Community Advisory Committee (CAC) Regular Meeting Agenda

Jefferson Community Center Auditorium
1000 B Street, Eureka, CA 95501

Tuesday, July 14 2026
6-7:30 PM

ADDITIONAL EASTERN HUMBOLDT LOCATION FOR THIS MEETING

Member Luna Latimer will attend this meeting via teleconference from the Mid-Klamath Watershed Council building conference room in Orleans, next to the Post Office: 38150 State Highway 96, Orleans, CA 95556.

Meeting Information

1. Meeting Reports and Comments

Pursuant to Government Code section 54957.5, all writings or documents relating to any item on this agenda which have been provided to a majority of the Community Advisory Committee (CAC), including those received less than 72 hours prior to the Committee's meeting, will be made available to the public at redwoodenergy.org.

Speakers wishing to distribute materials to the Board at the meeting must provide 15 copies to the Board Clerk.

2. How to Participate

When technical difficulties arise that prevent members of the public from offering comments, or if broadcasting is disrupted due to matters out of RCEA's control, the meeting will be discontinued unless otherwise allowed by law.

To participate in the meeting online, go to https://us02web.zoom.us/j/82223381610.

To participate by phone, call (669) 900-6833 Enter webinar ID: 822 2338 1610.

To speak during the public comment periods, raise your hand in the online Zoom webinar, or press star (*) 9 on your phone to raise your hand. Staff will ask you to unmute your phone or computer when it is your turn. You will have 3 minutes to speak.

Email written comments to PublicComment@redwoodenergy.org. Identify the agenda item number in the subject line. Comments will be included in the meeting record but not read aloud during the meeting.

3. Accessibility

Need help with accessibility? Any member of the public needing special accommodation to participate in this meeting or access the meeting materials should email LTaketa@redwoodenergy.org or call (707) 269-1700 at least 3 business days before the meeting. Assistive listening devices are available.

Meeting Agenda

Underlined actions indicate that a vote is needed.

1. Open 6 - 6:05 p.m. (5 min.)

- Roll call
- Confirm any member remote participation.
- Review meeting agenda and goals.

The Brown Act open meeting law, RCEA teleconference participation rules and meeting locations are listed and linked in agenda-related materials for this meeting available at *www.RedwoodEnergy.org*.

2. Non-Agenda Item Public Comment 6:05 - 6:10 p.m. (5 min.)

This item is provided for the public to address the Committee on matters not on the agenda. At the end of public comments, the Committee may respond to statements or refer requests requiring action to the Executive Director or the Board of Directors.

3. Executive Director's Report 6:10 - 6:20 p.m. (10 min.)

Hear Executive Director's Update. (Information only)

4. Consent Calendar 6:20- 6:25 p.m. (5 min.)

All matters on the Consent Calendar are considered routine by the CAC and are enacted in one motion. There is no separate discussion of any of these items. If discussion is required, that item is removed from the Consent Calendar and considered separately. At the end of the reading of the Consent Calendar, CAC members or members of the public can request that an item be removed for separate discussion.

1. Approve March 10, 2026, CAC Meeting Minutes.

5. Items Removed from Consent Calendar

This time is set aside for discussion of items removed from the Consent Calendar.

6. Fiscal Year 2026-2027 Update 6:25 – 6:55 p.m. (30 min.)

Receive a presentation to understand the impacts of a proposed rate increase on the customer bill and provide feedback on community messaging approaches.

7. CPUC Energy Efficiency Program Survey 6:55 – 7:25 p.m. (30 min.)

Tell the California Public Utilities Commission how to measure success in, and develop markets for, energy efficiency and electrification programs in equity communities. This will be a focus group-style survey discussion.

8. Member and Board Liaison Reports 7:25 – 7:30 p.m. (5 min.)

This time is provided for Committee members and the Board Liaison to share information on topics not on the agenda. At the end of member reports, the Executive Director will set requests requiring action to a future agenda or refer requests to staff or the Board.

