

AMENDMENT NO. 2 TO FUNDING AND IMPLEMENTATION AGREEMENT
Between ASSOCIATION OF BAY AREA GOVERNMENTS
And the COUNTY OF SAN MATEO
For BAYREN PROGRAM IMPLEMENTATION PLAN WITH SAN MATEO COUNTY

THIS AMENDMENT, effective as of March 1, 2022, is Amendment No. 2 to the Agreement by and between the Association of Bay Area Governments (“ABAG”) and the County of San Mateo, dated January 1, 2020, and amended on November 19, 2020 (Amendment 1) (collectively, the “Agreement”).

NOW, THEREFORE, the parties agree to modify the subject Agreement as follows:

1. The term of the agreement is extended through December 31, 2023. The Agreement title is updated to “BayREN Program Implementation Plan with San Mateo County”.
2. Attachment 1 for 2020-2022, Revision 1 is deleted in its entirety and replaced with Attachment 1 for 2020-2023, attached hereto and incorporated herein by this reference, to reflect an increase of three hundred fifteen thousand four hundred sixty-one dollars (\$315,461), for a contracted total of one million three thousand three hundred forty-four dollars (\$1,003,344).
3. Attachment 1A, Revision 1 is deleted in its entirety and replaced with Attachment 1A, Revision 2, attached hereto and incorporated herein by this reference.
4. Attachment 1B, Revision 1 is deleted in its entirety and replaced with Attachment 1B, Revision 2, attached hereto and incorporated herein by this reference.
5. Attachment 1C, Revision 1 is deleted in its entirety and replaced with Attachment 1C, Revision 2, attached hereto and incorporated herein by this reference.
6. Attachment 1D, Revision 1 is deleted in its entirety and replaced with Attachment 1D, Revision 2, attached hereto and incorporated herein by this reference.
7. Attachment 1E, Revision 1 is deleted in its entirety and replaced with Attachment 1E, Revision 2, attached hereto and incorporated herein by this reference.
8. Attachment 1F, Revision 1 is deleted in its entirety and replaced with Attachment 1F, Revision 2, attached hereto and incorporated herein by this reference.

IN WITNESS WHEREOF, this Amendment has been executed by the parties hereto as of the day and year first written above.

ASSOCIATION OF BAY AREA
GOVERNMENTS

County of San Mateo,
A political subdivision of the State of
California

Therese W. McMillan,
Metropolitan Transportation Commission
Executive Director, Acting Pursuant to the
Contract for Services dated May 30, 2017

Don Horsley
Chair, Board of Supervisors

Attachment 1 for 2020-2023

Subprogram	Budget Category	2020	2021	2022	2023
Single Family (Attachment 1A, Revision 2)	Administration	\$14,000	\$14,000	\$14,000	\$14,000
	Implementation	-	-	-	-
	Marketing	\$123,461	\$168,161	\$114,161	\$114,161
	Incentives	-	-	-	-
	Total:	\$137,461	\$182,161	\$128,161	\$128,161
Green Labeling (Attachment 1B, Revision 2)	Administration	\$1,000	\$200	\$1,000	\$1,000
	Implementation	-	-	-	-
	Marketing	\$6,800	\$5,800	\$10,000	\$10,000
	Incentives	-	-	-	-
	Total:	\$7,800	\$6,000	\$11,000	\$11,000
Multifamily (Attachment 1C, Revision 2)	Administration	\$8,000	\$11,300	\$12,000	\$12,000
	Implementation	-	-	-	-
	Marketing	\$11,900	\$19,700	\$32,000	\$32,000
	Incentives	-	-	-	-
	Total:	\$19,900	\$31,000	\$44,000	\$44,000
Water Upgrades Save (Attachment 1D, Revision 2)	Administration	\$1,500	-	\$1,500	\$1,500
	Implementation	\$1,000	\$1,500	\$5,000	\$5,000
	Marketing	-	-	-	-
	Total:	\$2,500	\$1,500	\$6,500	\$6,500
Commercial (Attachment 1E, Revision 2)	Administration	\$5,000	\$4,700	\$5,000	\$5,000
	Implementation	-	-	-	-
	Marketing	\$2,000	\$7,800	\$30,000	\$33,000
	Total:	\$7,000	\$12,500	\$35,000	\$38,000
Codes & Standards (Attachment 1F, Revision 2)	Administration	\$2,500	\$2,500	\$2,500	\$2,500
	Implementation	\$35,300	\$27,300	\$35,300	\$35,300
	Marketing	-	-	-	-
	Total:	\$37,800	\$29,800	\$37,800	\$37,800
	Annual Total	\$212,461	\$262,961	\$262,461	\$265,461
	Contract Total	\$212,461	\$475,422	\$737,883	\$1,003,344

