



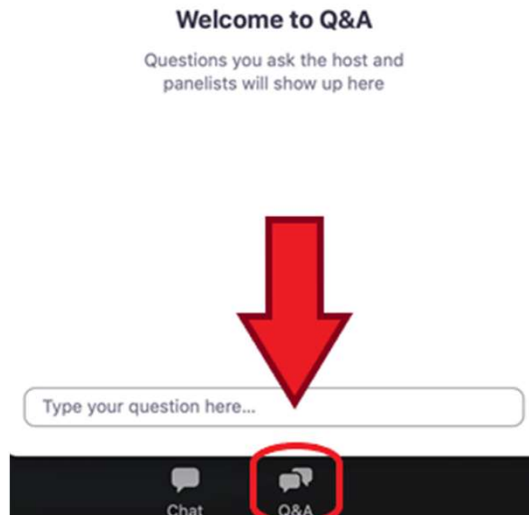
Energy Savings Assistance: Northern Multifamily Whole Building Program

Implementation Plan Public Presentation

March 21, 2023

Zoom Webinar Logistics

- Send questions through “**Q&A**” at the bottom of the screen.
- Attendee audio is not enabled.
- We will share a copy of the presentation with all registrants.
- A link to the webinar will be posted on CPUC’s website.



Agenda



Program Overview

- CPUC Decision
- Program Summary
- Implementation Team
- Targets, Goals, Budget
- Process Overview
- Measures
- Workforce Development



Program Delivery & Customer Services

- Program Delivery
- Target Audience(s)
- Marketing and Outreach
- Customer Eligibility
- Single Point of Contact



Schedule & Resources

- Timeline to Launch
- Contacts
- Join the Waitlist



Q&A



Program Implementation Team Speakers



Sophia Hartkopf
Program Oversight



Marissa Van Sant
Program Manager



Joshua Nederhood
Single Point of Contact

Safety Moment

**Spring is here and it's warming up outside!
As temperatures rise, so does the risk for heat-related illness.**

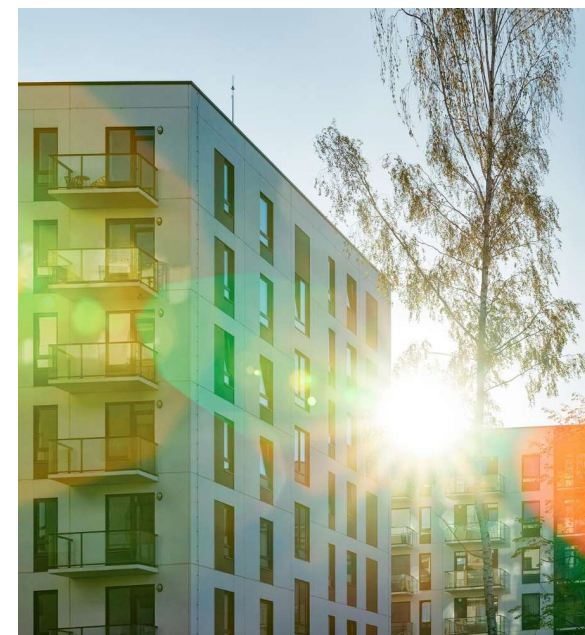


- Stay hydrated!** When active in moderate heat, be sure to drink 8 oz of water every 15 to 20 min.
- During prolonged sweating, hydrate with electrolytes.
 - Don't wait until you're thirsty. Replenish fluids regularly.
 - Balanced meals with salty snacks can limit electrolyte loss.



- Rest Regularly.** Be sure to work and rest, taking regular breaks.
- Complete more strenuous activities earlier in the day.
 - Decrease strenuous tasks as heat rises.
 - Set up shade canopies over work areas, when possible.

Prevent heat-related illness with simple, pre-task planning.





Program Overview

CA Public Utilities Commission Decision: D.21-06-15

In 2021, CPUC directed the IOUs to launch a new ESA multifamily program to serve income-eligible multifamily properties and residents through a comprehensive whole-building design.

