



Local Governments Empowering Our Communities



Joint Cooperation Memo

Bay Area Regional Energy
Network (BayREN) and Marin
Clean Energy (MCE)

Program Years 2026 – 2027

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Overview

In Decision (D) 18-05-041, the California Public Utilities Commission (“CPUC” or the “Commission”) directed the filing of Joint Cooperation Memorandums (“JCMs”) between utility and non-utility Program Administrators (PAs) with overlapping service areas together prior to Program Administrators’ (“PA”) Annual Budget Advice Letter (“ABAL”) filings.¹ D.19-12-021 modified the JCM requirement directing RENS “should be required to negotiate JCMs with all program administrators with whom their program activities will overlap, including other RENS, utilities, and CCAs. The JCMs with the utilities should address any overlaps with the utilities’ contracted third-party implemented programs”². This is the fourth JCM between Marin Clean Energy (“MCE”) and the Bay Area Regional Energy Network (“BayREN”).

MCE serves customers in four³ of BayREN’s nine county territory.⁴ Both MCE and BayREN offer energy efficiency (“EE”) programs under the Commission’s current rolling portfolio cycle. BayREN’s 2024-2027 portfolio offers EE programs in Residential, Commercial, Public, and Cross-Cutting sectors. Crosscutting includes Codes and Standards (“C&S”) and Workforce, Education and Training (“WE&T”). Beginning in 2026, BayREN is also an administrator to the new statewide Home Energy Score (“HES”) California program⁵. MCE’s portfolio offers EE programs in the Residential, Industrial, Agricultural, Commercial and Cross Cutting sectors.

BayREN programs address the three areas established by the Commission in D.12-11-015 and restated in D.19-12-021⁶.

1. Activities that utility or community choice aggregator (CCA) program administrators cannot or do not intend to undertake.
2. Pilot activities where there is no current utility or CCA program offering, and where there is potential for scalability to a broader geographic reach, if successful.
3. Activities serving hard-to-reach markets, whether or not there is another utility or CCA program that may overlap.

¹ See D.18-05-041 at pp. 122-123.

² D.19-12-021, COL pg. 84

³ MCE serves 38 communities in Marin, Napa, Solano and Contra Costa counties.

⁴ BayREN serves the counties of Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Sonoma, and Solano.

⁵ The Commission authorized the creation of BayREN’s statewide HES California program in D.23-06-055 and subsequently approved the program as proposed in Advice Letter 28-E.

⁶ The REN criteria was first established in California Public Utilities Commission (CPUC) Decision (D.) 12-11-015: Decision Approving 2013-2014 Energy Efficiency Programs and Budgets (November 8, 2012) and later refined in CPUC Decision (D.) 19-12-021: Decision Regarding Frameworks for Energy Efficiency Regional Energy Networks and Market Transformation (December 6, 2019).

BayREN and MCE work closely together to minimize customer confusion, and layer each other's programs when appropriate, thereby offering our shared customers a more holistic and beneficial offering.

BayREN and MCE coordinate with each other through a combination of portfolio and programmatic meetings. These meetings collectively ensure portfolio alignment, minimize duplication, reduce customer confusion, and support complementary service delivery across overlapping territories and customer segments. At a minimum, BayREN and MCE teams meet quarterly and program leads often meet more frequently. This coordination will continue in 2026 and 2027. The 2026 and 2027 JCM includes the following information for each relevant program area:

1. BayREN Program Summary: A description of each program BayREN is planning on administering in 2026 and 2027.⁷
2. MCE Program Summary: A description of MCE programs that are comparable or equivalent to BayREN programs.⁸
3. Coordination Protocol Between Programs: A summary of how the BayREN program is distinct from the MCE program(s) and the coordination protocols between BayREN and MCE for comparable or equivalent programs.⁹
4. Appendices:
 - a) Appendix A: Summary of REN compliance with D.12-11-015 and D.19-12-021 for all planned programs.
 - b) Appendix B: List of all programs BayREN currently anticipates offering in 2026 and 2027, including budget information and measure eligibility.¹⁰
 - c) Appendix C: List all programs MCE currently anticipates offering in 2026 and 2027, including budget information and measure eligibility.¹¹

Residential Sector Coordination

Residential – Single Family

BayREN Program Summary (BayREN08) Efficiency and Sustainable Energy (EASE) Home

BayREN's single-family program, the Efficiency and Sustainable Energy (EASE) Home program, offers income-qualified single-family residential customers the direct installation

⁷ As there are no comparable MCE offerings, a description of BayREN's Codes and Standards and Green Labeling program is not included. A complete list of BayREN programs can be found in Appendix B.

⁸ A complete list of MCE programs can be found in Appendix C.

⁹ Section on program coordination with Statewide programs are included in this JCM given BayREN now administers the statewide HES California program. Currently, however, there is no overlap in services or comparable offering between BayREN's HES and any MCE programs.

¹⁰ Budget forecasts for 2026-27 were finalized in the 2026-27 Mid-Cycle Advice Letter.

¹¹ Budget forecasts for 2026-27 were finalized in the 2026-27 Mid-Cycle Advice Letter.

of weatherization, energy efficiency, and necessary health and safety upgrades. The program covers at least 80% of costs with technical assistance included; customer co-payment has a not-to-exceed limit of \$1,000. The program's income qualifications are households at or below 120% Area Median Income, targeted at moderate-income households in the Bay Area. Tenants can participate with property owner permission.

BayREN's EASE Home Program targets underserved households defined as those with a moderate income and/or where a language other than English is spoken and/or households that fall within a pollution burdened area. BayREN defines moderate income as households who do not qualify for income qualified weatherization programs, whose income does not exceed 120% AMI per household by county designation, and are above the income threshold for MCE Home Energy Savings for homes in the MCE service area and PGE Energy Savings Assistance ("ESA").¹² A second aspect of underserved communities are households that primarily speak a language other than English.

Participants receive one-on-one assistance from a qualified Energy Advisor, receiving a complimentary home assessment and customized scope, technical assistance, and guidance on acquiring rebates through other programs. Measures are directly installed by partner contractors. The program will also provide post-installation support and resources. All equipment is backed by a one-year warranty.

Like all BayREN programs, outreach in 2026-27 will continue to be done primarily by local governments. Utilizing marketing and outreach channels from local county government offices enables high trust and hands-on support for residents, especially for those with low digital literacy or in-language needs. Campaigns focus on targeted outreach to high-priority communities (e.g. moderate-income, health-burdened, and non-English speaking populations) through partnerships with local community-based organizations and ethnic media platforms.

