

SAN DIEGO
REGIONAL ENERGY NETWORK

Program Launch Webinar

Small Business Energy Coach

October 22, 2026

Housekeeping



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Q&A



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Agenda

1 Introductions and Background

2 Program Overview

3 How to Apply

4 Questions and Answers

Who We Are



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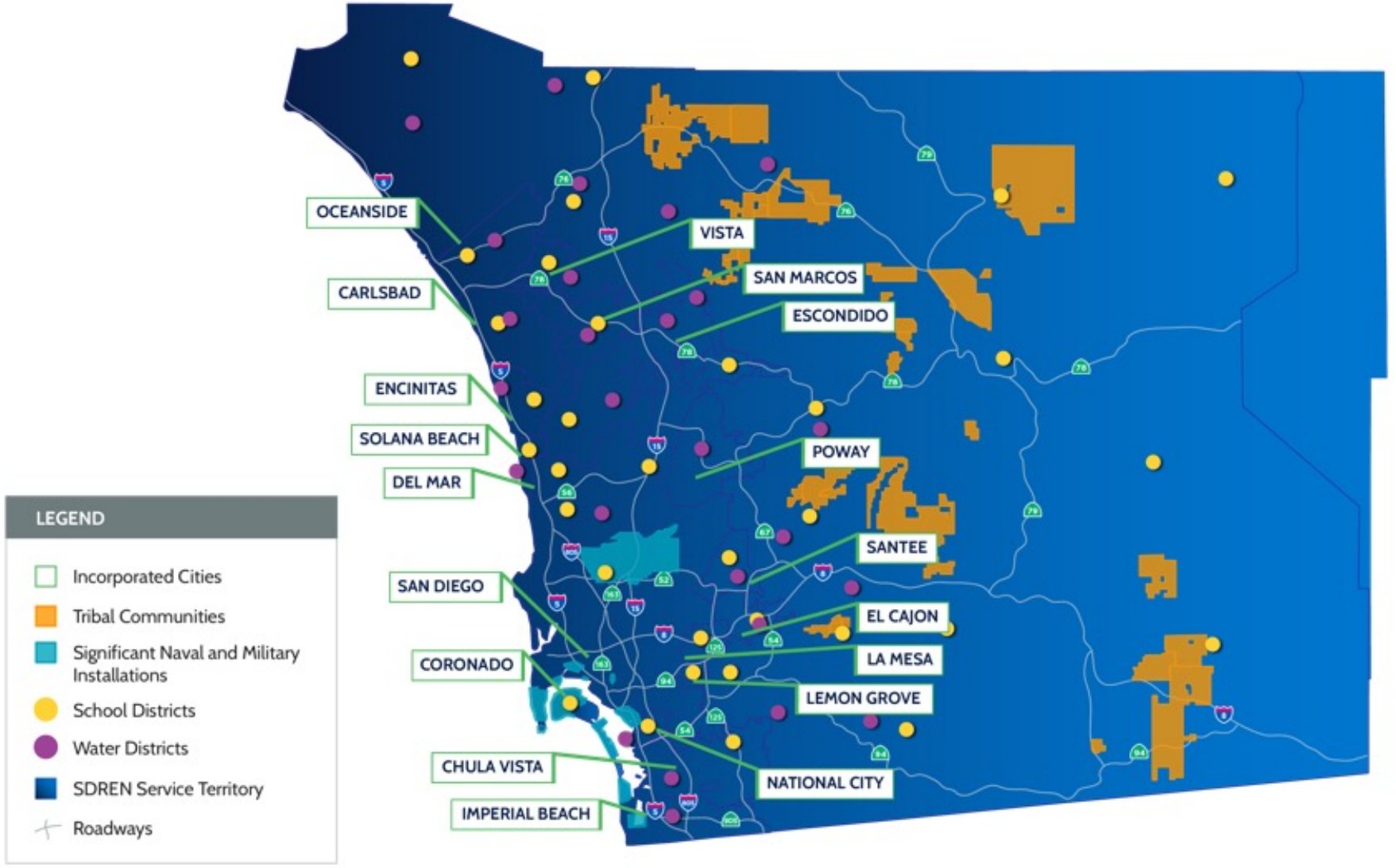
SAN DIEGO
REGIONAL ENERGY NETWORK

The San Diego Regional Energy Network (SDREN) makes it simpler for everyone in San Diego County to save energy and realize the benefits of a clean energy economy.

