


# Program Launch Webinar


Single-Family and Multifamily Programs

May 28, 2026

# Housekeeping




Unmute




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Raise Hand



Q&A



More

Please use Q&A box to submit questions

# Agenda

- 1 Introductions and Background
- 2 Program Overview: Single-Family
- 3 Program Overview: Multifamily
- 4 Questions and Answers

# Who We Are



**Marissa Van Sant**

Senior Program Manager  
San Diego Community Power



**Rebecca Baptiste**

Single-Family  
Program Manager

ICF



**Ross English**

Multifamily  
Program Manager

TRC



**Sophia Hartkopf**

Multifamily  
Program Oversight

TRC





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.







# SDREN Single-Family Program

# Single-Family Program Implementation Team



**Rebecca Baptiste**

Senior Program Manager

ICF



# Team

**ICF**

Program Implementer

**US Green Building Council, California**  
Outreach & Engagement  
Site Assessments

**Site Assessment Subcontractors**  
Site Assessments

**Lincus**  
Post-Install Verification

**Participating Contractor Network**  
Direct installation of measures

**CBO Partner Network**  
Outreach & Engagement

# Key Single-Family Program Details

<b>Program Name</b>	Single-Family
<b>Program Segment</b>	Equity
<b>Program Type</b>	Resource
<b>Implementer Type</b>	Third-Party Solicited
<b>Market Sector</b>	Residential
<b>Intervention Strategy</b>	Technical assistance, direct install, incentives and outreach
<b>Total Program Budget (2024-2027)</b>	\$20,487,600



# Single—Family Program Overview

- **SDREN’s Single-Family program** serves renter and owner-occupied single-family and manufactured/mobile home residences:
  - Comprehensive project support and coaching for customers provided by home energy advisors.
  - No-cost technical assistance, site assessment, scope of work development and contractor management.
  - Equitable and inclusive outreach and marketing materials.
  - Educational materials including an energy efficiency kit.
  - No-cost direct install of energy upgrades focused on underserved communities.
  - Low-cost incentives for energy upgrades that can stack with, or meet gaps of, other program offerings.

# Target Audience

## Regional Context

- ~647,000 eligible single-family addresses analyzed
- Homes prioritized based on greatest needs
- Majority of priority homes built pre-1980s, with many dating to 1950s–1970s
- High-priority homes (score  $\geq 75$ ) represent a smaller, high-impact segment concentrated in a limited number of census tracts, with top tracts containing ~550–900+ homes each

## Target Audience

- Homeowners and renters
- Detached single-family homes (including duplexes), manufactured, and mobile homes



# Single-Family Program Strategies

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- **Targeted outreach & engagement** to deliver community-based, multilingual outreach through community organizations and trusted messengers to increase awareness and participation among underserved and hard-to-reach households
- **Data-driven targeting** using screening criteria and Needs Assessment insights to focus on high-opportunity census tracts and priority households with highest needs
- **Site assessments and/or technical assistance** to identify efficiency and electrification opportunities and guide customers through tailored upgrade pathways
- **Streamlined intake & customer navigation via home energy advisors** to simplify enrollment and provides guided support; all households are evaluated, with services tailored based on need
- **Direct-install delivery** to provide no-cost, high-impact energy efficiency measures through participating contractors to reduce upfront barriers to underserved and hard-to-reach households
- **Customized program layering** (via home energy advisors) to connect customers to complementary programs to maximize savings and outcomes
- **Qualified contractor network** to support scalable performance-driven service delivery and ensure high-quality installations
- **Adaptive management & continuous improvement** using program data and pilot-phase insights to refine outreach, targeting, and service delivery over time



# Single-Family Eligibility

## Requirements

- Home is a single-family home, including:
  - Single-family homes or duplexes
  - Manufactured and mobile homes
- Home was constructed prior to January 1, 2020
- Located in San Diego County

## Customer Intake

- Services will be tailored based on housing characteristics and household needs
- Address-based and intake screening is used to prioritize underserved and hard-to-reach households for enhanced support
- Level of service and program pathway varies based on eligibility screening and program layering opportunities

