



Local Governments Empowering Our Communities



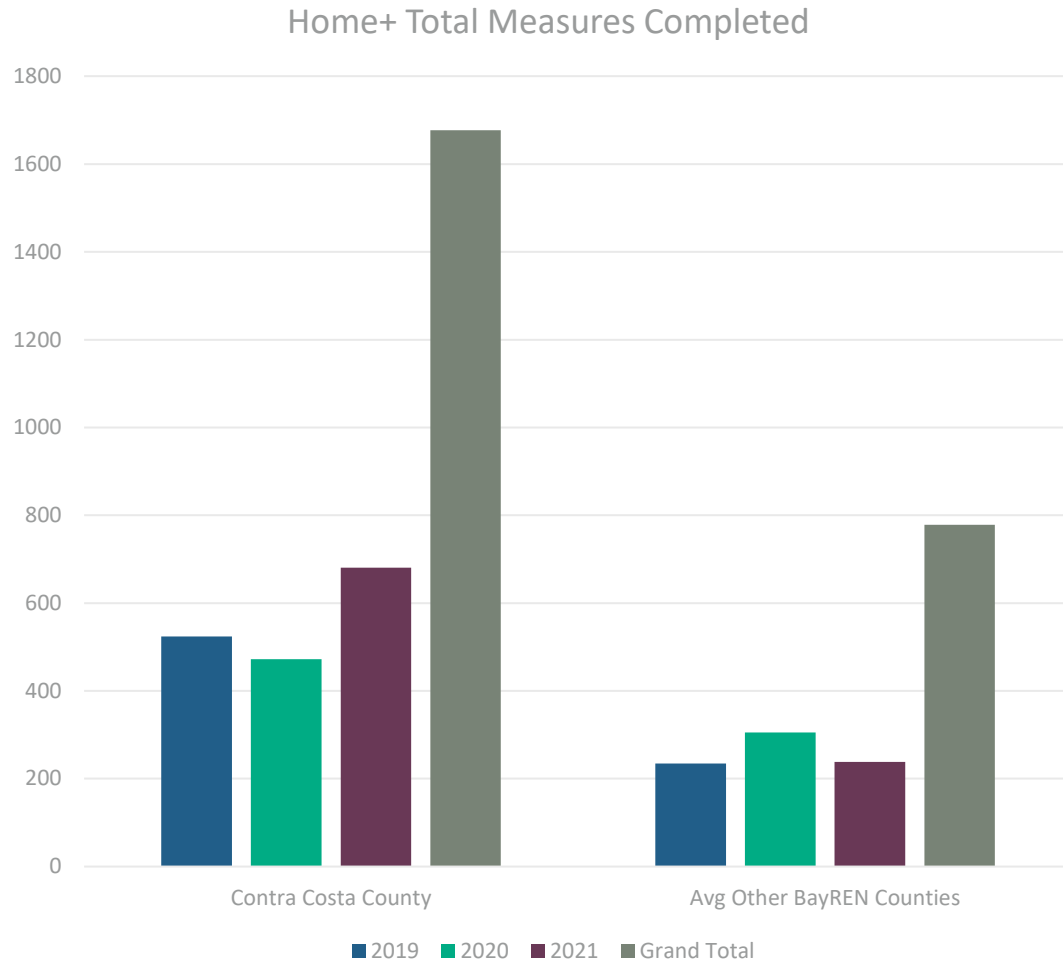
Bay Area Regional Energy Network (BayREN) Marketing and Outreach Strategy – A Focus on Equity

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BOS Sustainability Committee

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BayREN Update – Addressing Equity



- Contra Costa County is outperforming other counties with number of BayREN projects completed.
- Who is accessing these rebates and programs?
 - Wealthier areas (Danville, San Ramon, Walnut Creek)
- How do we address equity concerns?
 - Understand what areas have heavy participation in these rebate programs
 - Reformulate the outreach strategy to target impacted communities

BayREN Equity Framework

BayREN Equity Definition

For BayREN, equity means addressing systemic barriers to energy efficiency and electrification, especially for, and in collaboration with, equity priority communities and those who disproportionately face energy burdens, climate impacts, and are underrepresented in policy and decision-making.