MCE Program Summary (MCE08) Home Energy Savings (HES)

MCE's Home Energy Savings ("HES") is a direct install program that provides energy efficiency and building electrification ready home assessments, and home upgrades to eligible single-family (up to 4 attached units) homeowners and renters in MCE's service area. This program targets customers in Disadvantaged Communities ("DACs")¹³ whose household income falls between 200-400% of the Federal Poverty Limit ("FPL"), a market sector that has been traditionally underserved. This group's income exceeds the limit to receive services through programs like PG&E's ESA Program yet are still income

¹² Moderate income: exceeds PGE ESA and MCE HES eligibility and less than or equal to 120% of county Area Median Income, per HUD: <https://www.huduser.gov/portal/datasets/il.html>

¹³ Pursuant to CPUC, Environmental and Social Justice Action Plan version 2.0, (April 7, 2022), available at: <https://www.cpuc.ca.gov/-/media/cpuc-website/divisions/news-and-outreach/documents/news-office/key-issues/esj/esj-action-plan-v2jw.pdf>.

constrained (moderate income) and unable to participate in shared cost programs. MCE will refer customers who fall above the 400% FPL income eligibility to available market rate programs. The goal is to fill the service gap and introduce this market sector to the concepts of EE while providing energy upgrades and emerging technologies that reduce household energy consumption.

HES will be leveraged to serve GRID Alternatives (“GRID”) Resilient Homes for Healthy Communities participants. MCE has partnered with GRID to implement this comprehensive home upgrade program as part of a larger initiative led by the City of Richmond and funded through its recent Transformative Climate Communities (“TCC”) grant award. The goal of the TCC program is to provide a comprehensive package of efficiency and renewable energy measures that increase the homes’ comfort and efficiency, decrease the customers’ financial energy burden and reduce overall GHG emissions within the project area. Participating single-family customers who can benefit from energy efficiency home upgrade services will be referred from GRID into HES. HES provided efficiency measures will be braided with additional grant funded measures by MCE and GRID will be providing no-cost solar installations.

MCE Program Summary (MCE01d) Residential Flex Market

MCE’s Residential Flex Market program provides energy efficiency incentives directly to project developers or contractors known as aggregators. The incentives are based on metered energy savings, instead of traditional energy efficiency programs, which utilize deemed or custom models. As a result, these programs do not limit the technology or energy saving strategies implemented, resulting in the opportunity to maximize energy efficiency and load-shifting projects.

As the incentive is paid directly to the aggregator, the value is passed along to the customer in the way that best drives the success of the project, either by buying down upfront costs or through performance-based payments.

This program serves owners of single-family detached homes within MCE’s service area, without income qualifications.

Table 1: Similar BayREN and MCE Single-Family Programs

	BayREN	MCE	
Program Name	BayREN EASE Home	SF Direct Install, or HES	Residential Flex Market
Eligible Measures and Offerings	Duct Sealing, Deeply Buried Ducts, Attic Insulation & Air Sealing, Wall Insulation, Smart Thermostat, Weatherstripping, Bathroom and Kitchen	Deeply Buried Ducts, Duct Sealing, Smart Thermostat, Attic Insulation & Air Seal, Fuel Sub Heat Pump Water Heater, Fuel Sub Heat Pump HVAC, Fuel	Lighting, HVAC, Water Heating, Building Envelope improvements, Control-based Technologies.

	Vent Replacements, Necessary Remediation Measures	Sub Heat Pump Mini Split, Induction Range, Fuel Sub Heat Pump Dryer, Pipe Wrap, Efficient Clothes Washer	
Incentive	At least 80% of total project cost covered	No-cost direct install	Varies by project; based on Total System Benefits (TSB)
Saving Claim Type	Savings will be deemed per measure based on CPUC approved work papers	Savings will be deemed per measure based on CPUC approved work papers	Normalized Metered Energy Consumption (NMEC)
2026 & 2027 Combined Budget	\$21,109,068	\$5,991,062	\$1,619,566
Target Customer	Moderate-income households (owners and/or renters), non-native English-speaking households, pollution-burdened households	Focused on customers in disadvantaged communities (DACs), household income between 200-400% of the FPG	Single-family detached homeowners within MCE's service area
Target Implemented	Specialty contractors	Direct Install Contractor	Enrolled contractors or aggregators
Resource/Equity/Market Support	Equity	Equity	Resource

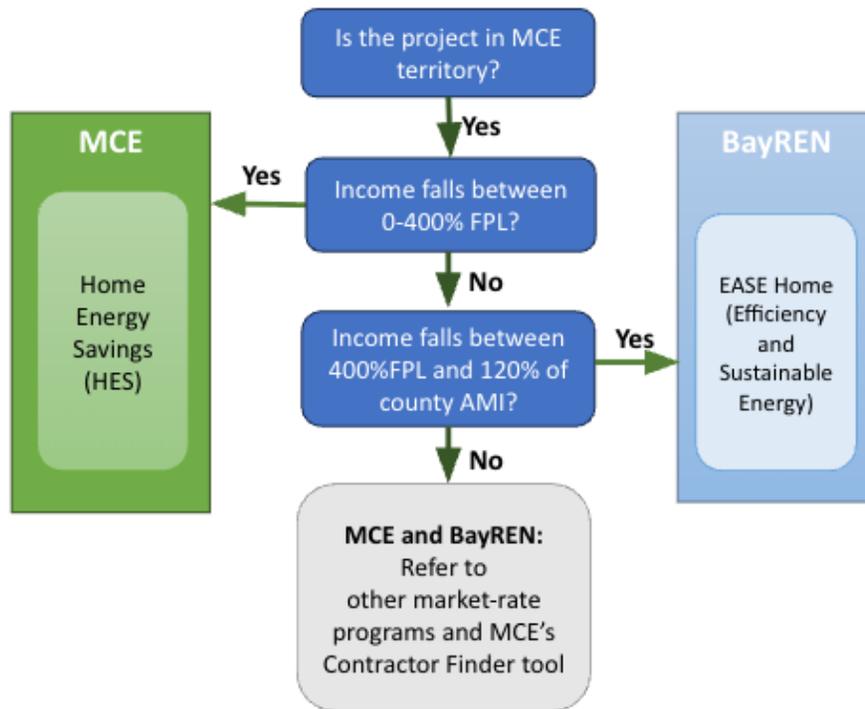
Program Differences and Coordination Protocols

Although the BayREN EASE Home program and the MCE HES and Flex Market programs share some of the same measures, the programs are designed for different target audiences.

MCE and BayREN will coordinate on outreach to minimize potential customer confusion and optimize the customer benefits. Customers that do not qualify for MCE programs will be directed to BayREN EASE Home or BayREN's county representative for further assistance. For the customers that qualify for MCE HES, they will be referred to MCE HES. Customers whose income exceeds the HES and EASE thresholds will be referred to other market-rate programs and MCE's Contractor Finder tool.

