

San Mateo County BayREN Roadmap

The Bay Area Regional Energy Network (BayREN) is a collaboration of the nine Bay Area counties. Led by the Association of Bay Area Governments (ABAG), BayREN is a highly effective and trusted group of local governments that deliver targeted, integrated and regional-scale climate solutions focused on energy, water and resilience.

The San Mateo County BayREN Roadmap identifies key priorities for San Mateo and outlines a vision for how BayREN can support and advance those priorities.

County of San Mateo 2025 BayREN Vision

San Mateo County continues to lead by example, integrating climate goals into county processes and programs to maximize impacts and benefits. The County has made significant progress on housing and health goals and climate action. San Mateo County has prioritized energy efficiency as a first step to achieving climate action goals and created more prosperous communities by supporting healthier buildings and reducing utility bills across commercial, municipal and residential buildings. By 2025, San Mateo plans to expand BayREN program participation across multiple building types and engage a wide range of diverse participants resulting in critical progress towards the ambitious goal of achieving carbon neutrality well ahead of the state's goal of 2045.

San Mateo County Priorities

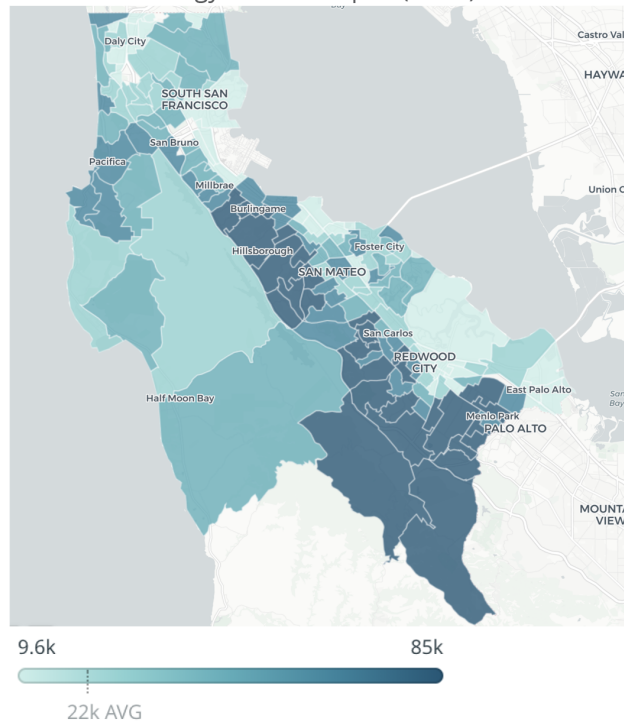
Climate Action and Carbon Neutrality

The County of San Mateo has committed to achieving carbon neutrality for its government operations by 2035 in advance of the State of California's 2045 goal.¹ Through its Regionally Integrated Climate Action Planning Suite² (RICAPS), San Mateo County provides resources and guidance to its twenty cities to support

¹ 2020 Government Operations Climate Action Plan: <https://www.smcsustainability.org/wp-content/uploads/Attachment-A-Government-Operations-Climate-Action-Plan-Pathway-to-Carbon-Neutrality.pdf>

local climate action. BayREN programs support these efforts by enabling energy efficiency upgrades and providing pathways for residential and municipal buildings to go all electric. Aligned with goals outlined in their recent San Mateo County Climate Emergency Resolution, the BayREN team considers health and socio-economic indicators and prioritizes racial equity when developing outreach goals.³

Residential Energy Use Per Capita (kBtu) in 2017



Improve Community Health and Resilience

BayREN programs support San Mateo County's goals to increase community resilience and improve community health. The Green Labeling and Home+ programs raise awareness about the health benefits of energy efficient homes and provide technical assistance, rebates and easy access to contractors for homeowners to realize these benefits. San Mateo County is also working with partners to increase grid resilience and energy storage

² <https://smcenergywatch.org/local-governments/climate-action-planning/>

³ San Mateo County Climate Emergency Resolution: <https://www.cedamia.org/wp-content/uploads/2019/09/San-Mateo-County-Climate-Emergency-Reso.pdf>