- Expands traditional ESA offering beyond deed-restriction and to include new measures
- The new ESA Multifamily Whole Building (MFWB) Program incorporates the addition of whole-building income qualification and combined in-unit and common area offerings
- Multifamily property definition: Five or more units with a minimum of two attached units sharing a wall or floor/ceiling

Program Administrators:

- ESA Northern MFWB: PG&E territory
- ESA Southern MFWB: SDG&E lead IOU, includes SDG&E, SoCalGas and SCE territories

Program Summary

MFWB builds on the successes of ESA Main and ESA CAM.



Holistic

Whole-building approach



More Inclusive

Reach new residents and serve non-deed-restricted affordable housing



Customer-focused

Multiple options based on customer needs



Supportive

No-cost end-to-end technical assistance



Centralized

Offering a one-stop model



More info on the Implementation Plan at CEDARs: <https://cedars.sound-data.com/programs/list/>

Program Implementation Team

Program Administrator



Lead Program Implementer



TRADE ALLIES

Installation Contractors
for Common Area
Measures



Implementation Partner



SUBCONTRACTORS

Installation Contractors
for In-Unit Measures

PG&E Service Territory



Map source: California State Geoportal



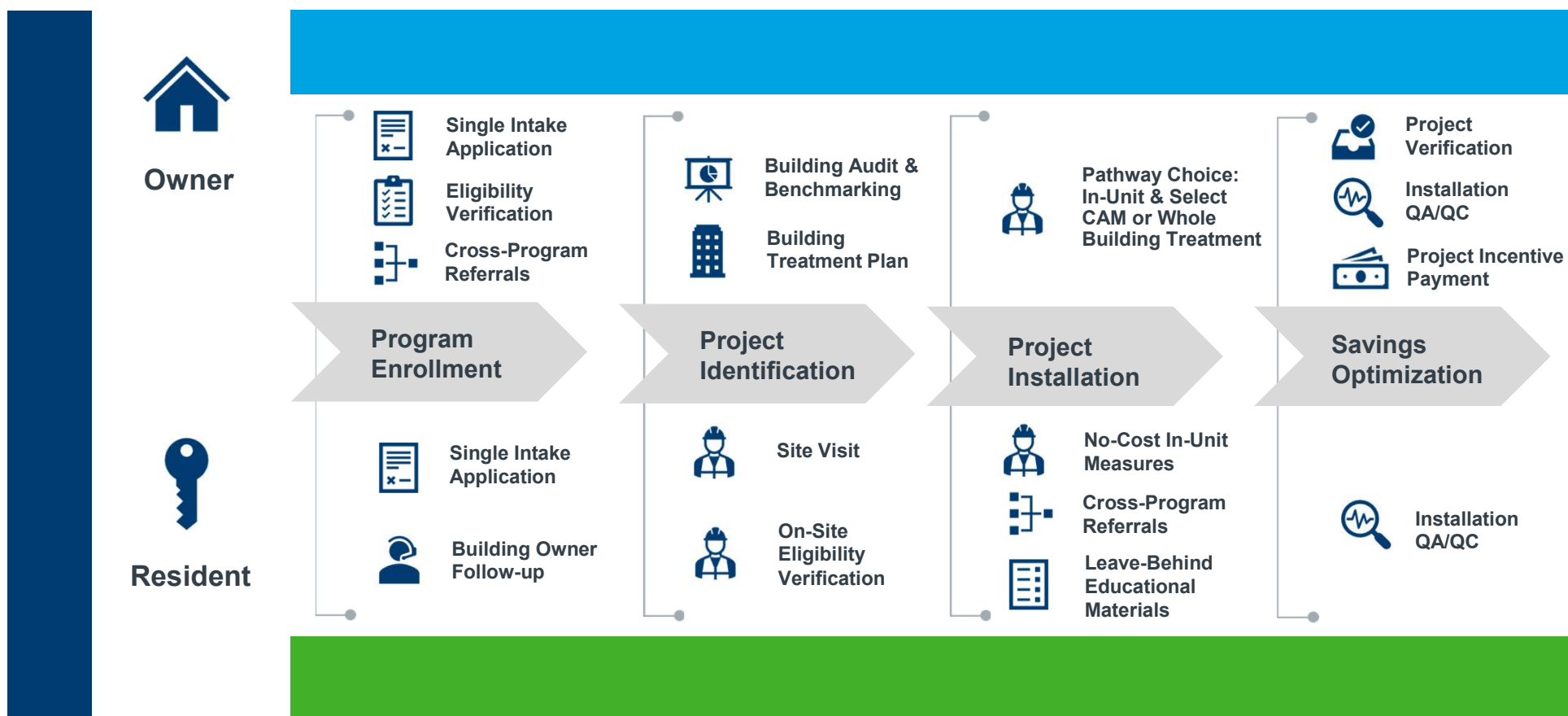
Treatment Targets and Savings Goals

Targets	2023	2024	2025	2026	Total
Household Treatments (In-Units)	13,566	19,278	19,278	19,278	71,400
Property Treatments	20	393	393	394	1,200

