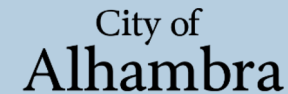


# Designing Direct-to-Renter Programs (With Cities and CCAs Already Doing It!)



June 24, 2026 | 3:00 PM - 5:00 PM

# Session Introduction

- Welcome!
- We are all here because of the well-known barriers to serving renters
- This session focuses on solutions: direct-to-renter programs being planned and implemented now



# Session Introduction (Continued)

- AGENDA:
  - **Overview** (~30-min)
    - 5 programs: 2 cities, 2 CCA's, 1 State grant
    - Brief introductions, moderated Q&A
  - **Breakouts** (~1-hr 15-min)
    - Deep dives into 3 categories of program design
    - 3 x 3 simultaneous sessions, each ~25 minutes
    - Reference materials
  - **Reconvene** (~10 min)
    - Reflection and call to action



# Our Panelists

**Elias Platte-Bermeo**  
Santa Monica



**Katie Martel**  
City of Alhambra



**Pranesh Venugopal**  
Orange County  
Power Authority



**Shelby Bush**  
Peninsula  
Clean Energy



**Ashley Mercado**  
Day One



Moderated by Felicia Federico, The Energy Coalition

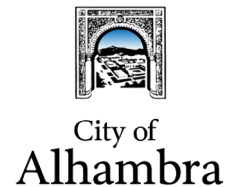
# City of Santa Monica

- Elias Platte-Bermeo, Sustainability Analyst
- Renter's Energy and Cooling/Heating (REACH) Program
- \$250,000 budget
- Source of Funding: Clean Power Alliance Innovation Fund
- Partnering with The Energy Coalition and Sustainable Works
- Status: underway with ~50 households served



# City of Alhambra

- Katie Martel, Sustainability Analyst
- Renter's EDGE
- \$168,450
- Funded by Clean Power Alliance Innovation Fund
- Partners: ActiveSGV, Chinatown Service Center, The Energy Coalition
- Status: Final planning stages. Projected to open program by mid-summer.



# Orange County Power Authority

- Pranesh Venugopal
- Renter Energy Efficiency Program
- Program Budget: \$600,000 (Actual + Forecasted Spend: \$521,540)
- Source of Funding: OCPA Ratepayer Funded
- Program Partners: The Energy Coalition
- Status: Equipment delivered; Next steps - Post-survey and M&V
- Identified as a top priority program in the OCPA Community Power Plan.



# Peninsula Clean Energy

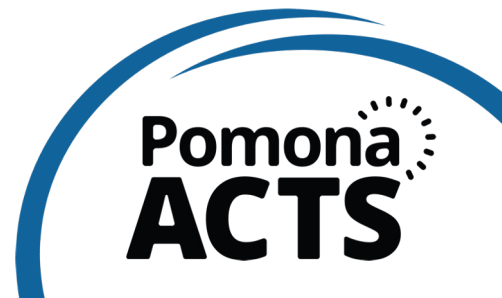
- Shelby Bush
- Renter Marketplace
- \$4.6M over four years
- CPUC Energy Efficiency
- Plan to partner with software vendor for the online marketplace and CBO for outreach and support
- Pending CPUC Approval - Launch planned for 2028





## Pomona ACTS

- Ashley Mercado, Director of Special Projects at Day One
- Pomona Power Up
- \$270,000 (appliances only - other costs embedded in a larger program)
- Transformative Climate Communities grant from SGC
- The Energy Coalition, Day One, Latino / Latina Roundtable
- Status: Underway



# Moderated Q&A

# DTR Program Elements

(See Handout)

Basics

WHO (Community Outreach)

WHAT (Technical Portfolio)

HOW (Intervention Strategy)

Assessment



# Breakout Group Topic Areas

(See Handouts)

## *Breakout 1*

### **WHO (Community Outreach)**

- Community Served
- Number Served
- Eligibility Requirements
- Eligibility Verification
- Equity Considerations  
(beyond eligibility criteria,  
from program design to  
selection)
- Community Outreach Plan

## *Breakout 2*

### **WHAT (Technical Portfolio)**

- Appliance Portfolio Options
- Appliance Limit per  
Household
- Appliance Budget per  
Household
- Education (Electrification,  
equipment usage, etc.)

## *Breakout 3*

### **HOW (Intervention Strategy)**

- Application Process
- Application Period (length)
- Enrollment Method
- Ordering and Delivery  
Logistics
- Installation Support

# Breakout #1

# Breakout #2

# Breakout #3

# Reconvene / Wrap Up

- Note about program assessments
  - This element is still in development across the programs
  - We hope to have more information to share at CCEC 2027!
- Please use the Whova app
  - We'd like to know:
    - Did you attend last year's DTR session at CCEC 2025?
    - What topic areas do you still need the most help with? (short answer)
  - Please also fill out the session feedback
- Concluding thoughts from the breakout sessions

