



Local Governments Empowering Our Communities

BayREN Business Program

BayREN Codes & Standards Forum

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Agenda

- Program overview
- Eligibility criteria
- Achievements
- Local actions



BayREN Business Overview



Photo Credit: SFE Staff

- **BayREN Business** is a pay-for-performance efficiency program
- Helps businesses save energy and money
- Covers the entire Bay Area
- \$3 million annual incentives budget

Focus on small businesses

Businesses that are **hard-to-reach** – underserved, if at all, by past efficiency programs.

Typically, they are

- in disadvantaged communities
- have low # of employees, leased spaces, language needs
- have low annual energy usages



Photo Credit: Microsoft 365

Project Examples



Photo Credit: Microsoft 365

**Retail Stores:
Lighting**



Photo Credit: Microsoft 365

**Grocery Stores:
Lighting & refrigeration**



Photo Credit: Microsoft 365

**Restaurants: Lighting &
hot water heat pumps**

124
Project
applications

The infographic features a central dark blue circle with the text '2024 Achievements'. Surrounding this are four other circles: a white circle with '124 Project applications' (top-left), a dark blue circle with '4 Active contractors' (top-right), a dark blue circle with '941,234 kWh saved' (bottom-left), and a white circle with '\$1.6 million incentives reserved' (bottom-right). The background is a collage of four images: a green-tinted building, a modern building entrance, a rocky coastline, and people walking on a path.

4
Active
contractors

2024
Achievements

941,234
kWh saved

\$1.6
million
incentives
reserved

You can help your small business community save today



- Help **BayREN Business** outreach to your small business community
- We'll give you materials, in different languages, to send to businesses
- Contact your BayREN County Rep or call (415) 355-5030 to get started

More info @ bayrenbusiness.org

Photo Credit: Microsoft 365



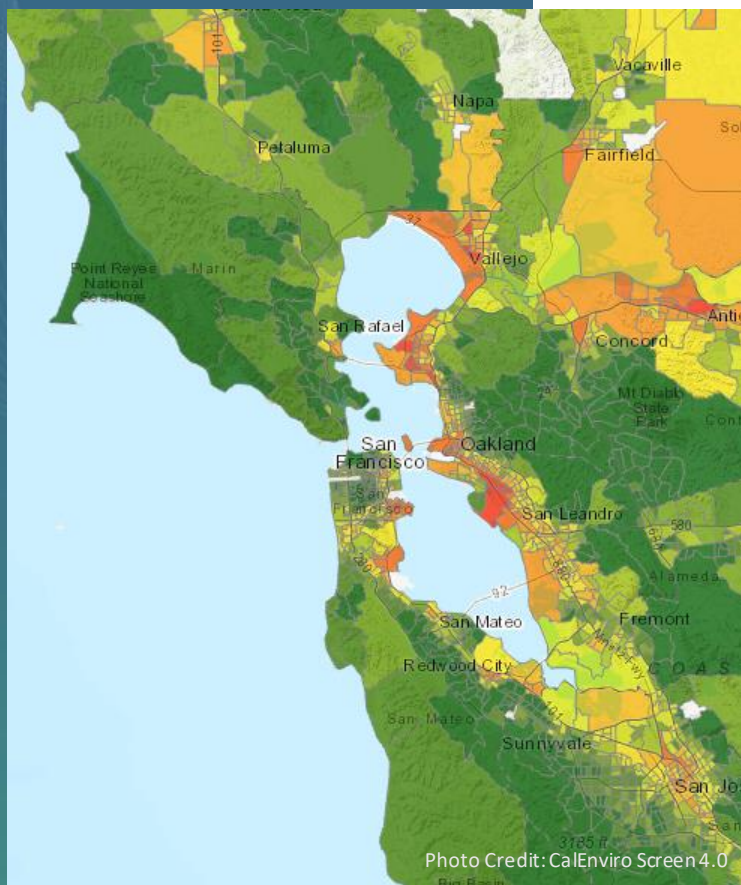
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BayRENBusiness.org

Hard-to-Reach: 3 points



Hard-to-Reach Criteria	Description	Point Value
Location	Located in a Disadvantaged Community*	2
Language	Primary language @ business is other than English	1
Business Size	≤25 employees <i>or</i> annual energy use: <20-kW or <10,000 therms	1
Leased, Rented?	Leased or rented facility	1

*Top 25 percentile are Disadvantaged Communities:

<https://oehha.ca.gov/calenviroscreen/report/calenviroscreen-40>