



Local Governments Empowering Our Communities

City of Santa Rosa Climate Action Subcommittee **BayREN Overview**

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Agenda

- BayREN Overview
- 2024 Program Offerings
- Services for Local Government
- Outreach and Education



Overview

The Bay Area Regional Energy Network (BayREN) is a **coalition** of the Bay Area's **nine counties** — a network of local governments and the Association of Bay Area Governments (ABAG) partnering to **promote energy, water and greenhouse gas reduction** for residents, small businesses and local governments.



BayREN in Sonoma County



Lead by the Regional Climate Protection Authority

- BayREN Local Government Liaison
- County of Sonoma Climate Action and Resiliency Division



COUNTY OF SONOMA
Climate Action and Resiliency



REGIONAL CLIMATE PROTECTION AUTHORITY

BayREN Priorities

BayREN provides three main areas of expertise and services:

- Promoting **healthy and energy efficient buildings** for residents and businesses
- **Building capacity** for local governments to increase their impact
- **Reducing carbon emissions** by catalyzing regional activities

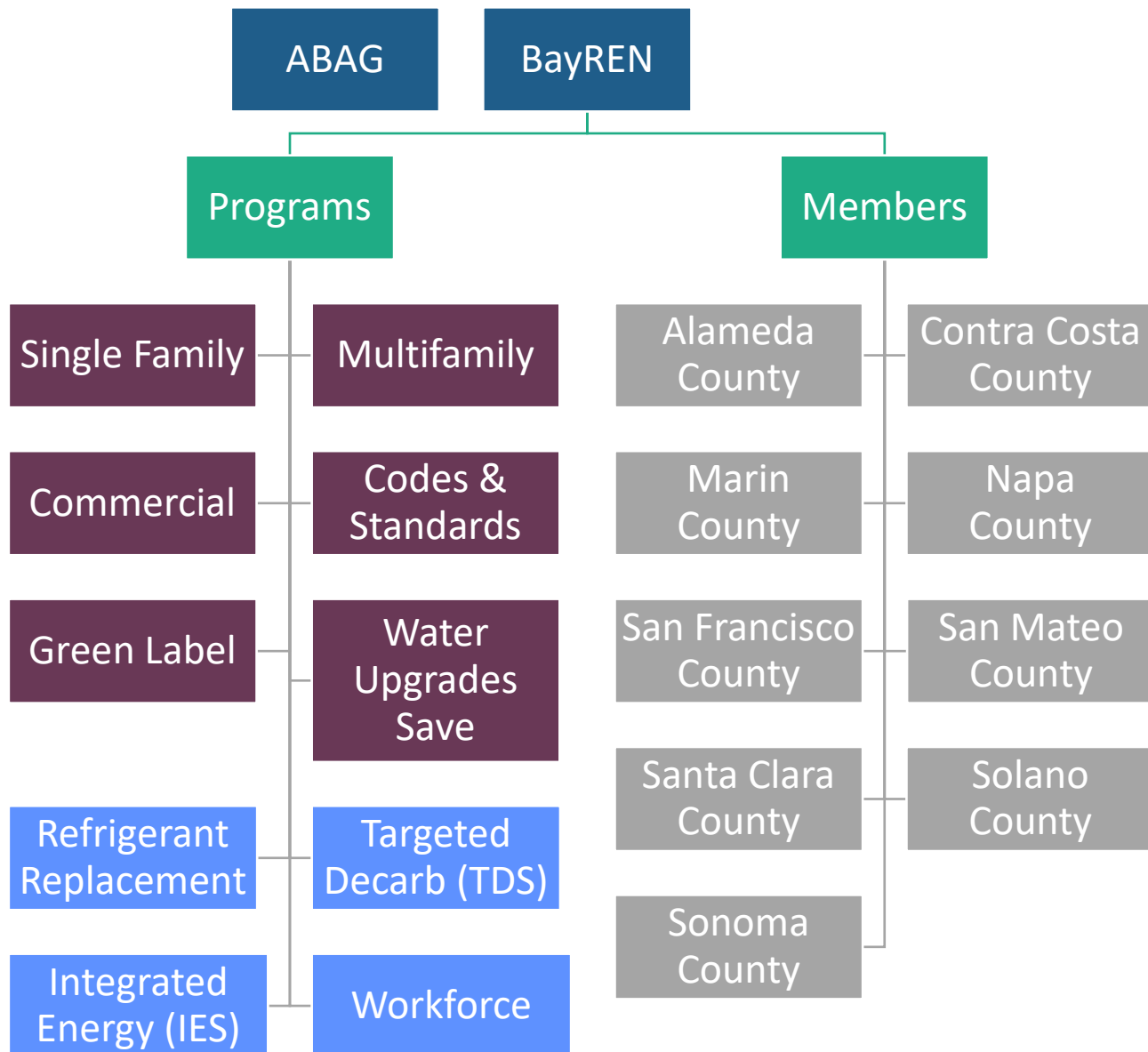


Strategic Vision and 2024-2027 Budget



A significant **60%** of the forthcoming four-year budget of **\$171 million** will be allocated to enhance equity initiatives for underserved residents.

BayREN Portfolio — 2024 to 2027





2024 Program Offerings

PROGRAM OFFERINGS



Residential

- Single Family Home+
- Bay Area Multifamily Building Enhancements Program (BAMBE)
- Green Labeling



Commercial

- BayREN Business
- BayREN Refrigerant Replacement Program (BRRR)



Public Sector

- Integrated Energy Services (IES)
- Targeted Decarbonization Services (TDS)



Cross Cutting

- Codes & Standards
- Climate Careers
- Water Upgrades Save



Residential



Single Family Home+

Currently undergoing redesign

Offering: Whole home upgrades for households that wouldn't be able to access or afford it on their own.

Proposed key changes:

- Audience: moderate income
- Comprehensive concierge service
- Focused on energy efficiency: weatherization and remediation



Residential

Single Family Home+ Redesign Process

- 2022: New Program Goal Discussions
- 2023: Identify Gaps & Proposed Program Objectives
- Q1 2024: Gather Community Feedback & Suggestions
- Q2 2024: Share Program Proposal & Receive Feedback
- Q3 2024: More Program Development
- Q4 2024: Launch New Program Pilot!



Community Feedback and Engagement Strategy

February through mid-March:

- Surveys (web survey to 1000+ HHs, phone survey to 500 HHs)
- Contractor 1-1 interviews