1. Board Liaison
2. Committee Members

9. Close & Adjourn 7:30 p.m.

Next Regular CAC Meeting

Tuesday, September 8, 2026, 6 – 7:30 p.m.
Jefferson Community Center Auditorium, 1000 B Street, Eureka, CA 95501

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REDWOOD COAST
EnergyAuthority

Staff Report

Agenda Item # 1

Information

Agenda Date	July 14, 2026
To	RCEA Community Advisory Committee
Prepared by	Eileen Verbeck, Deputy Executive Director
Subject	Member Teleconference Participation

Background

The California legislature revised the state's open meeting laws, or the Brown Act, in response to the COVID-19 State of Emergency which ended in early 2023. Since the pandemic, the Brown Act has been amended to codify modern teleconference meeting practices. SB 707 (Durazo, 2025) sets out the latest Brown Act revisions.

Summary

Beginning January 1, 2026, CAC members may attend up to two meetings per year from a remote location without making the location accessible to the public for "just cause," as defined below:

1. Childcare or caregiving to child, parent, grandparent, grandchild, sibling, spouse, domestic partner; or
2. Contagious illness that prevents in person attendance; or
3. Mental of physical need not subject to reasonable accommodation provisions; or
4. Travel while on official business of RCEA or another state or local agency; or
5. Immunocompromised child, parent, grandparent, grandchild, sibling, spouse, or domestic partner that requires remote participation; or
6. Physical or family medical emergency; or
7. Military service obligations. "Emergency circumstance" due to a physical or family medical emergency that prevents the member from attending in person.

A vote is not necessary for a member to attend remotely for just cause, but the following requirements must be fulfilled:

1. At the beginning of the meeting, the remotely participating CAC member provides a brief description of the just cause reason, protecting the member's (or family member's) medical privacy;
2. Meeting minutes reflect the specific just cause reason;
3. Member participates through audio and visual means, unless a physical condition results in the member's need to participate off camera;
4. Member discloses individuals 18 years or older present in the room, and the general nature of their relationship with the CAC member;

5. At least a quorum of the CAC must participate from one or more physical locations within Humboldt County that are publicly accessible and noticed on the meeting agenda;
6. If disruption in teleconference service occurs, the meeting must be discontinued until teleconference service is restored;
7. Votes are conducted by roll call; and
8. Member may participate remotely due to just cause up to two times per year.

If the CAC member needs to participate remotely for more than 2 meetings per year or for non-just cause reasons, staff recommends arranging for a publicly and ADA-accessible space with visual and audio meeting capabilities from which to participate in keeping with pre-COVID Brown Act teleconference meeting requirements.

Staff asks to be notified one-week in advance of remote meeting attendance so the member's publicly and ADA accessible remote meeting address can be published in the agenda, as may be required by the Brown Act.

In addition to expanded "just cause" teleconference meeting participation guidelines, SB 707 codified reasonable accommodation measures for CAC members with physical or mental disabilities, as defined under the Americans with Disabilities Act. Members living with these disabilities may participate remotely from non-public locations. Their participation will be treated as in-person attendance at the physical meeting location, including for quorum purposes. Reasonable accommodation participation requires the following:

1. CAC member must use audio and visual technology, unless their physical condition results in needing to participate off camera; and
2. Member must disclose individuals 18 years old or older present in the room and disclose the general nature of their relationship to the member.

These reasonable accommodation requirements supersede all other teleconferencing requirements.

Alignment with RCEA's Strategic Plan

N/A - Compliance with the Brown Act is a transparency requirement for California local public agencies.

Equity Impacts

SB 707 author Senator Maria Elena Durazo stated an intention for the bill to increase public meeting participation. The bill's measures increase civic engagement opportunities for people facing barriers due to disability and distance from meeting locations by using technology that was widely adopted during the COVID-19 pandemic.

Financial Impact

Procurement and staff time related to complying with Brown Act requirements are included in the current fiscal year budget.

Staff Recommendation

None.