Goals	2023	2024	2025	2026	Total
Electric (kWh)	3,794,344	24,421,398	24,385,131	24,362,655	76,963,528
Gas (Therms)	253,022	913,661	908,247	917,515	2,992,444

Budget	2023	2024	2025	2026	Total
Total	\$17,985,961	\$52,875,536	\$51,490,769	\$48,974,856	\$171,327,121

Process Overview at a Glance



Measure Categories

- Measures and cost-effectiveness evaluated annually
- Incorporates healthy building materials where appropriate to reduce VOCs and improve health and safety
- Hybrid delivery of measure installations using ESA contractors and trade allies

	Measure Category	Examples
	Appliances and Plug Loads	Refrigerators, Clothes Washers, Pool Pumps, Smart Power Strips
	Building Envelope	Insulation, Air Sealing, Wall Repair
	Domestic Hot Water	Water Heaters, Low-flow Showerheads, Recirculation Controls
	Fuel Substitution*	Air Source Heat Pumps (HP), HP Water Heaters, Electric Ranges, HP Dryers
	Health, Comfort and Safety	Smoke Alarms, CO Detectors, Door Locks
	Heating and Cooling	Space Heating and Cooling Repair and Replacement, Thermostats
	Lighting	Light Fixtures, LED Bulbs, Controls

*Tiered roll-out, not expected to be available in 2023

Workforce Development for ESA Subcontractors

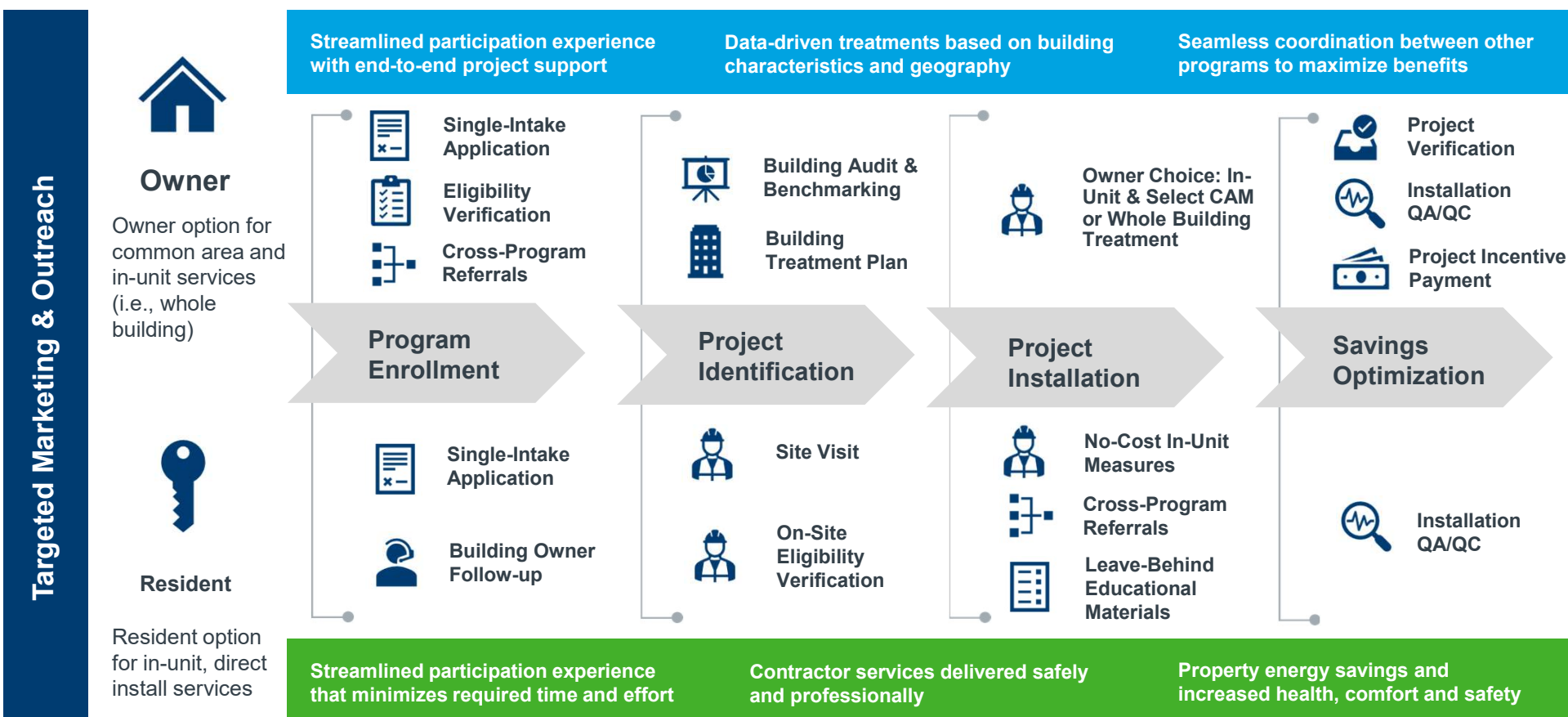
- Use local, small and disadvantaged businesses to support program implementation.
- Establish partnerships for recruiting and training efforts.
- Leverage the statewide Career and Workforce Readiness program to target potential workers.
- Identify training resources for subcontractors for ongoing career development.
- Provide on-the-job training and mentoring via ride-alongs.
- Track employee statistics related to hiring, training, career progression and certifications.