- County-led focus group discussions
 - Aiming for 3-5 discussions
 - Goal is to include groups representative of target communities; can be community members or CBOs with the right expertise

Late March-Late April:

- Small group meetings with key stakeholders, contractors, and possible implementers



Residential

Green Labeling

The **Green Labeling** program oversees the Home Energy Score (HES) offering, providing residents with insights into their home's efficiency potential prior to undertaking home upgrade projects. BayREN has been approved to launch HES statewide.

- **\$200** assessment rebate for score

The program also provides **training and resources for real estate professionals** to become green home experts.

- NAR Green Designation Training April 17th and 18th in Santa Rosa at the Advanced Energy Center





Residential

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





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 reach codes 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
- 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



Commercial



BayREN Business

The program supports local small, hard-to-reach businesses through energy efficiency projects to save energy and money.

Services:

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

Audience: Hard-to-reach small businesses

Upgrades: Air conditioning, Energy Star® appliances, LED lighting, refrigeration equipment, space and water heating equipment



Cross-Cutting

Water Upgrades Save

The program is available in participating jurisdictions.

Water Upgrades Save is an ***inclusive utility investment*** program that enables customers to install water efficiency upgrades while using a portion of their utility bill savings to pay for the project over time.

It removes barriers to participation, such as upfront cost, while providing affordable turnkey installation and QC service to support bill savings.

The program can easily **integrate with existing City water programs** and expand the City's capacity to reach its resource and equity goals. **By serving renters, property owners, and all customers regardless of household income, Water Upgrades Save is an effective equity focused program.**

The graphic is shaped like a house. The roof is dark blue with the text 'BAYREN Water Upgrades SAVE' in white and green. The main body is divided into three sections: a top grey section with a faucet icon, a middle section with a checkmark icon, and a bottom green section with a star icon. The middle section contains two columns of text and icons for a shower, toilet, and plant.

Water Upgrades SAVE

Lower your utility bills and save water!