Appropriate referrals will be made to each other's programs as outlined below. Note: MCE and BayREN also coordinate on programs and activities that are outside of the EE portfolio.

Figure 1: 2026-27 BayREN and MCE Single Family Program Decision Tree



For general program coordination, BayREN and MCE’s single family residential teams will continue to hold regular check-in calls. Ad-hoc meetings will also be scheduled to accommodate the potential need to resolve any urgent issues that may arise. Standing agenda items include program updates, uptake, challenges, contractor issues, data transfer, and marketing campaign plans. Through administrator staff and their respective program implementers, program participation data will be shared on a regular basis to ensure that double-dipping does not occur.

Residential – Multifamily

BayREN Program Summary (BayREN02) Bay Area Multifamily Building Enhancement (BAMBE)

The Bay Area Multifamily Building Enhancement (“BAMBE”) program supports energy efficiency and electrification upgrades in properties across the Bay Area, including those in the shared MCE service area. The program currently provides comprehensive, customized technical assistance and significant rebates to assist property owners in making energy efficiency and electrification upgrades to their buildings, from initial assessment through construction. The program is currently implemented by the Association for Energy Affordability (“AEA”).

The program aims to dedicate the majority of its resources to:

- Small (<50 units), below-market rate (UAH/NOAH and deed-restricted) multifamily properties who face greater barriers to making upgrades (e.g. lower operating budgets, older buildings and systems) and/or participating in energy programs (e.g. independent owners who lack awareness of incentive programs).
- Properties disproportionately burdened by air quality, high heat, and housing costs.
- Properties willing to electrify gas end uses including hot water, space heating, and cooking

In 2025, BAMBE implemented eligibility updates and incentive caps to prudently manage its incentive budget. BAMBE also provides a Loan Referral Service (“LRS”) that directs property owners to appropriate sources of financing including but not limited to private sector financing products, PG&E’s on-bill financing (“OBF”) Program (described below), and CAEATFA’s GoGreen Financing.

In 2026, MCE launched a new multifamily energy efficiency program serving market-rate properties, in addition to the existing program serving deed-restricted affordable housing properties. Both programs are currently implemented by AEA and are described below.

MCE Program Summary (MCE01) Multifamily Energy Savings (MFES) Equity Program

The MFES Equity Program provides residential energy efficiency and electrification improvements to deed-restricted affordable multifamily housing in MCE’s service area. The program provides no-cost technical assistance and incentives to property owners and tenants to support the adoption of comprehensive high-efficiency electrification and energy efficiency measures in existing buildings. The program supports efforts to decarbonize and increase energy efficiency in affordable multifamily buildings and in vulnerable communities, particularly those that have been traditionally underserved by market-rate and income-qualified energy efficiency programs.

Technical assistance includes no-cost property assessments, project scoping, and assistance throughout the project lifecycle. Incentives help offset the cost of energy efficiency and electrification upgrades using a program design that balances program costs and property owner and tenant benefits.

The program’s objectives are to:

- Offer electrification and energy efficiency incentives to deed-restricted affordable housing properties, reaching more multifamily communities in MCE’s service area
- Support property owners in initiating electrification and energy efficiency upgrades through targeted, high impact measures
- Provide customized technical assistance to guide projects from initial assessment through construction

- Reduce market barriers by bridging the funding gap for electrification and energy efficiency retrofits.

MCE Program Summary (MCE01-R) Multifamily Energy Savings (MFES) Resource Program

The MFES Resource Program is designed to deliver cost-effective energy savings in the multifamily sector by expanding access to electrification incentives beyond deed-restricted affordable housing. The program provides technical assistance and incentives to multifamily property owners and tenants in MCE’s service area to support the adoption of high-efficiency electrification measures, with a targeted focus on heat pump HVAC, heat pump water heating, and induction stoves.

The MFES Resource Program services include no-cost property assessments, development of project scopes, and ongoing assistance throughout the project lifecycle. Program participants receive rebates to help offset the cost of electrification upgrades, with program design structured to balance meaningful incentives with cost-effectiveness requirements.

The program’s objectives are to:

- Extend access to electrification incentives beyond deed-restricted affordable properties, reaching more multifamily communities in MCE’s service area
- Support property owners in initiating electrification through targeted, high-impact measures
- Provide customized technical assistance to guide projects from initial assessment through construction
- Reduce market barriers by bridging the funding gap for electrification retrofits

Table 2: Similar BayREN and MCE Multifamily Programs

	BayREN	MCE	
Program Name	Bay Area Multifamily Building Enhancement (BAMBE)	Multifamily Energy Savings (MFES) Equity	Multifamily Energy Savings (MFES) Resource
Eligible Measures	Heat Pump Water Heating, Heat Pump Space Heating & Cooling, Induction Ranges & Cooktops, Recirculation Controls, Low-Flow Fixtures. Attic Insulation, Other Approved Deemed Measures	Heat Pump Water Heating, Heat Pump Space Heating & Cooling, Induction Ranges & Cooktops, Recirculation Controls, Low-Flow Fixtures, Attic Insulation, Clothes Washers, Other Approved Deemed Measures	Heat Pump Water Heating, Heat Pump Space Heating & Cooling, Induction Ranges & Cooktops

2026 & 2027 Combined Budget	\$18,447,947	\$1,616,568	\$1,795,492
Target Audience	Older, unsubsidized affordable housing (UAH aka NOAH) and deed-restricted affordable housing <50 units	Deed-restricted affordable multifamily property owners in MCE's service area	Multifamily property owners and tenants in MCE's service area
Resource/Equity /Market Support	Resource	Equity	Resource