Program Delivery & Customer Services

Program Delivery



Marketing and Outreach Process

-  **1. Conduct market assessment to identify target audiences**
-  **2. Develop marketing and customer acquisition plans to engage target audiences**
-  **3. Create branding, program website, collateral and other marketing and outreach materials**
-  **4. Engage customers and enroll projects using strategies and tactics planned**
-  **5. Evaluate results and adapt**

Customer Segments and Need States

Customer segments and need states included in tracking and reporting

Seniors

Veterans

Hard-to-Reach

Rate Discount Programs
CARE, FERA, Medical Baseline

High-Energy Users

Rural

Tribal

High Fire Threat Districts (HFTD)

Property Eligibility

Deed-Restricted Property: A multifamily property* financed with low-income housing tax credits, tax-exempt mortgage revenue bonds, general obligation bonds or local, state or federal loans or grants.



To be eligible, deed-restricted properties must:

- Have at least **65%** of residents at or below 250% of FPL.**
- Provide proof of deed-restriction and resident income data to receive common area and whole-building measures.
- Sign a Tenant Protection Agreement if the deed restriction ends within 10 years of receiving MFWB program services.

*A property with five or more dwelling units, with at least two attached units sharing a wall or floor/ceiling

**Federal Poverty Level = ESA program income guidelines. Source: <https://www.cpuc.ca.gov/consumer-support/financial-assistance-savings-and-discounts/energy-savings-assistance>

Property Eligibility

Non-Deed-Restricted Property Definition: A multifamily residential complex that is not subject to a deed restriction or affordability covenant.



To be eligible, non-deed-restricted properties must:

- Have at least **80%** of tenants at or below 250% of the FPL.
- Provide resident income data to receive common area and whole-building measures.
- Sign a Tenant Protection Agreement* that commits the property to preserving 50% of units at CARE income rates for 10 years (for common area and whole-building measures.)

Must contribute 50% of costs (co-pay) for whole building and common area measures.

*Agreement is under development

In-Unit Resident Eligibility



Individual resident units within a multifamily property qualify if:

- Household income qualifies at or below 250% of the FPL.
- Enrolled in an income-based subsidy program (e.g., CARE, FERA, WIC, etc.)
- Eligibility is verified by ESA Subcontractor at the resident's home.

This process is for resident-driven inquiries only.