Attachment 1A, Revision 2
BayREN Single Family Program
Scope of Work

2020 Budget Not to Exceed: \$137,461

2021 Budget Not to Exceed: \$182,161

2022 Budget Not to Exceed: \$128,161

2023 Budget Not to Exceed: \$128,161

The BayREN Counties will provide services in their jurisdictions to support the BayREN Single Family program. These tasks include local outreach to single family residents (homeowners and renters); contractor recruitment, support and engagement and coordination with the BayREN Single Family Committee and Coordinating Circle. Tasks below are based on local budget and capacity to deliver services.

Admin - Cross Link for County of San Mateo

Purpose: Representing San Mateo County context within BayREN.

Role Accountabilities:

- Removing constraints within BayREN that limit its ability to collaborate and deliver effective programs
- Seeking to understand Tensions conveyed by any of County of San Mateo's stakeholders applicable to the BayREN programs, and discerning those appropriate to channel into the Coordinating Circle for processing
- Sharing the perspective of County of San Mateo stakeholders
- Communicating with County of San Mateo's stakeholders about BayREN programs and activities
- Sharing progress, performance, and strategic data and information with the Coordinating Circle
- Coordinating with local Energy Watch/Local Government Partnership, East Bay Clean Energy and other County of San Mateo programs.
- Establishing that member has been selected by its county to act on its behalf
- Ensuring that member has expertise and experience in energy-related project management and implementation
- Ensuring invoices and reporting are submitted to Program Administrator in a timely manner
- Developing and reviewing program performance, and program and pilot recommendations
- Reviewing and authorizing program changes
- Implementing BayREN communication strategies in County of San Mateo
- Developing specific goals for County of San Mateo in line with the BayREN Business Plan, including strategies for managing and operating BayREN efforts more effectively and leveraging other programs within County of San Mateo

Marketing & Outreach – Local Outreach for County of San Mateo

Purpose: Support the Single Family program at the county level.

Role Accountabilities:

- Providing program support and information to potential and participating contractors active within the County, as mutually agreed upon by the Lead Link and County Representative. Support activities include:
 - Organizing local realtor and contractor networking event(s) to promote the BayREN Single Family Program
 - Establishing partnerships with local organizations to promote the Single Family Program
 - Conducting direct mail campaigns and obtain mortgage, refinance, or similar mailing list(s)
 - Organize homeowner workshops to promote Home Upgrade and Participating Contractors
 - Coordinate presentations to homeowner community groups, organizations, and/or employers
 - Identifying homeowner case study/studies and presenting to the Single Family and/or Coordinating Circle
- Creating and/or maintaining stakeholder partnerships such as with local cities, Energy Watch programs, local Community Choice Aggregator and Community Based Organizations to assist in outreach of the Program
- Printing of program collateral
- Collaborating with Home Energy Advisors by sending emails for lead generation
- Hosting program information on local website(s) and County social media platforms
- Providing Lead Link with local information, contacts and data that support and promote the Program
- Providing Lead Link information on all planned Program related events in the County
- Reporting on best and highest performing activities to the Single Family and/or Coordinating Circle
- Reporting on any unsuccessful strategies to the Single Family and/or Coordinating Circle
- Analyzing local Program performance to identify gaps and recommendations to Lead Link
- Coordinating with Rising Sun to identify not-yet-reached communities in the County of San Mateo
- Sharing with the Single Family Coordinating Circle Program marketing material developed by the County of San Mateo

Marketing & Outreach – Residential Electrification Case Studies (2021)

Purpose: Identify effective pathways and costs associated with components of electrification of existing single family homes.