Current Areas for Focus

ASSESSMENT AND PROACTIVE AWARENESS

- Invest in team/department growth
- Focus on naming challenges & opportunities
- Invest in research, relationships, and outlining the “baseline”

INCLUSIVE ACCESS

- Invest in organizational change
- Focus on participation, building trust & relationships, and developing shared understandings with partners and community

Future Focus

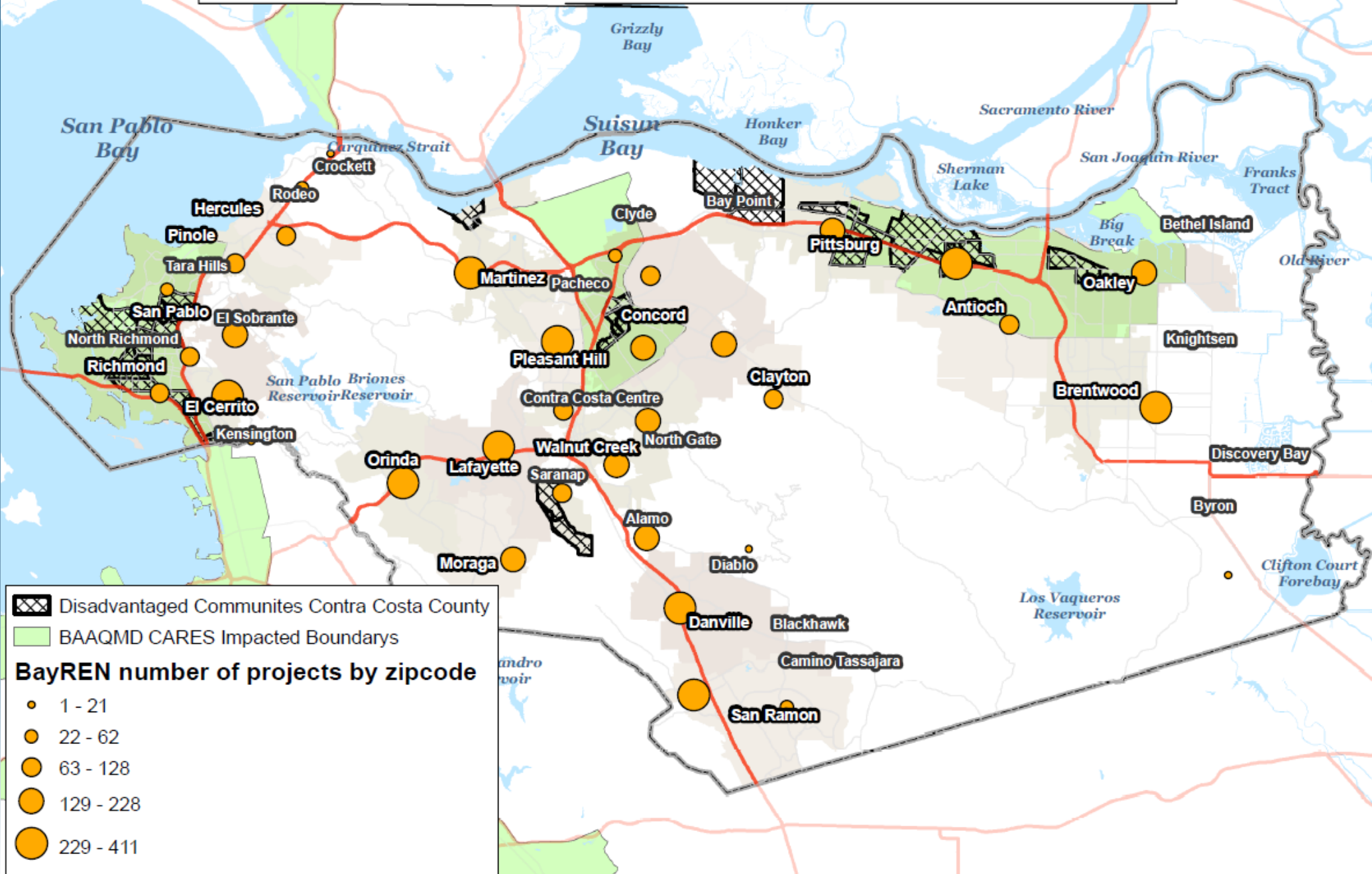
CULTURE SHIFT

- Invest in regional efforts (programmatic/institutional)
- Seek to restructure and shift the organization toward prioritizing communities as documented practice in key operations and public work

POWER SHIFT

- Invest in regional change (structural)
- Shift systemic and regional practice and set the organization up to maintain its long-term internal changes and public impacts

