



Local Governments Empowering Our Communities

City of Santa Rosa Climate Action Subcommittee **Bay Area Regional Energy Network Overview**

Anna Oliva, SCTCA BayREN Program Specialist & Local Government Liaison

November 5, 2025

About the Bay Area Regional Energy Network (BayREN)



BayREN is a **coalition** of the Bay Area's **nine counties** partnering to **promote energy, water and greenhouse gas reduction** for residents, small businesses and local governments.

Priorities

Promote **healthy, resilient, and energy efficient buildings** for residents and businesses

Build capacity for local governments to increase their impact

Reduce carbon emissions by **catalyzing regional activities**



BayREN in Sonoma County

Sonoma County Transportation and Climate Authorities

- Serves as County Representative
- BayREN Local Government Liaison

Key Partner

- County of Sonoma Energy and Sustainability



COUNTY OF SONOMA
ENERGY AND SUSTAINABILITY



SCTCA

Sonoma County
Transportation and Climate
Authorities

2025 Program Offerings



Residential

Support for homeowners, renters and multifamily properties with personalized recommendations for energy upgrades, funding and technical assistance.

- EASE Home
- Bay Area Multifamily Enhancements Program
- Home Energy Score
- Green House Calls



Commercial

Free or low-cost help for small and medium businesses to lower emissions, cut costs and improve comfort.

- BayREN Business
- Bay Area Refrigerant Replacement



Local Gov

Training, policy guidance and building upgrade services to meet climate targets and reduce long-term operational facility costs.

- Codes & Standards
- Integrated Energy Services
- Targeted Decarbonization Services

What does BayREN look like in your community?



Multifamily Workshop

Workshops



Induction Cooking Expo

Community Events



Contractor Forum

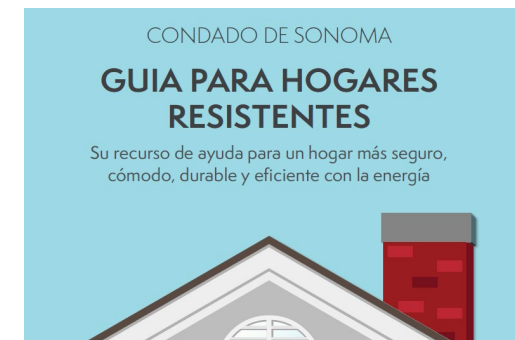
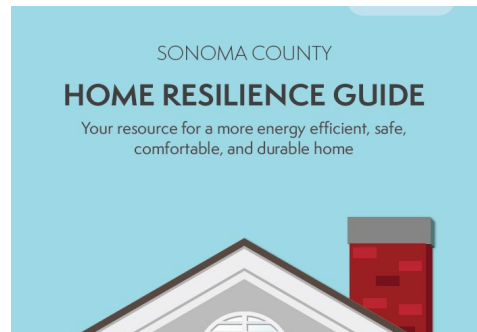
Trainings

Outreach and Education

In-person workshops, events and webinar series topics:

- Your Energy Efficient and Resilient Home
- Converting to Electricity at Home
- Healthy Homes – Why Indoor Air Quality Matters
- Assessing Your Home
- Understanding Residential Heat Pumps
- Heat Pumps for Domestic Water Heating
- Heat Pumps for Residential Heating and Cooling
- Electrification 101: Creating a Plan
- Electrical Panel Optimization
- Pre-electrification Considerations
- Solar, Storage, and Electrification – A Perfect Match
- Saving Energy at Home
- Induction Cooking Expo
- Funding Your Improvements – Incentives and Financing

Educational materials provided in both English and Spanish



How does BayREN help support local government equity goals?