# Process Flow Chart



Objective	Prospective participants understand offer	Customer formally expresses interest	Customer enrolled and assigned a home energy advisor (HEA)	Customer receives no-cost home energy assessment	Customer accepts recommended scope of work	Contractor completes installation	Contractor submits project documentation	Contractor receives payment; customer surveyed
Steps	Direct Outreach  Email Campaigns  CBOs & Partnerships	Customer completes interest form.	HEA confirms eligibility.  HEA assesses program layering opportunities.	HEA oversees completion of in-home energy assessment and report with recommended energy efficiency scope of work.	HEA reviews report with customer.  Project scope defined and accepted by customer.	HEA schedules direct installation contractor.  Contractor completes installation within 1-2 weeks.	Contractor submits post-install documentation for verification.  Site inspection performed (if required).	Payment issued to direct installation contractor.  Customer survey issued.

# Innovation

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- **Data-driven customer outreach and project identification:** Residential properties will be targeted based on the CA Public Utilities Commission hard-to-reach and underserved criteria.
- **Increase adoption of comprehensive EE and fuel substitution measures:** Home Energy Advisors will provide technical assistance through home performance reports, discussion of program layering opportunities, and education on the benefits and tradeoffs of recommended measures.
- **Reduce administrative barriers for both renter- and owner-occupied participation:** SDREN's Single-Family Program will implement a customer-centered delivery model that simplifies enrollment, eligibility, project approval, and incentive processing for both renters and homeowners by offering flexible support in-person, virtually, and in-language.
  - For owner-occupied homes, Home Energy Advisors will streamline decision-making through direct guidance, simplified documentation, and coordinated contractor support.
  - For renter-occupied homes, Home Energy Advisors will provide additional assistance navigating landlord or property manager engagement, including clear value-based messaging and simplified talking points that communicate the low lift, minimal disruption, and benefits of participation.