Led by San Diego Community Power in partnership with the County of San Diego, SDREN offers 10 energy efficiency programs that shape how people access clean energy solutions, while ensuring benefits reach every corner of the region.

SAN DIEGO COMMUNITY POWER | COUNTY OF SAN DIEGO

SDREN Service Territory





SDREN Small Business Energy Coach

Key Program Details

Program Name	Small- to Medium-Business Energy Coach
Program Segment	Equity
Program Type	Resource
Implementer Type	Third-Party Solicited
Market Sector	Commercial
Intervention Strategy	Technical Assistance, Direct Install
Total Program Budget	$9,888,089

Team

Environmental Innovations

Program Implementer

Community-Based Organizations

Support outreach, education and participant enrollment

Installation Contractors

Install eligible energy efficiency equipment



Program Overview

Small Business Energy Coach (SDREN-01-COM-SMB) helps small and medium businesses overcome barriers to energy efficiency, with a focus on underserved and hard-to-reach communities.

- A dedicated energy coach provides personalized guidance throughout participation.
- No-cost assessments and technical assistance identify energy-saving opportunities.
- Eligible energy efficiency upgrades are available at low-to-no cost.
- Coaches connect businesses to complementary energy efficiency programs, incentives, financing, and demand response opportunities.
- Energy education helps businesses reduce costs and explore electrification opportunities.



Target Audience

Regional Context

- An estimated 124,000 commercial utility accounts in SDREN's service territory have electric demand at or below 20 kW.
- Approximately 70,000 of these accounts may be in underserved communities, based on a geographic estimate.
- 86.5% of San Diego County employer establishments have fewer than 20 employees.

Target Audience

- Small and medium-sized businesses with electricity demand up to 200 kW.
- Business owners, tenants, landlords and property managers.
- Priority outreach to locally-owned, underserved businesses and those with fewer than 25 employees.

Program Strategies

- **CBO partnerships:** Work with community-based organizations (CBOs) and trusted local partners to reach underserved businesses, who may also provide in-language support where possible.
- **Personalized energy coaching:** Provide a dedicated energy coach to help each business navigate participation and reduce administrative barriers.
- **Energy assessments and technical assistance:** Identify energy-saving opportunities and develop recommendations suited to each business.
- **Direct installation and incentives:** Offer eligible energy efficiency upgrades at low-to-no cost through participating contractors.
- **Program coordination:** Participating businesses are connected to complementary programs, funding, and financing to maximize benefits and avoid duplicate incentives.
- **Energy education:** Help businesses understand energy use and adopt operating practices that reduce energy costs.
- **Recognition:** Help participants receive California Green Business Network recognition for energy efficiency program participation.



Eligibility

Requirements

- Small and medium-sized businesses located in San Diego County
- Owner-occupied or tenant-operated businesses
- Electric demand up to 200 kW

Customer Screening

- Eligibility screening may be conducted in person or virtually.
- Energy coaches confirm eligibility using business location and intake information.
- Businesses with fewer than 25 employees and fewer than 10 locations will be prioritized. Larger businesses will be considered on a case-by-case basis or referred to other available programs.

Process Flow Chart



Objective	**Business understands the program offering**	**Business expresses interest**	**Business enrolls and connects with an energy coach**	**Business receives an energy assessment**	**Business approves the recommended project**	**Contractor installs approved upgrades**	**Program team verifies completed work**	**Contractor receives payment and business provides feedback**
Steps	Direct outreach Email campaigns CBOs & trusted partner outreach	Business completes interest form	Confirm eligibility, discuss business needs and identify complementary program opportunities	Review equipment and energy use through an on-site assessment	Review upgrades, referrals, financing, and demand response options. Approve scope and sign Incentive Authorization, if installing	Contractor verifies site conditions, coordinates scheduling, and installs approved equipment	Contractor submits documentation. Program team reviews installation details and conducts inspection if required	Process contractor incentive payment and issue customer survey