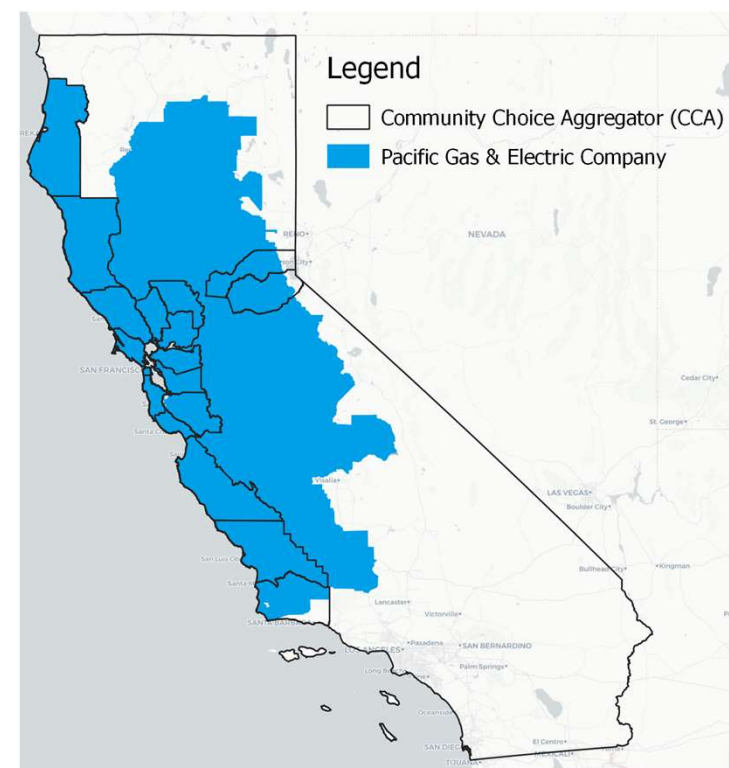
Property-level qualification will be pursued in order to serve all units on-site.



In-unit measures are 100% cost-covered for both deed-restricted and non-deed-restricted properties.

Utility Service Eligibility

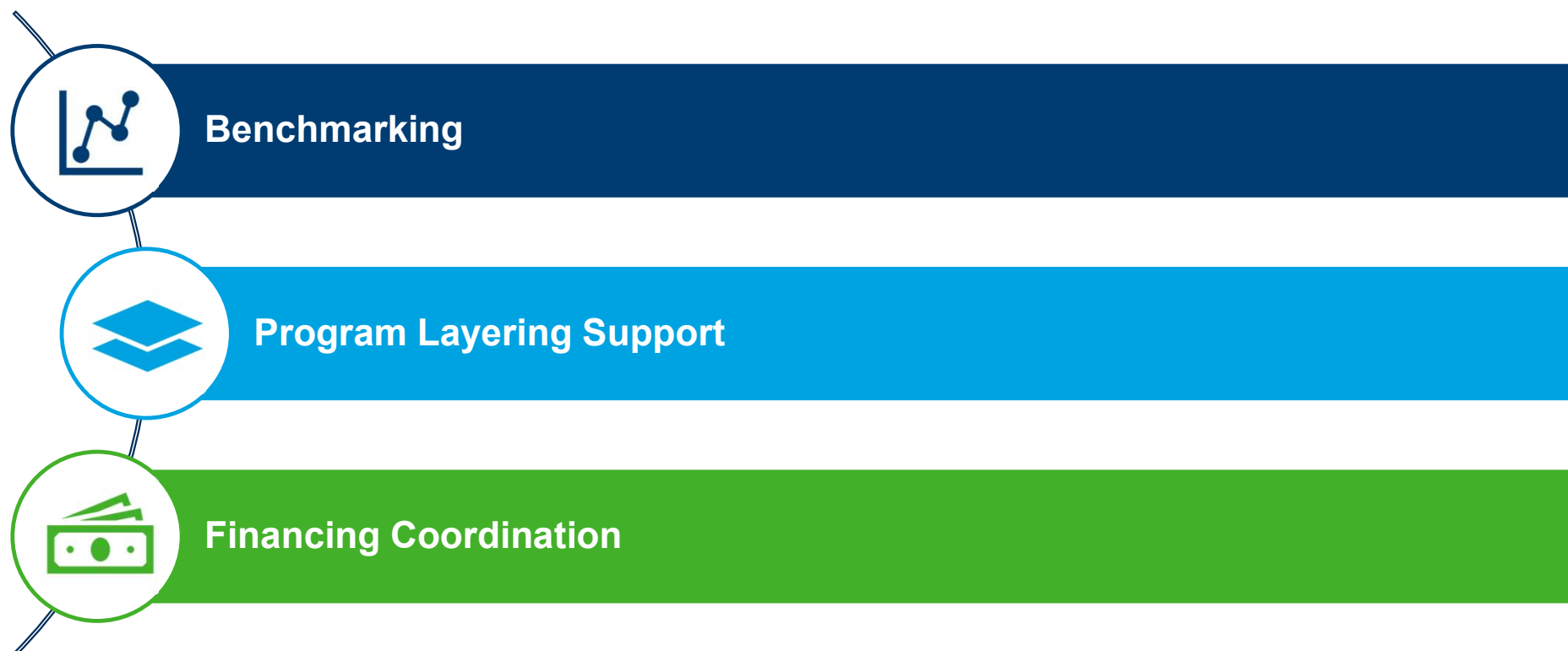
- Residents and properties must receive gas or electric service from PG&E.
- At this time, customers who only receive one service commodity from PG&E are only eligible for replacement measures for the commodity served. Subject to change when electrification measures are introduced.
- CCA customers eligible for gas and electric measures so long as PG&E provides distribution.