Filling Gaps in the Energy Efficiency Program Space

Multifamily
Engagement
& Building
Upgrades

Supporting
Hard-to-
Reach
Businesses

Focused
Community
Engagement
and
Education

Providing
resources for
renters and
moderate-
income
households

Support for Local Climate Action

Supporting Climate Action

- Alignment with CAPs and guiding climate documents
- Identifying opportunities and partnerships with jurisdictions and community groups
- Outreach and Education

Jurisdiction Specific Data

- Program metrics
- Community Engagement

Extension of Local Government Capacity

- Municipal decarbonization and code resources

City of Santa Rosa BayREN Program Data Summary to-date

Residential Programs

Single Family Home + (Sunset in 2024 Q3)

Total Measures	Total Incentives Paid	kWh Saving	Therms Savings
2,304	\$1,031,958.25	663,759	49,951

Green Labeling

# Approved Score	Average Home Energy Score	%Homes with ECL ¹	Rebates Paid
826	5.50	70.82%	\$200.00K

Multifamily - BAMBE

Completed Projects	Completed Units	Rebates Paid	Therms Saved	kWh Saved
14	883	\$1.09M	53,701	115,019

Commercial

Business

Completed Projects	Rebates Reserved	kWh Savings
9	\$153,920	71,220

Local Government

Codes & Standards

Staff attending trainings

85

Staff Attending Forums

11

More program data will be available soon!

Efficiency and Sustainable Energy (EASE) Home Program

Program Overview

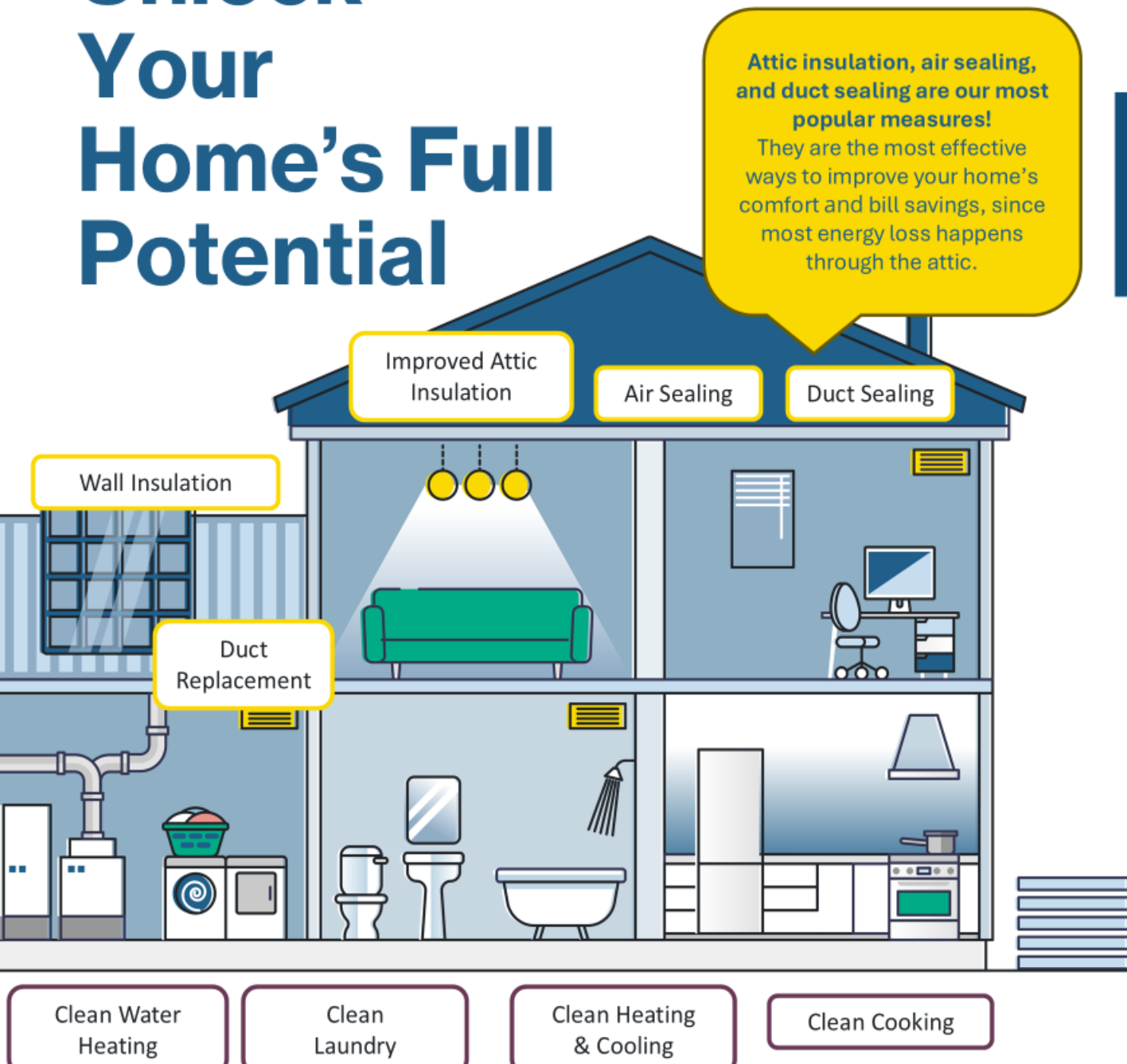
Who Qualifies?