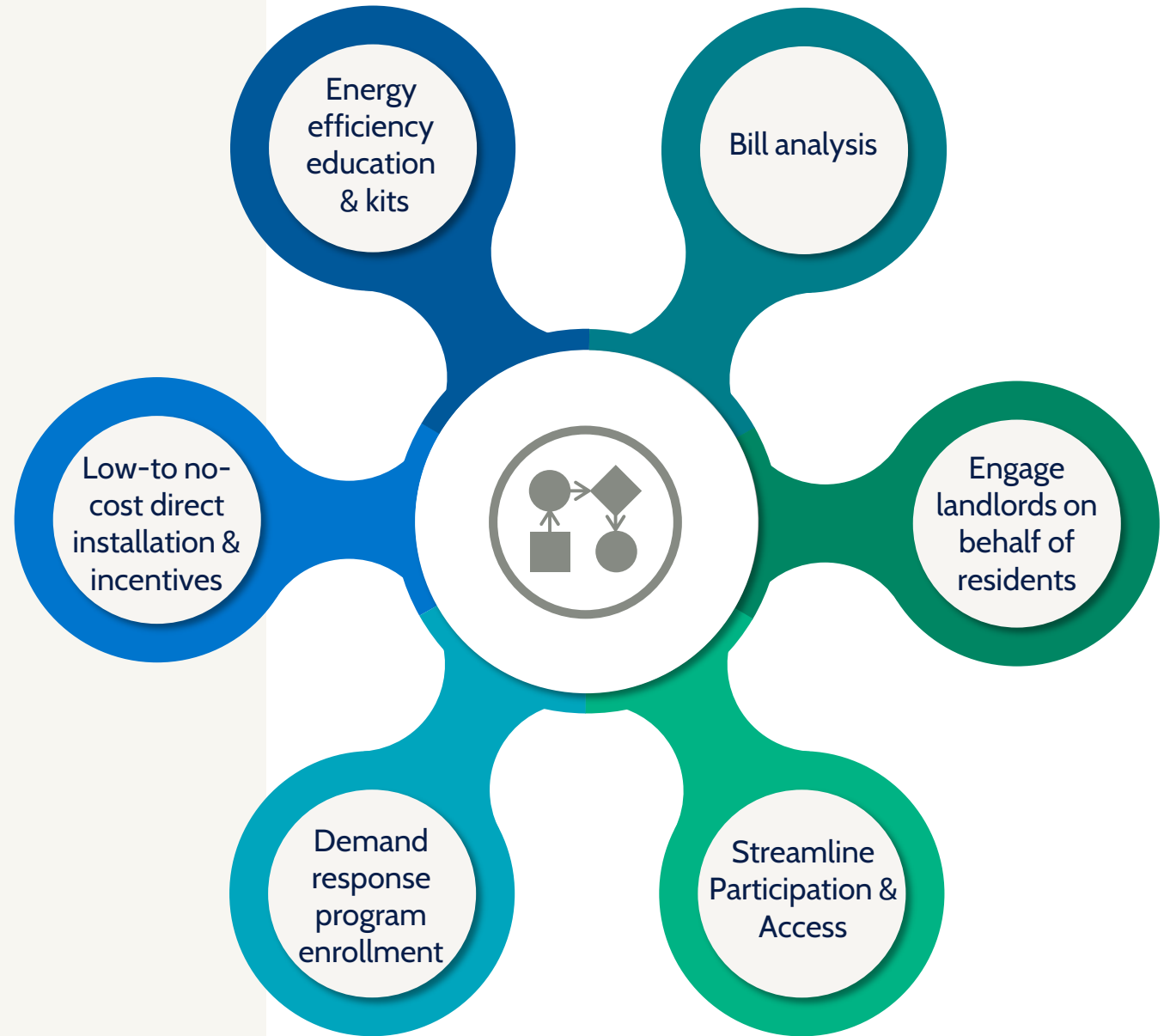
# Innovation

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- **Leverage other funding opportunities that layer funding, maximize energy saving opportunities, and enhance workforce capacity:** As a gap-filling program, SDREN Single-Family is designed to encourage participation in complementary programs and enable deeper, more comprehensive upgrades than any single program could deliver alone.
- SDREN's Single-Family Program will leverage existing contractor and partner networks to align messaging, strengthen market participation, and connect trade professionals to SDREN workforce education and training (WE&T) resources, supporting both near-term delivery and long-term market capacity.

# Resident-Focused Strategies

Benefits provided to participants regardless of ownership status



# Single-Family Direct Install Measures & Incentives

Category	eTRM Measure Package ID	Measure Package Name in Implementation Plan
Appliances	SWAP014	Heat Pump Clothes Dryer, fuel substitution
	SWAP004	ENERGY STAR Clothes Washer
	SWAP013	ENERGY STAR qualified induction cooktop replacing gas cooktop; ENERGY STAR qualified electric range with induction cooktop replacing gas range; Cooking Appliances, fuel substitution
	SWAP006	ENERGY STAR Dishwasher
	SWAP008	Room Air Cleaner
	SWWH002	Low-Flow Showerheads (bathroom)
	SWWH001	Low-Flow Faucet Aerators (bathroom, kitchen)
Envelope	SWBE006	Ceiling Insulation
	SWBE007	Wall Insulation
	SWBE010	Deeply Buried Ducts
	SWBE014	Door Sweeps and Door Sealing
HVAC	SWSV001	Duct Sealing and Testing
	SWHC039	Smart Thermostat
	SWHC038	Brushless Fan Motor
	SWHC059	Fan Delay Controller
	SWHC027	Split/Package Air Conditioner and Heat Pump
	SWHC044	Ductless HVAC, Residential, Fuel Substitution
	SWHC045	Heat Pump HVAC, Residential, Fuel Substitution
	SWHC049	Ducted AC and HP HVAC Equipment, Residential
	SWHC050	Ductless Heat Pump, Residential
Water Heating	SWWH014	Heat Pump Water Heater
	SWWH025	Heat Pump Water Heater, fuel substitution
	SWWH026	Water Heater Pipe Wrap
	SWWH032	Solar Thermal Water Heating

# Program Metrics

## Single-Family Program Metrics

Goal	2026-2027 Target
Total System Benefit (TSB)	\$2,871,780
EE Kits Delivered	2,000
Property Enrollments and Technical Assistance	1,300
Projects Completed	1,100

Note: Assumes an 85% conversion rate of enrollments to completed projects.