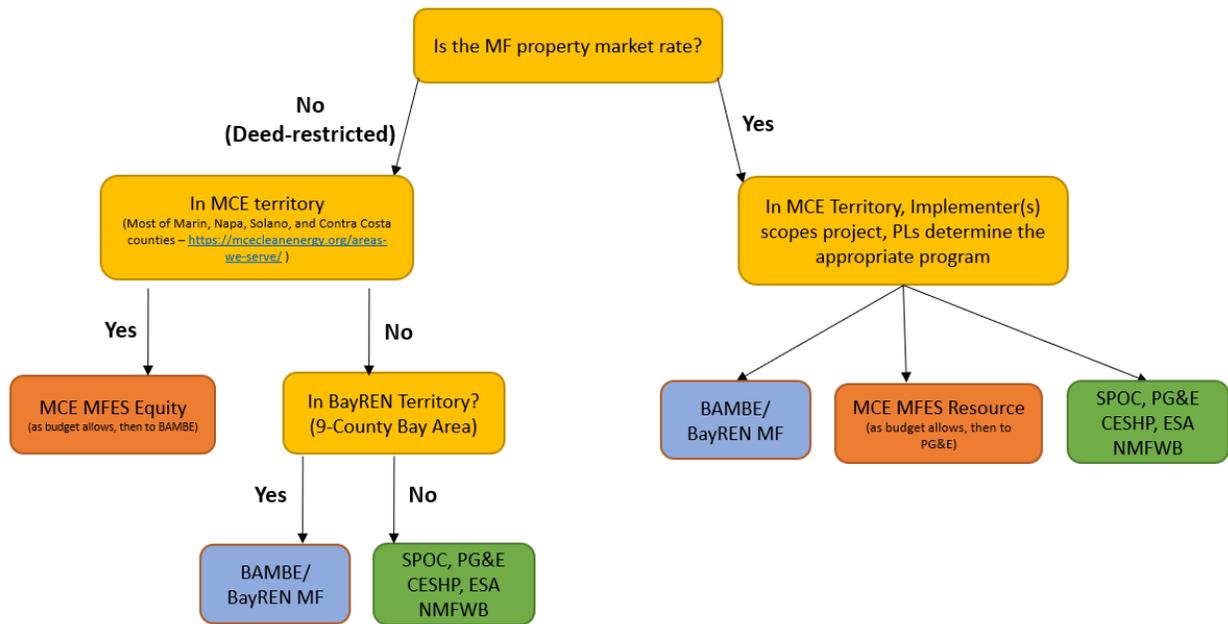
Program Differences and Coordination Protocols

BayREN and MCE both offer multifamily programs in the Bay Area. BayREN's BAMBE program will prioritize populations for which it has been difficult to obtain savings – this includes small properties containing less than 50 units (UAH/NOAH and DRAH) in program-determined burden zones disproportionately affected by air quality, high heat, and housing costs. MCE will continue to serve deed-restricted properties while expanding to serve market rate properties that need additional technical support and rebates to make energy upgrades viable. BayREN and MCE will collaborate with their program implementer and Program Leads will determine the appropriate program for projects, considering the customer's needs, such as the highest incentive level, and prioritizing measures that will improve the health, safety, comfort and efficiency of the property's units and common areas.

MCE also offers a multifamily residential strategic energy management (SEM) program that focuses primarily on behavioral, retro-commissioning, and operational measures. There is no measure overlap between SEM and BAMBE, but BayREN is interested in the SEM program's service to the MF sector so MCE will share program progress and lessons learned at coordination meetings, as appropriate.

BayREN and MCE multifamily programs will coordinate to minimize potential customer confusion and optimize customer benefits. The program implementers will determine if a project is a better fit for MCE, BayREN, or a combination of the two when possible, utilizing the rationale outlined in the decision tree below (Figure 2). The programs will coordinate outreach strategies and plans will be shared and discussed prior to implementation.

Figure 2: 2026-27 BayREN and MCE Multifamily Programs Decision Tree



Residential – Statewide

BayREN Program Summary (BAY_SW_HESC) Home Energy Score (HES) California

In 2026, BayREN launched the statewide Home Energy Score (HES) California program – a single-family residential market support program. The HES California program utilizes the U.S. Department of Energy Home Energy Score and tool, which consists of an in-person assessment performed by a certified individual and the delivery of the HES report. The HES report, which has been customized to better serve the California market, provides the home’s energy score from 1-10, with 5 being an average home and 10 the most efficient, estimated GHG emissions and energy costs, as well as customized recommendations for making efficiency and electrification improvements and connections to resources to make upgrades. This simple home evaluation tool provides information to homeowners in order to start their energy efficiency journey. BayREN offers a \$250 incentive for voluntary completion of scores (i.e., if not mandated by a local government, such as the City of Berkeley). The HES California program also supports the workforce of energy efficiency professionals by training certified HES Assessors, many of whom are in adjacent industries, such as HERS raters or home inspectors.

While newly launched statewide, BayREN has delivered an HES program in the Bay Area since 2018 under the Green Labeling program, including in MCE’s service area. The offerings within the Bay Area will continue unchanged with the statewide program. Therefore, there continues to be no overlap or substantially similar program with those offered by MCE.

Cross Sector Coordination

Workforce Education & Training (WE&T)

BayREN Program Summary (BayREN09) Climate Careers

The BayREN Workforce Education and Training (WE&T) program, Climate Careers, implemented by Rising Sun Center for Opportunity, seeks to address workforce needs and fill gaps in the labor market with a youth workforce development program that focuses on youth, ages 15-24, from low-income households and with an emphasis on opportunity youth. The Climate Careers program offers opportunities for youth for personal autonomy, positive relationships with peers and adults, and a sense of meaning and purpose, all of which build personal resilience and prepare the new generation of workers. The program accomplishes this through three stages:

1. Youth Workforce Development:
 - a. Provides on-the-job skills training, installation training, teamwork, customer service, time management, and more. All in service of the Green House Call program.
 - b. Provides upskilling and professional skill advancement through career panels, environmental justice training, and professional development workshops covering topics such as resume writing, mock interviews, cover letters, networking, and financial management.
 - c. The Green House Call program simultaneously serves as a direct install energy efficiency program, as well as an outreach and customer acquisition mechanism for the BayREN EASE Home program.
2. Post Programmatic Pathways:
 - a. Upon completion of the Green House Call portion of the program, the Climate Careers participants continue with paid externship placements.
 - b. Externship placements are with climate and energy related employers, not just EE contractors.
 - c. Placements enable participants to gain real life, first-hand career experiences in positions.
 - d. The intent is to enable youth to explore the wide variety of career options in climate-related fields, while building their resumes, expanding their professional networks, and preparing them for future workforce successes.
3. Future Placement:
 - a. Upon completion of the externship portion of the program, the Climate Careers program will culminate, ideally, with full time employment opportunities with partner agencies.
 - b. The intent is to transition youth into full time opportunities with the same partners that provided them with the externship. If opportunities are not

immediately available, Climate Careers aims to provide support and resources to youth participants post program that will enable them to transition into an energy and/or green career.

- c. The program will also increase the number of individuals with the needed workforce skills and fundamentals required for long and successful careers in sectors experiencing a labor shortage.

Youth participants in the Climate Careers program conduct Green House Calls as their paid on-the-job work experience. Green House Calls are no-cost residential water and energy assessments in the Bay Area. The visit consists of three portions: 1) Basic energy and water assessment of the home, 2) installation of energy and water saving measures and 3) resource and education sharing. Green House Calls are offered to targeted households; including seniors, renters and households where English is not the primary language. Green House Calls directs customers to broader resources, such as the EASE Home program.

In 2026-2027, BayREN may explore additional WE&T pilot projects that support contractor electrification readiness across the Bay Area. BayREN will continue to coordinate with MCE, PG&E, and other contractor training providers to ensure activity is complementary, rather than duplicative.