Resources

- Link to the Ralph M. Brown Act[1], California Government Code Sections 54950 - 54963, revised October 3, 2025.
- RCEA's public meeting location list:

Body	Date	Time	Location
Board of Directors	4th Thursday of each month	3:30 p.m.	Wharfinger Building Bay Room, 1 Marina Way, Eureka, CA 95501
Community Advisory Committee	2nd Tuesday of odd-numbered months	6 p.m.	Jefferson Community Center Auditorium, 1000 B Street, Eureka, CA 95501
Finance Committee	As needed, dates TBD	TBD	RCEA Offices, 633 Third Street, Eureka, CA 95501

[1] California Code, GOV 54950.5.: https://leginfo.legislature.ca.gov/faces/codes_displaySection.xhtml?sectionNum=54950.&nodeTreePath=6.2.1.22&lawCode=GOV

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REDWOOD COAST EnergyAuthority

Staff Report

Agenda Item # 3

Information

Agenda Date	July 14, 2026
To	Community Advisory Committee
Prepared by	Elizabeth Burks, Executive Director
Subject	Executive Director's Report

Summary

Executive Director Elizabeth Burks will provide updates on topics as needed.

Staff Recommendation

None. Information only.

Attachments

None.

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Community Advisory Committee (CAC)
Draft Meeting Minutes

Jefferson Community Center Auditorium 1000 B Street, Eureka, CA 95501	Tuesday, March 10 2026 6:00 PM

Mid-Klamath Watershed Council Building
38150 State Highway 96, Orleans, CA 95556

Attendance

Members Present

Norman Bell, Deborah Dukes, Colin Fiske, Benjamin Fordham, Richard Johnson, Luna Latimer (remote), Chair Ethan Lawton, Vice Chair Dennis Leonardi, Pliny McCovey.

Absences

CAC Member Kit Mann, Board Liaison Sarah Schaefer.

Board-Nominee Vacancies

Blue Lake Rancheria, Fortuna, Rio Dell, Yurok Tribe.

Staff Present

IT Technician Ken Beals, Business Planning and Finance Director Lori Biondini, Infrastructure Programs Manager Juliette Bohn, Executive Director Elizabeth Burks, Board Clerk Lori Taketa, Deputy Executive Director Eileen Verbeck.

Meeting (Call to Order)

1. Open

Chair Lawton called the hybrid in-person and teleconference meeting to order on the above date at 6 p.m. at the Jefferson Community Center and the Mid-Klamath Watershed Council Building (remote, public meeting location). The meeting agenda was posted at both locations on March 6, 2026.

2. Non-Agenda Item Public Comment

There were no non-agenda item public comments received for this meeting.

3. Executive Director's Report

Executive Director Burks highlighted two bills that Community Choice Aggregators are closely tracking in the California Legislature:

- AB 1761 "Improving Energy Bill Transparency" which would allow those outside of PG&E and the CPUC to understand how the Power Charge Indifference Adjustment (PCIA) charge is calculated.
- SB 1138 "Lowering the Cost of California's Resource Adequacy (RA) Program" which would allow load serving entities to avoid over procuring RA, thus avoiding unnecessary costs to ratepayers.

Executive Director Burks postponed discussion of RCEA's engagement in major local project developments while the agency's role in implementing the Regional Climate Action Plan is being discussed by the Board. There was no public comment on this item.

4. Consent Calendar

4.1. Approve January 13, 2026, CAC Meeting Minutes.

4.2. Accept Local Major Projects Staff Notification List – None as of Agenda Publication.

Neither CAC members nor members of the public requested Consent Calendar item discussion.

Motion Dukes, Second McCovey: Approve Consent Calendar items.

The motion passed with a unanimous roll call vote: Ayes: Bell, Dukes, Fiske, Fordham, Johnson, Latimer, Lawton, Leonardi, McCovey. Noes: None. Abstain: None. Absent: Mann.

6. Community Advisory Committee Chair/Vice Chair Selection

Deputy Executive Director Verbeck described the schedule and requirements for Community Advisory Committee chair and vice chair selection appointments as outlined in the CAC Charter. There were no public comments on this item

Motion Johnson, Second Bell: Reappoint Ethan Lawton and Dennis Leonardi as Community Advisory Committee chair and vice chair, respectively, for terms beginning April 1, 2026, and ending March 31, 2027.

The motion passed with a unanimous roll call vote: Ayes: Bell, Dukes, Fiske, Fordham, Johnson, Latimer, Lawton, Leonardi, McCovey. Noes: None. Abstain: None. Absent: Mann.