# Single-Family Implementation Timeline

## Ramp-Up

Dec. 2025- May 2026

- Conduct market needs assessments
- Establish eligible measures and incentive levels
- Develop outreach strategy
- Design technical assistance and energy efficiency kit offerings
- Launch webpage and collateral
- Establish contractor network

## Launch

Summer 2026

- Enrollment open
- Deploy targeted outreach
- Site assessments
- Energy efficiency and electrification installations
- Coordinate with other programs and initiate program layering (e.g., EBD, SDG&E ESA, SDG&E CHERP, etc.)

## Steady State

Q4 2026+

- Continue targeted outreach
- Complete and verify installations
- Stack incentives to maximize energy and cost savings opportunities
- Enroll customers in demand response programs
- Customer surveys

EBD: CEC's Equitable Building Decarbonization Program

SDG&E ESA: Energy Savings Assistance Program

SDG&E CHERP: Customer Home Electrification Readiness Program

**Thank you**

**Next: SDREN Multifamily Program**

# SDREN Multifamily Program Implementation Team



**Ross English**

Program Manager

TRC



**Sophia Hartkopf**

Program Oversight

TRC



# Team

**TRC**  
Program Implementer

## Community-Based Organizations

Support outreach, education and participant enrollment

**Direct Installation Contractors**  
Install measures for participants

# Key Multifamily Program Details

<b>Program Name</b>	Multifamily
<b>Program Segment</b>	Equity
<b>Program Type</b>	Resource
<b>Implementer Type</b>	Third-Party Solicited
<b>Market Sector</b>	Residential
<b>Intervention Strategy</b>	Technical assistance, direct install, incentive and outreach
<b>Total Program Budget (2024-2027)</b>	\$10,926,899



# Multifamily Program Overview

- **SDREN's Multifamily program** serves multifamily properties with 2+ units and tenant units with:
  - Comprehensive support and coaching for property owners and managers through customizable technical assistance provided by energy advisors.
  - Equitable and inclusive outreach and marketing materials.
  - Educational materials including an energy efficiency kit.
  - No-cost technical assistance, site assessment, scope of work development and contractor management.
  - No-cost direct install of energy upgrades focused on underserved and hard-to-reach communities.
  - Low-cost incentives for energy upgrades that can stack with, or meet gaps of, other program offerings.

# Target Audience

## Regional Context

- 31% of multifamily properties – approx. 39,000 buildings – in SDREN's service area are classified as underserved.

## Target Audience

- Multifamily properties w/ 2+ units
- Property owners/managers
- Owner-occupied and resident-occupied units

**% of Underserved Multifamily Buildings by Jurisdiction**

Jurisdiction	Underserved %	Underserved Buildings	Total Buildings
National City	92%	1,686	1,828
Lemon Grove	66%	859	1,294
Escondido	47%	1,155	2,461
Oceanside	45%	1,373	3,046
Santee	42%	733	1,749
Chula Vista	41%	2,844	6,936
El Cajon	39%	1,355	3,474
San Diego	31%	22,519	71,628
Imperial Beach	31%	631	2,036
San Marcos	30%	2,200	7,268
La Mesa	26%	553	2,124
Unincorporated	23%	2,383	10,213
Encinitas	17%	385	2,247
Vista	11%	206	1,802
Carlsbad	10%	308	3,152
Poway	1%	4	412
Coronado	0%	9	2,341
Del Mar	0%	0	891
Solana Beach	0%	0	658
<b>Total</b>	<b>31%</b>	<b>39,203</b>	<b>125,560</b>



# Multifamily Program Strategies

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- **Collaborate with trusted community-based organizations and community partners** to promote the program and increase awareness of energy efficiency measures.
- **Conduct site-specific assessments** to identify and tailor energy efficiency opportunities to each property's needs.
- **Deliver focused technical assistance and energy efficiency education** to help property owners, managers and residents understand program offerings and optimize energy savings.
- **Pair program opportunities with existing and emerging programs** for incentive stacking to realize deeper savings and decarbonization of multifamily properties.
- **Provide no-cost installations through a direct installation offering**, with a focus on electrification measures, to support decarbonization in hard-to-reach and underserved communities.
- **Inform property owners** about local renter protections and anti-displacement policies.