Map source: California State Geoportal

Single Point of Contact (SPOC) Services

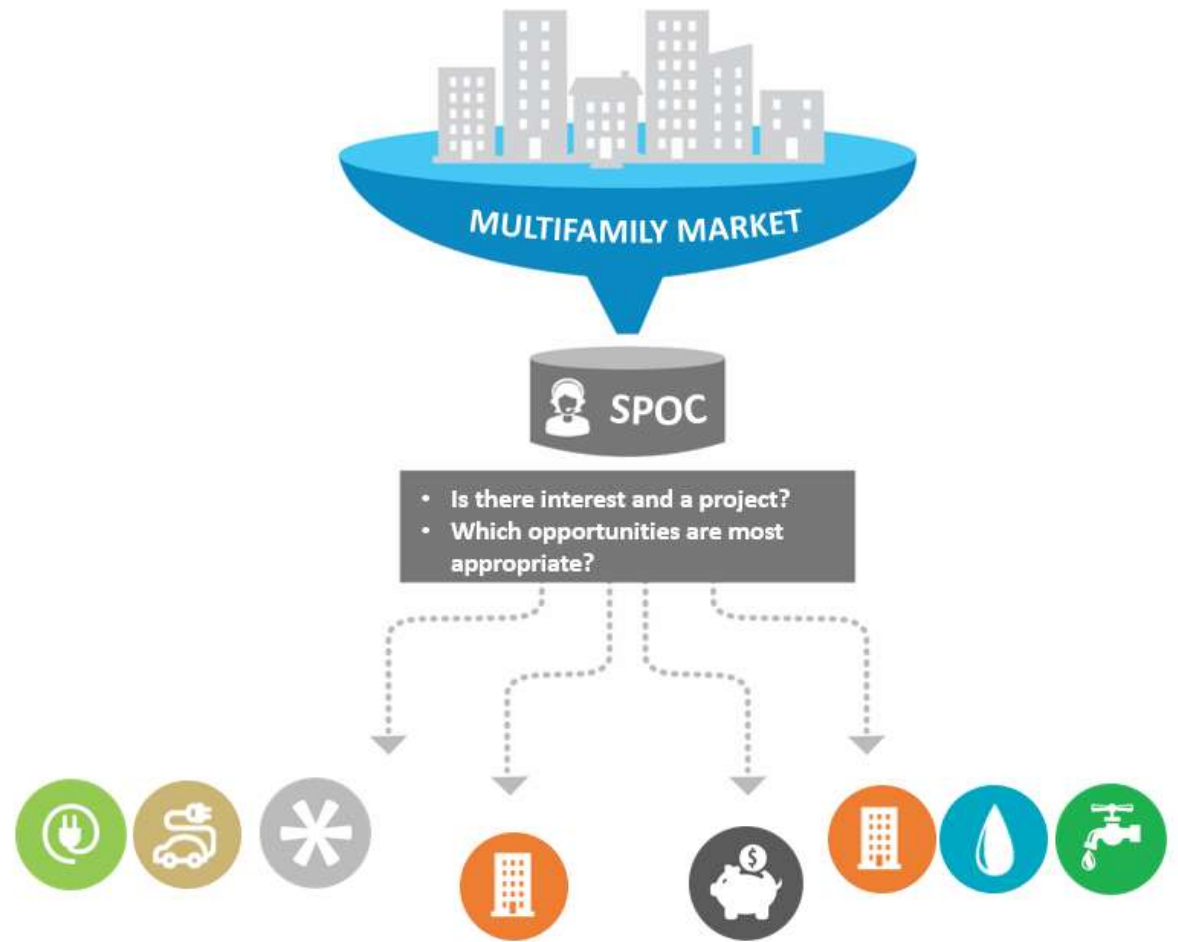
A one-stop model for ESA customers



SINGLE POINT OF CONTACT (SPOC)



SPOC Referrals



Program Layering

SPOC Program Layering Guide: Upgrade Programs

Single Point of Contact (SPOC)	ELIA In-Situ	ELIA CAM	LUMP	MEEP	Energy Smart Homes	BAARH	SMUD	MPFI & LPT
Energy Upgrade Incentive to Stay (EUIS) In-Situ	N/A	☑	☑	☑	☑	☑	☑	☑
Energy Upgrade Incentive to Stay (EUIS) CAM	☑	N/A	☑	☑	☑	☑	☑	☑
Low Income Rehabilitation Program (LIRP)	☑	☑	N/A	☑	☑	☑	☑	☑
Multifamily Energy Storage Program (MESP)	☑	☑	☑	N/A	☑	☑	☑	☑
California Energy Smart Homes Program	☑	☑	☑	☑	N/A	☑	☑	☑
Energy Star (ES) Multifamily Building Enforcement Initiative	☑	☑	☑	☑	☑	N/A	☑	☑
Energy Multifamily Whole-Building	☑	☑	☑	☑	☑	☑	☑	N/A
Multifamily Energy Storage Program (MESP) & Low-Income Families and Services (LIFS)	☑	☑	☑	☑	☑	☑	☑	N/A

SPOC Program Layering Guide: Upgrade Programs

Learn which California programs you can layer to leverage multiple funding sources for upgrade projects.

[View the layering guide](#)

SPOC Program Layering Guide: New Construction Programs

Single Point of Contact (SPOC)	Building Initiative for Low Emissions Development (BUILD)	California Energy Design Assistance (CEDA)	California Energy Smart Homes	SMUD Smart Home
Building Initiative for Low Emissions Development (BUILD)	N/A	☑	☑	☑
California Energy Design Assistance (CEDA)	☑	N/A	☑	☑
