



Local Governments Empowering Our Communities

Help Redesign the Home+ Program

CCAG- Resource Conservation & Climate Protection Committee

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Meeting Objectives



- Understand BayREN's old program and new pilot design.
- Overview of outreach and feedback.
- Provide feedback on BayREN's new pilot.

What is BayREN?

The Bay Area Regional Energy Network (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.





EXISTING

Single Family Home+ Program

This current program provides energy upgrades and resources. To **reduce building energy**

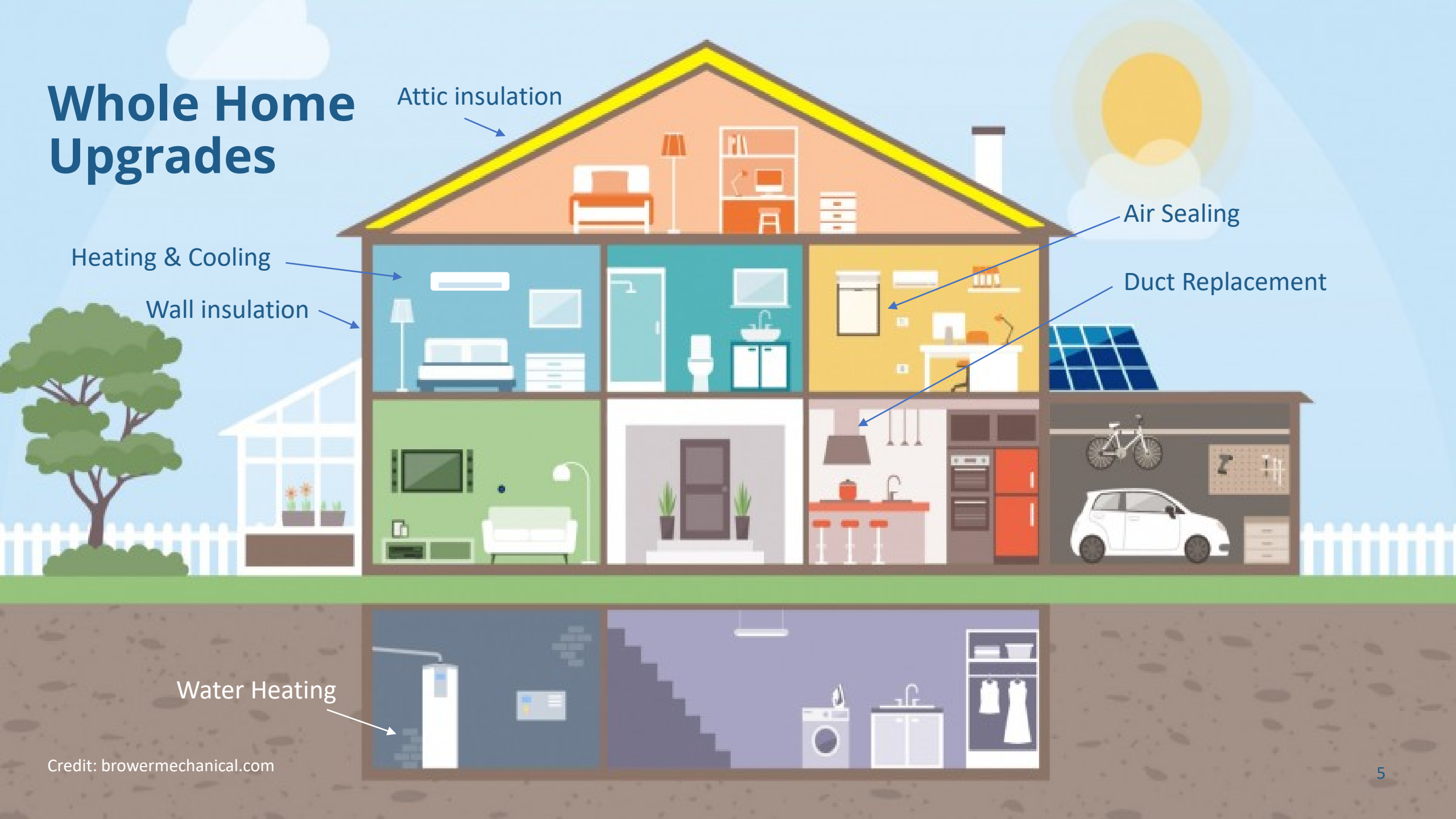
Three main offerings include:

1. Rebates for energy efficiency and electrification (no income requirements)
2. Contractor network
3. No-cost Energy Advisor



***Single Family Program Eligibility 1-4 Units**

Whole Home Upgrades





The infographic is a circular diagram with a central blue circle containing the text '2023 ACHIEVEMENTS'. Surrounding this central circle are four other circles, each containing a specific achievement. The top-left circle is white with blue text, the top-right is blue with white text, the bottom-left is blue with white text, and the bottom-right is white with blue text. The background is a collage of four images: a green building, a modern house, a rocky coastline, and people walking on a path.