Role Accountabilities:

- Planning development of 5-10 case studies on single family homes to understand effective pathways for partial or whole-home electrification

- Connecting case study participants with BayREN resources that support their home electrification goals
- Recruiting one or more consultants to provide assessments of home electrification retrofit projects and documentation for case studies
- Supporting the development of collateral to share case studies findings
- Sharing case study findings with the Coordinating Circle, Single Family program circle, and residents to promote better understanding of home electrification
- Providing Lead Link with information on case study planning, progress, and results

Attachment 1B, Revision 2
BayREN Green Labeling Subprogram
Scope of Work

2020 Budget Not to Exceed: \$7,800

2021 Budget Not to Exceed: \$6,000

2022 Budget Not to Exceed: \$11,000

2023 Budget Not to Exceed: \$11,000

Green labeling is a critical component of a comprehensive approach to achieve greater energy efficiency in California's homes, the objective of AB 758. Green labeling enables market recognition of the value of a green home during real estate transactions and complements other market transformation strategies such as incentives and financing. County of San Mateo's role is to implement the Home Energy Score program, provide real estate sector education, and coordinate County level real estate engagement.

Admin - Cross Link for County of San Mateo

Purpose: Representing San Mateo County context within BayREN.

Role Accountabilities:

- Removing constraints within BayREN that limit its ability to collaborate and deliver effective programs
- Seeking to understand Tensions conveyed by any of County of San Mateo's stakeholders applicable to the BayREN programs, and discerning those appropriate to channel into the Coordinating Circle for processing
- Sharing the perspective of County of San Mateo stakeholders
- Communicating with County of San Mateo's stakeholders about BayREN programs and activities
- Sharing progress, performance, and strategic data and information with the Coordinating Circle
- Coordinating with local Energy Watch/Local Government Partnership, East Bay Clean Energy and other County of San Mateo programs.
- Establishing that member has been selected by its county to act on its behalf
- Ensuring that member has expertise and experience in energy-related project management and implementation
- Ensuring invoices and reporting are submitted to Program Administrator in a timely manner
- Developing and reviewing program performance, and program and pilot recommendations
- Reviewing and authorizing program changes
- Implementing BayREN communication strategies in County of San Mateo
- Developing specific goals for County of San Mateo in line with the BayREN Business Plan, including strategies for managing and operating BayREN efforts more effectively and leveraging other programs within County of San Mateo

Marketing & Outreach – Local Outreach for County of San Mateo

Purpose: Support the Green Labeling program at the county level.

Role Accountabilities:

- Participating in bi-monthly calls on program development and implementation
- Promoting and attending BayREN real estate trainings in [Member County] and/or adjacent counties to provide information on BayREN and build connections with local real estate professionals
- Promoting HES rebates through workshops, mailings, social media, or other outreach campaigns
- Maintaining and developing relationships with existing or potential HES Assessors
- Identifying local venues or homes for trainings and tours
- Maintaining and developing relationships with local real estate associations, presenting at realtor meetings, hosting realtor networking events
- Providing Program Lead with local information, contacts and data that support and promote the Program

Attachment 1C, Revision 2
BayREN Multifamily Program
Scope of Work

2020 Budget Not to Exceed: \$19,900

2021 Budget Not to Exceed: \$22,000

2022 Budget Not to Exceed: \$44,000

2023 Budget Not to Exceed: \$44,000

Each of the BayREN participating members, including County of San Mateo, will provide services in their jurisdictions to support the BayREN Multifamily program. These tasks include local outreach to recruit property owners, support to the consultant providing technical assistance services to local property owners, assistance with recruiting contractors for trainings, and coordination with the BayREN Multifamily Committee and Coordinating Circle.

Admin - Cross Link for County of San Mateo

Purpose: Representing San Mateo County context within BayREN.

Role Accountabilities:

- Removing constraints within BayREN that limit its ability to collaborate and deliver effective programs
- Seeking to understand Tensions conveyed by any of County of San Mateo's stakeholders applicable to the BayREN programs, and discerning those appropriate to channel into the Coordinating Circle for processing
- Sharing the perspective of County of San Mateo stakeholders
- Communicating with County of San Mateo's stakeholders about BayREN programs and activities
- Sharing progress, performance, and strategic data and information with the Coordinating Circle
- Coordinating with local Energy Watch/Local Government Partnership, East Bay Clean Energy and other County of San Mateo programs.
- Establishing that member has been selected by its county to act on its behalf
- Ensuring that member has expertise and experience in energy-related project management and implementation
- Ensuring invoices and reporting are submitted to Program Administrator in a timely manner
- Developing and reviewing program performance, and program and pilot recommendations
- Reviewing and authorizing program changes
- Implementing BayREN communication strategies in County of San Mateo
- Developing specific goals for County of San Mateo in line with the BayREN Business Plan, including strategies for managing and operating BayREN efforts more effectively and leveraging other programs within County of San Mateo

Marketing & Outreach – Local Outreach for County of San Mateo

Purpose: Support the Multifamily program at the county level.