California Energy Smart Homes Program	☑	☑	N/A	☑
SMUD Smart Home	☑	☑	☑	N/A

SPOC Program Layering Guide: New Construction Programs

Learn which California programs you can layer to leverage multiple funding sources for new construction projects.

[View the layering guide](#)

Explore further opportunities with the PG&E Single Point of Contact (SPOC)

Resources for Residents:

- Upgrade your home:** SPOC can point you to currently available rebates and incentive programs for assistance with LED lights, smart power strips, faucet aerators, appliances and more.
- Get discounts on your energy bills:** SPOC can find out if you qualify for CARE or FERA discounts of around 20% on your gas and electricity.
- Cut down on water costs:** SPOC can connect you with water district programs that provide free faucet aerators, efficient shower heads, and rebates for new water fixtures.
- Improve your air quality:** Many air quality management districts offer rebates and incentives for replacing wood stoves or fireplaces and upgrading to cleaner vehicles.
- Take your home to the next level:** Contact SPOC to learn about programs that offer bill savings by adjusting your energy usage during peak times.

1.866.362.7457 | multifamilySPOC@pgandee.com | pgandee.com

SPOC In-Unit Upgrades and Resources for Residents

Learn how SPOC can help multifamily property residents find energy efficiency, water reduction, and energy bill saving incentive programs for their homes.