MCE Program Summary (MCE16) Green Workforce Pathways

MCE's Green Workforce Pathways program helps electrification achieve deeper market penetration by assisting contractors to develop and refine their expertise in electrification technologies, as well as to match job seekers with electrification contractors seeking to hire new staff.

The Program is designed to leverage industry and stakeholder expertise and experience to provide:

1. Long-term, relevant education and training opportunities for the existing energy efficiency contractor workforce, and
2. On-ramping opportunities for job seekers into sustainable and long-term career paths

MCE will achieve these goals through the following methods:

1. Industry roundtables and ongoing outreach to energy efficiency industry professionals, workforce development groups, Community-Based Organizations (CBO), and local governments
2. Education and in-the-field technical training opportunities for contractors, energy efficiency (EE) professionals, and trainees

3. Individualized job seeker support towards a career in the energy efficiency industry, including interview and resume coaching, connections with local industry experts, and paid training opportunities with local contractors
4. Identification and removal of barriers faced by contractors seeking to upskill their staff and grow their business by providing onboarding support, personalized education and training, and stipends to defray costs of training

MCE has contracted with AEA and Strategic Energy Innovations (SEI) to implement this program.

Building electrification, EE contractors, job seekers and CBO partners can participate in MCE's GWP program. MCE regularly coordinates on education and training offerings with PG&E, BayREN, and regional workforce education and training agencies. MCE's GWP program's education and training offerings include in-the-field technical training opportunities for contractors, online and in-person educational workshops covering electrification and home performance topics.

Table 3: Similar BayREN and MCE Workforce Education and Training Programs

	BayREN	MCE
Program Name	Climate Careers	Green Workforce Pathways
Eligible Measures/ Offerings	Youth jobs via in-person Green House Calls (energy and water use assessment and installations of measures) and multi-tiered education curriculum (professional development, eco-literacy and financial literacy) with post-program support (externships) for job pathways and opportunities	Building Electrification Workshops, Field Meetings with Contractors, Support for Job Seekers, Contractor Job Seeker Paid Work Experience
2026 & 2027 Combined Budget	\$6,719,326	\$1,241,840
Target Customer	Youth, ages 15-24, from low-income households and with an emphasis on opportunity youth	EE and electrification contractors, job seekers, public
Target Implementer	Partner agencies and employers in the climate and energy sector for youth workforce and career opportunities	EE/electrification trainers and workforce development programs to support job seekers
Resource/Equity/Market Support	Equity	Market Support

Non-Residential Sector Coordination

Non-Residential – Commercial

The BayREN Small and Medium Business (SMB) Program consists of two subprograms: BayREN Business and BayREN Refrigerant Replacement (BRRR).

BayREN Program Summary (BayREN06) BayREN Business

BayREN Business is a resource acquisition program serving SMB using population-level, normalized metered energy consumption (“NMEC”) approach. The program began in 2020 and by 2022, it shifted from using a single implementer to an implementer offering a marketplace with multiple aggregators (installation contractors) to deliver whole-building energy efficiency services. In June 2023, BayREN Business refined its focus by exclusively serving Hard-to-Reach (“HTR”) small businesses with energy use of equal or less than 150,000 kWh or equal and less than 50,000 therms annually.

Using data-driven targeting, BayREN Business identifies eligible customers and offers comprehensive technical assistance and bundled measure packages tailored to their needs. Target sectors include retail, professional offices, restaurants, gyms/multi-use buildings, auto services, and grocery/convenience stores.

Within MCE’s service area, BayREN Business will mostly focus on HTR businesses¹⁴. For background, a commercial customer is considered HTR if the business is in a DAC¹⁵ or is outside of the Bay Area Statistical Metro Area,¹⁶ such as Sonoma County, and meets one of the criteria below. If the business is located outside a DAC or within the Bay Area Statistical Metro Area, the customer is considered HTR only if all of the criteria below are met.

- Language – primary language spoken is other than English
- Size – less than 25 employees and/or classified as “Very Small” (customer whose annual electric demand is less than 20 kW or whose annual gas consumption is less than 10,000 therms)
- Leased or rented facilities – Investments in improvements to a facility rented or leased by a participating business customer

¹⁴ D.23-06-055, pg. 52-54, Hard To Reach definition: [512907396.PDF](#)

¹⁵ A DAC is in the top 25th percentile according to CalEnviroScreen 4.0: <https://experience.arcgis.com/experience/11d2f52282a54ceebcac7428e6184203/>

¹⁶ The Bay Area Statistical Metropolitan Area—formally known as the San Francisco–Oakland–Berkeley Metropolitan Statistical Area (MSA)—is a U.S. Census–defined region that includes the following counties:

Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara and Solano.

In addition, businesses located in California Native American Tribes' territory and businesses owned/operated by the tribe or tribe members are HTR.

In 2026, BayREN Business will expand its eligibility criteria to serve more businesses. First, the program will raise the annual electricity consumption threshold from 150,000 kWh or less to 300,000 kWh or less while keeping the 50,000 therms annual limit. Second, it will also expand eligibility to serve both HTR and non-HTR businesses in DACs and Low-Income Communities ("LICs").¹⁷ Businesses outside these communities must continue to meet HTR criteria to qualify.

Also, in 2026, BayREN Business intends to increase the number of projects with fuel-substitution measures. The program will prioritize replacing natural gas water heaters under 80 gallons with 120VAC or 240VAC heat pump water heaters in SMCB with low hot water demand like offices and retail stores.

Energy Savings – BayREN Business will continue to provide energy efficiency technical assistance and incentives to HTR businesses, as well as to HTR and non-HTR businesses located in DACs or LICs. Participating businesses will also have access to referrals to other utility and CCA energy efficiency programs. Through collaboration with BayREN Business aggregators and program staff, business owners, property owners, and property managers will receive easy-to-access technical assistance focused on bundling cost-effective measures.

Program Referral – BayREN Business recognizes that not all businesses are well suited for an NMEC program or meet the HTR eligibility outside of DACs and LICs. For instance, eligible participants must have a stable energy consumption baseline, as fluctuations can negatively affect measured energy savings performance. Businesses with unstable baselines are best served by direct-install or point-of-sale rebate programs.

Accordingly, through the BayREN Building Performance Advisor¹⁸, the program provides referrals to complementary energy efficiency and financing programs (e.g., MCE's current commercial program to the benefit of the customers). These referrals also support other ratepayer-funded programs achieve the five percent small commercial penetration target in D.18-05-041.¹⁹

¹⁷ Low-income communities are shown on the California Climate Investments Priority Populations [map](#).

¹⁸ The BayREN Building Advisor is a neutral, third-party advisor that provides technical assistance and program referrals – including programs of other program administrators – to small, medium and hard-to-reach businesses.

¹⁹ D.18-05-041, p. 28.