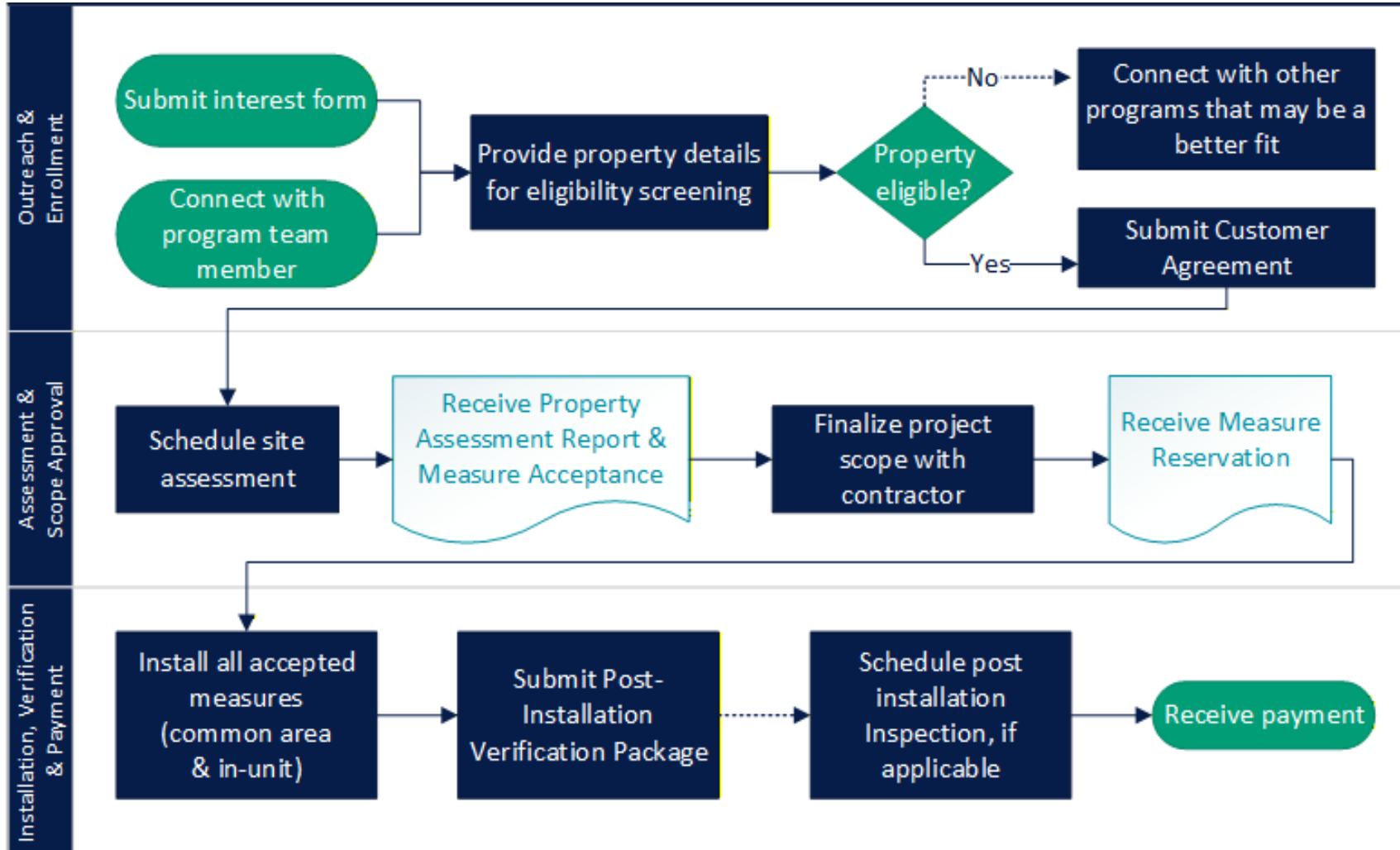
# Multifamily Eligibility

Multifamily properties:

