in the equity segment, BayREN’s equity principles will be incorporated into the program design and outreach strategies.

b. Increased Support for Local Governments Based on Local Needs

BayREN programs have evolved to adapt to the markets and customers that they serve which, by CPUC directive, are difficult to serve. From an increased focus on hard-to-reach and disadvantaged communities, to responsiveness to COVID-19 pandemic impacts, programs have evolved to best assist local communities. These challenges, combined with ever growing responsibilities to reduce GHG emissions and build community resilience to climate impacts, make it increasingly difficult for local governments to be proactive, let alone respond, to diverse community needs. BayREN plays a critical role as a regional provider of EE programs and resources for local governments. BayREN’s Codes & Standards program will continue to provide free resources and support, technical assistance, and policy guidance, while our new Public Sector programs will focus on expanding these resources to help meet local energy and resilience goals.

BayREN engaged multiple stakeholders in 2021 to gather input to inform our Plan strategies and program design. Through a series of approximately 15 meetings and listening sessions, BayREN gathered input on key barriers to implementing EE and advancing building decarbonization across building types and jurisdictions. These discussions also covered issues such as how to advance community health, equity, and resilience through energy upgrades and focused on how BayREN could work at the intersection of energy and these issues to leverage other existing programs and support specific local goals.

Stakeholders provided valuable input on the various roles that BayREN can play to support their efforts and outlined key needs to address barriers to implementing EE and building
decarbonization in the Bay Area. Key takeaways highlighted the need for regional leadership, guidance, and advocacy to address common challenges, the need to build strategic partnerships to develop a more holistic approach to improve outcomes and advance equity, and the need to align BayREN programs and resources more directly with community needs and priorities. All of this stakeholder input was considered when establishing our budget distribution strategy and our focus on creating opportunities to advance equity at a regional level aligns with these key takeaways.

Additionally, in 2020 BayREN stepped in to provide critical educational resources for local governments through the California Climate & Energy Collaborative (CCEC). CCEC activities fill the gaps left by the elimination of half of the PG&E Local Government Partnerships (LGPs) in the Bay Area as well as the sunsetting by the IOUs of the Statewide Energy Efficiency Collaborative (SEEC). These efforts align with both CPUC directives and the recommendations from the BayREN 2019 Process Evaluation regarding providing support to local jurisdictions.59

c. Timely Response to Local Needs & Bay Area and California Policy Trends and Goals

BayREN’s Plan includes two new sectors60 and four new programs61 designed to respond to quickly evolving energy and equity goals and climate policy trends at the local and state level. Two new Public Sector programs will expand BayREN’s current offerings to ensure that local government staff have the support and technical assistance they need to develop effective local policies to both help meet local and state energy and emission reduction goals and better prepare communities for climate impacts with a focus on our most vulnerable populations. This will be

59 https://mtedrive.app.box.com/s/5xo0yk303o0akdp7j3wz5v72f1odqsov

60 The new sectors are Public and Workforce, Education and Training.

61 The new programs are Climate Careers, BayREN Refrigerant Replacement, Integrated Energy Services and Targeted Decarbonization Services.
accomplished through the Integrated Energy Services Program that offers the Energy Concierge and Energy Roadmapping for municipal buildings, and the Targeted Decarbonization Services program which seek to expand demand for high-impact integrated building upgrades and to support market development for decarbonization equipment and technologies through demonstrations of successful decarbonization projects. This type of support is critical for under-resourced local governments and enables local jurisdictions to benefit from BayREN’s regional reach and expertise by creating platforms for knowledge exchange and providing quality, consistent, no-cost technical assistance across the Bay Area.

The new BayREN Workforce Education and Training program is an equity program that seeks to fill gaps in the market and respond directly to the need to both grow the residential EE and electrification workforce and to provide high roads jobs for low-income youth in order to meet statewide energy goals and support local economic development. BayREN developed Climate Careers, a workforce development program that focuses on training and employing youth from low-income households to provide residential EE services, learn and practice foundational career skills, and provide paid experience in and exposure to clean economy careers.

Finally, the new BayREN Refrigerant Replacement program (BRRR), also an equity program, seeks to reduce high Global Warming Potential and Ozone Depletion Potential refrigerants, a state priority. BRRR will serve the Bay Area’s food service sector exclusively, performing refrigerant change outs for small restaurants, bars, grocery and convenience stores, and food-storage warehouses. Also, BRRR will integrate as-needed repairs to refrigeration systems to prevent future refrigerant leaks and optimize performance. In addition to aligning with California climate policy, the program will also improve the economic viability of SMBs, one of the sectors hardest hit by the impacts of the ongoing COVID-19 pandemic, by reducing their utility and
maintenance costs and reducing the incidence of energy repair/replacement of equipment and
associated lost product by more proactively maintaining refrigeration equipment.

BayREN is focused on meaningful action to address the climate crisis, and reducing
emissions related to energy to support local jurisdictions, residents, and businesses in meeting
statewide climate goals. As such, each program in the Market Support and Equity segments is
intended to contribute to energy savings (or GHG emission reductions) in either the short or long-
term. While the BayREN Business program is the portfolio’s sole Resource Acquisition program
and will deliver cost-effective savings, the BAMBE and Home+ programs, both equity programs,
will also directly contribute energy savings, as will the Targeted Decarbonization Services
program projects within the Public Sector. BayREN's other five programs will also indirectly
support energy savings and/or GHG emission reductions.

4. Portfolio Coordination

One of the strengths of BayREN is its collaborative relationship with the other PAs, CCAs,
and local governments in our territory, that result in more holistic and impactful offerings for our
shared customers. While there are formal requirements that govern some elements of BayREN’s
coordination with PG&E and MCE, BayREN also coordinates with the six CCAs that launched
after BayREN was formed. BayREN’s emphasis on working together has evolved and is now
central to BayREN strategy, operations, outreach, and program design. As discussed below,
BayREN has existing partnerships and engagements, but will also form new collaborations with

62 This is consistent with the CPUC’s view of RENs: “RENs also have the unique opportunity to
be able to leverage not only multiple local government entities into a single program delivery
channel, but they also may be able to utilize funding from multiple sources to deliver more
comprehensive and holistic funding from multiple sources to deliver more comprehensive and
holistic programs, especially for hard-to-reach customers.” D. 19-12-021 at 8.
other stakeholder groups to gather input, find promising new opportunities for positive joint impacts, and minimize customer confusion.

**G. Coordination with Other Program Administrators**

BayREN’s role is distinct from CCAs, IOUs, and third-party implementers, and reflects the unique capabilities we bring as local governments to the delivery of EE. Each PA in the BayREN territory complements each other’s portfolio, encourages innovation, and ensures that all ratepayers are served. This is consistent with CPUC policy that “[a]s long as program administrators and implementers are addressing different aspects of the energy efficiency marketplace, and/or coordinating their efforts in the same geographic area, some overlap may be fine or even positive, especially if the individual entities coordinate their offerings and their outreach to customers.” Indeed, when the RENs were first approved, the CPUC acknowledged that “[a]ll consumers will be well served if there is close coordination and cooperation between the RENs and the utilities to ensure seamless program offerings and avoid customer confusion.”

In approving PG&E and BayREN’s Energy Efficiency Business Plans for 2018-2025, the CPUC directed the IOUs and RENs to file annual Joint Cooperation Memos (JCMs) to help ensure the proposed activities complement and not duplicate each other, and that the RENs otherwise comply with D.12-11-015. Since 2019, BayREN and PG&E have submitted an annual JCM that describes EE programs the PAs’ anticipate offering in the nine Bay Area counties (the shared service area), how the proposed activities will be complementary, and details how BayREN’s

---

63 D.19-12-021 at 18.
64 D.19-12-021 at 25.
65 D.12-11-015 at 9.
66 D. 18-05-041, COL # 47 at 178.

BayREN-01 - Strategic Business Plan 2024-2031 Testimony
proposed activities comply with the criteria for REN activities. Commencing in 2020, BayREN has filed an annual JCM with MCE.