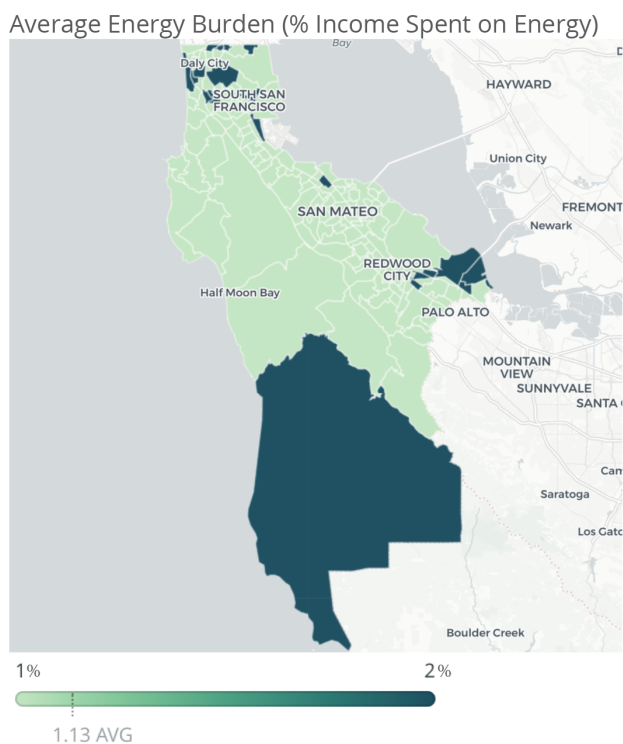
Data Sources: Energy Use Total, Per Capita, Per SQFT, by Vintage, by Income: Bay Area Energy Atlas (2017) Energy Burden: DOE LEAD Tool (2018) Median Household Income: ACS 5 Yr Estimates (2014-2019).



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options, such as promoting Peninsula Clean Energy (PCE) incentive programs for home batteries.⁴ The San Mateo County BayREN team will continue to advocate for energy efficiency as the first step in both building resilient infrastructure and reducing the impact on the energy grid during the transition to all electric buildings. Resilience in San Mateo County will also require local utilities to ensure access to clean water even as California continues to experience more extreme heat events and unprecedented drought conditions. The BayREN team will promote the Water Upgrades \$ave program to residents and, eventually, commercial customers to increase local water supply and support community resilience.

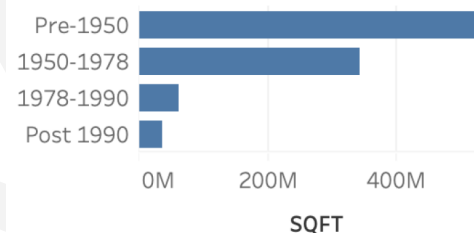
new business development — two areas of focus that are critical to local economic development and recovery. BayREN also provides opportunities for renters and homeowners to finance efficiency upgrades that mitigate the severity of their energy burden (the percentage of gross household income spent on energy costs) by reducing utility costs. To incentivize market transformation, BayREN provides access to free training for contractors and real estate professionals who are looking to increase their knowledge of energy efficient and all electric building options and generate new project and client leads. The San Mateo County BayREN team is specifically focused on supporting small businesses by layering other locally available programs such as PG&E’s energy efficiency financing program⁵ with BayREN’s Business Program and by developing their Small Business Resource Center⁶ to make it easier for local businesses to understand and access available resources.



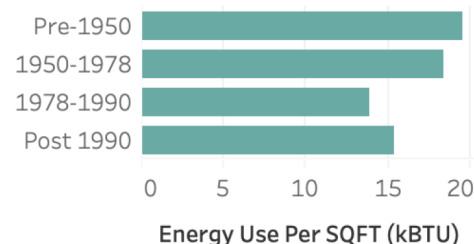
Support Local Economic Development and Recovery

BayREN programs support San Mateo County’s effort to retain existing small businesses and remove barriers to

Residential Building Total Square-footage by Building Vintage (2017)



Residential Building Median Energy Use/SQFT by Building Vintage (2017)



⁴ <https://www.peninsulacleanenergy.com/pop-homeowner/>

⁵ https://www.pge.com/en_US/small-medium-business/save-energy-and-money/energy-efficiency-financing/small-business-finance.page

⁶ <https://www.smcsustainability.org/energy-water/small-business-resource-center/>

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San Mateo County BayREN Roadmap