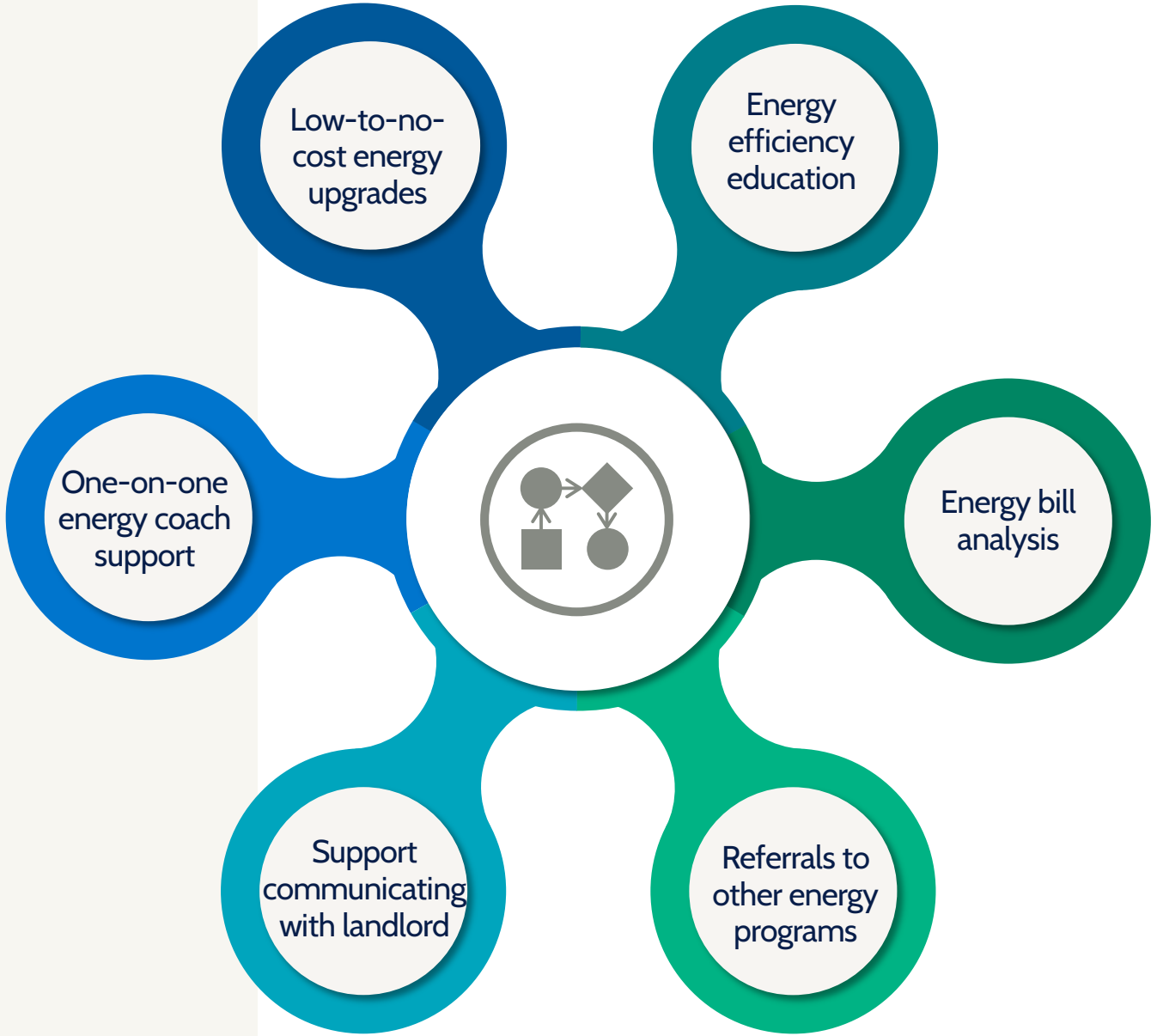
Referrals can occur throughout participation. Businesses may receive coaching and referrals without an energy coach installation

Innovation

- **Data-driven outreach:** Use market data and community partner input to identify businesses historically underserved by energy efficiency programs.
- **Customized participant pathways:** Tailor coaching, direct installation, and incentive offerings to business owners' and tenants' needs.
- **Green Business recognition:** Connect participating businesses with California Green Business Network programs for recognition of their energy efficiency efforts.
- **Comprehensive energy upgrades:** Use coaching and technical assistance to identify immediate and future efficiency, electrification, and energy management opportunities.
- **Reduced administrative barriers:** Simplify enrollment, project approval, and installer payment to make participation easier for businesses and contractors.
- **Coordinated program pathways:** Connect businesses with complementary energy programs, financing, and demand response opportunities. Track referrals and available participation outcomes.