While JCMs are required, BayREN has used the negotiations as a process to work with the other PAs to ensure not only that we are not duplicating activities but also that our collective efforts are best serving our shared residents, businesses, and institutions.

In addition to engagement for the development of the JCM, BayREN program managers have regular meetings – typically once a month - with their counterparts at PG&E and MCE. Program updates are provided to ensure there are no duplicative efforts. BayREN’s Energy Advisor service strives to find a program that is the best fit for the caller/customer and therefore provides a significant number of referrals to non-BayREN programs. Similarly, if a PA has plans to do a mailer or new advertising campaign, the PA communicates with their counterparts in advance so that the Energy Advisor, contractors, and program staff are aware and can refer callers accordingly. These regular meetings not only ensure that there is no duplication of activities but have also resulted in identifying new opportunities for joint PA collaborations. For example, after hearing about the BAMBE program through a county mailer and then subsequently attending a webinar, an owner of an eight-unit property in Marin County expressed interest in participating in the program. The property primarily serves low to moderate income tenants. While working with the property owner, BayREN staff learned that two of the units had participants that used Housing Choice Vouchers (Section 8), making the units qualified for the MCE LIFT program. With the

67 D.12-11-015 at 17.

68 In D.19-12-02, the requirement for RENs to negotiate JCMs with program administrators with shared territory was expanded to include CCAs. See COL #7 and #8 at 84. MCE is the only CCA in BayREN’s territory that is a Program Administrator.
combined programs, a more expansive scope of work was completed including in-unit measures, resulting in greater energy savings that reduced utility bills by one-third, and resulted in tenants benefiting from greater comfort and better indoor air quality.

Another example is in Codes & Standards. BayREN’s program provides training and resources that meet building department staff where they are and recognize the constraints they operate under. PG&E’s (and the Statewide Codes and Standards) Energy Code Ace provides excellent in-depth training and resources, and BayREN does not try to duplicate these. Instead, BayREN complements these by providing shorter, more focused materials and training for those who may need a refresher or who simply don’t have the time for an in-depth training. BayREN and Energy Code Ace have also partnered to develop and provide training on specialized topics that are of particular interest to Bay Area building departments.69

The regular coordination with PG&E and MCE helps to ensure the goal of more holistic programs and a greater reach to Bay Area markets.

H. Evaluation, Measurement and Verification (EM&V)

BayREN’s evaluation efforts will focus on the following four areas:

1. **Process Evaluations** to examine how to improve programs and the participant experience.

2. **Evaluability Studies** to ensure that the programs are collecting data to support future impact studies and/or metrics.

69 While not in a shared territory, BayREN also collaborates with 3C-REN and provides them with curriculum for their Codes and Standards program. As beneficiaries of ratepayer funds, BayREN and 3C-REN have regular meetings and ensure that there is no “reinventing the wheel” especially for training.
3. **Market Studies** to understand gaps in the market, understand how to better serve target audiences or new services, and develop baselines for newer program offerings.

4. **Ad Hoc** to support BayREN with smaller efforts including assistance on CPUC evaluation efforts or other quick turnaround research.

### IV. ALIGNMENT WITH LEGISLATIVE AND CPUC REQUIREMENTS AND RELEVANT ACTION PLANS

#### 1. Demonstrated Alignment of Business Plan Strategies and Outcomes with Legislative and CPUC Requirements

At its foundation, BayREN’s eight-year Plan is guided by the state legislative goals of doubling EE in existing buildings by 2030, reducing emissions from existing buildings at least 40 percent below 1990 levels by 2030, achieving 100 percent renewable and zero-carbon retail electricity, and becoming entirely carbon neutral by 2045. BayREN’s Plan is also guided by the state’s increased focus on identifying and addressing barriers to advancing EE and decarbonization in low-income and disadvantaged communities, as well as the CPUC’s most recent ESJ Action Plan Update.

BayREN has been addressing CPUC regulatory requirements in the three areas indicated by D.12-11-015 in the formation and implementation of programs. The REN programs and organization have been an important complement to the IOU programs and have demonstrated what a mission-driven entity can do to address some of the most challenging barriers in EE. The REN’s requirement to fill gaps, address hard-to-reach audiences, and provide programs that other PAs will not, is essential to ensuring that all Californians have access to affordable EE solutions. In this Plan, the proposed programs and strategies comply with these criteria with an increased focus on market support and equity offerings, as envisioned by the CPUC, with a regional lens by targeting populations that speak languages other than English, populations in disadvantaged
communities, and homes, businesses, and workers that struggle economically and are less likely
to take EE actions.

Consistent with the focus on equity—encompassed within the proposed portfolio
segmentation—are the BayREN’s Portfolio Strategies (PS):

**PS 1.** Activate and engage key stakeholders and ESJ communities in the development
and delivery of programs.

**PS 2.** Address systemic barriers to EE and electrification, especially for, and in
collaboration with, those who disproportionately face energy burdens, climate
impacts, and are underrepresented in policy and decision-making.

**PS 3.** Provide technical assistance, access to resources, and actionable data to improve
decision making, resulting in building upgrades and long-term energy savings.

**PS 4.** Provide targeted and relevant training and support to improve effectiveness and
build capacity.

**PS 5.** Enhance the design and delivery of incentives and financing to remove barriers and
ensure more customers can upgrade their buildings and produce energy savings.

**PS 6.** Develop innovative, equitable, regional-scaled offerings that enable customers to
layer EE with other climate-based funding and resource programs to address the
climate crisis.

Across all BayREN programs, the intent is to support and advance both state legislative
mandates as well as deliver programs that meet CPUC regulatory requirements—all while
providing unique value to our local constituents.
2. Portfolio Design and Budget Alignment with Action Plans

a. Environmental and Social Justice Action Plan

BayREN is proposing two new sectors and four new programs designed to address quickly evolving energy and equity goals and climate policy trends at the local and state level. The new BayREN Workforce Education and Training program (Climate Careers) is an equity program that seeks to fill gaps in the market and respond directly to the need to both grow the residential EE and electrification workforce and to provide high roads jobs for low-income youth in order to meet statewide energy goals and support local economic development. This program is in direct alignment with ESJ Revised Goal 7 as it promotes high road career paths and economic opportunities for ESJ Communities.\(^7^0\) The new BayREN Refrigerant Replacement program, also an equity program, will remove harmful GWP refrigerants from SMBs, and increase the affordability and availability for food-service establishments to maintain, retrofit, or replace refrigerant systems to ensure reduced leakages and unnecessary costs.\(^7^1\) The program will also improve the economic viability of SMBs, who have been severely impacted by COVID-19, by reducing their utility and maintenance costs.

b. Greenhouse Gas Reduction

The California Energy Commission’s 2021 Integrated Energy Policy Report (IEPR) Update finds that:

---


\(^7^1\) The program is also in alignment with the ESJ Action Plan Goals 2 and 3, as it will improve public health and climate resiliency by removing harmful GHG emitting equipment.
Residential and commercial buildings account for about 24 percent of GHG emissions when including fuel used in buildings such as electricity and gas for heating, cooling, lighting, and cooking and emissions from refrigerants used in those sectors (Figure ES-1). Similarly, the industrial sector accounts for about 24 percent of statewide GHG emissions (when including emissions from electricity as well as other fuels and refrigeration). Collectively, energy (including electricity) and refrigeration use in buildings and industrial and agricultural processes contribute about 50 percent of statewide emissions. Proactive decarbonization of these sectors is critical to meet midcentury climate goals.\textsuperscript{72}

Further, AB 3232 calls on the Energy Commission to, by 2021, develop an assessment of the feasibility of reducing the greenhouse gas emissions of California’s buildings 40 percent below 1990 levels by 2030, working in consultation with the CPUC and other state agencies.