7. Report on E-Bike and Regional Resilience Grant Program Outcomes

Infrastructure Programs Manager Bohn reported on RCEA's e-bike voucher program, which aims to reduce vehicle miles traveled (VMT) by providing incentives for purchasing e-bikes. The popular program is in its second year and offers adjusted voucher values to accommodate all income levels. Staff processed 143 applications so far with a 45-48% redemption rate. The group discussed the possibility of conducting incentivized surveys to gather VMT reduction data and justify investments. Committee members expressed e-bike safety concerns, including the need for improved bicycle and pedestrian infrastructure to improve alternative transportation adoption and safety. Manager Bohn emphasized local bike shops' key role in RCEA's e-bike program. The shops ensure quality e-bike purchases and provide maintenance and safety training.

Manager Bohn also updated the committee on energy resilient fire services in high-threat communities. The project received a $3 million grant to install solar and battery systems at 17 critical facilities, including 16 fire stations and one tribal emergency communications tower. Crew members from six of the remote locations deployed mobile solar + battery trailers recently. Construction begins next month on roof-mounted solar + battery systems at the remaining sites. The targeted completion date is the end of 2026 or early 2027. The grant also funded prescribed burn training. The group discussed how this project fits with County Office of Emergency Services priorities and coordinates with Community Emergency Response Teams (CERT). The committee asked to review RCEA's critical facilities list annually, to add low-power FM radio station power backup to that list, and to hear a report on Cal Poly Humboldt students' research project on virtual power plants. There was no public comment on this item.

8. Community Choice Energy Program Cost-of-Service Rate Study Update

Business Planning and Finance Director Biondini described legal action against a California Community Choice Aggregator prompting many CCAs to undertake cost-of-service analyses and rate design studies as a best practice to justify electricity rates. Phase one of RCEA's cost-of-service analysis showed that RCEA's electricity rates recover $4.7 million less than actual costs, with some customer classes under-recovering and others over-recovering costs. RCEA sets its rates at 0.5% lower than PG&E's electricity rates, and PG&E's recent large rate reduction forced RCEA's rates down. PCIA charges also increased, significantly lowering RCEA's revenue. Continuing to under-recover costs and maintain a discount on PG&E's rates would result in declining reserves from 200 days cash on hand this fiscal year, to 96 days by FY 2028.

The RCEA Board agreed to maintain their current discounted rates relative to PG&E while monitoring the agency's cash reserves. Should the number of days of unrestricted cash on hand decrease to 180, the Board will consider temporary rate changes. To set long-term rates that reflect the cost of providing programs and energy portfolio goals matching the community's priorities, RCEA will engage the community in revising the agency's strategic plan. Executive Director Burks described how the committee and stakeholder focus groups would be engaged to help with the planning process, and the need to balance goals with agency viability.

The group discussed how PG&E's rate design is influenced by policy and politics and not just the cost of providing service, and the risks of raising electricity rates above PG&E's, especially for RCEA's large customers. Members raised concerns about maintaining affordability for low-income customers and straying from climate goal commitments, inquired about investing RCEA's cash reserves, and requested a meeting dedicated to the new rate strategy. There were no public comments on this agenda item.

9. Member and Board Liaison Reports

Chair Lawton recognized departing committee members Pliny McCovey and Colin Fisk for their service.

10. Close & Adjourn

Chair Lawton adjourned the meeting at 7:54 p.m.

Lori Taketa, Clerk of the Board

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Staff Report

Agenda Item # 6

Information

Agenda Date	July 14, 2026
To	Community Advisory Committee
Prepared by	Lori Biondini, Director of Business Planning and Finance Beth Burks, Executive Director
Subject	Fiscal Year 2026-2027 Budget

Summary

In Fiscal Year 2026-27 RCEA is expected to experience a net loss based on current power cost projections and forecasted electricity sales revenue. The net loss will be addressed through reducing expenses, drawing down reserves, and increasing retail electricity rates. This is the first time RCEA will have a premium over PG&E retail generation rates. Since first starting the Community Choice Energy program in 2017, RCEA has been able to offer retail rates that are discounted from competitor investor-owned utility, PG&E. This discount ranged from 3% to the current 0.5%. RCEA cumulative customer bill savings from 2017 through June 2026 total $5.5 million.

RCEA is presenting this information to the CAC so that the CAC can assist in sharing accurate information with the community about how this increase may affect customer bills, and to receive feedback on effective messaging.