BayREN Program Summary (BayREN10) BayREN Refrigerant Replacement (BRRR)

The BayREN Refrigerant Replacement (“BRRR”) Program is a direct-install equity program that replaces environmentally harmful refrigerants with less harmful refrigerants, including natural refrigerants. It also advances refrigeration energy efficiency retrofits and repairs using a direct-install approach. Participants typically incur little or no out-of-pocket costs and receive resources and training to do basic, do-it-yourself maintenance.

Within the MCE service area, BRRR will only serve small – and medium-sized businesses in the food and floral sectors. Eligible businesses must operate at least one but no more than three remote condensing refrigeration systems using high global warming potential refrigerants (GWP greater than 1,800). Businesses must be independently owned or part of a chain with no more than ten (10) Bay Area locations.

Examples of eligible food service businesses include sit-down and take-out restaurants, small grocery and corner stores, bars, and community kitchens. All participating businesses must qualify as HTR using the same criteria as the BayREN Business program. Businesses that do not qualify as HTR must instead satisfy the geographic eligibility requirement by being in a DAC or LIC.

In addition to repairing refrigerant leaks and replacing environmentally harmful refrigerants, BRRR will provide technical assistance, contractor referrals, basic do-it-yourself maintenance guidance, and deemed energy efficiency incentives. The program will recruit refrigerant contractors locally to deliver direct-install services. To sustain project benefits, program staff will also offer in-person or online basic maintenance training.

MCE’s commercial programs which have potential for overlap with BayREN programs consist of the Energy Management Program, the Flex Market Program and the Small Business Energy Management Program.

MCE Program Summary (MCE02A-C) Energy Management

MCE’s Energy Management program consists of subprograms which deliver Custom, Deemed and Strategic Energy Management (SEM) measures to our commercial customers.

MCE Program Summary (MCE02A-B) Energy Management: Rebates to Complete Capital Projects

Energy Management provides MCE’s agricultural, industrial, and large commercial customers with site energy audits, project development support, and rebates for installing energy saving equipment.

MCE Program Summary (MCE02C) Strategic Energy Management

SEM offers a long-term approach to help businesses save money, earn financial incentives, and better manage their energy usage. Participants can access cohort-style training, onsite

assessments, individual coaching, and peer-to-peer learning to build a stronger energy culture within their organization. SEM has a special focus on finding opportunities to change how existing equipment is used (as opposed to installing new equipment) that have little to no-upfront cost but result in significant bill savings for the customer. SEM projects report on annual savings with detailed energy models to capture changes made to equipment or operations from the previous year.

MCE Program Summary (MCE02D) Commercial Flex Market

MCE's Commercial and Residential Efficiency Market Programs provides energy efficiency incentives directly to project developers or contractors known as aggregators. The incentives are based on metered energy savings, instead of traditional energy efficiency programs, which utilize deemed or custom models. As a result, these programs do not limit the technology or energy saving strategies implemented, resulting in the opportunity to maximize energy efficiency and load-shifting projects.

As the incentive is paid directly to the aggregator, the value is passed along to the customer in the way that best drives the success of the project, either by buying down upfront costs or through performance-based payments.

MCE Program Summary (MCE02E) Small Business Energy Advantage

MCE's Small Business Energy Advantage program serves MCE's small and medium businesses located in DACs and low-income neighborhoods with the goal of delivering meaningful bill savings and other non-energy benefits. The program objectives include:

- Filling gaps in services that are not currently provided by other MCE programs;
- Providing solutions that complement or leverage existing programs in MCE's service area
- Sustained energy efficiency benefits, as well as those focused during the summer peak period of 4-9pm June – September
- Providing on-going technical support, commissioning, and training
- Reducing cost barriers to install EE measures by offering incentives that result in little or no customer copays
- Increasing equitable access to program resources through strategic outreach and engagement strategies that focus on marketing efforts in DAC and Low-income communities
- Focusing on Non-Energy Benefits ("NEBs"), including methodologies to quantify their value.

Table 4: Similar BayREN and MCE Commercial Programs

Program Name	BayREN		MCE		
	BayREN Business	BayREN Refrigerant Replacement	Energy Management	Small Business Energy Advantage	Commercial Flex Market
Eligible Measures	Advanced Metering Systems, Boiler Plant Improvements, Energy Management Control System, Building Envelope Modifications, Electric Motors and Drives, Energy/Utility Distribution Systems, Energy Related Process Improvements, Lighting Improvements, HVAC maintenance and replacement, Air Ionization Systems (to reduce build up at fan coils), Appliance and Plug-Load Reductions, Refrigeration & Food Service Equipment, Water and Sewer Conservation Systems, Heat Pump Water Heaters	Refrigeration and Food Service equipment improvements; direct replacement with synthetic and natural refrigerants; and refrigeration system maintenance training and tools	Lighting and lighting controls, appliances, HVAC, Plug Load, Refrigeration, Water Heaters, Evaporator Fans, ECM Motors, VFDs, ASH controls, Advanced digital economizers, Refrigeration controls, Cooler doors, Electric motors	Lighting and lighting controls, HVAC, Plug Load controls, Pipe insulation, Refrigeration retrofits, Water Heaters, Evaporator Fans, ECM Motors, VFDs, Refrigeration controls, Cooler doors, Electric motors, Window film, Heat pumps	Lighting and lighting controls, appliances, HVAC, Plug Load, Refrigeration, Water Heaters, Evaporator Fans, ECM Motors, VFDs, ASH controls, Advanced digital economizers, Refrigeration controls, Cooler doors, Electric motors

2026 & 2027 Combined Budget	\$ 9,718,478	\$9,577,530	\$3,037,895	\$1,076,514	\$15,207,952
Target Audience	Bay Area business and property owners and managers of small- and medium-sized HTR businesses, as well as both HTR and non-HTR food and floral businesses located in DACs and LICs, and their contractors	Bay Area business and property owners and managers of small- and medium-sized HTR food and floral businesses, as well as both HTR and non-HTR food and floral businesses located in DACs and LICs, and their contractors	All commercial customers in MCE's service area.	Independently owned and operated businesses (5 or less locations) <50kW that are located in Disadvantaged Communities and Low Income Census tracts and/or meet the criteria for Hard to Reach (HTR)	All commercial customers in MCE's service area.
Resource/Equity/ Market Support	Resource	Equity	Resource	Equity	Resource

Program Differences and Coordination Protocols

While BayREN and MCE both offer programs targeting SMBs, the programs have several differentiating factors, namely project delivery models, energy saving calculation methods, business models, target sectors, and associated payment pathways.