- Single family tenant or homeowner
- Moderate income - 120% AMI (up to \$116,250 for a single-person household or \$132,900 for two people in Sonoma County.)
- PG&E/SCP customer

Program Offerings

- Free site visit and customized energy recommendations
- Low-cost energy upgrades, such as insulation, duct sealing or replacement, air sealing, and more
- Direct install by qualified program contractors

Unlock Your Home's Full Potential



Core Energy Efficiency and Weatherization Measures

Customer co-pay: 20% of costs, no more than \$1,000.

- Attic Insulation*
- Duct Sealing or Replacement*
- Wall Insulation**
- Air Sealing
- Weatherstripping
- Smart Thermostat
- Health and Safety Upgrades
- Minor Home Repairs

✓ 80% costs covered ✓ Comprehensive support

* at least one starred measure is required

** approval required

During the site visit, we offer free consultation on electrification measures. Note that these would be out-of-pocket costs; not covered by BayREN rebates.

If you move forward with at least one core measure, you also can unlock the following for electrification:

- ✓ Fixed pricing
- ✓ Technical support
- ✓ Third-party rebate guidance

Since the program's late July start

<i>Site visits scheduled</i>	77
<i>Site visits completed</i>	58
<i>Projects signed to PA</i>	40
<i>Installations in progress</i>	29
<i>Completed projects to date</i>	8

City of Santa Rosa EASE data

Most common measure type

- Attic insulation
- Whole home weather stripping
- Hot water pipe insulation
- Whole home air sealing

Santa Rosa Projects

Completed
Projects: 14

Completed
Units: 883

Projects in TA:
4

Program will reopen in 2026



Bay Area Multifamily Building Enhancements Program (BAMBE)

The program seeks to remove obstacles for improving multifamily buildings, promoting energy savings, and enhancing resident well-being.

Services:

- The program provides no-cost technical assistance and rebates ranging from **\$500** to over **\$6,000 per unit**.
- **Technical assistance** includes personalized guidance and referrals to contractors and incentive programs.
- To qualify for rebates, properties **must install at least 2 upgrades reducing energy usage by 10% or more**.

Audience: Multifamily property owners and managers

BAMBE – Multifamily Program

Bay Area Multifamily Building Enhancement

NEW! Opportunity to do tenant education!

Leverage partnerships with PEP Housing, Burbank and other community partners

Workshops: Saving Energy at Home: Resources and Programs for Tenants and Home Owners (Spanish workshop)

- Tenant and property owner education



West County Services Center workshop

Climate Careers

In Partnership with Rising Sun

Through an existing partnership with **Rising Sun Center for Opportunity**, BayREN has already supported youth with training and employment opportunities since 2019.

Current Sonoma offerings:

- Energy Efficiency Kits
- Virtual Green House calls



2026 Sonoma offerings:

In-person green house calls
Satellite office in Santa Rosa



Commercial Programs

Partner with Chambers, EDs, Aggregators & Business Associations

BayREN Business

Pay-for-performance energy efficiency program for small-medium businesses

Services:

- Free energy efficiency assessments
- Financial incentives
- Expert technical support



BayREN Refrigerant Replacement Program (BRRR)

Primary Audience:

Small food and floral businesses

Program Goals:

Shift to low Global Warming Potential (GWP) refrigerants and reduce GHG emissions



Codes and Standards

The program supports local governments with developing, adopting, and implementing energy policies, including reach codes and the California Energy Code.