Role Accountabilities:

- Recruiting property owners and contractors through local activities and events
- Ensuring outreach is done in all jurisdictions within the member county (towns, cities, unincorporated areas, etc.)
- Coordinating with cities within the County, Energy Watch/Local Government Partnership, local Community Choice Aggregator, and other local programs
- Hosting program information on local website(s) and suggesting local media and social media outlets for program content
- Providing Program Lead with local information, contacts and data that support and promote the Program
- Gathering information needed for assembling workable, targeted multifamily property owner contact lists
- Reporting on best and highest performing activities to the Multifamily Circle
- Coordinating with local jurisdictions and industry associations to foster relationship-building between local municipal governments and multifamily property owners
- Supporting Lead Link with market analysis studies by providing outreach data requested
- Working with local jurisdictions to distribute case study content through available media (press releases, websites, newsletters, social media, etc.)
- Distributing program impact data to jurisdictions within the member county

Attachment 1D, Revision 2
BayREN Water Upgrades \$ave Program
Scope of Work

2020 Budget Not to Exceed: \$2,500

2021 Budget Not to Exceed: \$1,500

2022 Budget Not to Exceed: \$6,500

2023 Budget Not to Exceed: \$6,500

County of San Mateo will provide local partner water utility support for implementation and marketing in its capacity for Water Upgrades \$ave Program (WU\$P). County of San Mateo will provide administrative tasks in its capacity as a Cross Link and for participation in the Coordinating Circle.

Admin - Cross Link for County of San Mateo

Purpose: Representing San Mateo County context within BayREN.

Role Accountabilities:

- Removing constraints within BayREN that limit its ability to collaborate and deliver effective programs
- Seeking to understand Tensions conveyed by any of County of San Mateo's stakeholders applicable to the BayREN programs, and discerning those appropriate to channel into the Coordinating Circle for processing
- Sharing the perspective of County of San Mateo stakeholders
- Communicating with County of San Mateo's stakeholders about BayREN programs and activities
- Sharing progress, performance, and strategic data and information with the Coordinating Circle
- Coordinating with local Energy Watch/Local Government Partnership, East Bay Clean Energy and other County of San Mateo programs.
- Establishing that member has been selected by its county to act on its behalf
- Ensuring that member has expertise and experience in energy-related project management and implementation
- Ensuring invoices and reporting are submitted to Program Administrator in a timely manner
- Developing and reviewing program performance, and program and pilot recommendations
- Reviewing and authorizing program changes
- Implementing BayREN communication strategies in County of San Mateo
- Developing specific goals for County of San Mateo in line with the BayREN Business Plan, including strategies for managing and operating BayREN efforts more effectively and leveraging other programs within County of San Mateo

Implementation – Local Outreach for County of San Mateo

Purpose: Support the Water Upgrades \$ave Program at the county level.

Role Accountabilities:

- Participating in monthly WU\$P Committee phone meetings; one-to-two ad hoc WU\$P planning and meetings as requested by Program Lead; and one monthly utility coordination meeting
- Assessing local water, climate, and housing policy for alignment with WUSave.
- Facilitating access to County Tax Assessor and other property data to support targeted marketing.
- Identifying local leaders/champions in water space.
- Participating in outreach activities, as requested, including: (1) Write letter of support to target utility's parent local government entity, (2) attend up to three enrollment meetings and present on the BayREN organization, and (3) recommend relevant local government and community leaders the program can approach for endorsement letters.
- Assisting in development of local multifamily property leads.
- Assisting in development of local commercial food service leads.
- Serving as a local contact for WU\$P utilities in the County for questions about BayREN
- Providing Program Lead, as requested, with data and information from existing local and regional water stakeholder groups and initiatives to assist with utility enrollment, such as local contacts at target utility city or county governments; multifamily housing associations; multifamily property management businesses; Home Owners Associations; community organizations; and water agency conservation efforts and stakeholder groups