Consistent with these calls to action, BayREN is focused on meaningful action to address the climate crisis, and reducing emissions related to energy to support local jurisdictions, residents, and businesses in meeting statewide climate goals. As such, each program in the market support and equity areas is intended to contribute to energy savings (or GHG emission reductions) in either the short or long-term. The BayREN Business program, the only Resource Acquisition program, will deliver cost-effective savings. Two residential programs, BAMBE and Home+, while focused primarily on equity populations, will also directly contribute energy savings, as will the Targeted


\textit{BayREN-01 - Strategic Business Plan 2024-2031 Testimony}
Decarbonization projects within the Public Sector. The other five programs will indirectly support energy savings and/or GHG emission reductions.

c. Reliability

BayREN anticipates funneling customers to existing and future demand response programs, the Market Access Program, and providing technical assistance to all customers served. Particularly for Public Agencies, our program offerings will address the critical nature of public agency facilities, the public benefit and safety roles they serve, and the interventions needed to support grid reliability, as well as operations of public facilities during grid emergency conditions. If authorized, BayREN will include program strategies that result in grid reliability that are otherwise only addressed in proceedings outside of R.13-11-005. As discussed in Chapter 3, BayREN recommends de-siloing energy efficiency to allow for greater integration with the Small Generation Incentive Program (SGIP), electric vehicle (EV) programs, demand response (DR) programs, and any other offerings that help meet the state GHG objectives.

d. Integrated Resources Planning

Although the Integrated Resources Planning (IRP) proceedings are ongoing (see R.20-05-003) and there are efforts to determine whether the IRP informs the EE portfolio or vice versa, BayREN intends to contribute its EE resources to California’s larger energy management objectives. Strategic coordination of the BayREN EE portfolio with numerous other proceedings is critical to achieving state goals of decarbonization and doubling of EE, while ensuring reliable, and affordable clean energy. In fact, a Next10 report identified that California will reach its 2030 and 2050 goals in 2063 and 2111, respectively. At the same time, a UCLA study\(^73\) found that less

\(^{73}\) Chuang, Y, Delmas, M. UCLA. Effectiveness of Energy Efficiency Programs.” Jan 28, 2018
than 10% of households participated in California ratepayer programs. Under the current
delineation of ratepayer funding, only EE services can be offered through this Business Plan
application. However, as a recommendation, any customer that a PA “touches” should have the
opportunity and resources to receive technical assistance to the extent that they can decarbonize
their energy use. While BayREN does not recommend fully administering DER programs, it is
recommended that PAs should be able to promote and assist customers to pursue SGIP, EV, DR
and any other offerings that help meet the state GHG objectives. Additional strategies include
examining the relationship between the Demand Response proceeding, and the Decarbonization
proceeding so that customers, and even PAs are better positioned to offer aggregated demand
flexibility for resource adequacy, local capacity, and economic/market dispatch for summer
reliability.
CHAPTER 2. ANNUAL PORTFOLIO BUDGETS (J. BERG; R. JACOBY; N. BARBA)

BayREN’s distribution of budget between the segments reflects the following evolutions in our programming: 1) a greater focus on equity, 2) increased support for local governments based on local needs, and 3) timely response to quickly evolving Bay Area and state policy trends and goals regarding building electrification and climate resilience. These improvements in our approach and program offerings reflect our commitment to engaging with and listening to our stakeholders and effectively partnering with other regional agencies and our seven Bay Area CCAs to leverage resources and best serve the local governments, businesses, and residents in our 109 Bay Area cities and nine counties.

The budget request for existing programs is largely consistent with our approved BBAL for program years 2022 and 2023 and our eight-year Business Plan budget reflects stable but relatively modest increases in incentive funding for the Single Family, Multifamily, and Green Labeling programs due to the continued and increased uptake in these programs. BayREN’s approved BBAL includes an approximate $26 million budget for program year 2023, and over the eight-year Business Plan period, the average annual budget for the existing six programs is $29 million, an increase of 13%. Our portfolio application also proposes the inclusion of two new Sectors and four new programs - totaling $9.1 million in 2024 and rising to $12.4 million in 2031 - each of which is proposed in either the Market Support or Equity segments. The proposed program activities reflect a significant increase in focus on advancing equity through EE and building decarbonization with more than 65% of our eight-year Business Plan program budget committed to equity programs.
Table 5. Annual Portfolio Budgets

<table>
<thead>
<tr>
<th>Year</th>
<th>Residential</th>
<th>Commercial</th>
<th>Public</th>
<th>Cross-Cutting</th>
<th>Codes &amp; Standards</th>
<th>Portfolio Budget (w/o EMV)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2024</td>
<td>$19,254,406</td>
<td>$8,332,751</td>
<td>$2,107,341</td>
<td>$4,898,120</td>
<td>$1,984,954</td>
<td>$36,577,572</td>
</tr>
<tr>
<td>2025</td>
<td>$19,391,731</td>
<td>$9,643,750</td>
<td>$2,475,793</td>
<td>$5,204,041</td>
<td>$2,008,191</td>
<td>$38,723,506</td>
</tr>
<tr>
<td>2026</td>
<td>$19,523,892</td>
<td>$9,704,682</td>
<td>$2,886,653</td>
<td>$5,446,622</td>
<td>$2,065,581</td>
<td>$39,627,430</td>
</tr>
<tr>
<td>2027</td>
<td>$19,666,408</td>
<td>$9,770,550</td>
<td>$3,145,763</td>
<td>$5,697,911</td>
<td>$2,096,431</td>
<td>$40,377,063</td>
</tr>
<tr>
<td>2024-2027 Portfolio Application</td>
<td>$77,836,437</td>
<td>$37,451,733</td>
<td>$10,615,550</td>
<td>$21,246,694</td>
<td>$8,155,157</td>
<td>$155,305,571</td>
</tr>
<tr>
<td>2028</td>
<td>$20,059,736</td>
<td>$9,965,961</td>
<td>$3,208,678</td>
<td>$5,811,869</td>
<td>$2,138,360</td>
<td>$41,184,604</td>
</tr>
<tr>
<td>2029</td>
<td>$20,460,931</td>
<td>$10,165,280</td>
<td>$3,272,852</td>
<td>$5,928,107</td>
<td>$2,181,127</td>
<td>$42,008,296</td>
</tr>
<tr>
<td>2030</td>
<td>$20,870,150</td>
<td>$10,368,586</td>
<td>$3,338,309</td>
<td>$6,046,669</td>
<td>$2,224,749</td>
<td>$42,848,462</td>
</tr>
<tr>
<td>2031</td>
<td>$21,287,552</td>
<td>$10,575,958</td>
<td>$3,405,075</td>
<td>$6,167,602</td>
<td>$2,269,244</td>
<td>$43,705,432</td>
</tr>
</tbody>
</table>

For years 2028-2031, a two percent escalation factor is applied annually commencing in the 2027 program year budget. The relatively modest increase is intended to represent a reasonable but stable escalation to account for increases in labor and materials costs. This rate is supported by the fact that the majority of BayREN member agencies have labor agreements or policies that allow for a cost-of-living adjustment in the range of two to three percent annually. (For a more detailed discussion about the portfolio budget, see the above section on portfolio management strategies driving distribution of budgets among sectors and segments.)
## I. SAVINGS

### Table 6. Forecasted Energy Savings (2024-2026)

<table>
<thead>
<tr>
<th>Sector</th>
<th>PY 2024 Forecast Energy Savings (Net)</th>
<th>PY 2025 Forecast Energy Savings (Net)</th>
<th>PY 2026 Forecast Energy Savings (Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>kWh</td>
<td>kW</td>
<td>therms</td>
</tr>
<tr>
<td>Residential</td>
<td>6,316,410</td>
<td>226</td>
<td>114,534,92</td>
</tr>
<tr>
<td>Commercial</td>
<td>5,572,463</td>
<td>719</td>
<td>124,421,94</td>
</tr>
<tr>
<td>Public</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>WE&amp;T</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Codes and Standards</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Table 7. Forecasted Energy Savings (2027-2029)