\$6.25
million

Rebates dispersed

5,710
homes
upgraded

2023
ACHIEVEMENTS

9,346
measures
installed

1,813
Energy Advisor
inquiries



Only
45%
rebate
participants
were moderate
income*

*based on 2022 eval data

Less than
10%
of Energy Advisor calls
were for low or
moderate income
households

2023 EQUITY CHALLENGES

<1%
Participants
speak language
other than English

**Home+ does not
appear to serve
those in need:**

- Moderate income
- Non-English-Speaking Households
- Disadvantaged Communities



Opportunity to Redesign

So why are we changing the program?



Fill Gaps

Fill gaps in the energy program landscape / reduce the number of programs that provide the same services.

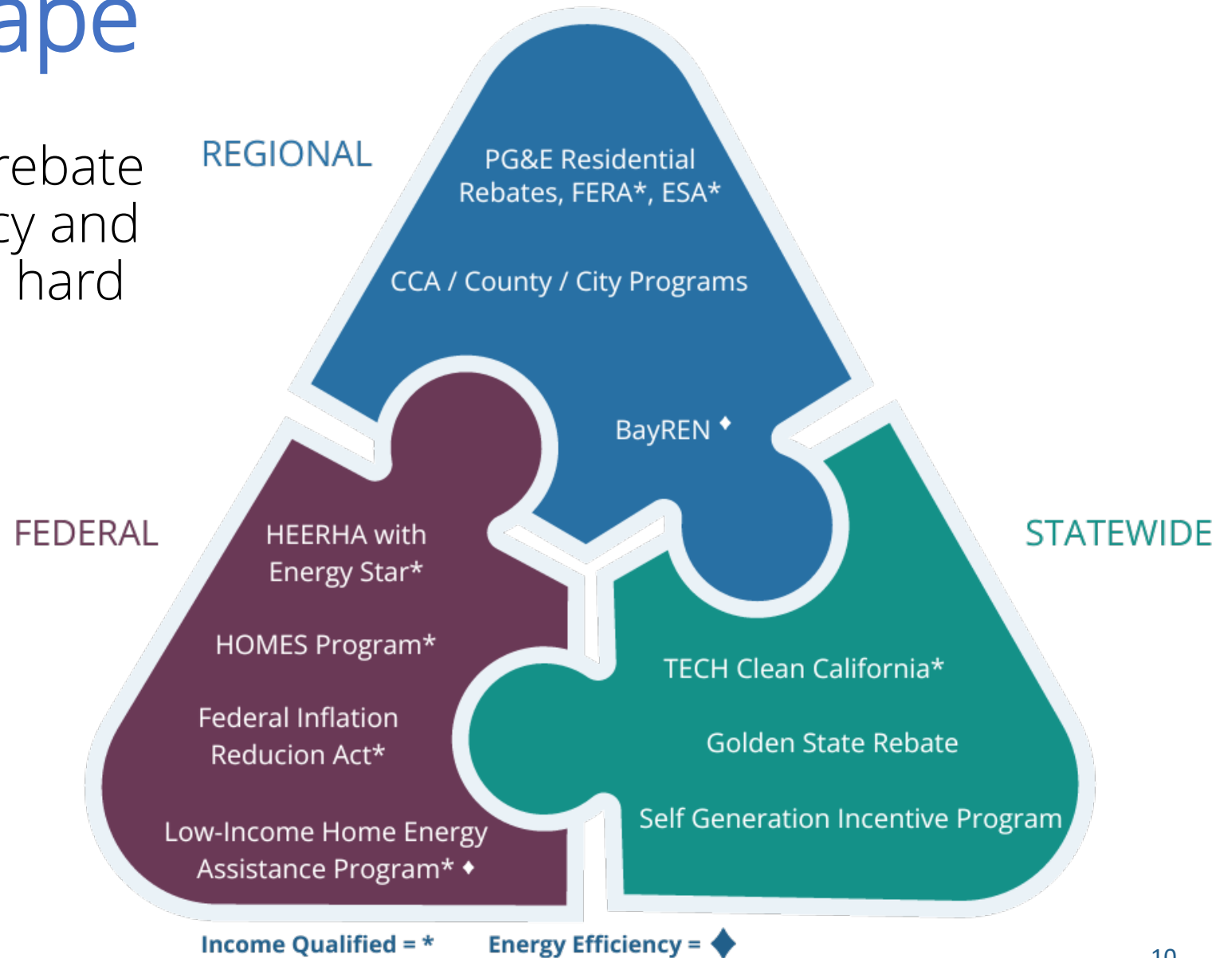


Equity centered

Create a program design to reach underserved audiences that stand to benefit the most.

