



Local Governments Empowering Our Communities

# Targeted Decarbonization Services

*Implementation Plan Review*

Alyssa Dykman | November 1, 2024

# Agenda

- TDS Overview
- Eligible Public Agencies
- Implementation Plan
- Target Customers
- Activities
- Key Performance Indicators
- Implementation Timeline
- Logic Model
- Budget

# TDS Overview

- Targeted Decarbonization Services (BayREN12)
  - Non-resource
  - Downstream
  - Market Support Segment
  - Public Sector
- Addresses barriers by providing technical/financial evidence and education on decarbonization technologies to facilitate public sector adoption.
- Consists of **two** subprograms: Decarbonization Showcase and Decarbonization Education and Financing

# Eligible Public Agencies



- Local jurisdictions and special districts\* in the BayREN territory (9 counties)
  - Alameda
  - Contra Costa
  - Marin
  - Napa
  - San Francisco
  - San Mateo
  - Santa Clara
  - Solano
  - Sonoma

\*All facilities with an electric and/or natural gas account serviced by PG&E that lists an eligible public agency as the customer on record within the program geographic territory are eligible

# Subprograms' Goals

## Decarbonization Showcase

- Enroll buildings to pilot and demonstrate various decarbonization approaches.
- Collect and share real-world data from enrolled projects.
- Provide technical and financial support, prioritizing projects serving equity priority communities.
- Gather data throughout design, construction, and operation stages, sharing across public agencies in the BayREN service area.
- Share findings through case studies, peer network calls, and webinars.
- Use Showcase data to assess and develop new metrics to communicate the full range of decarbonization impacts.

## Decarbonization Education and Financing

- Engage local government staff to familiarize them with decarbonization equipment operations, maintenance, and long-term outlook.
- Educate staff on strategies to monetize improvements for securing financing.
- Document and provide information on incentives and funding for decarbonization technologies.
- Seek additional non-ratepayer funding to support decarbonization efforts.
- Design and test effective incentive structures to promote widespread adoption.
- Potentially propose a new resource acquisition program focused on the public sector.

# Implementation Plan

- Original IP was presented with 2024-2031 Business Plan filing
- This draft reflects minor updates as BayREN prepares to launch program and incorporates additional content to support alignment with forthcoming IP Template 3.0

# Target Customers

- Primary target: local governments, focusing on staff responsible for sustainability, resilience, and capital projects
- Secondary target: local government special districts (e.g., regional parks agencies)
- Bay Area coverage: 109 local governments (cities and counties) and 419 special districts
- Prioritize facilities that serve **equity priority communities**

# Subprograms' Activities

## Decarbonization Showcase

- **Regional Specific Outreach:** Execute local and regional marketing activities tailored to BayREN's counties.
- **Select Candidate Projects:** Develop criteria and solicit innovative projects for inclusion in the Showcase.
- **Support Project Implementation:** Provide both technical and financial assistance to facilitate the implementation of high-impact technologies.
- **Produce Metrics:** Develop and propose metrics that effectively evaluate decarbonization technologies, enabling comparisons with traditional approaches.
- **Prepare Case Studies:** Create case studies that document real-world examples of decarbonization technology applications, enhancing staff knowledge and stakeholder engagement.