<table>
<thead>
<tr>
<th>Sector</th>
<th>PY 2027 Forecast Energy Savings (Net)</th>
<th>PY 2028 Forecast Energy Savings (Net)</th>
<th>PY 2029 Forecast Energy Savings (Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>kWh</td>
<td>kW</td>
<td>therms</td>
</tr>
<tr>
<td>Residential</td>
<td>6,554,997</td>
<td>236</td>
<td>108,308.90</td>
</tr>
<tr>
<td>Commercial</td>
<td>5,400,038</td>
<td>697</td>
<td>120,572.04</td>
</tr>
<tr>
<td>Public</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>WE&amp;T</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Codes and Standards</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
### Table 8. Forecasted Energy Savings (2030-2031)

<table>
<thead>
<tr>
<th>Sector</th>
<th>PY 2030 Forecast Energy Savings (Net)</th>
<th>PY 2031 Forecast Energy Savings (Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>kWh</td>
<td>kW</td>
</tr>
<tr>
<td>Residential</td>
<td>7,146,746</td>
<td>266</td>
</tr>
<tr>
<td>Commercial</td>
<td>4,773,038</td>
<td>616</td>
</tr>
<tr>
<td>Public</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>WE&amp;T</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Codes and Standards</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
II. COST EFFECTIVENESS

Due to the RENs’ unique and limited role as CPUC-authorized PAs, the CPUC has not imposed the same minimum cost effectiveness threshold on RENs as it has imposed on IOU and CCA PAs. As the CPUC found in D.18-05-041:

[W]e do not find it reasonable to impose a minimum cost-effectiveness threshold for REN proposals. As we have maintained in the past, the more limited scope of activities we authorize RENs to undertake, which results in a much lower ability to diversify their portfolios (relative to the IOUs), argues against holding them to a particular cost-effectiveness standard.\(^\text{74}\)

The Commission reiterated this position in D.19-12-021:

We approved the existing REN portfolios recently, in D.18-05-041, and at that time reaffirmed that we do not wish to set a specific cost-effectiveness threshold for RENs. This is both because the size of the REN portfolios is smaller, and because the RENs are inherently designed to take on filling gaps in the other larger portfolios or serving the needs of hard-to-reach customer segments/markets that will be naturally less cost-effective to serve. None of this reasoning has changed, and therefore, we continue to decline to set a cost-effectiveness threshold for new or existing RENs now.”\(^\text{75}\)

This approach was further re-affirmed in D.21-05-031 with regards to Resource Acquisition programs, “requir[ing] that all program administrators with energy efficiency resource

\(^{74}\) D.18-05-041 at 95.

\(^{75}\) D.19-12-021 at 37.
acquisition programs, excluding RENs whose portfolios have different rules, to show that the
resource acquisition segment of their portfolio, with all resource acquisition programs’ costs and
benefits combined together, is cost-effective on an \textit{ex ante} basis, with a TRC ratio of at least 1.0
or greater.”\textsuperscript{76} With regard to market support and equity programs, the CPUC stated that “all
program administrators, including the RENs, should focus on developing metrics and criteria for
evaluating the progress of those market support and equity programs, in the absence of strict cost-
effectiveness limitations.”\textsuperscript{77}

Instead of evaluating RENs on a minimum cost effectiveness threshold, the CPUC has
historically evaluated each REN programs’ ability to: provide value (or the promise of value), meet
their designated targets, and track, and hopefully improve upon, their cost-effectiveness.\textsuperscript{78} The
CPUC has further “encourage[d] RENs to manage their programs with an eye toward long-term
cost-effectiveness, just as we encourage the other program administrators to do.”\textsuperscript{79}

\textsuperscript{76} D.21-05-031 at 22.
\textsuperscript{77} D.21-05-031 at 23.
\textsuperscript{78} D.18-05-041 at 95. “To be clear, we remain interested in seeing RENs provide value (or the
promise of value), and this serves as a key criterion against which we evaluate their proposals
and will assess their performance going forward, particularly in tracking business plan metrics
and assessing PA’s progress in meeting their designated targets. We decline to consider the
proposed Benefits Evaluation Framework, as we prefer to use the same cost-effectiveness
methodology for all PAs even if we do not hold the RENs to a particular standard. We also
remain interested in seeing improving TRC estimates over the long run, therefore we retain our
requirement for RENs to include cost-effectiveness statements in their ABALs.”
\textsuperscript{79} D.19-12-021 at 37.
REN administrative costs have had a “soft cap” of 10% and are also subject to a “soft cap” of 6% for administrative and outreach costs. D.21-05-031 maintained the same administration cost and marketing and outreach cost rules.

BayREN’s forecasted portfolio Total Resource Cost (TRC) and forecasted Portfolio Administrator Cost (PAC) are detailed in the table below.

### Table 9. Forecasted TRC and PAC (2024-2027)

<table>
<thead>
<tr>
<th>Sector</th>
<th>PY 2024</th>
<th>PY 2025</th>
<th>PY 2026</th>
<th>PY 2027</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TRC</td>
<td>PAC</td>
<td>TRC</td>
<td>PAC</td>
</tr>
<tr>
<td>Residential</td>
<td>0.14</td>
<td>0.13</td>
<td>0.15</td>
<td>0.14</td>
</tr>
<tr>
<td>Commercial</td>
<td>0.48</td>
<td>0.57</td>
<td>0.47</td>
<td>0.55</td>
</tr>
<tr>
<td>Public</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>WE&amp;T</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Codes and Standards</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

80 D.12-11-015 at 15. “First, there is a hard administrative cost cap of 10% and a soft marketing and outreach cost cap of 6% imposed by D.09-09-047. The 10% administrative limit is also a soft cap for LGPs. For these purposes, RENs and MEA are more like LGPs—we will not apply hard caps on these expenses at this time, though we encourage RENs and MEA to keep administrative and marketing costs down as low as possible.”

81 D.21-05-031 at 33. “Administration costs should continue to be capped at ten percent of the program administrator’s portfolio; all other budget caps or targets, including for direct-implementation, non-incentive costs and marketing and outreach costs, should remain unchanged.”
Table 10. Forecasted TRC (2028-2031)

<table>
<thead>
<tr>
<th>Sector</th>
<th>PY 2028</th>
<th>PY 2029</th>
<th>PY 2030</th>
<th>PY 2031</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TRC</td>
<td>PAC</td>
<td>TRC</td>
<td>PAC</td>
</tr>
<tr>
<td>Residential</td>
<td>0.17</td>
<td>0.16</td>
<td>0.18</td>
<td>0.17</td>
</tr>
<tr>
<td>Commercial</td>
<td>0.46</td>
<td>0.53</td>
<td>0.46</td>
<td>0.52</td>
</tr>
<tr>
<td>Public</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>WE&amp;T</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Codes and Standards</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

III. TOTAL SYSTEM BENEFIT FORECASTS (N. BARBA)

BayREN’s forecasted portfolio Total System Benefits (TSB) are detailed in the table below.

Table 11. Forecasted TSB (2024-2031)

<table>
<thead>
<tr>
<th>Sector</th>
<th>Forecasted Portfolio Total System Benefits (TSB)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PY 2024</td>
</tr>
<tr>
<td>Residential</td>
<td>1,964,605</td>
</tr>
<tr>
<td>Commercial</td>
<td>4,723,456</td>
</tr>
<tr>
<td>Public</td>
<td>0</td>
</tr>
<tr>
<td>WE&amp;T</td>
<td>0</td>
</tr>
<tr>
<td>Codes and Standards</td>
<td>0</td>
</tr>
</tbody>
</table>
IV. FISCAL AGENT (J. BERG)

Where the CPUC has authorized funding for RENs, the Commission relies upon IOUs “as fiscal managers to disperse funds to RENs.”\(^8\) Specifically, “[w]ith respect to RENs, the CPUC acts “as a regulatory body, overseeing utility expenditures of ratepayer funds. We ‘rely on the utilities as fiscal managers to disperse funds to RENs and conduct general management and monitoring activities in compliance with Commission directives. Thus, the RENs will, by necessity, have a contractual relationship with a utility or, in some cases, several utilities.”\(^8\)

BayREN continues to have a strong working relationship with PG&E in its role as fiscal manager. BayREN asks the CPUC to continue to authorize PG&E to act as fiscal manager for BayREN, consistent with CPUC precedent, and to continue to allow flexibility in the fiscal agent role, consistent with D.19-12-021.\(^8\)

\(^8\) D.12-11-015 at 8.