A Simple Offer

- ✓ Save more than you pay
- ✓ Little-to-no upfront cost
- ✓ No new debt
- ✓ No credit check

It's Easy!

- Select your upgrades
- Installation by program contractor
- Pay a charge on a lower water bill

Lasting Rewards!

- Immediately lower your utility bills
- Upgrade your home
- Save water and energy

New BayREN Programs Launching in 2024



 BayREN Refrigerant Replacement Program (BRRR)

 Targeted Decarbonization Services (TDS)

 Integrated Energy Services (IES)

 Climate Careers



Commercial



BayREN Refrigerant Replacement Program (BRRR)

The program aims to replace environmentally harmful refrigerants with eco-friendlier options at low-to-no cost to food service sector businesses.

Services:

Offering eco-friendly refrigerant replacements, leak repairs, energy-efficient upgrades, and expert education on refrigeration system maintenance.

Audience: Small food-service businesses

- Cornerstones
- Grocery stores
- Restaurants



Targeted Decarbonization Services (TDS)

The program will include a Decarbonization Showcase and will provide training and resources related to new equipment and technologies for decarbonizing public buildings.

Services:

- Decarbonization Showcase
- Decarbonization Education and Financing

Audience: Local Government



Integrated Energy Services (IES)

The program will continue to be developed to supplement existing resources provided by the **PG&E Local Government Partnership**.

Services:

- Assist local governments and special districts with finding and applying for funds to help improve their public buildings
- Provide a service to develop roadmaps for public building energy improvements

Audience: Local Government



Cross-Cutting



Climate Careers

The program will create job training opportunities in the green economy. Through an existing partnership with **Rising Sun Center for Opportunity**, BayREN has already supported youth with training and employment opportunities since 2019.

- Energy Efficiency Kits

A group of people is walking away from the camera on a dirt path through a field of tall, dry grass. The sky is clear and blue. The people are dressed in casual outdoor attire. The overall scene is bright and open.

Building Local Government Capacity

Resources and capacity building for local government staff

Looking forward into 2024

Launch of the BayREN Data Aggregation and Reporting Tool (DART)

- Digital dashboard designed to showcase and share BayREN program metrics at the local level
- Currently developing county dashboards

BayREN Existing Building Study

- Collect, analyze and collate data on the existing building stock in the Bay Area
- Develop detailed information and decarbonization pathways for a subset of building types

Resources and capacity building for local government staff

BayREN Local Government Liaison Service

The service was introduced September 2023 and launched in January 2024. The service is designed to ensure city and county staff can take full advantage of BayREN's extensive efficiency and energy services to benefit their residents and municipal operations.

Services include:

- **Communications services** — Ready-to-post BayREN info for city channels
- **Climate policy support** — City-level BayREN reporting and analysis to support policy goals
- **Equity policy support** — Equity-focused programs serving disadvantaged and hard to reach communities

Better Buildings – What We Do

- Site Visits and Audits
- Sustainability Workshops
- Individual Consultations
- Financing and Rebates
- Green Business Certification
- Qualified Contractor List
- Specialized Trainings
- Projects and Leads





COUNTY OF SONOMA
Climate Action and Resiliency



Planning and Resources

We serve

Local Governments

Special Districts

K-12 Schools

Small/Medium Businesses

Services

- Evaluate energy use and building systems
- Create an Energy Efficiency Roadmap as a guide for upgrades and savings
- Connect client and contractors to match needs



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Better Buildings

Solar and Battery Storage

- Provided at no cost
- Create a project plan
- Review improvement options
- Bid analysis
- Financing and incentives

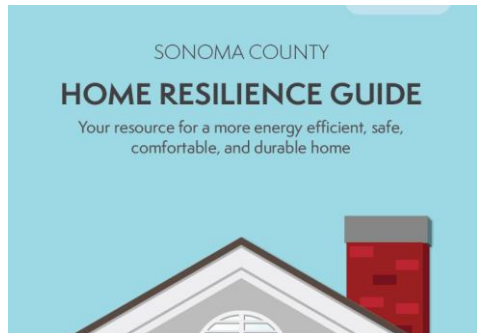


Outreach and Education

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





Thank You!

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