BayREN Projects by Zipcode 2013 thru June 2021



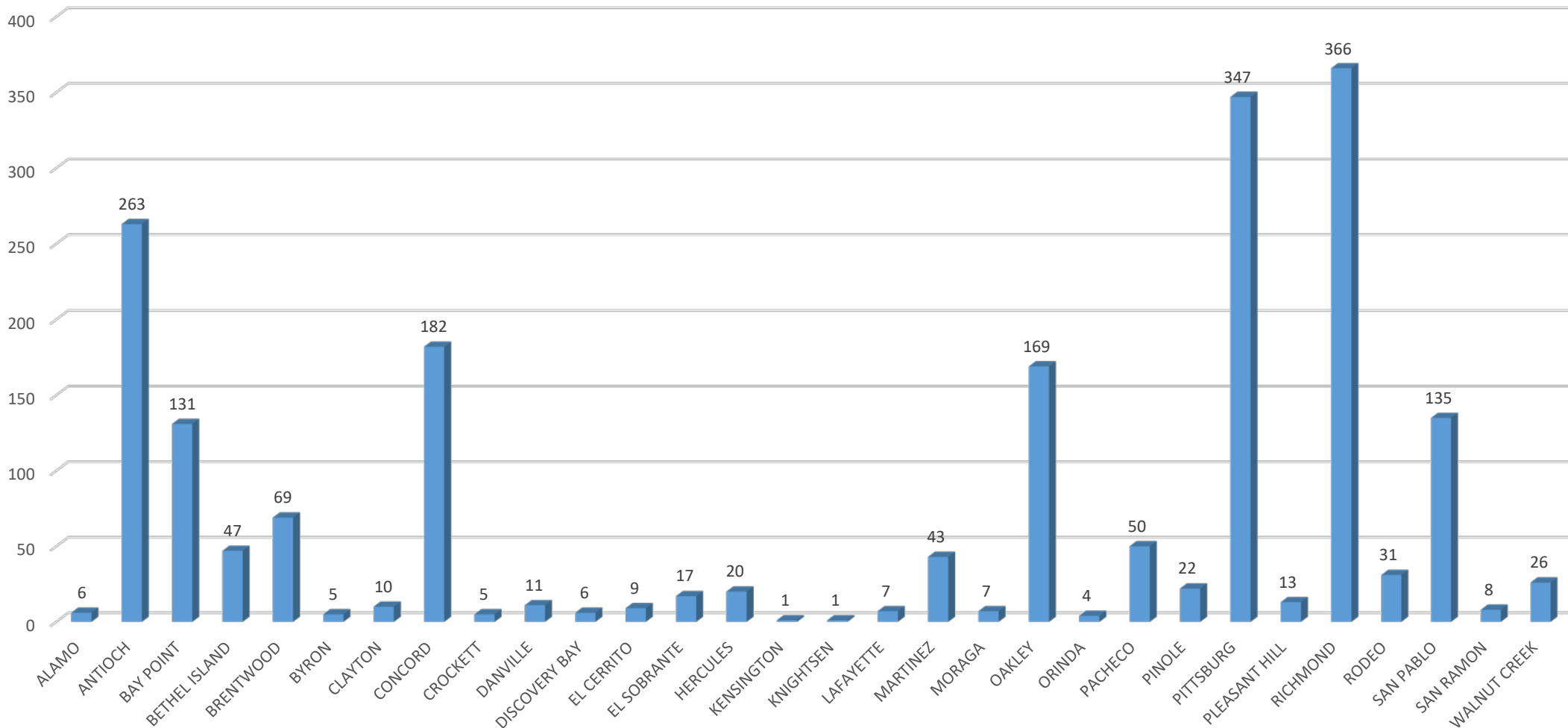
Weatherization Program

- Federal and State-funded program to assist low and/or fixed income people in making their homes more energy efficient (LIHEAP and DOE)
 - Available to renters and owners regardless of housing type (house, apartment, mobile home)
 - Test gas appliances for efficiency and safety, replace if necessary. Conduct an evaluation to determine other energy-saving measures.
- 310 projects completed in unincorporated County to-date

2021 WEATHERIZATION ASSISTANCE PROGRAM INCOME GUIDELINES LIHEAP Valid through 12/31/21 DOE* Valid through 06/30/21		
Size of Household	LIHEAP Total Monthly Gross Income	DOE* Total Monthly Gross Income
1	\$2,431.09	\$2,126.67
2	\$3,179.11	\$2,873.33
3	\$3,927.14	\$3,620.00
4	\$4,675.17	\$4,366.67
5	\$5,423.19	\$5,113.33
6	\$6,171.22	\$5,680.00
7	\$6,311.48	\$6,606.67
8	\$6,451.73	\$7,353.33
9	\$6,591.99	\$8,100.00
10	\$6,732.24	\$8,846.67