Services :

- **Open energy policy calls:** offering assistance to develop and adopt local energy policies and building codes
- Providing **training and resources** for implementation and enforcement of the California Energy Code and local reach codes; Existing Building Study; Permit Guides
- Supplying **no-cost technical assistance** to help municipal buildings
- Organizing quarterly **Bay Area Regional Forums** on a variety of energy and emission reduction topics

Audience: Local government staff



November 19th 2025 Forum
California's Evolving Energy
Policy Landscape: Local
Government Options
(Virtual)

Public Sector Programs

Supporting local government staff

PG&E Local Government Partnership

- Energy Benchmarking
- Energy Efficiency Roadmapping
- Energy Concierge Service
- Consultation and TA

Integrated Energy Services

- Energy Concierge
- Energy Roadmapping

Targeted Decarbonization Services

- Decarbonization Education & Financing
- Decarbonization Showcase

In Sonoma County, BayREN public programs complement the existing PG&E LGP Programs so that the County can offer a full suite of services.

Decarbonization Education

Purpose: Provide trainings for local government staff to familiarize them with decarbonization equipment and financing strategies

- **Trainings for facilities staff:** Heat Pump HVAC Operations & Maintenance (O&M) and Heat Pump Water Heater O&M
- **Trainings for finance staff:** Public Sector Energy Financing 101 and 201 – coming November 14th 2025

Website: bayren.org/decarbonization-education-and-financing



Decarbonization Showcase

Purpose: Pilot building decarbonization improvements in a small selection of public buildings to demonstrate practical solutions for reducing or eliminating emissions & develop detailed case studies to support replication by other local governments

BayREN provides the following no-cost services:

- Technical expertise and engineering support
- Project management support
- Access to BayREN gap funding
- Identification of additional funding and financing opportunities
- Development of a detailed case study and marketing material



Website: bayren.org/decarb-showcase

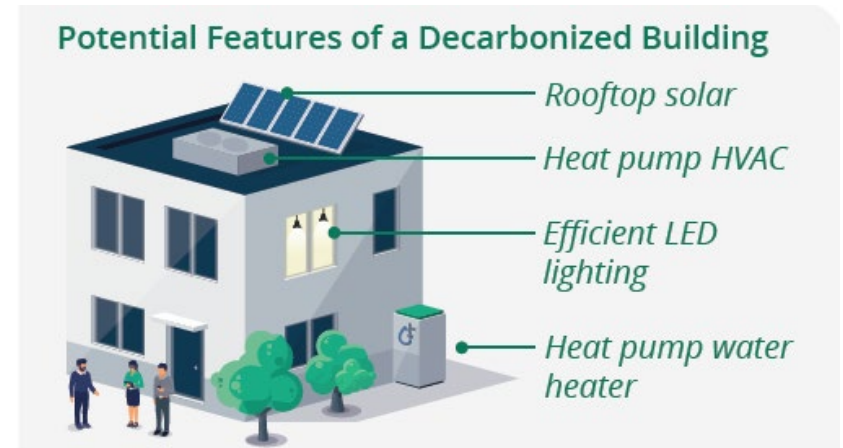
Cohort 2 applications launching early 2026!

- **Seeking Projects That:**

- Advance building decarbonization in a range of building types
- Are located in and/or serve an Equity Priority Community
- Can be reasonably implemented within the next 1-3 years
- Deliver public benefits (cost savings, health, resilience, equity)
- Can be replicated or scaled

- **Minimum Eligibility Requirements:**

- PG&E customers currently receiving electricity and/or gas distribution service
- Existing public buildings owned by local governments or special districts that do not have any known physical, ownership, or operational barriers that would limit the implementation of recommended building decarbonization upgrades
- Commitment to fully decarbonizing the building & sharing data and lessons learned
- Internal and/or external funding or financing already identified to cover a portion of estimated project costs





Local Governments Empowering Our Communities

Thank You!

Anna Oliva

BayREN Local Government Liaison

Sonoma County Transportation and Climate
Authorities (SCTCA)

anna.oliva@rcpa.ca.gov

main 707.565.5373

direct 707.565.5378