\(^3\) D.14-10-046 at 128.

\(^4\) D.19-12-021 at 43. “On the topic of PG&E’s suggestions to allow more flexibility in the utilities’ fiscal agent role for RENs, we agree that there should be flexibility in payment terms and timing, as long as both parties agree. Thus, we explicitly authorize the utility fiscal agent and a REN to depart from the specific requirements of D.12-11-015 and D.14-10-046, as long as the REN and the utility mutually agree. If they cannot mutually agree, then one party should bring a petition to modify prior decisions to the Commission, to modify the terms, if necessary.”
CHAPTER 3. RECOMMENDATIONS FOR NEW OR MODIFIED ENERGY EFFICIENCY POLICY (J. BERG)

I. BAYREN RECOMMENDS “DE-SILOING” ENERGY EFFICIENCY

Strategic coordination of the BayREN EE portfolio with numerous other proceedings is critical to achieving state goals of decarbonization and doubling of EE—while ensuring reliable and affordable clean energy. In fact, a Next10 report identified that California will reach its 2030 and 2050 goals in 2063 and 2111, respectively.\(^{85}\) At the same time, a UCLA study\(^ {86}\) found that less than 10% of households participated in California ratepayer programs. Under the current delineation of ratepayer funding, only EE services can be offered through this Business Plan application. However, as a recommendation, any customer that a PA "touches" should have the opportunity and resources to receive technical assistance to the extent that they can decarbonize their energy use. While BayREN does not recommend fully administering DER programs, it is recommended that PAs should be able to promote and assist customers to pursue SGIP, EV, DR and any other offerings that help meet the state GHG objectives. Additional strategies include examining the relationship between the Demand Response proceeding (R.13-09-011), and the Building Decarbonization proceeding (R.19-01-011) so that customers, and even PAs are better positioned to offer aggregated demand flexibility for resource adequacy, local capacity, and economic/market dispatch for summer reliability.

II. BAYREN RECOMMENDS REVISIONS TO DATA RULES TO BETTER ADDRESS ENERGY EFFICIENCY ISSUES

BayREN also suggests that additional transparency and data interoperability be shared with non-IOU PAs for customer targeting and market segmentation. This includes non-disclosure


\(^{86}\) Chuang, Y, Delmas, M. UCLA. Effectiveness of Energy Efficiency Programs.” Jan 28, 2018

BayREN-01 - Strategic Business Plan 2024-2031 Testimony
agreements between non-IOU PAs and IOUs to conduct market characterizations, as well as additional data sharing between the Potential and Goals Study team and PAs.

Another data related issue that BayREN recommends be addressed in new policy or rulemaking relates to data privacy limitations associated with EE program participation data in that the same rules are applied as the aggregation rules that were originally developed to protect customer account level energy usage data. To date, guidance on precisely how these rules should specifically be applied to EE program data is lacking.

There are many compelling reasons to collect and analyze EE program participation data including exploring the spatial and temporal patterns of a program’s uptake relative to the timing and scope of its availability, distribution of program uptake relative to income and other characteristics, and the possibility of performing *ex-post* investigations of program’s efficacy, where contemporaneous account-level usage data is available.

Currently, in order to publicly share analyses which are based upon account level energy usage data, the 2014 CPUC aggregation rule has two components and is commonly referred to as “15/15”. The first “15”, refers to the requirement that the group of accounts upon which the analysis has been based must contain at least 15 customers. The second “15”, holds that no individual account within this group should comprise more than 15% of the group’s total reported consumption. This rule was enacted to protect *customer consumption data*. If one is seeking to make a public map of total annual energy use that is based upon customer level usage data, all the reported geographies depicted in that map must abide by this 15/15 rule. Data for any geographies which violate it, must either be masked or aggregated with other adjacent territories until such point that the rule’s stipulations are met.
For EE program participation data, two concerns arise with the current 15/15 rule:

1. The first half of the rule, which refers to the minimum customer count threshold, is ambiguous because it does not specify whether the requirement for a minimum of 15 customers applies just to the EE program participants contained within a reporting group, or to the total number of customers in that reporting group.

2. The second half of the aggregation rule, which refers to the consumption fraction minimum threshold, has no relevance because no consumption information is involved.

Thus, the 15/15 rule provides inadequate guidance in this use case. Given the value of participation data to track a program’s progress, better target, etc. this is an issue of relevance in this proceeding.

III. BAYREN RECOMMENDS REVISIONS TO THE CUSTOM REVIEW PROCESS AS CHANGES HAVE HAD NEGATIVE IMPACTS ON CUSTOMERS

By design, the RENs are required to support gaps in the market not otherwise served by IOU programs. With the new portfolio segmentation, many BayREN programs are being proposed as equity programs, including the BayREN Multifamily program. This program targets populations, building types, and energy savings opportunities that have historically been underserved. In order to offer a program unique from the IOUs, capturing the hardest to reach properties within the multifamily sector and address the split incentives issue, BayREN has a whole-building performance-based program design.87 Commencing in 2020, the program was

87 If a potential project is interested in using measures, they are referred to direct install programs offered by other implementers.
subject to the CPUC Custom Review process that has had a negative impact on the customer because it does not align with project review and reservation timelines, and many of the requirements are not applicable to or are difficult to satisfy by the multifamily properties served by this program (i.e. small, resident owner, affordable). When notified that a project has been flagged for Custom Review, they have been in the scope of work development for months and they are then notified that they must wait for several weeks to many months, to get started. Enrollment is sensitive for customers to determine the level of certainty and lock in prices with contractors. The delays in being able to inform a property owner that they can move forward with a project have resulted in many projects dropping out of the pipeline.

The Custom Review process has certain requirements that are not reasonable for multifamily properties, particularly those serving small and affordable properties like the BayREN Multifamily program. Specifically, ROI is not a driver for multifamily customer participation because of split incentives and drivers for participation are more about total construction cost vs. rebate amount, improved comfort and property value enhancement, environmental ethic/carbon savings, and availability of technical assistance to navigate scope and program compliance. Further, electrification measures are not meeting the Custom Review payback requirement. For example, the Statewide Fuel Substitution Work Papers have negative payback, which indicates that this challenge is not unique to the BayREN Multifamily program.

Within the market served by BayREN, there are substantial measure opportunities where a workpaper or deemed measure does not apply. Currently, roughly 50% of program measures are custom because there is no workpaper or the workpaper is overly prescriptive and does not apply to either the base case (existing condition), or measure case specific to a Multifamily building. Deemed measures only exist for common measure types that have a moderate to high TRC and
they are primarily developed by IOUs to serve common opportunities and applications; as a result they leave behind multifamily properties, underserved populations, and unaddressed energy savings opportunities. Additionally, deemed measures have both deemed costs and deemed savings. The deemed costs are often significantly lower than the actual full measure cost (material, labor, and ancillary). By focusing only on marginal deemed costs, the program is unable to develop meaningful incentives to help these underserved property types and populations pursue energy upgrades.

BayREN requests that the CPUC exempt equity and/or multifamily programs from the CPUC Custom Review Process since it creates a barrier to program participation. For BayREN to continue to offer this successful whole-building program with the option to combine measure opportunities between common areas and in-units, an exemption is requested so that projects are not held up by a Custom Review Process in the middle of project enrollment, as this leads to many projects falling out of the pipeline.