Program Landscape

BayREN exists in a saturated rebate landscape for energy efficiency and clean energy upgrades that is hard to navigate



Process



Proposed Goal

Promote resilience, health, comfort, safety, energy affordability, and/or energy savings.

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



Eligibility



Moderate Income
Households



Limited English
Proficiency

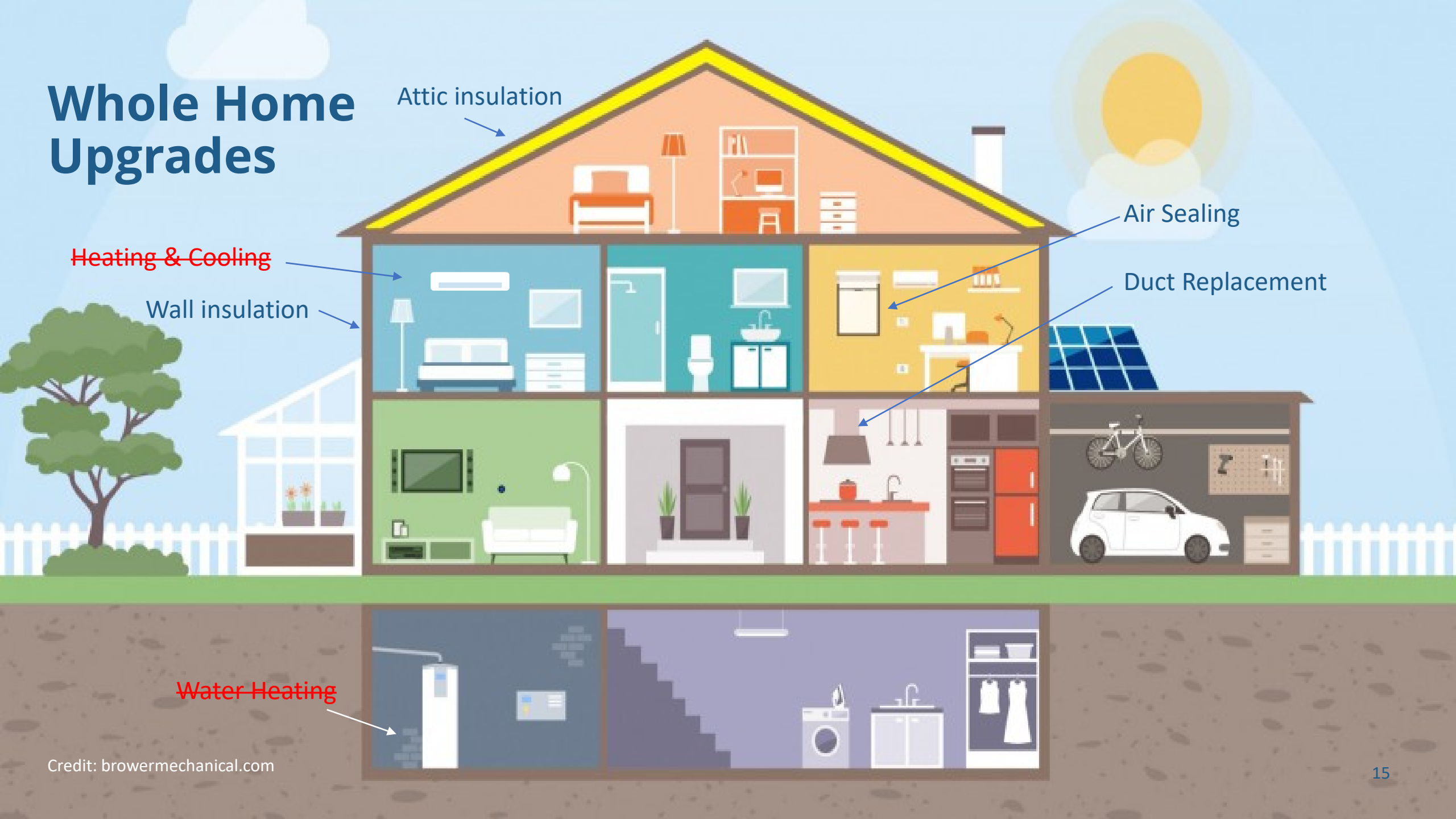


Located in High
Pollution Zones

San Mateo County Income Levels for Existing Low-Income Single Family Energy Efficiency Programs

