


# Program Launch Webinar

## Market Access Program

November 13, 2026

# Housekeeping



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Q&A



More

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# Agenda

1 Introductions and Background

2 Program Overview

3 How to Apply

4 Questions and Answers

# Who We Are



## Marissa Van Sant

Senior Program Manager

San Diego Community Power



## Andrew Nishida

Program Manager

AESC



## Denise Arellano

Operations Manager

AESC

SAN DIEGO
REGIONAL ENERGY NETWORK

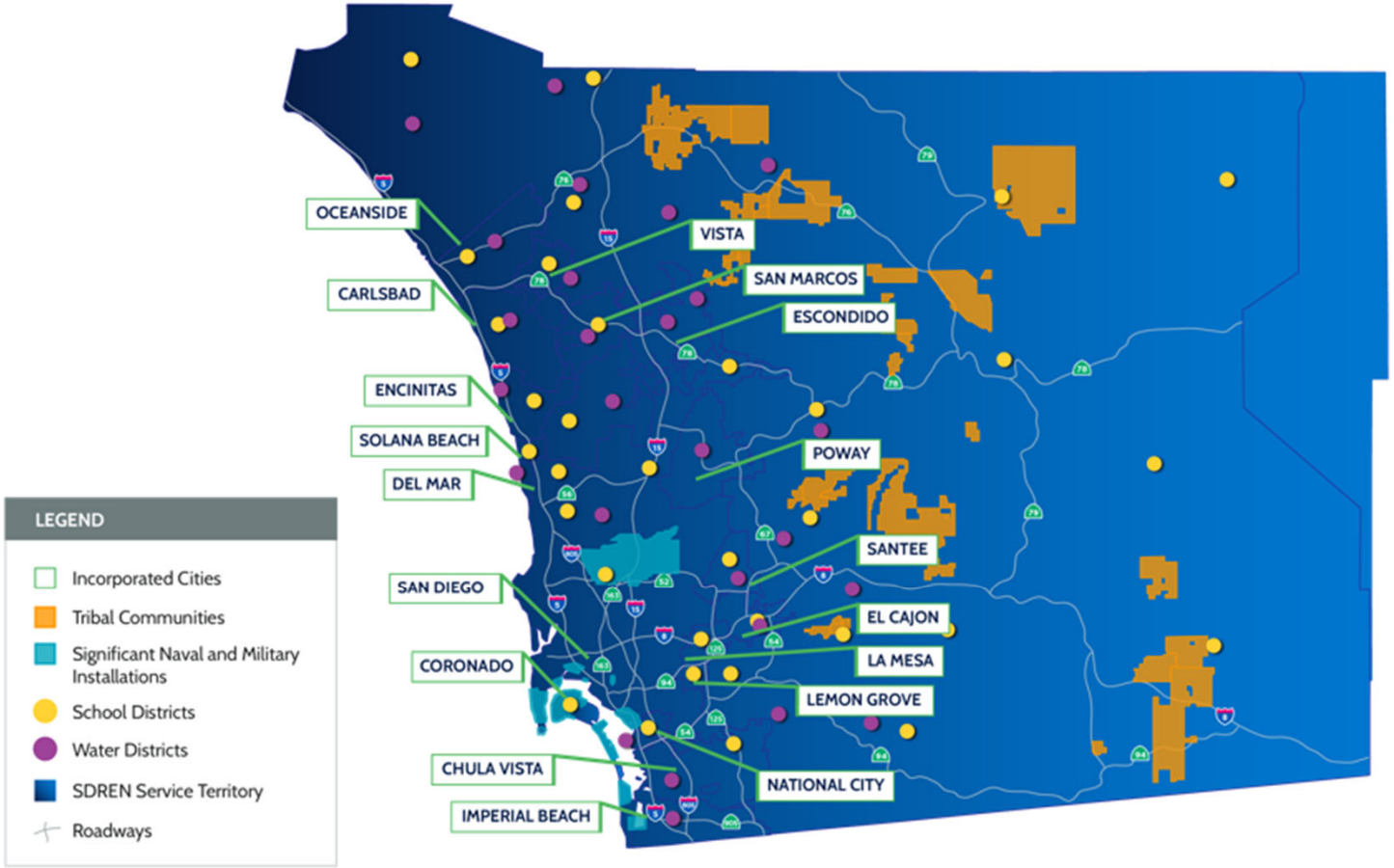
# The San Diego Regional Energy Network (SDREN) makes it simpler for everyone in San Diego County to save energy and realize the benefits of a clean energy economy.