IV. BAYREN RECOMMENDS PROCEDURAL CHANGES TO ENSURE PROGRAM ADMINISTRATORS HAVE SUFFICIENT TIME TO ADAPT TO COMMISSION REVISIONS

Finally, BayREN recommends that the CPUC establish timelines for when PAs have to submit Advice Letters or other compliance filings that rely on CPUC technical tools, such as the Cost Effectiveness Tool (CET) in the California Energy Data and Reporting System (CEDARS). In 2021, the CET was provided to PAs with updated values from the 2021 Avoided Cost Calculator less than five months before the filing date of the Portfolio Application. Also, after the BBALs were submitted for program years 2022 and 2023, PAs were notified that there were errors in the CET calculations, requiring a supplemental BBAL, at the same time PAs were completing their Business Plans and Portfolio Applications.
BayREN recommends that all technical tools necessary for Advice Letters or other compliance filings be finalized by the CPUC’s Energy Division staff 90 days prior to the submission date or 120 days prior to future Portfolio Application deadlines. This would acknowledge that errors may occur and would also provide sufficient time for PAs to incorporate any necessary fixes into their planning documents.
# Table of Contents

- Overview of BayREN Program Offerings ........................................... 4
- Strategic Plan Purpose & Process ...................................................... 5
- Embedding Equity into BayREN ....................................................... 6
- Equity Framework ............................................................................ 7
- Equity Considerations ..................................................................... 8
- Equity Discussion Guide ................................................................. 9
- 2025 Strategic Plan Framework ....................................................... 10
- Goal 1: Responsive Organization .................................................. 11
- Goal 1: Responsive Organization .................................................. 12
- Goal 2: Address Programmatic Inequities + Barriers .......... 13
- Goal 3: Activate + Empower Counties ........................................ 15
- Goal 4: Leverage Regional Scale .................................................... 17
- Key Milestones .............................................................................. 19
- Acknowledgments ......................................................................... 20
The Bay Area Regional Energy Network (BayREN) is a collaboration of the nine counties that make up the San Francisco Bay Area. BayREN provides regional-scale energy efficiency programs, services, and resources. BayREN is funded by utility ratepayer funds through the CPUC, as well as other sources, drawing on the expertise, knowledge, and proven track record of Bay Area local governments. BayREN is a highly effective and trusted group of local governments that deliver targeted, integrated, and regional-scale climate solutions, focused on energy, water, and resilience.

As illustrated in the adjacent graphic, BayREN provides three main areas of expertise and services:

1. **Promoting Healthy and Energy Efficient Buildings** for single family and multifamily residents and for small- medium commercial property owners;

2. **Building Capacity** for local governments to increase their impact with training, mentoring, and a range of resources throughout the nine Bay Area counties;

3. **Reducing Carbon Emissions** by catalyzing regional activities and connecting them to existing initiatives.

New initiatives and programs in the next 1-3 years include:

- Empower and enhance the capacity of local governments to advance climate and energy goals
- Create regional resources and tools that can directly impact and support local needs, including meeting greenhouse gas (GHG) targets in Climate Action Plans
- Tailor programs to support resilience and seismic retrofits as well as improve health
- Expand workforce development and support with a focus on young adults from equity priority communities.
Overview of BayREN Program Offerings

Single Family Homeowners

BayREN’s Home+ program helps single family homeowners save energy, increase the comfort and safety of their home, and receive rebates. A Home Energy Advisor works with homeowners to prioritize cost-effective improvements and provides rebates for installing energy efficient upgrades in their home. The Green Labeling program helps promote the resale of more efficient, comfortable, and healthier homes by assessing a home’s envelope and major energy systems.

Multifamily

BayREN offers a multifamily building financing and upgrade program assisting building owners in improving their properties, with the priority being affordable properties. Multifamily property owners receive a free energy audit and are eligible for rebates for energy upgrades to their buildings. The program provides technical assistance with planning and financing energy and water saving improvements. This program focuses on renters and middle income families, and improving housing affordability.

Codes & Standards

BayREN assists local governments to evaluate and improve compliance with the Energy Code and to develop options for accelerating energy efficiency. This includes providing no-cost training to building departments, funding demonstration projects, hosting quarterly regional innovation forums, and assisting Bay Area communities in developing reach codes.

Commercial

BayREN has two programs designed to work with the schedule, budget, and needs of small and medium businesses. First, the BayREN Pay-for-Performance Program offers rebates, technical assistance, and other financial resources to reduce utility costs and improve the quality of buildings and businesses. Second, the BayREN Microloan Program offers interest-free loans to help make energy efficiency upgrades more affordable. The commercial program also works to support small businesses with COVID-19 related enhancements, marketing, and community outreach support. These BayREN programs target small, non-English speaking businesses in Equity Priority Communities.

Water Bill Savings

Water Upgrades $ave is an innovative on-bill financing program for home improvements related to conservation and energy efficiency for municipal water utilities and their customers. Select municipal water utility customers can install water conservation improvements with no up-front cost — using an on-bill charge that is significantly lower than the estimated savings. Local governments provide residents and businesses an enhanced and inclusive pathway to meet code requirements and reduce their utility bills.
The BayREN 2025 Strategic Plan provides a path forward for the organization over the next 5 years with a focus on building a robust foundation for growth and innovation. This Strategic Plan explores how the organization and its resources, services, and programs will meet future needs for the nine Bay Area counties and BayREN members. The Strategic Plan is an action-oriented plan with clear metrics, actions, and steps to achieve the organization's objectives, including a framework for programs to evolve to meet bigger goals related to equity and market transformation. This planning process has occurred alongside the development of the BayREN Business Plan, allowing the organization to take a holistic view of where it be in 5 years and how it will meet those goals.

**Process**

The strategic planning process took place from February to September 2021 and was led by a Strategic Planning Committee. This Committee was comprised of BayREN Program and County leads, BayREN leadership, and facilitated by BluePoint Planning. This group began the process by evaluating BayREN's strengths, weaknesses, and opportunities and discussing its role in the region. The next step was to develop a five year Strategic Framework with a new vision and goals. After developing the Strategic Framework, the Committee worked on creating strategies and tactics to achieve the identified goals, as well as prioritizing the strategies. Concurrently, an Equity Framework and Equity Discussion Guide were developed to support the organization's focus on equity. These tools helped frame all of the strategies, goals, and tactics with equity in mind. In addition to the Committee meetings, progress and drafts were shared with the Coordinating Committee at three meetings.
Embedding Equity into BayREN

The BayREN Equity Framework was established as a tactical guide to develop, embed, and measure the organization’s equity goals based on the organization’s equity readiness and ability to impact core issues. Specifically, the framework articulates what equity means in the context of the organization’s every day work and sets clear targets across a variety of desired equity outcomes.

The Equity Framework should be used in concert with the goals of the strategic plan to ensure there is a deliberate alignment between the direction BayREN is moving in and the desired equity outcomes it is seeking to achieve.

The Equity Framework is composed of four main elements:

- **An organizational equity definition**
- **Guiding equity principles**
- **Operational levers**
- **Phased equity measures of success**

To complement this Framework, an Equity Discussion Guide was created to operationalize equity in BayREN programs.

Summaries of these components follow.

---

**Guiding Equity Principles**

These three principles guide BayREN’s approach to equity and guided the development of the 2025 Strategic Plan:

- **Targeted Impact**: Accountability and emphasis on the needs of equity priority communities
- **Collective Action**: Work in partnership, fill gaps, and influence where real impact can be made
- **Guided by Clear Outcomes**: Honor service to priority communities by identifying realistic opportunities

---

**Levers**

Levers are the operational areas for BayREN to embed equity into its work and seek to move the organization toward clear outcomes both internally and externally. The levers are:

- **People**: Staff, Coordinating Circle, Members, Partners, Consultants
- **Processes**: Including but not limited to the organization’s decision making, governance, engagement, and evaluation
- **Programs**: Including the design, implementation, and budgeting
- **Policies**: Contracting, hiring, human resources, marketing, etc.
BayREN Equity Definition

For BayREN, equity means addressing systemic barriers to energy efficiency and electrification, especially for, and in collaboration with, equity priority communities and those who disproportionately face energy burdens, climate impacts, and are underrepresented in policy and decision-making.