Small Business Focused Strategies

Benefits provided to participants regardless of ownership status



SAN DIEGO REGIONAL ENERGY NETWORK

Direct Install Measures & Incentives

Category	Work Paper ID	Measure Type
Appliances	SWFS002	Door-Type Dishwasher, commercial food service
	SWFS017	Automatic Conveyor Broiler
	SWFS001	ENERGY STAR Electric Convection Oven
	SWFS022	Convection Oven, fuel substitution
	SWFS010	Electric Hand-Wrap Machine
	SWFS023	Contact Conveyor Toaster
	SWFS026	Electric Cooktop
	SWFS034	Electric Cooktop, Commercial Fuel Substitution
	SWFS009	Electric Deck Oven
	SWFS011	Electric Fryer
	SWFS021	Commercial Fryer, fuel substitution
	SWFS004	Griddle
	SWFS006	Ice Machine
Commercial Refrigeration	SWCR002	Low-Temperature Display Case Doors with no Anti-Sweat Heaters
	SWCR015	Medium-Temperature Case Doors
	SWCR001	Anti-Sweat Heater Controls
	SWCR003	Fan Motor Retrofit for a Refrigerated Display Case
	SWCR007	Floating Temperature Controls, Multiplex
	SWCR008	Floating Suction Controls, Multiplex
	SWCR018	Reach-In Refrigerator or Freezer, Commercial
	SWCR020	Medium-Temperature Open Display Case Retrofit
HVAC	SWHC018	Variable Speed Drive for HVAC Fan Controls
	SWHC062	Occupancy Fan Controller
	SWHC009	Supply Fan Controls
	SWHC046	Package Heat Pump Air Conditioner, fuel substitution
	SWHC014	Unitary Air-Cooled Air Conditioner or Heat Pump, under 65 kBtu/hr
	SWHC043	Multiple Capacity Unitary Air-Cooled Commercial A/C Between 65 & 240 kBtu/hr
	SWHC027	Package Terminal Air Conditioner or Heat Pump, Under 24 kBtu/hr
	SWHC006	Demand Control Ventilation for Single Zone HVAC (ADEC)
	SWHC024	Drive Belt for HVAC Fan, Commercial
	SWFS012	Exhaust Hood Demand Controlled Ventilation, Commercial
Lighting	SWLG020	UL Type B LED Mogul Base Lamp HID Exterior Retrofits
Water Heating	SWWH031	Heat Pump Water Heater
	SWWH027	Heat Pump Water Heater, fuel substitution
	SWWH017	Hot Water Pipe Insulation
	SWWH018	Hot Water Tank Insulation
	SWWH028	Large Heat Pump Water Heater, fuel substitution
	SWWH034	Solar Thermal Water Heating
Water Saving	SWWH019	Faucet Aerator

Program Metrics

Small Business Energy Coach Program Metrics

Goal	2026-2027 Target
Total kWh savings	5,000,000
Projects Completed	1,000

Implementation Timeline

Program Ramp-Up
Q1-Q3 2026

- Conduct needs assessments
- Develop outreach strategy and program materials
- Recruit and onboard participating contractors
- Develop intake, assessment, and referral processes
- Train energy coaches
- Establish CBO partnerships

Program Launch
October 2026

- Launch webpage & collateral
- Enrollment open
- Deploy targeted outreach with CBOs
- Energy efficiency & electrification installations
- Energy efficiency education and program layering

Program Steady State
Q4 2026+

- Continue targeted outreach & enrollment
- Complete and verify installations
- Stack incentives to maximize energy and cost savings opportunities
- Support customer enrollment in demand response programs
- Customer surveys
- Support business recognition in the Green Business Network

How to Apply

- Submit an interest form on SDREN.org/Small-Business-Energy-Coach
- Business owners, tenants, property owners and managers may apply.
- Prospective installation contractors may also submit an interest form.

Questions



Thank You

Hello@SDREN.org