- Located in San Diego County
- Built prior to January 1, 2020
- Have 2+ residential dwelling units
- No-cost direct installation focused on underserved and hard-to-reach customers, low-cost incentives for others



# Multifamily Program Participant Journey



# Innovation

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- **Data-driven customer outreach and project identification:** Multifamily properties will be targeted based on the CA Public Utilities Commission’s hard-to-reach and underserved criteria.
- **Personal project-based support:** SDREN’s Multifamily Program will provide targeted technical assistance and energy efficiency education to help property owners, managers and residents understand program offerings.
  - These activities will help participants make informed decisions about energy efficiency and decarbonization measures, clarify program processes and reinforce best practices for energy use and load management.
- **Provide information on and increase adoption of comprehensive energy efficiency and fuel substitution measures:** Project scopes of work will range from “energy efficiency kits” to fuel substitution measures and energy efficiency technologies that when paired together reduce peak energy demand and promote total system benefit, especially during summer months, extreme weather events, or other peak demand period.

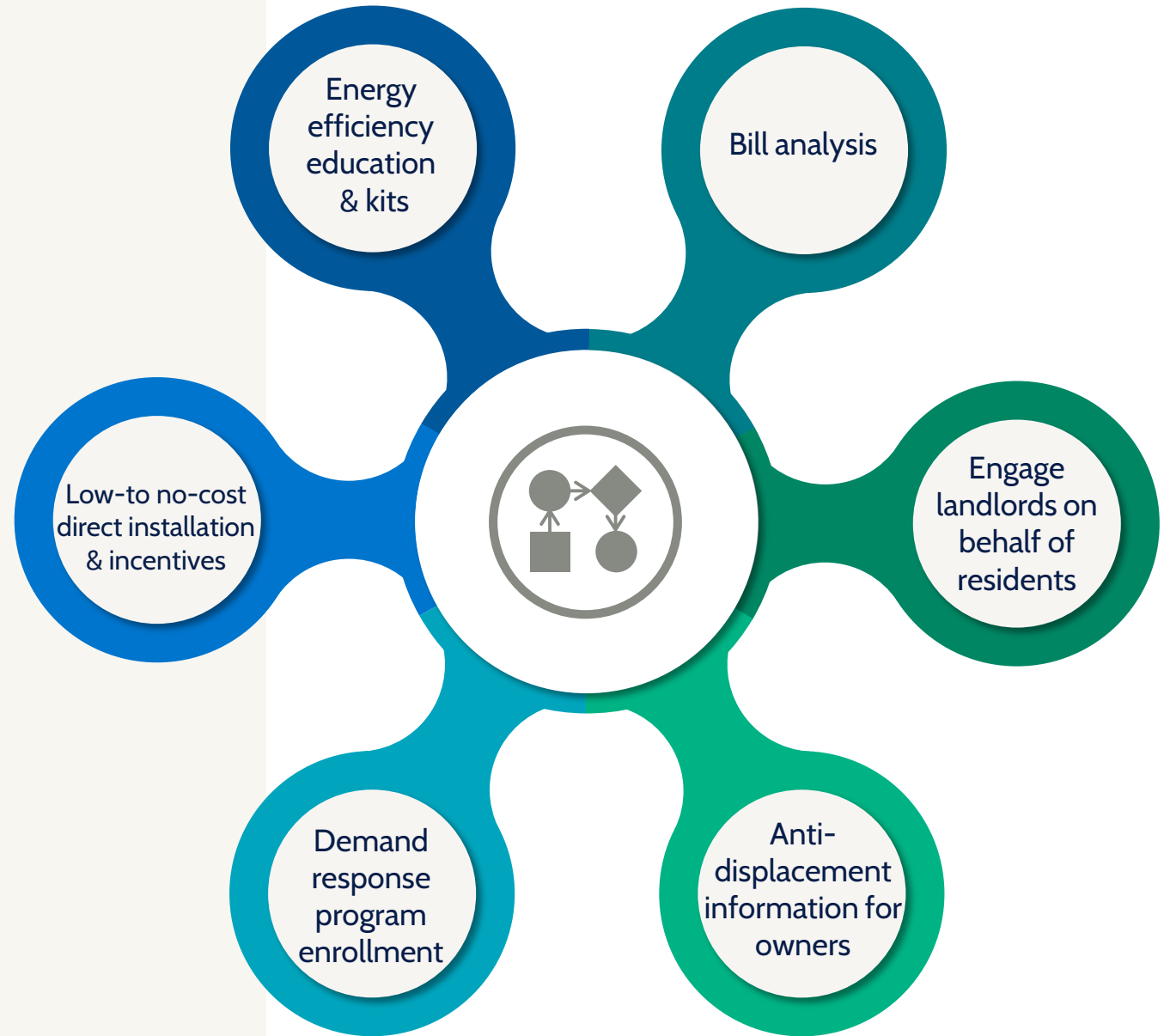
# Innovation

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- **Leverage other funding opportunities that layer funding, maximize energy saving opportunities, and enhance workforce capacity:** To encourage deeper savings and to collaborate with existing initiatives, SDREN's Multifamily Program will educate residents, landlords, and property managers on available program stacking opportunities for eligible upgrades.
- **Property owner and property manager education and renter advocacy:** Work with owners at the project decision-making level while advocating for property investments that will benefit renter's health, comfort, safety, in addition to an increased sense of personal pride by being able to access electrification and energy efficiency opportunities that may only be perceived as a homeowner benefit.