Household Size	BayREN			
	LIHEAP	PCE	80% AMI	120% AMI
1	Up to \$34,593	Up to \$102,450	From \$104,400	Up to \$147,000
2	Up to \$45,228	Up to \$117,100	From \$119,300	Up to \$168,000
3	Up to \$55,881	Up to \$131,750	From \$134,200	Up to \$189,000
4	Up to \$66,527	Up to \$146,350	From \$149,100	Up to \$210,000

Whole Home Upgrades



Attic insulation

Heating & Cooling

Wall insulation

Air Sealing

Duct Replacement

Water Heating

Overview of New Program

Step 1: Connect with the Comprehensive Concierge Service

Step 2: Develop a Detailed Scope of Work & Cost Estimates

Step 3: Installation

Step 4: (optional): Electrification Upgrades



Hello! My home is very drafty. How can BayREN help?



Program Participation

Step 1: Connect with the Comprehensive Concierge Service

- Call to explore interest and eligibility
- A concierge will provide a home assessment and performance tests

Step 2: Develop a Detailed Scope of Work & Cost Estimates

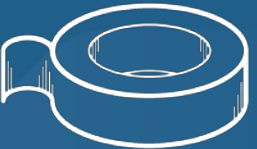
- Concierge will provide a detailed upgrade and financial plan, if needed
- If recommendations are not covered by BayREN, customer will be referred to other programs

Program Participation



Example Upgrades

- Attic and Wall Insulation



- Air Sealing



- Duct Sealing and Replacement



- Smart Thermostat

Step 3: Installation

- Work with a vetted, participating contractor to install energy efficiency upgrades focused on weatherization and remediation
 - BayREN funded measures will be installed at no/low-cost to the consumer (depending on income)

Home is healthier, more comfortable resilient, cost-efficient, and electrification-ready!

Program Participation

Step 4 (optional): Electrification Upgrades

- With the assistance of your concierge, work with third-party providers to install electrification upgrades

Example Upgrades



- Heat Pump Water Heater



- Heat Pump HVAC



- Clothes Dryer

Example Project Scope Cost

Type	Upgrade	Benefits	Average Cost
Energy Efficiency	Attic Insulation	Consistent indoor temp, avoid allergens and pollutants, reduce utility bills	\$3,200
	Duct sealing	Avoid allergens and pollutants, reduce draft	\$1,200
	Smart Thermostat	Regulate indoor air temp, cost savings	\$390
	Replace Leaky Window	Avoid allergens and pollutants, reduce draft	\$400
Subtotal			\$ 5,190

What Would You Be Responsible For?

Possible Total Project Cost Scenario based on income:

Total Energy Efficiency and Remediation Cost	\$5,190
BayREN Payment	- \$4,190-4,690
Out of Pocket Cost	\$500-1,000

Total Energy Efficiency and Remediation Cost	\$5190
BayREN or similar	- \$5190
Out of Pocket Cost	\$0

Note: These numbers are estimates and not final.

Overview of Feedback so far

Group	Number of Sessions	Number of Participants	Feedback Highlights
Brisbane Open Space & Ecology Committee (OSEC)	1	5	<ul style="list-style-type: none">• \$6M is a tight budget for scale• Renter eligibility concerns
Community Based Organizations Partners	1	4	<ul style="list-style-type: none">• Language accessibility• Coastside specific needs not met• Lack of community trust
Regional Integrated Climate Action Planning Suite (RICAPS)	1	6	<ul style="list-style-type: none">• Resource awareness• Number of people served is low• Tenant protection
RMCP	1	TBD	
Spanish General Public	4 planned, 3 completed	20	<ul style="list-style-type: none">• Concerns about renter displacement• Tenants need these upgrades• Incentivizing landlords
English General Public	3 planned, 1 completed	35	<ul style="list-style-type: none">• Eligibility alternative to income.• Continuity of concierge service.• Market through projected savings
Total	12	70 people	

Note on Renter Participation

Can renters participate in the program?

Yes, but because the program funds permanent improvements, landlord consent will be essential.

QUESTIONS & THOUGHTS ?



Does the Proposed Program Fit the Needs of Our Community?

Yes because...

No because...

Other Comments



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