



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

# Measure Design Working Session #2

Bay Area Regional Climate Action Planning (BARCAP) Initiative  
USEPA Climate Pollution Reduction Grant (CPRG) Program  
San Francisco-Oakland-Berkeley MSA

*November 8, 2023*

# Welcome!

Please introduce yourself in the chat.

Name, organization, location, and 4-5 words describing what you are most looking forward to in our time together today.

# Agenda

## Together as One Group (2:00 – 2:30)

- Recap, Key Updates, and Goals
- Ice Breaker
- Prep for Breakouts

## Measure Design Breakout Groups (2:30 – 3:50)

- Check-In from Working Session 1
- Discussion and Agreement on High-Level Measure Components
- Remaining Questions for Additional Research

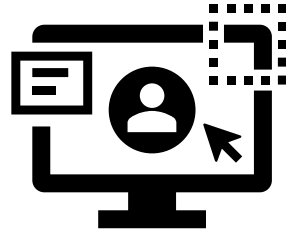
## Together as One Group (3:50 – 4:00)

- Sharing Back
- Next Steps and Working Session 3

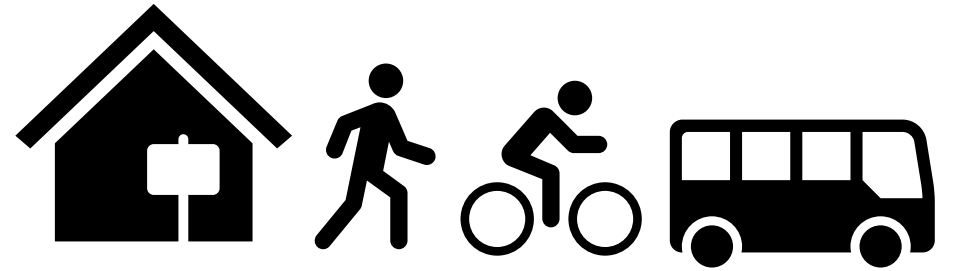
# Recap of Working Session 1



Group Agreements



Design Principles



Measure Breakouts

- *Vision*
- *Landscape*
- *Coalition*
- *Questions*

# Group Agreements

- Commitment to integrative problem-solving (both/and)
- Seeking new potential within evolving dynamics
- Active, full, and respectful interaction
- Focused participation
- Meeting attendance

*Participants are strongly encouraged – but not strictly required – to attend all Working Sessions. Meeting summaries, materials, and next steps will be shared following each session so planning process can continue to advance.*

# Building Upon Community Engagement Efforts

## July – Sept 2023

- Air District synthesizes findings from recent CE efforts for CAPs, GPs, EJ/housing elements, etc.
- Additional information from local government CE survey and external meetings

## Oct – Dec 2023

- External Roundtable reviews synthesis, develops prioritization criteria, and participates in Working Sessions
- Community-based organizations participate in Working Sessions
- Roundtable members assist with the finalization of the Engagement Synthesis.

# Input from External Roundtable

- Participate in Working Sessions series
- Finalize Design Principles
- Review and discuss the Air District's synthesis of engagement efforts to highlight key needs & priorities of frontline communities
- Support the Air District and Advisory Work Group to develop equity-informed criteria for measure refinement



# Orientation – Where We Are

Working Session 1

- Establish common understanding of existing programs, gaps and opportunities, and key agencies.
- Oct 27



Working Session 2

- Agree upon key measure elements and begin formation of coalitions
- TODAY



Working Session 3

- Refine measures based on GHG and community benefits analysis and establish coalitions
- Week of Nov 27



Working Session 4

- Share final measure details
- Celebrate work & new coalitions
- Ensure coalition teams supported for funding apps
- Week of Dec 11

PCAP

- Due to EPA by March 1, 2024

Funding Application(s)

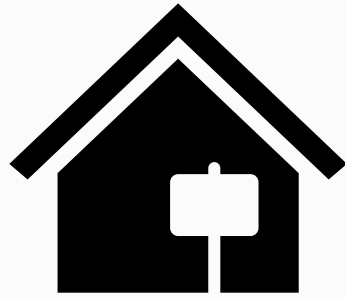
- Due to EPA by April 1, 2024

(consider results of equity, technical analysis)