The key differentiators for BayREN Business include the following: a project delivery model where aggregator partners develop projects directly with customers; a specific focus on HTR businesses and businesses located in DACs and/or LICs with low and medium annual energy consumption thresholds; an incentive structure that provides upfront incentives based on energy savings estimates followed up by incentives for metered savings in compliance with Commission-approved NMEC methods; and businesses must have at least 12-months of energy consumption data *and* the data must meet a goodness-of-fit criteria. MCE's commercial programs, on the other hand, serve all businesses, including, but not limited to, SMB customers. MCE's programs provide four pathways for participation: deemed, custom, NMEC and SEM. MCE does not offer a site-specific NMEC pathway but is instead leveraging population-level NMEC under its Commercial Flex Market sub-program.

Notably, the business models of the two NMEC programs are different. MCE's NMEC program is focused on the procurement of cost-effective energy efficiency: rather than

provide set incentive levels, payment rates, or qualifying products, the program pays on the Avoided Cost Calculator (“ACC”) value of a project. This provides a pathway for a relatively diverse group of participating vendors and offers meaningful flexibility to those vendors in determining the customers and reasonable measures.

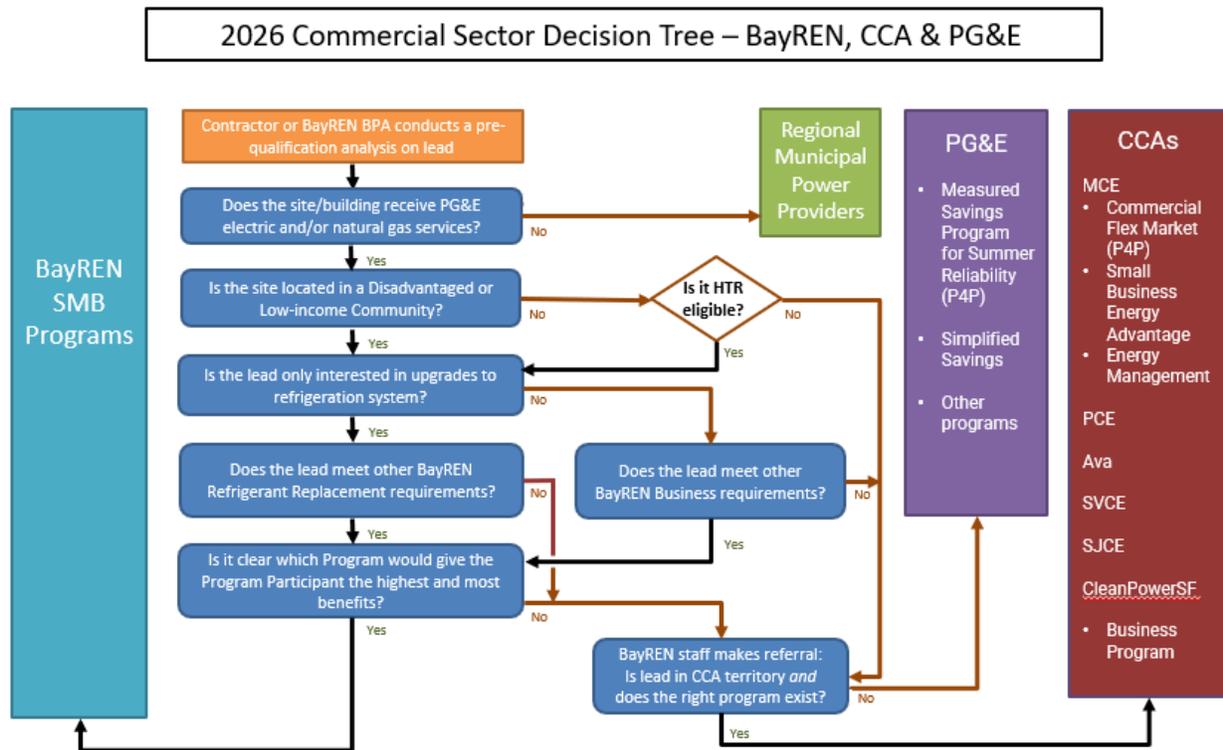
On the other hand, BayREN Business relies on multiple aggregators to deliver energy savings based on Total System Benefit value and effective useful life of the measures. Finally, BayREN Business will serve HTR businesses regionwide and both HTR and non-HTR businesses in DACs and LICs. All HTR projects will comply with the latest CPUC HTR definition.

The Small Business Energy Advantage program focuses on businesses under 50 kW that operate in Disadvantaged Communities and low-income census tracts. The program is a combination of energy efficiency education, direct-install measures as well as incentives for energy savings projects. The Program Implementation Plan, providing greater program detail, was published in 2024.

The BRRR program narrowly focuses on small and medium food and floral sector establishments with HTR and geographic eligibility criteria like those of the BayREN Business program. Therefore, BRRR’s pool of eligible businesses in MCE service area is expected to be small with little to no overlap in services.

For general program coordination, the BayREN and MCE program managers will continue quarterly calls to ensure complimentary program development, identify areas of potential coordination, and to eliminate potential double-dipping on ratepayer funds. Specifically, BayREN and MCE will securely share lists of projects (in MCE service area) underway to prevent double-dipping. Coordination between BayREN, MCE and PG&E third-party programs are detailed in each program’s Implementation Plan (IP) filed here: <https://cedars.sound-data.com/>. BayREN and MCE will follow the IPs as guidance for how to reduce any possible customer confusion and avoid double-dipping if a customer was previously served. To simplify the process of avoiding double-dipping, BayREN Business, BRRR, and MCE’s Commercial programs will not serve any customer who has participated in a ratepayer-funded EE rebate program during the twelve months of the customer’s baseline period.

Figure 3: Commercial Sector



Non-Residential – Public

In 2024, BayREN launched two new programs to serve the public sector: the Integrated Energy Services (IES) Program and the Targeted Decarbonization Services (TDS) Program. BayREN's public sector programs help local governments and special districts reach their energy goals, focusing on reducing energy use and global warming emissions for their facilities and Community Resilience Centers.

BayREN Program Summary (BayREN11) Integrated Energy Services (IES)

The Integrated Energy Services (IES) program addresses local governments' needs to find integrated solutions to achieve their energy goals by coordinating existing and emerging programs addressing energy efficiency and Integrated Demand-Side Management (IDS) measures including demand response and distributed energy resources. The IES program includes an Energy Concierge service which includes collecting information on all energy-related incentives, financing, and technical assistance offerings available to local governments and special districts in the Bay Area and then helping local government and special district staff to find and apply for the best offerings for the projects they want to do. The IES program also includes an Energy Roadmapping service that provides utility bill analysis, site energy audits, and engineering assessment for public buildings to develop a high-level set of recommended energy efficiency, electrification, DR, and DER actions as

needed to meet local energy goals. Roadmaps include recommendations for phasing and describe the specific actions needed for implementation.