Equity Measures of Success

Central to this effort, is the understanding that achieving equity is not a simple task to be completed at a specific point in time, but a long-term process requiring the organization to practice and continually improve. The measures of success guides the organization to describe and track clear desired outcomes for each of the four levers and across four stages of equity impact. The four stages help to focus the organization on what can be achieved and prioritized now, as well as the future conditions it seeks to achieve. For BayREN this provides a spectrum of change that will be proactively pursued over time.

Current Areas for Focus

**ASSESSMENT AND PROACTIVE AWARENESS**
- Invest in team/department growth
- Focus on naming challenges & opportunities
- Invest in research, relationships, and outlining the “baseline”

**INCLUSIVE ACCESS**
- Invest in organizational change
- Focus on participation, building trust & relationships, and developing shared understandings with partners and community

Future Focus

**CULTURE SHIFT**
- Invest in regional efforts (programmatic/institutional)
- Seek to restructure and shift the organization toward prioritizing communities as documented practice in key operations and public work

**POWER SHIFT**
- Invest in regional change (structural)
- Shift systemic and regional practice and set the organization up to maintain its long-term internal changes and public impacts
The BayREN target equity audiences are determined by MTC and the CPUC Environmental Social Justice (ESJ) Action Plan. The term “equity priority communities” is the preferred term for the targeted audiences and includes audiences identified by MTC as well as those included in the CPUC’s ESJ Plan. These two groups are complementary with the CPUC definition offering a broader energy-oriented.

CPUC’s Environmental and Social Justice Communities include:

- Predominantly communities of color or low-income
- Underrepresented in the policy setting or decision-making process
- Subject to a disproportionate impact from one or more environmental hazards
- Likely to experience disparate implementation of environmental regulations and socioeconomic investments in their communities

On the ground this includes, but is not limited to:

- People of color
- Low-income populations
- People with limited English proficiency
- Rent-burdened households
- People with disabilities
The Equity Discussion Guide is designed around a set of questions for six equity consideration areas. The guide can be used and enhanced by program leads and BayREN staff as they develop programs and build a greater based on knowledge about what is successful in achieving equity goals.

The following equity considerations are the foundation for any BayREN equity-centered program. Additional considerations can and should be added as data and experience informs program design. The considerations are described below:

1. **Accessibility**: Removes systemic barriers to program offerings through intentional, relevant, and inclusive program design and outreach.
2. **Accountability**: A system put in place that allows equity priority communities, local government staff, and others to ensure equity work is being monitored and propelled forward.
3. **Affordability**: The extent to which a program service is accessible given its cost and the amount that a customer can pay.
4. **Just Transition**: The shift from an extractive economy to a regenerative economy that helps workers transition to a clean energy economy with high roads jobs - that is, jobs that lift up workers, use natural resources and human capital more efficiently, and foster equity, justice, and democracy for all people.
5. **Community Vibrance**: Aspects of the community that make it connected, resilient, healthy, and inspiring. Community vibrance can position a jurisdiction to thrive.
6. **Health**: A state of good physical, mental, and social well-being and not merely the absence of disease or infirmity.
BayREN Mission

BayREN is a local government coalition of the nine Bay Area counties supporting communities to equitably achieve California’s climate and energy goals.

2025 Vision

By 2025, BayREN’s organization, resources and programs will evolve to more intentionally integrate equity, while filling gaps and addressing barriers to energy efficiency and electrification, as an essential part of meeting State climate and energy goals.

Goals

GOAL 1: RESPONSIVE ORGANIZATION
Transform BayREN into a more responsive organization that embraces equity, is open to varied perspectives, and continually evaluates and improves upon itself to fulfill our potential.

GOAL 2: ADDRESS PROGRAMMATIC INEQUITIES AND BARRIERS
Evolve BayREN’s programs to address programmatic inequities and barriers to energy services in order to create opportunities, remove barriers, and fill policy gaps to transform the market and serve targeted audiences.

GOAL 3: COUNTY RESOURCES AND SUPPORT
Provide resources for county representatives to fully support BayREN programs that align with local jurisdictions’ priorities and goals.

GOAL 4: LEVERAGE REGIONAL SCALE
Leverage BayREN’s regional reach and partnerships to establish streamlined scalable and innovative solutions to influence market demand, policy and decision making to meet climate action goals.
Goal 1: Responsive Organization

Transform BayREN into a more responsive organization that embraces equity, is open to varied perspectives, and continually evaluates and improves upon itself to fulfill our potential.

**Objective:** Ensure that BayREN can meet its potential through proactively capturing opportunities and supporting innovation.

### Strategies

1. **Develop the procedures and policies to systematically diversify the BayREN organization where possible.**
   - **1.1** Adjust procurement process and policies to attract, hire, and retain consultants that are representative of the Bay Area population.
   - **1.1.1** Build and maintain partnerships with organizations and individuals representing diverse backgrounds and life experiences to inform BayREN's equity goals.
   - **1.1.2** Support county members efforts in diversification by sharing information, training opportunities, and best practices.
   - **1.1.3** Establish standard language for contracting to support increased diversity using best practices.

2. **Establish an ongoing process to better understand and respond to partners and stakeholder needs and to fill service gaps.**
   - **1.2.1** Foster meaningful relationships, trust, and collaboration with county leaders and representatives.
   - **1.2.2** Maintain ongoing dialogues and coordination with other program administrators including PG&E and CCAs.
   - **1.2.3** Identify and reach out to decision-makers, community partners, and other stakeholders to gather feedback and information about their needs.

3. **Evaluate and refine the BayREN decision-making and governance process to improve its ability to respond quickly to and solve problems, innovate, and take advantage of opportunities.**
   - **1.3.1** Assess the effectiveness of the holacracy model to meet the growing and changing needs of BayREN.
   - **1.3.2** Identify alternatives and opportunities to evolve the governance model, as necessary.
   - **1.3.3** Engage the Coordinating Circle in evaluating and discussing how BayREN can be more responsive and effective as an organization.

4. **Identify and develop specific initiatives and opportunities focused on equity and organizational diversity within and beyond energy efficiency.**
   - **1.4.1** Incorporate equity discussions as a regular element of the Coordinating Circle Agenda and other organizational coordination efforts.
   - **1.4.2** Explore funding opportunities and grants that can support equity engagement, research, and program development.
   - **1.4.3** Determine at least one equity initiative annually for the organization to pursue to meet equity goals.
Goal 1: Responsive Organization

Success Factors

- Measured progress in the diversity of consultants
- Increased number of partnerships with community organizations representing diverse populations, other relevant public and private sector stakeholders
- Identification and implementation of non-CPUC funded programs and initiatives
- Measured increase in funding focused on equity and energy efficiency
- Infrastructure established for equity priority community stakeholders to advise on and participate in budget and program decisions and initiatives
Goal 2: Address Programmatic Inequities + Barriers

Evolve BayREN’s programs to address programmatic inequities and barriers to energy services in order to create opportunities, remove barriers, and fill policy gaps to transform the market and serve targeted audiences.

Objective: Increase the ability of BayREN’s programs to meet equity goals and to be as effective and relevant as possible.

Strategies

2.1 Establish a long-term approach to incorporating equity into programs and services.

2.1.1 Identify opportunities using the Equity Discussion Guide to determine how, where, and what programs should be refined to meet its equity goals in 2024-2031 Business Plan.

2.1.2 Evaluate changes to new or existing program models that go beyond traditional rebate and incentive structures.

2.2 Ensure programs are relevant to target audiences, effective, and meet BayREN’s goals and objectives.

2.2.1 Establish a robust and regular program review feedback process for program leads to evaluate that programs are meeting the intended objectives and metrics, and pivot to new models if needed.

2.2.2 Assess what metrics, if any, are needed beyond CPUC requirements, to track and evaluate program performance.

2.2.3 Ensure program accountability by designing and implementing a data capture process to track metrics against clear goals developed by each program, and regularly report to the Coordinating Circle, counties, and stakeholders.