## Decarbonization Education and Financing

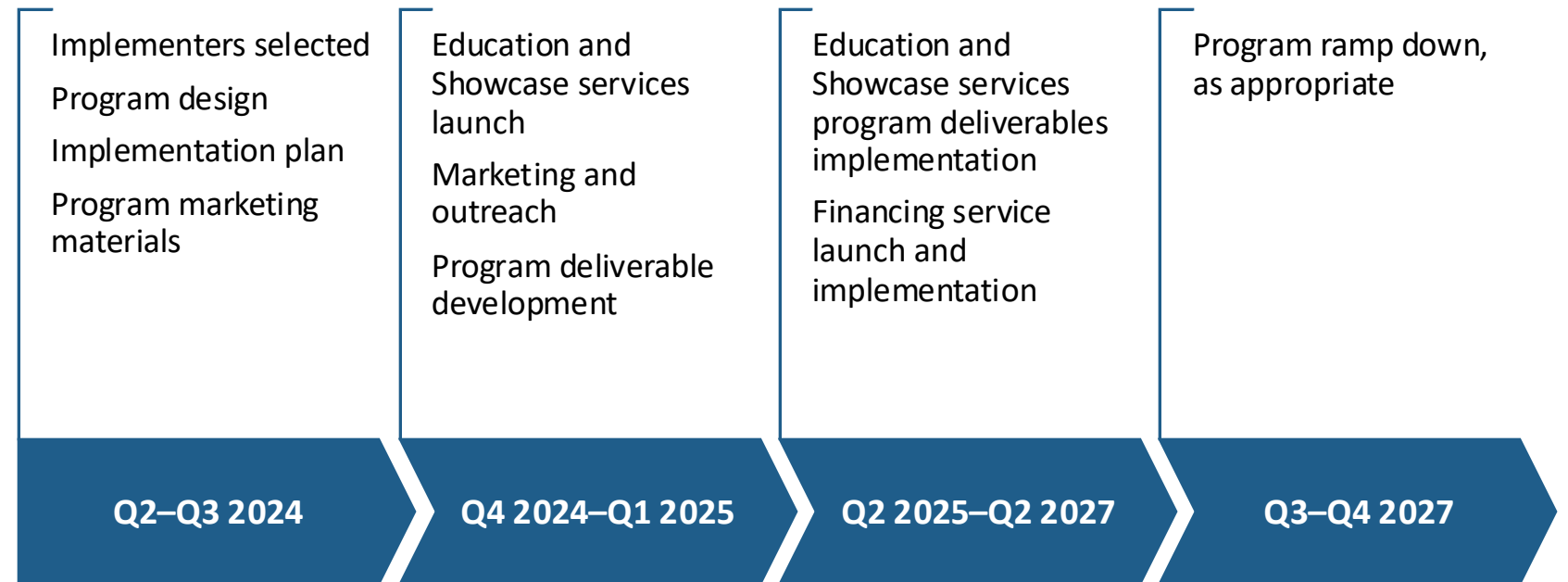
- **Regional Specific Outreach:** Execute local and regional marketing activities tailored to BayREN's counties.
- **Develop Partnerships:** Build relationships with technology and financial partners to leverage additional resources.
- **Structure Program to Test Incentive Designs:** Document and provide information on incentives and funding for decarbonization technologies. Design and administer incentives as trials on a small scale in the Bay Area.
- **Educate Local Government Staff and Test Incentives:** Provide educational workshops and outreach materials to local governments.
- **Assess, Report, and Consider Transition to Resource Acquisition:** Document lessons learned and develop recommendations for decarbonization incentive design.



