



Local Governments Empowering Our Communities

Decarbonization Showcase

Application Webinar

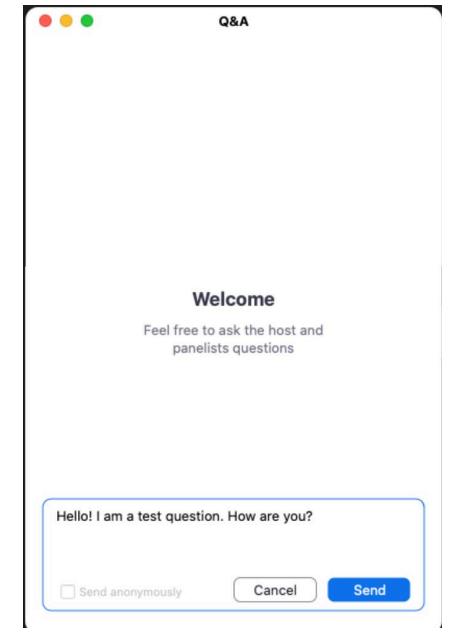
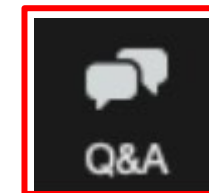
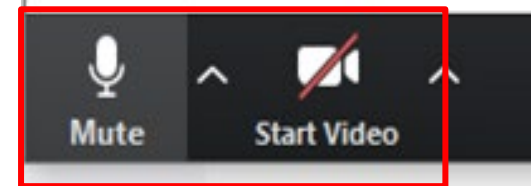
Alyssa Dykman | February 5, 2025

Agenda

- Welcome and BayREN Overview
- Decarbonization Showcase Overview
- Application Requirements
- Application Process Overview
- Selection Criteria
- Key Dates
- Questions & Answers

Zoom Meeting How-To's

- This webinar is being recorded.
- Video camera not needed.
- Please mute yourself.
- Use Q&A function if you have a question



Welcome and BayREN Overview



About BayREN

The Bay Area Regional Energy Network (BayREN) is a **coalition** of the Association of Bay Area Governments and the Bay Area's **nine counties** partnering to **promote energy, water and greenhouse gas reduction** for residents, small businesses and local governments.



BayREN Now Has Ten Programs

Cross-Cutting

Codes &
Standards

Water Upgrades
Save

Climate Careers

Residential

EASE Home -
Single Family

Green Labeling

BAMBE -
Multifamily
Program

Commercial

Business
Program

Refrigerant
Replacement
Program

Public

Integrated
Energy Services

Targeted
Decarbonization
Services

BayREN's Public Programs

BayREN's two new public sector programs support local governments and special districts as they work to improve the energy performance and reduce greenhouse gas emissions of their public buildings.

Integrated Energy Services

- Energy Concierge
- Energy Roadmapping

Targeted Decarbonization Services

- Decarbonization Showcase
- Decarbonization Education & Financing

[BayREN.org/public-programs](https://www.bayren.org/public-programs)

Decarbonization Showcase Overview

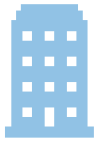


Program Purpose



- Decarbonize a variety of buildings within a geographically diverse area.
- Collect and share real-world data from enrolled projects.
- Gather data throughout design, construction, and operation stages, sharing across public agencies in the BayREN service area.
- Use Showcase data to assess and develop new metrics to communicate the full range of decarbonization impacts.

Program Overview



Enroll up to 10 buildings in a pilot program to **demonstrate and test various decarbonization strategies.**



Create **showcases of completed projects**, host peer network calls, and conduct webinars to highlight successes, share implementation strategies, and address challenges overcome.



Provide **technical and financial support**, with priority given to projects serving equity-priority communities.

Technical and Financial Support



Selected projects will receive **free professional engineering** assessments of the awarded project site.