2.2.4 Host annual, at a minimum, discussions with the Coordinating Circle to capture and identify potential new programs or updated innovative program elements.

2.3 Create an ongoing process and funding mechanism to develop relationships and build trust with community-based organizations (CBOs), community leadership organizations, and the regional community.

2.3.1 Actively engage and learn how to better understand, integrate, and serve equity priority community needs.

2.3.2 When appropriate, contract with community-based organizations to carry out implementation and outreach activities in order to better help BayREN reach target audiences.
Goal 2: Address Programmatic Inequities + Barriers

Success Factors

• Effective process to co-create and continually improve programs in collaboration with community-based organizations, including allocated funding to CBOs for involvement

• Utilization of the Equity Discussion Guide

• Number and increase of programs in the equity segment

• Funds invested in equity priority communities

• Number of small/medium Businesses served

• Number of middle-income residents participating in programs

• Number and diversity of contractors participating

• Number of small and under-resourced jurisdictions able to access Codes & Standards services

Note that additional metrics will be established by the CPUC and the CAEECC Equity Working Group which may replace some or all of these.
Goal 3: Activate + Empower Counties

Provide resources for county representatives to fully support BayREN programs that align with local jurisdictions’ priorities and goals.

Objective: Optimize the engagement of the counties to help BayREN better utilize funding and meet its potential.

Strategies

3.1 Work with counties on an annual basis to ensure clarity of local goals, alignment with BayREN programs, and active engagement in program promotion.
   3.1.1 Conduct annual coordination meetings with each county representative and county staff to set and define goals.
   3.1.2 Encourage program leads and county leads to coordinate on how effectively program budgets are used to achieve local objectives, and make refinements as needed.
   3.1.3 Provide ongoing support and capacity building resources to help county representatives meet goals and expectations.

3.2 Encourage more robust local jurisdiction and community-based organization involvement in program promotion.
   3.2.1 Establish funding and policies to enable CBOs and cities to directly promote BayREN programs.
   3.2.2 Provide marketing and communications tools and templates for use by CBOs and cities to promote BayREN programs.

3.3 Convene cross-jurisdictional meetings to discuss and review BayREN initiatives, strategies, and program priorities.
   3.3.1 Identify opportunities that require cross-jurisdictional engagement to help prioritize engagement.

3.2.3 Work with counties to define and determine where and who should be targeted as an equity priority community.
Goal 3: Activate + Empower Counties

Success Factors

• Jurisdictions and CBOs actively promoting and engaging with BayREN and programs
• Percentage of outreach activities (or funds) to equity priority communities by county
• Resources and tools available and used by jurisdictions
• Capacity building for smaller, less resourced jurisdictions
• Number of cross-county partnerships to leverage resources and expertise
Goal 4: Leverage Regional Scale

Leverage BayREN’s regional reach and power to establish streamlined, scalable, and innovative solutions to influence market demand, policy, and decision-making to meet California’s climate action goals.

**Objective:** Establish regional-scale initiatives that promote and advance BayREN’s mission and goals and distinguish it from other program administrators.

### Strategies

4.1 Identify pilots and target initiatives that will benefit from multi-sector collaboration.
   - 4.1.1 Establish a protocol for proposing and approving a new pilot program or initiatives.
   - 4.1.2 Create a dedicated funding stream for pilots and targeted initiatives.
   - 4.1.3 Establish an assessment process to determine if and when a pilot can be scaled to a regional or statewide program.
   - 4.1.4 Develop, fund, and test innovative policies or non-CPUC funded programs locally, and then work to advocate adoption of them regionally and statewide, as appropriate.

4.2 Build coalitions and partnerships to enable greater regional impact and influence, with innovative funding opportunities.
   - 4.2.1 Engage with the public and private sectors, CCAs, non-profits, and community-based organizations to identify partners for initiatives.
   - 4.2.2 Develop initiative descriptions, details, and information to enable efficient and effective grant applications and to capture funding opportunities.
   - 4.2.3 Identify and track potential grants and funding sources to use for initiatives.

4.2.4 Participate in and lead regional and state advocacy activities for BayREN goals.

4.2.5 Evaluate, develop, and support the adoption of relevant model ordinances, policies, and/or regulations that will accelerate energy and water efficiency, GHG reduction, and the transition to all-electric buildings.

4.2.6 Evaluate and implement regional initiatives designed to streamline program participation and engagement.

4.3 Expand regional and statewide brand awareness of BayREN service, capabilities, and impact.
   - 4.3.1 Continue to build stakeholder awareness and engagement of BayREN as a program administrator.
   - 4.3.2 Evaluate benefits and opportunities for growing marketing efforts to constituents and the general public.
Goal 4: Leverage Regional Scale

**Success Factors**

- Number of innovative pilot programs/efforts to test new solutions
- New regional programs launched that scale pilot programs based on lessons learned
- Number of multi-party coordinated support efforts for key legislation, codes, and other policies at regional, state, and federal level
- Number of multi-jurisdictional initiatives and partnerships with other regional and local agencies including CCAs, MTC, BAAQMD, et. al.
- Number of regional policy and partnership activities focused on areas outside of energy and water efficiency and electrification that help to advance equity and state climate goals
Key Milestones

The following Milestones chart illustrates the key strategic tasks by year, organized by goal.

<table>
<thead>
<tr>
<th>Goal 1</th>
<th>Goal 2</th>
<th>Goal 3</th>
<th>Goal 4</th>
<th>Ongoing</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>2022</td>
<td>2023</td>
<td>2024</td>
<td>2025</td>
</tr>
</tbody>
</table>

1.1 Develop Policies + Procedures to Diversify Organization
1.2 Establish Process to Better Understand Stakeholder Needs + Fill Service Gaps
1.3 Evaluate + Refine BayREN Decision-Making Process
1.4 Identify + Develop Equity-Focused Initiatives + Opportunities

2.1 Develop Approach to Incorporate Equity into Programs + Services
2.2 Ensure Programs Are Relevant, Effective, and Meet Goals + Objectives
2.3 Develop Relationships + Build Trust with Community

3.1 Work with Counties on Annual Basis
3.2 Encourage More Local Government + CBO Involvement in Programs
3.3 Convene Annual Cross-Jurisdictional Meetings
3.4 Identify Pilots + Target Initiatives for Multi-Sector Collaboration

4.1 Identify Pilots + Target Initiatives for Multi-Sector Collaboration
4.2 Build Coalitions to Enable Greater Regional Impact and Influence
4.3 Expand Regional + Statewide Brand Awareness

3.3 Convene Annual Cross-Jurisdictional Meetings
3.3 Convene Annual Cross-Jurisdictional Meetings
3.3 Convene Annual Cross-Jurisdictional Meetings
Acknowledgments

BayREN Representatives

Jennifer Berg, BayREN Administrator
Demian Hardman, County Lead: Contra Costa County
Deborah Elliott, County Lead: Napa County
Susan Wright, County Lead: San Mateo County
J.Paul Harrington, County Lead: Solano County
Karen Kristiansson, Program Lead: Codes & Standards
Emily Alvarez, Program Lead: Green Labeling
Jeffery Liang, Program Lead: Single Family
Candis Mary-Dauphin, County Lead: Alameda County
   Program Lead: Multifamily
Dana Armanino, County Lead: Marin County
Lowell Chu, County Lead: San Francisco County,
   Program Lead: Business
Tonya Veitch, County Lead: Santa Clara County
Tanya Narath, County Lead: Sonoma County
Chris Cone, Program Lead: Water Upgrades $ave

Strategic Planning Committee

Emily Alvarez, Alameda County
Deborah Elliott, Napa County
J.Paul Harrington, Solano County
Tanya Narath, Sonoma County
Susan Wright, San Mateo County
Aleka Seville, BayREN Regional Coordinator
BluePoint Planning, Strategy and Planning Consultant
BDS Planning, Equity Consultant

BayREN
375 Beale Street, 7th Floor
San Francisco, CA 94105-2066
www.bayren.org