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 Market Access Program

# Key Program Details

| | |
|---|---|
| **Program Name** | Market Access Program (Business Energy Upgrade) |
| **Program Segment** | Resource Acquisition |
| **Program Type** | Resource |
| **Implementer Type** | Third-Party Solicited |
| **Market Sector** | Commercial |
| **Intervention Strategy** | Population-NMEC |
| **Total Program Budget** | $14,831,384 |

# Team

## Alternative Energy Systems Consulting (AESC)

Program Implementer

### Resource Innovations

Recruit, qualify and manage participating aggregators

### Environmental Innovations

Customer outreach and engagement



# Program Overview

SDREN Market Access Program (SDREN-03-COM-MAP) provides performance-based incentives to project developers (aggregators) who deliver projects that realize peak demand reductions and verified energy savings.

- Population-NMEC* methodology will be used to verify savings from each project and pay incentives based on the total system benefit (TSB) achieved.
- The methodology is intended to encourage installation of long-life measures that deliver maximum grid and customer benefits.
- Aggregators will develop project opportunities (i.e., scopes of work) with a network of businesses and commercial building owners and offer customizable services.
- Businesses can reduce energy costs with flexible scopes of work designed by aggregators that achieve least 10% annual energy savings.
- Aggregators engage with program on behalf of businesses.

**Normalized Metered Energy Consumption*



# Eligibility

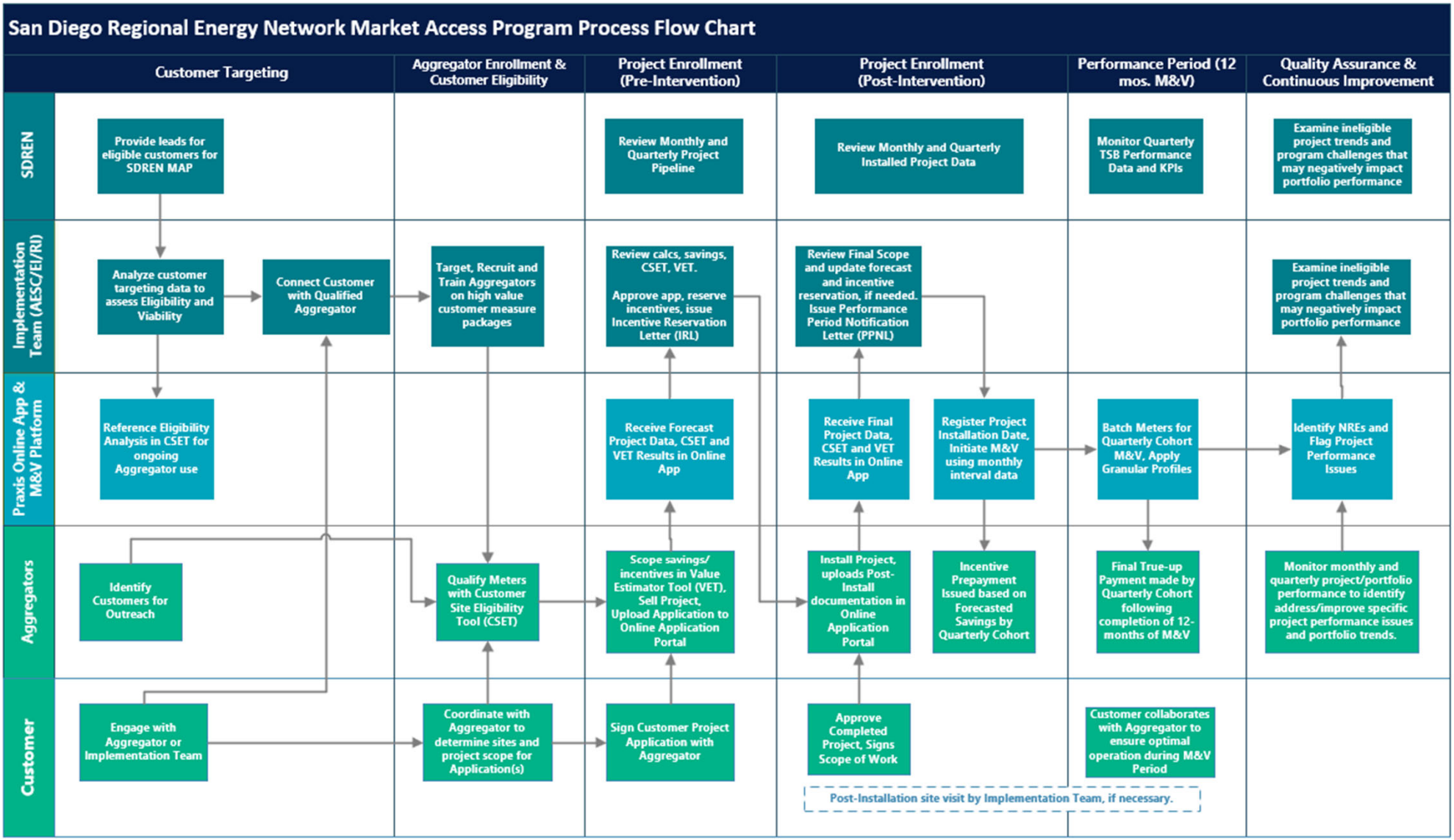
- Businesses located in San Diego County.
- Small and medium-sized businesses with annual energy usage of ≤300,000 kWh and ≤20,000 therms per meter.
- Large sites (>300,000 kWh and >20,000 therms) may be considered if they are located in underserved and hard-to-reach communities, or by program exception.
- Last 12 months of energy usage data at site must meet program's criteria to meet the NMEC Rulebook's requirements for statistical uncertainty of measured savings.
- Project scope of work achieves at least 10% energy savings.