BayREN Program Summary (BayREN12) Targeted Decarbonization Services (TDS)

The Targeted Decarbonization Services (TDS) program aims to build the market for decarbonization equipment and technologies, and to demonstrate the feasibility of decarbonization in municipal buildings through improved information, education, and financing for local governments. The TDS program includes a Decarbonization Showcase service that enrolls municipal buildings to pilot and demonstrate approaches to building decarbonization and collects and shares real-world data. BayREN's TDS Program also includes a Decarbonization Education and Financing service which engages local government and special district staff to educate them about decarbonization equipment and strategies for financing it. This service also analyzes available funding and financing mechanisms to identify and address barriers to the adoption of building decarbonization equipment.

MCE Program Summary

MCE's Energy Management program consists of subprograms which deliver Custom, Deemed and Strategic Energy Management (SEM) measures to our commercial customers as described in the non-residential commercial section above. This program also serves public sector participants.

Program Differences and Coordination Protocols

BayREN's IES and TDS programs do not have a comparable or equivalent program to those offered by MCE. BayREN will coordinate with MCE's non-residential Energy Management program to share program progress and lessons learned at quarterly coordination meetings, as appropriate. Additionally, BayREN's IES program regularly coordinates with MCE through the Energy Concierge service to ensure the program details for all of MCE's public sector programs are up to date when referring Energy Concierge participants to MCE programs for their public building projects.

Appendix

Appendix A: BayREN Program Compliance with D.12-11-015 and D.19-12-021

Check D.12-11-015 and D.19-12-021 Threshold Criteria that apply for each program	Comparable MCE Program, if applicable	1. Activities that utility or community choice aggregator (CCA) program administrators cannot or do not intend to undertake.	2. Pilot activities where there is no current utility or CCA program offering, and where there is potential for scalability to a broader geographic reach, if successful.	3. Activities serving hard-to-reach markets, whether or not there is another utility or CCA program that may overlap.
BayREN Single Family (BayREN08)	Single Family Direct Install (MCE08)			XX
BayREN Green Labeling (BayREN07)	N/A	XX	XX	
BayREN BAMBE (Multifamily) (BayREN02)	Multifamily Comprehensive (MCE01)			XX
BayREN Commercial Business (BayREN06)	Commercial Upgrade (MCE02)	XX	XX	XX
BayREN Commercial BRRR (BayREN10)	MCE02	XX	XX	XX
BayREN Integrated Energy Services (BayREN11)	N/A	XX	XX	
BayREN Targeted Decarbonization Services (BayREN12)	N/A	XX	XX	
BayREN Codes and Standards (BayREN03)	N/A	XX	XX	
BayREN Workforce Education & Training (BayREN09)	Workforce Education & Training	XX		XX
BayREN Statewide Home Energy Score (HES) California (BAY_SW_HESC)	Statewide Residential	XX		

Appendix B: BayREN 2026-2027 Program Portfolio Summary

REN Program Unique ID	Sector	2026-2027 Combined Program Budget	Eligible Measures
BayREN Single Family (BayREN08)	Residential	\$21,109,068	Duct Sealing, Deeply Buried Ducts, Attic Insulation & Air Sealing, Wall Insulation, Smart Thermostat, Weatherstripping, Bathroom and Kitchen Vent Replacements, Necessary Remediation Measures
BayREN Green Labeling (BayREN07)	Residential	\$2,061,633	N/A
BayREN Multi-Family (BayREN02)	Residential	\$18,447,947	Envelope, HVAC, DHW, lighting, and appliance measures – requires multiple measures, targeting 15-20% savings.
BayREN Business (BayREN06)	Commercial	\$9,718,478	Lighting and lighting controls; business equipment and appliances; refrigeration components and controls; heating and air-conditioning equipment; hot-water heaters and heat-pumps; building weatherization.
BayREN BRRR (BayREN10)	Commercial	\$9,577,530	Refrigeration measures, environmentally friendly refrigerants including natural refrigerants, refrigerant recycling, and maintenance training and resources.
BayREN Integrated Energy Services (BayREN11)	Public	\$2,035,586	N/A
BayREN Targeted Decarbonization Services (BayREN12)	Public	\$3,814,443	N/A
BayREN Codes and Standards (BayREN03)	Cross-cutting	\$3,432,690	N/A
BayREN Climate Careers Workforce Education & Training (BayREN09)	Cross-cutting	\$6,719,326	In person Green House Calls and virtual EE kits: LED Lamps, Water Faucet Aerators, Low Flow Showerheads, Tier II Power Strip, smart plug, night light, toilet dye tabs, electrical outlet foam gaskets
BayREN Statewide Home Energy Score (HES) California (BAY_SW_HESC)	Statewide Residential	\$9,067,200	N/A

Appendix C: MCE 2026-2027 Program Portfolio Summary

CCA Program Unique ID	Sector	2026-2027 Combined Program Budget	Eligible Measures
Multifamily Energy Savings-Equity (MCE01)	Residential	\$1,616,568	Whole Building
Multifamily Energy Savings-Resource (MCE01-R)	Residential	\$1,795,492	Heat Pump Water Heating, Heat Pump Space Heating & Cooling, Induction Ranges & Cooktops
Residential Flex Market (MCE01d)	Residential	\$1,619,566	Lighting, HVAC, Water Heating, Building Envelope improvements, Control-based Technologies
Commercial Deemed (MCE02a)	Commercial	\$778,940	Behavioral, RCx, heat process measures, lighting, pumping, refrigeration, ventilation, irrigation, wastewater upgrades
Commercial Custom (MCE02b)	Commercial	\$200,000	Behavioral, RCx, heat process measures, lighting, pumping, refrigeration, ventilation, irrigation, wastewater upgrades
Commercial Energy Management (MCE02c)	Commercial	\$3,037,895	Lighting and lighting controls, appliances, HVAC, Plug Load, Refrigeration, Water Heaters, Evaporator Fans, ECM Motors, VFDs, ASH controls, Advanced digital economizers, Refrigeration controls, Cooler doors, Electric motors
Commercial Flex Market (MCE02d)	Commercial	\$15,207,952	Lighting and lighting controls, appliances, HVAC, Plug Load, Refrigeration, Water Heaters, Evaporator Fans, ECM Motors, VFDs, ASH controls, Advanced digital economizers, Refrigeration controls, Cooler doors, Electric motors
Small Business Energy Advantage (MCE02e)	Commercial	\$1,819,386	Lighting, water heaters, HVAC, refrigeration, building envelope
Single Family Home Energy Savings (MCE08)	Residential	\$5,991,062	Lighting, Appliances, HVAC Controls, Water Heaters, low flow showerheads, shower restriction valve (TSV), kitchen and bath aerators, electric heat pump
Green Workforce Pathways (MCE16)	Cross-Cutting	\$1,241,840	N/A