Background

Staff introduced the Draft Fiscal Year 2026-2027 budget at the May meeting of the RCEA Board of Directors and received feedback on potential strategies to better balance the budget.

Board Feedback

At the May Board of Directors meeting, Staff received the following feedback that was considered when developing the recommended budget:

- Keep the Director of Engagement and Regional Climate Planning in the Personnel budget
- Retain a 100% renewable and carbon free energy portfolio
- Avoid electricity retail rate increases to the extent feasible
- Target maintaining a reserve level of 160 days Community Choice Energy (CCE) operating expense (referred to as days cash on hand)
- Maintain CCE rebate programs (electric vehicle and e-bike) but minimally reduce funds allocated (staff recommendation is $130,000 compared to $160,000 last year)
- Remove funds allocated for strategic planning consulting services

- The Board also supported staff-reccommended cost-saving measures, including delaying some new hires and reducing outreach, education, staff training, and travel expenses.

At the June Board of Directors meeting, staff presented a recommended budget that reflected the Board feedback. To achieve maintaining 160 days cash on hand a 12.5% increase over PG&E electricity rates would be necessary. Based on this information the Board gave further feedback that staff should plan to drop reserves down to 130 days cash on hand and limit rate increase to less than 10% if feasible. Staff is modeling the rate increase needed to maintain this minimum reserve level, which is expected to be well below 10%.

PCIA Impact on Rates

RCEA defines retail rates in this staff report as electricity generation rate plus the Power Charge Indifference Adjustment (PCIA) and franchise fees. The PCIA is a PG&E fee paid by all customers (Community Choice Energy Aggregation customers and PG&E bundled customers). While the PCIA is a fee paid by all customers, the amount of the PCIA is different for CCA and bundled customers with CCA customers typically having a much higher fee. The intent of the PCIA is for PG&E to recover above-market costs of power contracts and generation resources that PG&E procured before customers switched generation service to a CCA. In other states with community choice energy programs, the PCIA typically sunsets; however, in California there is currently no mechanism to eliminate the PCIA.

The volatility of the Power Charge Indifference Adjustment (PCIA) has long been a concern for Community Choice Aggregators, but the issue became significantly more pronounced in 2026 when changes to PCIA calculation methodology resulted in an increase of more than 200% over the prior year. For a typical RCEA customer today, the PCIA adds approximately 51% to the cost of RCEA's generation service.

Absent the PCIA, RCEA's current generation rate would be approximately 31% lower than PG&E's generation rate. However, after the PCIA is applied, RCEA is unable to fully recover its power supply costs while maintaining a retail rate below PG&E's. Current forecasts indicate that PCIA charges will remain elevated for the foreseeable future.

Without meaningful PCIA reform, RCEA's ability to maintain competitive rates relative to PG&E is a serious concern. RCEA staff regularly meet with state legislators and participate in CPUC proceedings regarding the PCIA. Additionally, PCIA reform is CalCCA's top advocacy priority. Together we are exploring all possible channels to reform the PCIA.

Staff Recommendation

Receive a presentation to understand the impacts of a proposed rate increase on the customer bill and provide feedback on community messaging approaches.

Attachments

None.

Fiscal Year 2026-2027 Budget Overview

Presentation to CAC

July 14, 2026

Agenda

- Review priorities for 2026-2027 fiscal year
- Budget outlook
- PCIA overview
- Changes to rates
- Outreach and advocacy

Fiscal Year 2026-2027 Priorities

Northern Rural Energy Network
YOUR LOCAL ENERGY SOLUTIONS

Steady Environmental Goals

- 100% renewable and carbon free energy portfolio

Financial Health

- Maintain reserves to ensure organizational solvency and long-term rate stabilization

Customer Programs

- Administer an unprecedented amount of external funding for energy efficiency assistance and continue to offer core transportation electrification incentives

Vision Setting & Regional Coordination

- Lead regional climate action planning and update RCEA’s strategic plan, REPower Humboldt

Optimize Operations

- Strengthen customer service
- Improve asset O&M to be net income neutral/positive

