



Local Governments Empowering Our Communities

Measuring Equity and Market Support Program Success

Contra Costa County Sustainability Commission

June 22, 2026

About BayREN

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 and greenhouse gas reduction.**



You have an opportunity to influence
energy efficiency funding

\$986 million

Budget in 2025

The California Public Utilities Commission funds 13 program
implementers, including BayREN, PG&E, and more.

2025 Accomplishments

5,397

Households
Upgraded

17,748

MTCO_{2e} lifecycle
net carbon avoided

49

disadvantaged
youth employed

100% EASE

Home upgrades
served equity
households

418,388

MMBtu lifecycle net
energy saved

\$3,900

average expected
annual savings on
business utility bills

58

Training events
with 1,162
attendees

78

Local
Governments
assisted

In 2024, the CPUC identified
two new program categories:

Equity & Market Support



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Equity Programs



Equity programs focus on serving hard-to-reach customers including low-income households and those in disadvantaged communities (DACs).

For example, **BayREN's EASE Home** program covers up to 80% of upgrade costs for low- and moderate-income residents.

Market Support



Market support programs help build the market by increasing and sustaining the demand for energy efficiency and electrification improvements.

For example, BayREN provides **training for real estate agents** to help them communicate the benefits of energy-efficient homes to clients.

9 Innovative Programs



For Residents

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

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



For Businesses

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

- **BayREN Business**
- **Bay Area Refrigerant Replacement**



For Local Governments

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**

The California Public Utilities Commission is looking to measure the success of equity programs.

How should they define success?

Results will shape future programs. →

Share your feedback!



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Thank You!

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