[View the resident flyer](#)



Webinar: Multifamily Energy Efficiency Upgrade Programs

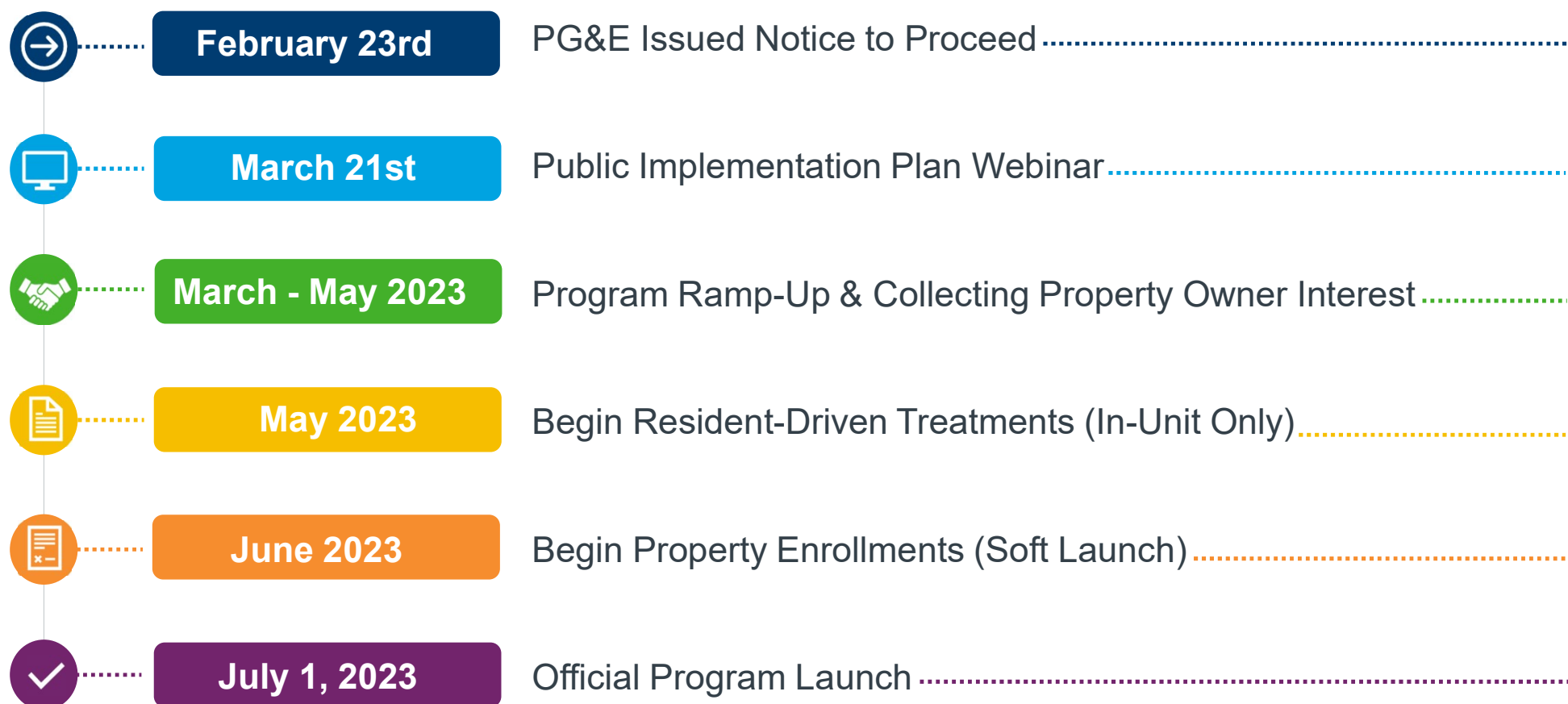
Learn about program layering, energy efficiency, renewable, and financing opportunities for your building upgrades and retrofits through PG&E incentive programs.

[View recording](#)



Schedule & Additional Resources

Estimated Program Timeline to Launch*



Program Information



For additional program information:

- Program information: <http://esamultifamily.com>
- Multifamily Central Portal: <https://mcp.customerapplication.com/>



Join the waitlist!

- Building Owners and Trade Allies who are interested in participating please complete an interest form to join our waitlist or email multifamilySPOC@trccompanies.com



Sign up for our newsletter!

- For future program announcements subscribe on our website: bit.ly/3JcTphm

Points of Contact



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PG&E

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Q&A