EQUITABLE BUILDING DECARBONIZATION PROGRAM
NORTHERN CALIFORNIA

A Tale of the EBD-Northern Program Outreach: Working with Community, For Community

Northern California Regional Administration Team

THE ORTIZ GROUP
Driven by data. Led by experience.

ASSOCIATION FOR ENERGY AFFORDABILITY INC.

¡PODER!

APEN
ASIAN PACIFIC ENVIRONMENTAL NETWORK

EQUITABLE BUILDING DECARBONIZATION PROGRAM
NORTHERN CALIFORNIA

What makes the EBD Program unique

- The EBD Program is a direct install program – at **no cost to property owners or tenants** to participate and receive the eligible retrofit measures.
- The program is **exclusively for low-income households** (<80% AMI) and serves under-resourced communities (at least 65% DAC).
- EBD program scope heavily focuses on the **electrification of appliances**, but also includes **water and energy efficiency** upgrades, **weatherization** and limited funds for **home remediation** and **electrical upgrades**. The program does NOT include solar, storage, or EV-related upgrades.
- Community Based Organizations (CBOs) will be an integral role in leading outreach and engagement for this program.
- This program includes **single-family, multifamily, manufactured, and mobile homes** that are **renter or owner** occupied

EQUITABLE BUILDING DECARBONIZATION PROGRAM
NORTHERN CALIFORNIA

Northern California Regional Administrator EBD Team

California Housing Partnership

ASSOCIATION FOR ENERGY AFFORDABILITY INC.

APEN ASIAN PACIFIC ENVIRONMENTAL NETWORK

FRONTIER energy

¡PODER!

RISING SUN CENTER FOR OPPORTUNITY

GRID ALTERNATIVES

veic

THE ORTIZ GROUP
Driven by data. Led by experience.

Implementation Team Panel

Moderator

Melinda Lopez
Program Manager
at The Ortiz Group

Panelists

Andrew Brooks,
Managing Director
at Association for
Energy Affordability

Christine Selig,
Director of Healthy
Resilient Homes at
PODER

Shina Robinson,
Resilience Projects
Director at Asian
Pacific
Environmental
Network

Active Learning

- Prompt
  - Scenario: a working class renter is interested in participating in EBD, but primarily speak another language at home (diad/small groups should think specific to communities they may work with), the resident's landlord is hesitant, they are concerned about energy or housing costs going up, and are struggling to provide income verification documents.
  - Questions for the small groups:
    - What role would each stakeholder (CBO, Local gov, program admin, contractor, utility) play?
    - Who is best positioned to solve each challenge?
    - How would you design the ideal partnership between these types of implementers? Identify roles, responsibilities, communication practices, decision-making structures, and funding needs.

EQUITABLE BUILDING DECARBONIZATION PROGRAM
NORTHERN CALIFORNIA

Connect with the EBD Team

Melinda Lopez
Program Manager
at The Ortiz Group

Mlopez@ortiz-group.com

Andrew Brooks,
Managing Director
at Association for
Energy Affordability

abrooks@aeacleanenergy.org

Christine Selig,
Director of Healthy
Resilient Homes at
PODER

cselig@podersf.org

Shina Robinson,
Resilience Projects
Director at Asian
Pacific Environmental
Network

shina@apen4ej.org

Email: ebd@aeacleanenergy.org
Web: https://aea.us.org/ebd-northern/