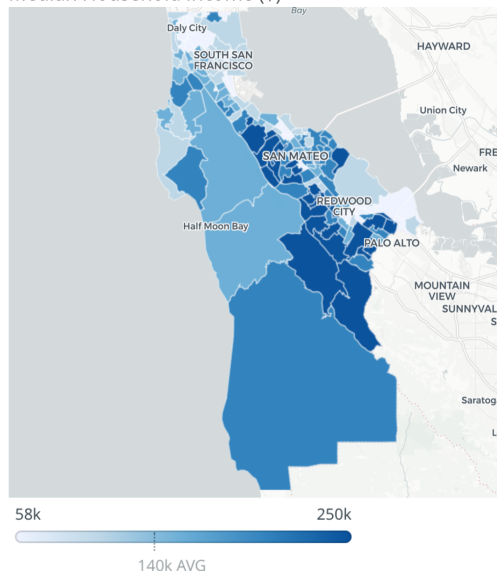
San Mateo County Key Initiatives

Focus on Achieving Equitable Outcomes by Strengthening Partnerships

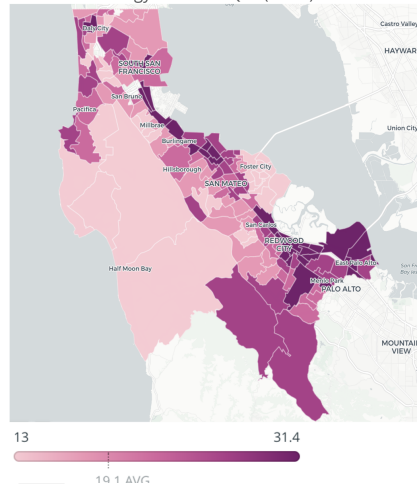
San Mateo County is committed to elevating equity by collaborating with community partners to better serve and address the needs of traditionally underserved communities. The County BayREN team plans to also work closely with BayREN Program Leads to ensure that program outreach goals are tied to meaningful outcomes that result in quantifiable benefits for these communities. These efforts will also help the County BayREN team connect communities with local partners who can provide additional services to compliment BayREN resources.

cities are unable to fully take advantage of this support due to barriers like lack of staff capacity and competing priorities. In order to ensure that each of San Mateo County's cities can benefit from regional BayREN resources as well as other related local programs, the County BayREN team will assess these barriers and gather input on how BayREN programs can better meet city needs. These efforts will help to clarify participation opportunities for cities and how BayREN programs and resources can support city goals.

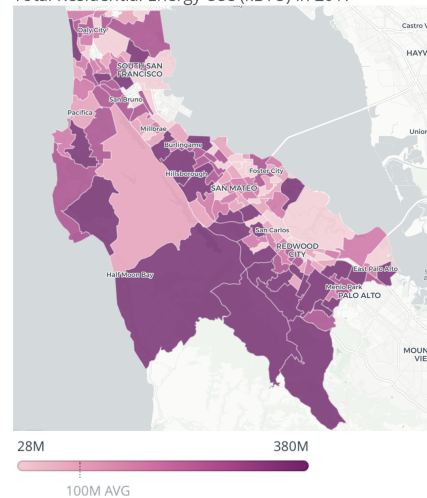
Median Household Income (\$)



Residential Energy Use Per SQFT (kBtu) in 2017



Total Residential Energy Use (kBtu) in 2017



Strategic City, County and CCA Engagement





The San Mateo County BayREN team works closely with staff in San Mateo County's twenty cities as well as with partners like Peninsula Clean Energy (PCE) to leverage resources and increase BayREN program impact. While RICAPS provides guidance and support for San Mateo city staff working on climate action planning, some

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BayREN Milestones for San Mateo County

Focus	2021	2022	2023	2024	2025
 Communications	Develop and share examples of success for Home+ and Multifamily Programs and Home Energy Score	Work with leads to understand needs and tailor all marketing materials for SMC target audiences		Work with BayREN Program Leads to redefine County success metrics to align with county and community partner goals	Communicate comprehensive services for residential and commercial buildings, schools, special districts and municipal sectors
 Partners & Relationships	Establish ongoing, regular communications with key partners	Identify and engage new community partners based on target audiences	Coordinate with County community partners to identify gaps and layer other local program offerings		
 Target Outreach	Update contact info for target audiences using new data sources	Identify opportunities to integrate outreach at key trigger points	Develop and implement process to assess BayREN outreach effectiveness on a quarterly basis	Explore new outreach techniques and identify top 3 strategies to reach target audiences	
 City & CCA Engagement	Share BayREN Roadmap with PCE and assess opportunities to leverage and enhance existing coordination		Assess city goal alignment with BayREN programs		Establish new process for sharing information between sustainability and building department staff

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