Low-Income Weatherization Projects

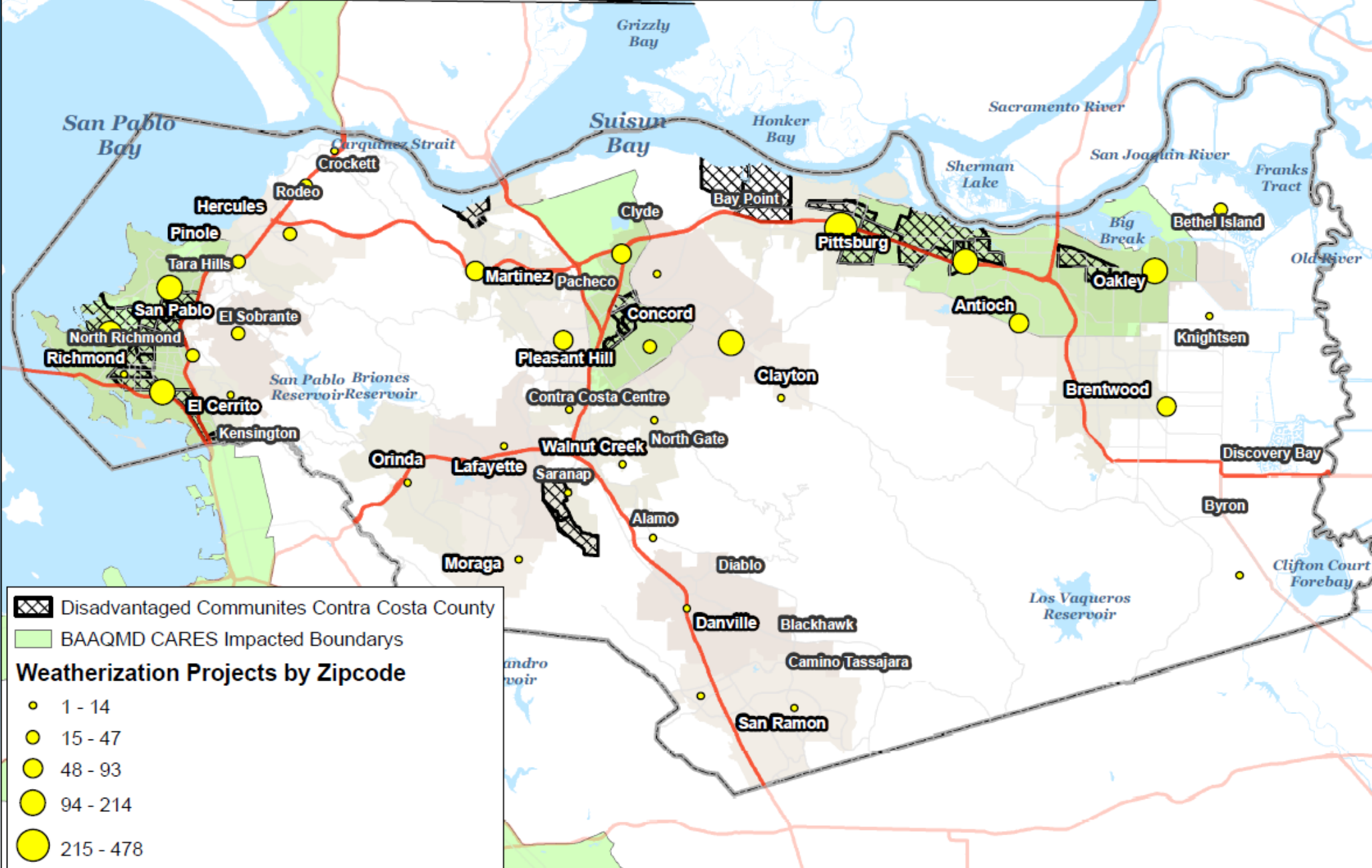
Residential/Unit Upgrades by Community 2015 thru August 2021



**310 Total
Unincorporated
Projects**



Weatherization Projects by Zipcode 2015-2020



Next Steps

1. Target Marketing of BayREN Programs in all Equity Priority Communities within Contra Costa County
2. Work directly with Supervisor Districts located within DACs and BAAQMD CARES designated areas (maps) to help promote BayREN programs in these communities
3. Develop list of CBOs to coordinate/communicate BayREN Program offerings within DACs/BAAQMD CARES locations
4. Leverage regional outreach activities to Equity Priority Communities

Questions?



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BAYREN