Attachment 1E, Revision 2
BayREN Commercial Program
Scope of Work

2020 Budget Not to Exceed: \$7,000
2021 Budget Not to Exceed: \$12,500
2022 Budget Not to Exceed: \$35,000
2023 Budget Not to Exceed: \$38,000

Each of the BayREN participating members, including County of San Mateo, will provide services in their jurisdictions to support the BayREN Commercial program. These tasks include local outreach to recruit small-and-medium business owners, marketing support to the consultant providing technical assistance services to local business owners, assistance with recruiting workshop participants, and coordination with the BayREN Commercial Committee and Coordinating Circle.

Admin - Cross Link for County of San Mateo

Purpose: Representing San Mateo County context within BayREN.

Role Accountabilities:

- Removing constraints within BayREN that limit its ability to collaborate and deliver effective programs
- Seeking to understand Tensions conveyed by any of County of San Mateo's stakeholders applicable to the BayREN programs, and discerning those appropriate to channel into the Coordinating Circle for processing
- Sharing the perspective of County of San Mateo stakeholders
- Communicating with County of San Mateo's stakeholders about BayREN programs and activities
- Sharing progress, performance, and strategic data and information with the Coordinating Circle
- Coordinating with local Energy Watch/Local Government Partnership, East Bay Clean Energy and other County of San Mateo programs.
- Establishing that member has been selected by its county to act on its behalf
- Ensuring that member has expertise and experience in energy-related project management and implementation
- Ensuring invoices and reporting are submitted to Program Administrator in a timely manner
- Developing and reviewing program performance, and program and pilot recommendations
- Reviewing and authorizing program changes
- Implementing BayREN communication strategies in County of San Mateo
- Developing specific goals for County of San Mateo in line with the BayREN Business Plan, including strategies for managing and operating BayREN efforts more effectively and leveraging other programs within County of San Mateo

Marketing & Outreach – Local Outreach for County of San Mateo

Purpose: Support the Commercial program at the county level.

Role Accountabilities:

- Aiding in the development of marketing strategies, messaging, creative, and collateral as needed
- Recruiting property owners, contractors, and business decision-makers through local activities and events
- Ensuring outreach is done in all jurisdictions within the member county (towns, cities and unincorporated areas)
- Facilitating introductions to local Chambers of Commerce, local merchant associations, etc.
- Planning and organizing at least one local outreach event, such as street campaigns, presentations to groups like Chambers of Commerce, etc.
- Coordinating with towns, cities and unincorporated areas within the County, Energy Watch/Local Government Partnership, and other local programs
- Coordinating and partnering with department and agencies to uncover efficiencies in marketing, such as including a BayREN commercial flier with each newly issued Business License, etc
- Providing Program Lead with local information, contacts and data that support and promote the Program
- Gathering and researching information, such as demographic and geographic characteristics to develop high-impact marketing lists and optimizing marketing campaign development and execution
- Reporting on best and highest performing activities to the Commercial Coordinating Circle
- Coordinating with local jurisdictions on ways to select and recognize program participants publicly
- Supporting lead link with market analysis studies by providing outreach data requested
- Working with local jurisdictions to distribute case-study content through available media (press releases, websites, newsletters, etc.)

Attachment 1F, Revision 2
BayREN Codes & Standards Program
Scope of Work
2020 Budget Not to Exceed: \$37,800
2021 Budget Not to Exceed: \$29,800
2022 Budget Not to Exceed: \$37,800
2023 Budget Not to Exceed: \$37,800

The BayREN MEMBER AGENCIES will provide services in their jurisdictions to support the BayREN Codes & Standards Program. These tasks include: coordination with the BayREN Codes and Standards Committee and Coordinating Circle; promotion of trainings, over the counter and electronic compliance improvement tools, regional forums, and reach code and zero net energy (ZNE) policy resources; and engagement with the Bay Area chapters of the International Code Council (ICC), City and County Board of Supervisors, local governments within their respective County and other key stakeholders (local contractor and building professional groups/associations, property owner and building operator associations, etc.). Tasks below are assigned based on local budget and capacity to deliver services.

Admin - Cross Link for County of San Mateo

Purpose: Representing San Mateo County context within BayREN.