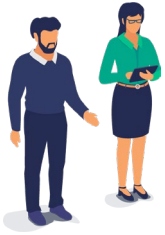


Additionally, a dedicated BayREN Project Manager will offer ongoing **technical assistance and procurement support.**



BayREN will also provide **funding assistance** to help cover the project costs (approximately \$100,000 per project).

Customer Journey



○ **Apply for the decarbonization showcase.** We'll review your application and move you to the next step if you're eligible (or refer you to other support options that can help if you're not).

○ We'll **evaluate and approve your project** (or refer you to other options if you're not a good fit for the program). If selected, we will request additional facility and utility information.

○ A BayREN engineer will conduct an **energy assessment of your facility** to produce a list of potential measures, estimated savings, a project work plan, and a budget.

○ Select a procurement method then **schedule construction through to completion** (with BayREN support). BayREN will help you to **implement the approved project.**

○ We provide **gap funding** and coordinate with Energy Concierge for external funding as needed.

○ **Approve the proposed measures** after talking them through with the BayREN team. Complete a **legal agreement** with BayREN.

○ Once construction is complete, our engineer will support **post-installation inspections**

○ Share project data with BayREN so we can **develop a case study** on your new and improved decarbonization showcase facility!



Benefits of Participation

- Access to **no-cost engineering technical assistance**.
- **Customized recommendations** for building improvements.
- Assistance **identifying funding and financing options** to enhance project cost-effectiveness.
- **Supplemental funding** from BayREN to align project financials with expectations.
- Opportunity for **recognition as a leader** in the decarbonization sector.
- Potential for **long-term energy savings** that will allow reallocation of public funds to higher-impact areas.
- **Improved air quality** for local communities.
- Progress toward **meeting local and state climate goals**.

Program Handbook

All information about the application and evaluation process can be found in the Program Handbook.



Application Requirements



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. Facility must be owned by the local government or special district.

Eligible Project Sites

- Existing buildings owned by local governments or special districts
- Must not have any known physical, ownership, or operational barriers that would limit implementation of recommended building improvements



Eligible and Ineligible Project Expenses

Eligible project costs include:

- Equipment procurement
- Installation
- Expenses related to installation (e.g., electrical infrastructure upgrades)

Ineligible project costs include:

- Upgrades to existing gas-powered equipment
- Renewable energy systems, battery storage, and EV charging equipment
- Staff time
- Consultant costs for planning and design

Applicant Commitments

- Applicants must take all reasonable efforts to complete the decarbonization project
- Applicants are expected to provide internal funding and/or apply for funding from external programs
- If selected, participant will be required to sign a legal agreement with BayREN