## Project Sites

- Project site must not have participated in a ratepayer-funded program in the 12 months prior to project enrollment.
- Must not have on-site generation, thermal energy storage, or battery storage system. Customer agrees not to install on-site generation during the 12-month measurement & verification (M&V) period.
- Electric vehicle charger(s) are allowed only if they are separately metered.

# Program Strategies

- **Aggregator network:** SDREN MAP will maintain a network of qualified aggregators that operate in the marketplace to identify and install EE projects in exchange for performance-based incentives.
- **Performance-based incentives:** The program will provide performance-based incentives to aggregators based on measured TSB for their portfolio of projects.
- **Tax provision education:** The program will educate aggregators on available energy efficiency tax provisions, allowing aggregators to bundle ratepayer-funded incentives with tax deductions to improve project cost-effectiveness.
- **Targeted outreach:** The program has a dedicated outreach team of trusted local entities that will develop materials and outreach strategies for underserved and hard-to-reach businesses that meet program eligibility criteria. This outreach team will provide qualified customer leads to aggregators.


San Diego Regional Energy Network Market Access Program Process Flow Chart
Customer Targeting
Aggregator Enrollment & Customer Eligibility
Project Enrollment (Pre-Intervention)
Project Enrollment (Post-Intervention)
Performance Period (12 mos. M&V)
Quality Assurance & Continuous Improvement
SDREN
Implementation Team (AESC/EI/RI)
Praxis Online App & M&V Platform
Aggregators
Customer
Provide leads for eligible customers for SDREN MAP
Review Monthly and Quarterly Project Pipeline
Review Monthly and Quarterly Installed Project Data
Monitor Quarterly TSB Performance Data and KPIs
Examine ineligible project trends and program challenges that may negatively impact portfolio performance
Analyze customer targeting data to assess Eligibility and Viability
Connect Customer with Qualified Aggregator
Target, Recruit and Train Aggregators on high value customer measure packages
Review calcs, savings, CSET, VET.
Approve app, reserve incentives, issue Incentive Reservation Letter (IRL)
Review Final Scope and update forecast and incentive reservation, if needed. Issue Performance Period Notification Letter (PPNL)
Examine ineligible project trends and program challenges that may negatively impact portfolio performance
Reference Eligibility Analysis in CSET for ongoing Aggregator use
Receive Forecast Project Data, CSET and VET Results in Online App
Receive Final Project Data, CSET and VET Results in Online App
Register Project Installation Date, Initiate M&V using monthly interval data
Batch Meters for Quarterly Cohort M&V, Apply Granular Profiles
Identify NREs and Flag Project Performance Issues
Identify Customers for Outreach
Qualify Meters with Customer Site Eligibility Tool (CSET)
Scope savings/ incentives in Value Estimator Tool (VET), Sell Project, Upload Application to Online Application Portal
Install Project, uploads Post-Install documentation in Online Application Portal
Incentive Prepayment Issued based on Forecasted Savings by Quarterly Cohort
Final True-up Payment made by Quarterly Cohort following completion of 12-months of M&V
Monitor monthly and quarterly project/portfolio performance to identify address/improve specific project performance issues and portfolio trends.
Engage with Aggregator or Implementation Team
Coordinate with Aggregator to determine sites and project scope for Application(s)
Sign Customer Project Application with Aggregator
Approve Completed Project, Signs Scope of Work
Customer collaborates with Aggregator to ensure optimal operation during M&V Period
Post-Installation site visit by Implementation Team, if necessary.