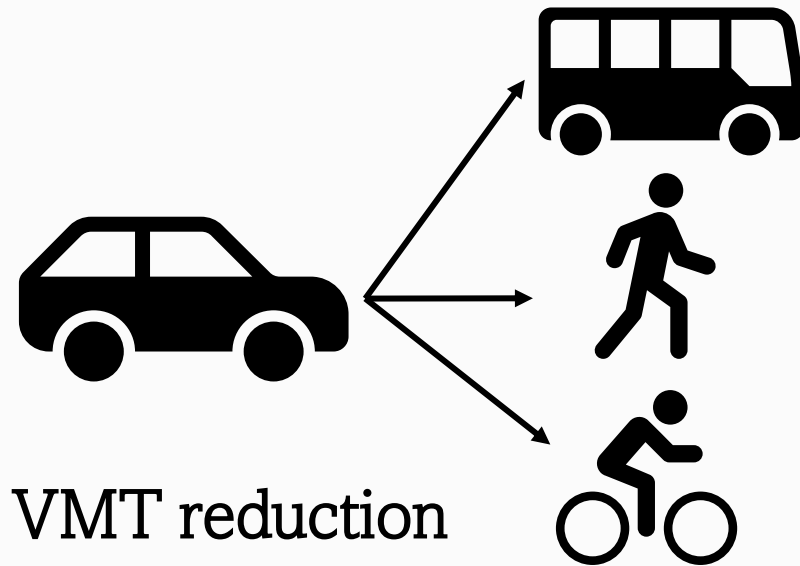


Getting to Know One  
Another

# Measure Focus Areas



Existing residential building electrification/ decarbonization



VMT reduction through mode shift (mobility hubs, active transportation, micro-mobility, etc.)

# Types of Greenhouse (GHG) Reduction Measures

- Policies
- Codes/Standards
- Programs
- Projects
- Incentives
- Pricing

# EPA Examples of GHG Reduction Measures

## Buildings

- Incentive programs for the purchase of certified energy-efficient appliances, heating and cooling equipment, lighting, and building products to replace inefficient products
- Programs and policies to promote electrification of government-owned, commercial, and residential buildings
- Programs and policies to accelerate incorporation of efficient electric technologies and EV charging at new single-family, multi-unit, or affordable residential and commercial buildings
- Targeted incentives for installation of renewable energy and energy storage systems on commercial and residential buildings, such as net metering, tax credits, rebates, and streamlined interconnection standards
- Incentives programs for implementation of end-use energy efficiency measures in existing government-owned, commercial, and residential buildings

# EPA Examples of GHG Reduction Measures (continued)

## Transportation

- Policies to support transportation management incentive programs to reduce vehicles miles traveled (VMT) and expand transit use (van-pool programs, ridesharing, transit fare subsidies, bicycle facilities)
- New/expanded transportation infrastructure projects to facilitate public transit, micro-mobility, car sharing, bicycle, and pedestrian modes
- Transportation pricing programs that reduce VMT, such as parking pricing and congestion and road pricing
- Encourage mode shift from private vehicles to walking, biking, and public transportation (e.g., bike share programs, bike storage facilities, low-speed electric bicycle subsidies, public transit subsidies)

# PCAP Measure Components

*(Enough detail to quantify GHG reductions, describe implementation milestones)*

Measure Component	Working Session Focus
Measure description ( <i>Rationale, strategies, existing efforts to leverage, barriers/gaps being addressed</i> )	WS2 (begin), WS3 (write)
Quantified GHG reductions (cumulative)	WS2 (inform)
Frontline communities benefits analysis	WS2 (inform)
Expected geographic location	WS2 (begin), WS3 (agree)
Key implementing agency(ies)	WS2 (begin), WS3 (agree)
Authority to implement	WS2 (begin), WS3 (agree)
Funding sources to leverage	WS4
Implementation schedule and milestones	WS4
Metrics for tracking progress	WS4

# Information Needed for Technical Analysis

## Building Electrification

- Specific End Uses (heating, cooktops, weatherization, etc.)
- Rate of Adoption
- County Specific Data:
  - Home size projections
  - Renter population size and growth projections
  - LMI households