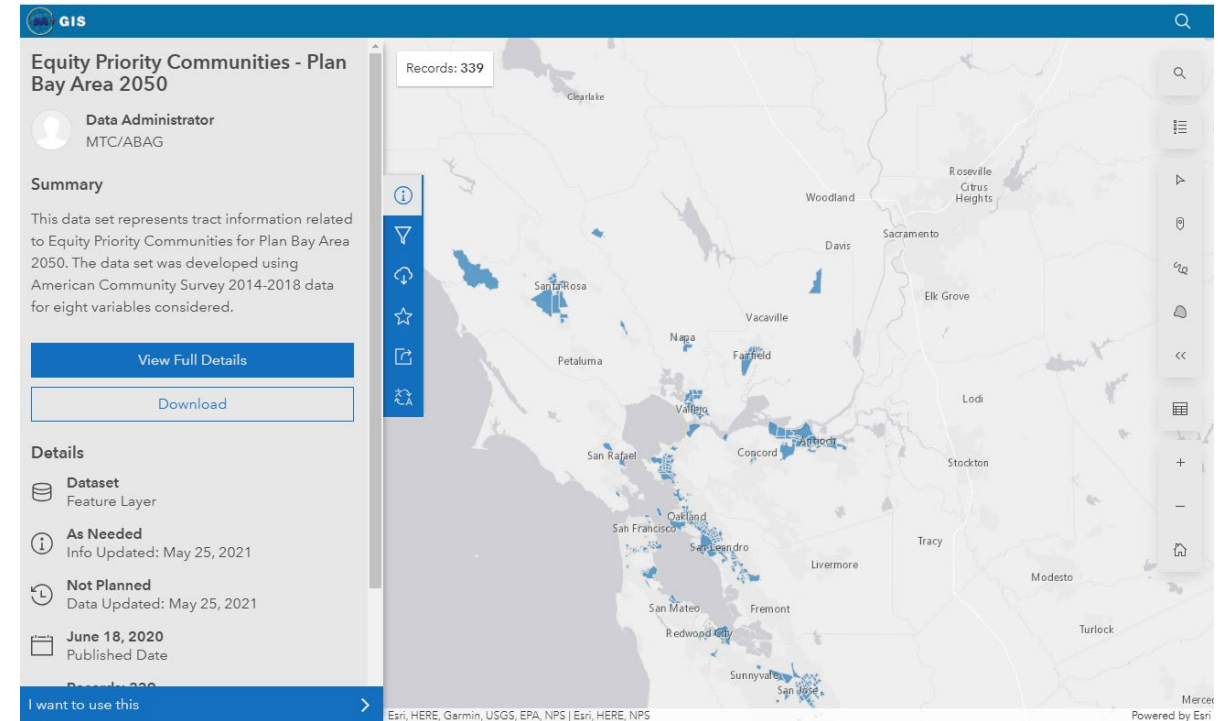
Equity Priority Communities

BayREN wants to support local governments and special districts who are most impacted by climate change and have the least resources to deal with these impacts.

BayREN looks to the Bay Area Metropolitan Transportation Commission's (MTC) [Equity Priority Communities](#) framework for examples of demographic factors that would benefit most from BayREN's support.

MTC Equity Priority Communities

- People of Color
- Low Income
- Limited English Proficiency
- Zero-Vehicle Household
- Seniors 75 Years and Over
- People with Disability
- Single Parent Family
- Severely Rent-Burdened



[Use this tool](#) to determine if your project site is located in an Equity Priority Community, per MTC's definition.

Application Overview



Application Process

Submit your application by **5:00 PM PST on March 18, 2025** in one of two ways:

- [Google Form](#)
- [Fillable PDF](#) emailed to publicbuildings@bayren.org with subject line "*Decarbonization Showcase Application – [Name of Local Government or Special District]*"

BayREN.org/decarb-showcase

Application Process

Key components of the application:

- Local Government Lead contact information
- Project and site information
- Project need and funding availability
- Equity priority community status
- Letter of commitment

Key Components of the Application

Local Government Lead Contact Information

- Public Works (or similar department) staff member
- Description of Lead's commitment to providing sufficient time to oversee and actively participate

Project Site Information

- Facility details (location, square footage, hours)
- Utility information
- Estimate of annual energy use and other energy information (building features/audits, recent upgrades)
- Electrical infrastructure
- Systems you are seeking to electrify
- Existing equipment

Key Components of the Application (cont'd)

Project Need

- Description of project need, beneficiaries, and alignment with local planning efforts

Funding Availability

- Identification of funding sources to support project implementation

Key Components of the Application (cont'd)

Equity Priority Community

- Description of communities served by the facility, including relevant demographic information

Letter of Commitment

- Confirmation of your agency's understanding and agreement to participation
- Signed by an authorized representative

Selection Criteria



Review and Selection Process

Administrative Screening

- Applications will be screened for compliance in meeting minimum requirements

Technical Evaluation & Scoring

- Applications passing the administrative screening will be evaluated and scored using Technical and Equity Priority Community criteria