# Resident-Focused Strategies

Benefits provided to participants regardless of ownership status



# Multifamily Direct Install Measures & Incentives

Multifamily Eligible Measures		
Category	Measure Package ID	Measure Name
Appliances	SWAP003-05	Clothes Dryer, Residential
	SWAP003-05	Clothes Dryer, Residential
	SWAP004-04	Clothes Washer, Residential
	SWAP004-04	Clothes Washer, Residential
	SWAP007-04	Room Air Conditioner, Residential
	SWAP008-04	Room Air Cleaner, Residential
	SWAP011-05	Vending and Beverage Merchandise Controller
	SWAP013-06	Cooking Appliances, Residential, Fuel Substitution
	SWAP014-04	Heat Pump Clothes Dryer, Residential, Fuel Substitution
	SWWH001-05	Faucet Aerator, Residential
SWWH003-05	TSV with and without an Integrated Low-Flow Showerhead, Residential	
Envelope	SWBE006-04	Ceiling Insulation, Residential
HVAC	SWHCO39-09	Smart Thermostat, Residential
	SWHCO45-05	Heat Pump HVAC, Residential, Fuel Substitution
Lighting	SWLGO20-03	UL Type B LED Mogul Base Lamp HID Retrofits for Outdoor Area/Pole and Decorative Fixtures
Water Heating	SWWH025-10	Heat Pump Water Heater, Residential, Fuel Substitution
	SWWH014-08	Heat Pump Water Heater, Residential

# Program Metrics

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## Multifamily Program Metrics

Metric	2026-2027 Target
Net kWh Savings	-267,986
EE Kits Delivered	3,000
Common Area Project Completions	71

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# Multifamily Implementation Timeline

## Ramp-Up

Dec. 2025- May 2026

- Conduct market needs assessments
- Establish eligible measures and incentive levels
- Develop outreach strategy
- Design technical assistance and energy efficiency kit offerings
- Launch webpage
- Develop contractor network

## Launch

Summer 2026

- Enrollment open
- Deploy targeted outreach
- Energy efficiency and electrification installations
- Coordinate with other programs and initiate program layering (e.g., EBD, SDG&E ESA, etc.)

## Steady State

Q4 2026+

- Continue targeted outreach
- Complete and verify installations
- Stack incentives to maximize energy and cost savings opportunities
- Enroll customers in demand response programs
- Educate owners on anti-displacement policies
- Customer surveys

# Questions



**Thank You**

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