## Transportation

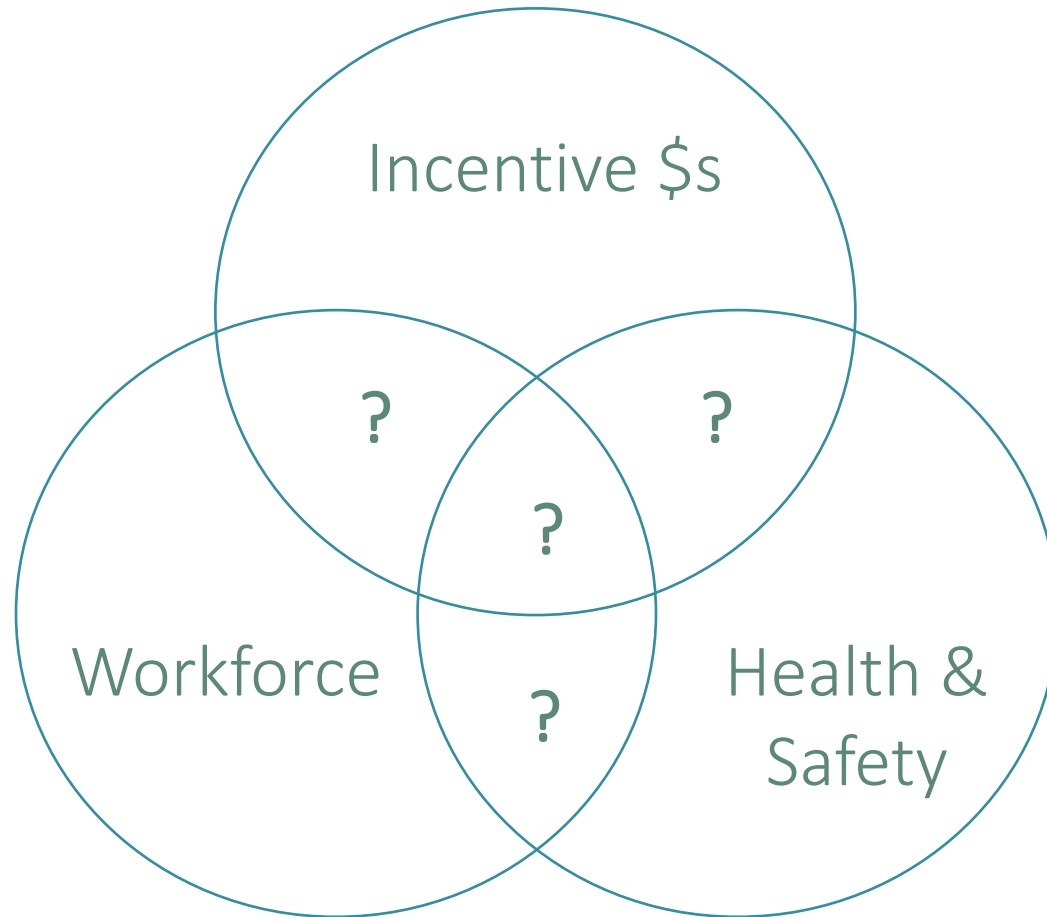
- Definition of mobility hub (e.g. # of transit lines crossing)
- Elements included (bike/ped facilities, carshare, micro-mobility, etc.)
- Average trip length and travel mode from hub
- Ridership estimates from hub
- Number of trips and passengers for ZEV carshare

# Key Scoring Criteria for Funding Applications

Criteria	Components	Points
Impact of GHG reduction measures (emphasis on near-term)	Near-term and long-term cumulative GHG reductions, cost-effectiveness, documentation	60
Low-income & disadvantaged communities (frontline)	Community benefits, community engagement	35
Transformative impact		15
Demonstration of funding need		10
Job quality		5
<i>Quality of application, etc</i>	<i>Budget, narrative, applicant strength</i>	<i>125</i>
Total possible points		250



# Integrating Program Elements



# Measure Design Breakouts

Pick your room and click join:

- Room 1 – Existing Building Electrification/Decarbonization
- Room 2 – Transportation Mode Shift

Goal for breakout => agree on draft measure components in sufficient detail to enable technical and equity analysis to inform measure refinement in Working Session 3

# Measure Design Breakouts

Share Out

# Next Steps and Working Session #3

- High level technical analysis on measure components
- Begin frontline communities benefits analysis
- Public workshop Nov 14
- Working Session 3 – Nov 30 at 10am-noon
  - Zoom poll on location (virtual or hybrid in SF)

Thank you!