Evaluation Criteria

Technical Evaluation Criteria	Possible Points
1. Project Need and Value	40
2. Availability of Project Site Information	15
3. Potential for Replicability	10
4. Project Feasibility	35
Total Possible Points	100
Equity Priority Community Evaluation Criteria	Possible Points
Project Site is located in or serves an Equity Priority Community, per the Bay Area Metropolitan Transportation Commission 's (MTC) Equity Priority Communities Framework	0-20

Final Cohort Selection

- Technical Score, including Equity Priority Community Score
- Geographic Diversity
- Building Type Diversity
- Strategic Use of BayREN Gap Funding Availability



Additional Information

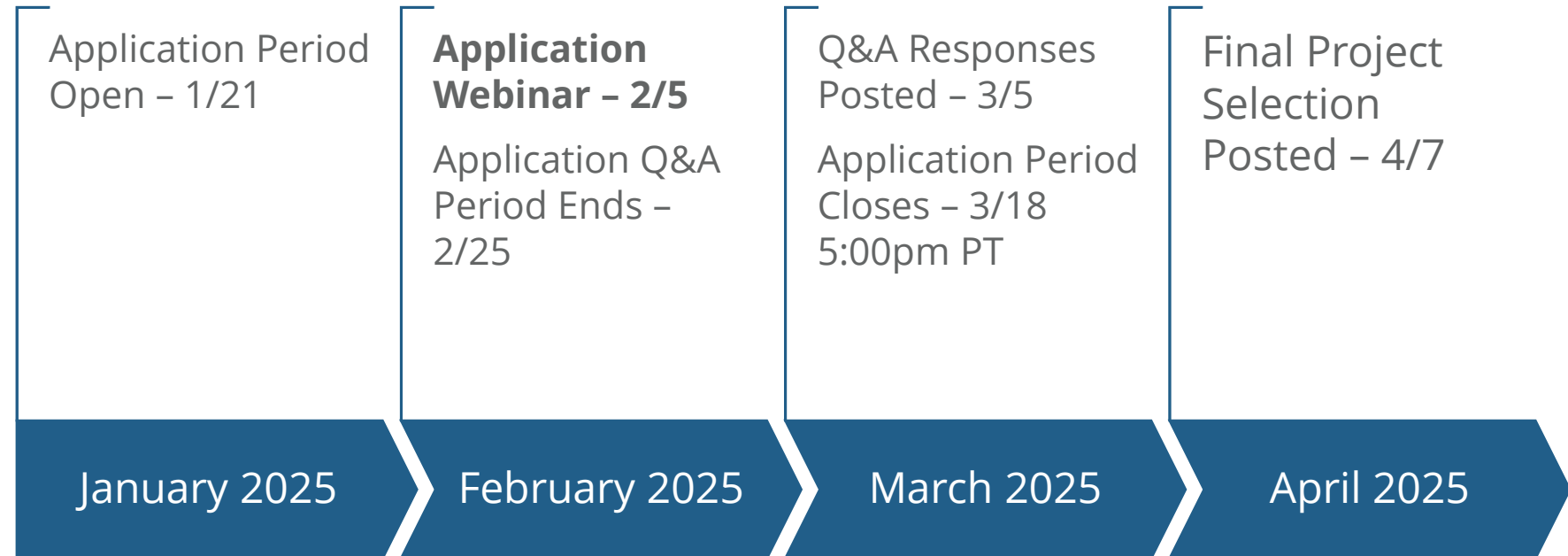
Applications passing the Administrative Screening will receive:

- An assessment of the estimated GHG emissions and energy savings associated with project implementation and a rough order of magnitude of project costs.
- Preference points for participation in BayREN's Energy Roadmapping service.
- Consideration for participation in the Showcase should additional opportunities become available.

Key Dates



Application Key Dates



Questions?



Thank You!

Alyssa Dykman

Targeted Decarbonization
Services Program Lead

publicbuildings@bayren.org



BAYREN

Local Governments Empowering Our Communities



Sign up for our Newsletter!