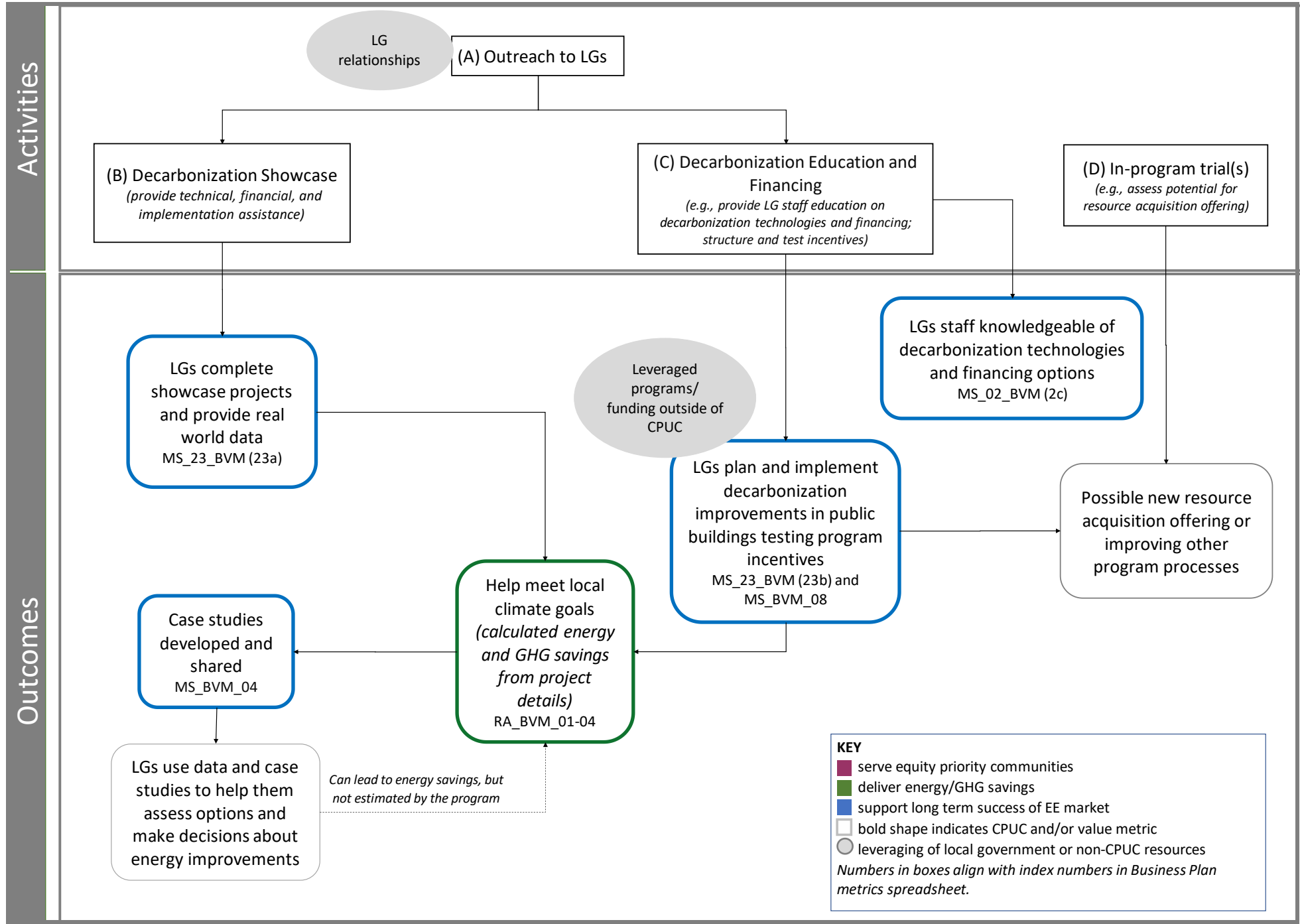
# Key Performance Indicators

Metric	Method	Frequency
Decarbonization Showcases Completed	Count of completed decarbonization showcases	Quarterly, Annually
Decarbonization Showcase Case Studies Developed and Shared	Count of case studies developed from decarbonization showcases	Quarterly, Annually
Local Government (LG) Staff Knowledgeable of Decarbonization Technologies and Financing Options	Count of staff within an LG (and LG consultants) to whom the program provided information on decarbonization technologies and financing options	Quarterly, Annually
Decarbonization Improvement Projects Implemented	Count of completed projects where LGs plan and implement decarbonization improvements in public buildings (testing program incentives)	Quarterly, Annually
Dollars Leveraged from Non-Ratepayers to Support Customer-Side Efficiency Programs	Amount of non-ratepayer capital invested in energy efficiency programs	Annually
Lifecycle Energy Savings (kWh)	Estimated net lifecycle kWh savings	Quarterly, Annually
Lifecycle Energy Savings (kW)	Estimated net lifecycle kW savings	Quarterly, Annually
Lifecycle Energy Savings (therms)	Estimated net lifecycle therm savings	Quarterly, Annually
Lifecycle Emissions Reduction	Estimated net lifecycle GHG reductions/savings (tons CO <sub>2</sub> )	Quarterly, Annually

# TDS Program Implementation Timeline



# Program Logic Model



# TDS Program Budget

	2024	2025	2026	2027	Totals
Administration	\$75,249.00	\$110,193.00	\$100,902.40	\$102,919.40	\$389,263.80
Implementation	\$562,044.00	\$668,654.00	\$815,533.00	\$1,044,360.00	\$3,090,591.00
Marketing	\$117,009.00	\$124,101.00	\$126,966.05	\$131,120.00	\$499,196.05
Incentives	\$0	\$246,488.00	\$490,655.00	\$490,655.00	\$1,227,798.00
<b>Totals</b>	<b>\$754,302.00</b>	<b>\$1,149,436.00</b>	<b>\$1,534,056.45</b>	<b>\$1,769,054.40</b>	<b>\$5,206,848.85</b>



# Thank you!

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