Role Accountabilities:

- Removing constraints within BayREN that limit its ability to collaborate and deliver effective programs
- Seeking to understand Tensions conveyed by any of County of San Mateo's stakeholders applicable to the BayREN programs, and discerning those appropriate to channel into the Coordinating Circle for processing
- Sharing the perspective of County of San Mateo stakeholders
- Communicating with County of San Mateo's stakeholders about BayREN programs and activities
- Sharing progress, performance, and strategic data and information with the Coordinating Circle
- Coordinating with local Energy Watch/Local Government Partnership, East Bay Clean Energy and other County of San Mateo programs.
- Establishing that member has been selected by its county to act on its behalf
- Ensuring that member has expertise and experience in energy-related project management and implementation
- Ensuring invoices and reporting are submitted to Program Administrator in a timely manner
- Developing and reviewing program performance, and program and pilot recommendations
- Reviewing and authorizing program changes
- Implementing BayREN communication strategies in County of San Mateo

- Developing specific goals for County of San Mateo in line with the BayREN Business Plan, including strategies for managing and operating BayREN efforts more effectively and leveraging other programs within County of San Mateo

Implementation – Local Outreach for County of San Mateo

Purpose: Support the Codes & Standards program at the county level.

Role Accountabilities:

- Attending and participating in Codes & Standards calls and meetings, including sharing information on relevant county projects, best practices, and similar codes-related topics
- Providing Program Lead with local information, contacts and data to support the Program
- Recruiting local governments for hosting BayREN trainings, ensuring that all arrangements are made for training sessions, and providing feedback from participants
- Promoting quarterly Forum events, including providing email, phone, and other marketing assistance
- Supporting energy policy consideration and adoption at the local government level
- Providing local coordination and assistance for jurisdictions that may benefit from or be interested in BayREN compliance improvement tools
- Coordinating with local CCAs and other program implementers in San Mateo County
- Analyzing local program performance to identify gaps and make recommendations to Program Lead

Implementation – Reach Code & Policy Working Group

Purpose: Develop and implement reach code and policy priorities for BayREN.

Role Accountabilities:

- Participating in Reach Code & Policy Working Group calls and meetings
- Exploring, identifying, and supporting activities to encourage and enable adoption and implementation of local government reach codes and other local, regional and state energy policies.
- Providing support for local governments within San Mateo County interested in adopting a reach code or energy policy
- Sharing information with the Working Group regarding local interests and activities related to reach codes and energy policies
- Contributing to the design of BayREN activities to support reach codes and energy policies

Implementation – Forum Planning Committee 2022

Purpose: Prioritize, design, and deliver high quality regional meetings addressing the most pressing energy topics for local governments.

Role Accountabilities:

- Leading efforts to organize one of the Codes & Standards Forums
- Securing speakers and content to present appropriate and compelling information
- Providing input to ensure events are not duplicative of events hosted by other groups

- Assisting with outreach as needed, including working with consultants to develop meeting-specific invitation lists for target audiences
- Providing support and assistance at Forum events as needed
- Developing and maintaining an energy topic list for future Forum events

Implementation – Forum Planning Committee 2023

Purpose: Prioritize, design, and deliver high quality regional meetings addressing the most pressing energy topics for local governments.

Role Accountabilities:

- Leading efforts to organize one of the Codes & Standards Forums
- Securing speakers and content to present appropriate and compelling information
- Providing input to ensure events are not duplicative of events hosted by other groups
- Assisting with outreach as needed, including working with consultants to develop meeting-specific invitation lists for target audiences
- Providing support and assistance at Forum events as needed
- Developing and maintaining an energy topic list for future Forum events

Implementation – Codes Organization Liaison

Purpose: Build relationships with local code official organizations.

Role Accountabilities:

- Attending monthly meetings, and building or strengthening relationships with members
- Representing BayREN at local ICC chapters, code official associations and similar organizations
- Providing information about BayREN Codes program offerings, such as trainings and Forums, at meetings and with members as appropriate
- Sharing with the Codes and Standards Committee information from meetings and ideas for supporting local governments to improve code compliance

Implementation – Codes Committee Secretary

Purpose: Support C&S program administration.

Role Accountabilities:

- Drafting minutes for Codes & Standards Committee calls and meetings to create a record of discussions and decisions for use by committee members and other BayREN members