# Innovation

- **Data-driven customer outreach and project identification:** SDREN's Market Access Program uses market data and community partner input to identify businesses historically underserved by energy efficiency programs.
- **Increase adoption of comprehensive energy efficiency and fuel substitution measures:** Project scopes of work can include fuel substitution measures, where feasible, and advance energy efficiency through integrated demand-side management (IDSM) technologies that are paired together to reduce peak energy demand and promote TSB, especially during summer months, extreme weather events, or other peak demand periods.
- **Reduced administrative barriers:** Simplify enrollment, project approval, and incentive payments to make participation easier for businesses and aggregators.
- **Leverage other funding opportunities that layer funding and maximize energy saving opportunities:** SDREN MAP will educate aggregators on available energy efficiency tax provisions for commercial businesses to bundle ratepayer-funded incentives with tax deductions to improve project cost-effectiveness.
- **Access to Performance Tracking Tools:** The program will provide aggregators with no-cost performance tracking tools to monitor project performance during the measurement & verification (M&V) period, enabling proactive intervention to support measure commissioning and maximize TSB.

# Measure Eligibility & Incentives

- Any energy efficiency measure that reduces energy use is qualified for the program.
- Including to-code, Industry Standard Practice, CA IOU expired measures, custom measures (accelerated replacement, add-on equipment, weatherization, behavioral, retrocommissioning (RCx), and operational (BRO)) and deemed measures.
- New construction and added load measures are not eligible.
- Energy savings will be measured at the whole-building level using population-NMEC methodology.
- Incentives paid to aggregators based measured energy savings during the 12-month M&V period.
- Higher incentive rate for underserved & hard-to-reach (HTR) small and medium businesses.

| Incentive Rates by Customer Size | | |
|---|---|---|
| **Customer Size** | **Classification** | **Rate** |
| Small/Medium Businesses (≤300,000 kWh or <20,000 therms annual energy consumption) | None | $0.85/TSB |
| | Underserved or HTR | $2.35/TSB |
| Large Businesses (>300,000 kWh or >20,000 therms annual energy consumption) | Underserved, HTR or exception | $0.85/TSB |

# Program Metrics

## Market Program Metrics

| Goal | 2026-2027 Target |
|---|---|
| Total kWh savings | 9,282,327 |
| Total TSB | $6,236,830 |

# Implementation Timeline

## Program Ramp-Up
Q2-Q3 2026

- Developed M&V plan, program manuals, outreach strategy and program materials
- Developed intake and project scope submittal processes, and aggregator training resources
- Set up program tools
- Participating aggregator recruitment

## Program Launch
Q4 2026

- Enrollment is open
- Program webpage is live
- Updated IP, M&V plan and program manual posted to CEDARS
- Aggregator onboarding & training
- Deploying targeted outreach

## Program Steady State
Q1 2027+

- Continue aggregator training
- Approve aggregator scopes of work
- Continue targeted outreach & enrollment
- Verify project energy savings
- Pay aggregator incentives based on TSB
- Customer surveys

# How to Apply

- Submit an interest form on SDREN.org/Business-Energy-Upgrade
- Business owners, tenants, property owners and managers may apply.
- Prospective aggregators may also submit an interest form.

# Questions




# Thank You

Hello@SDREN.org