FY 26 -27 Financial Outlook

Retail Revenue

Final calendar year 2026 rates decreased 34% from 2025

2027 May ERRA released on 5/15/26: 2027 PG&E generation rate increase

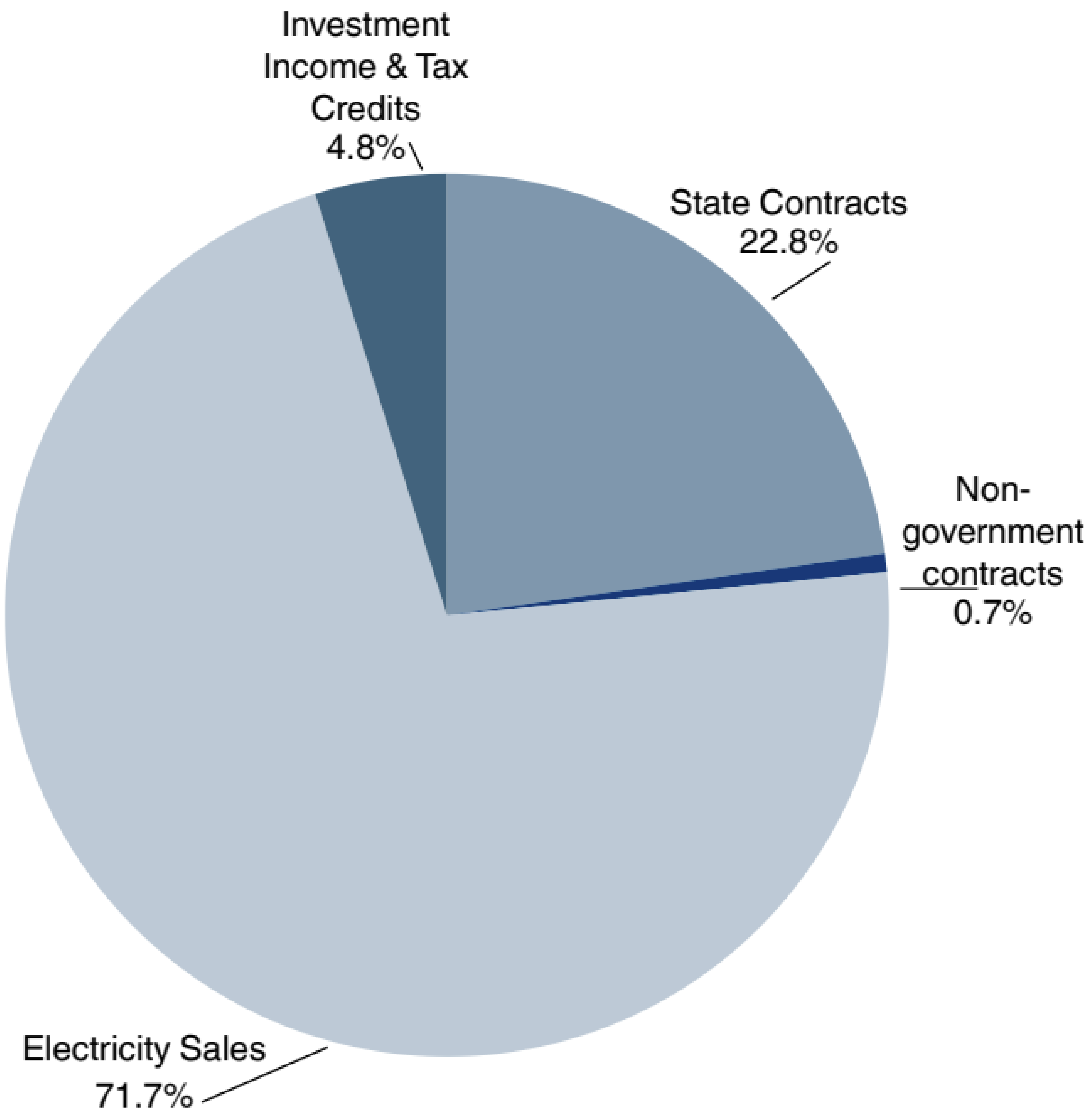
Projected PCIA decrease for RCEA customer vintage for 2027

Power Costs

Projected PPA costs results in overall power cost increase of $3.4M from FY 25-26

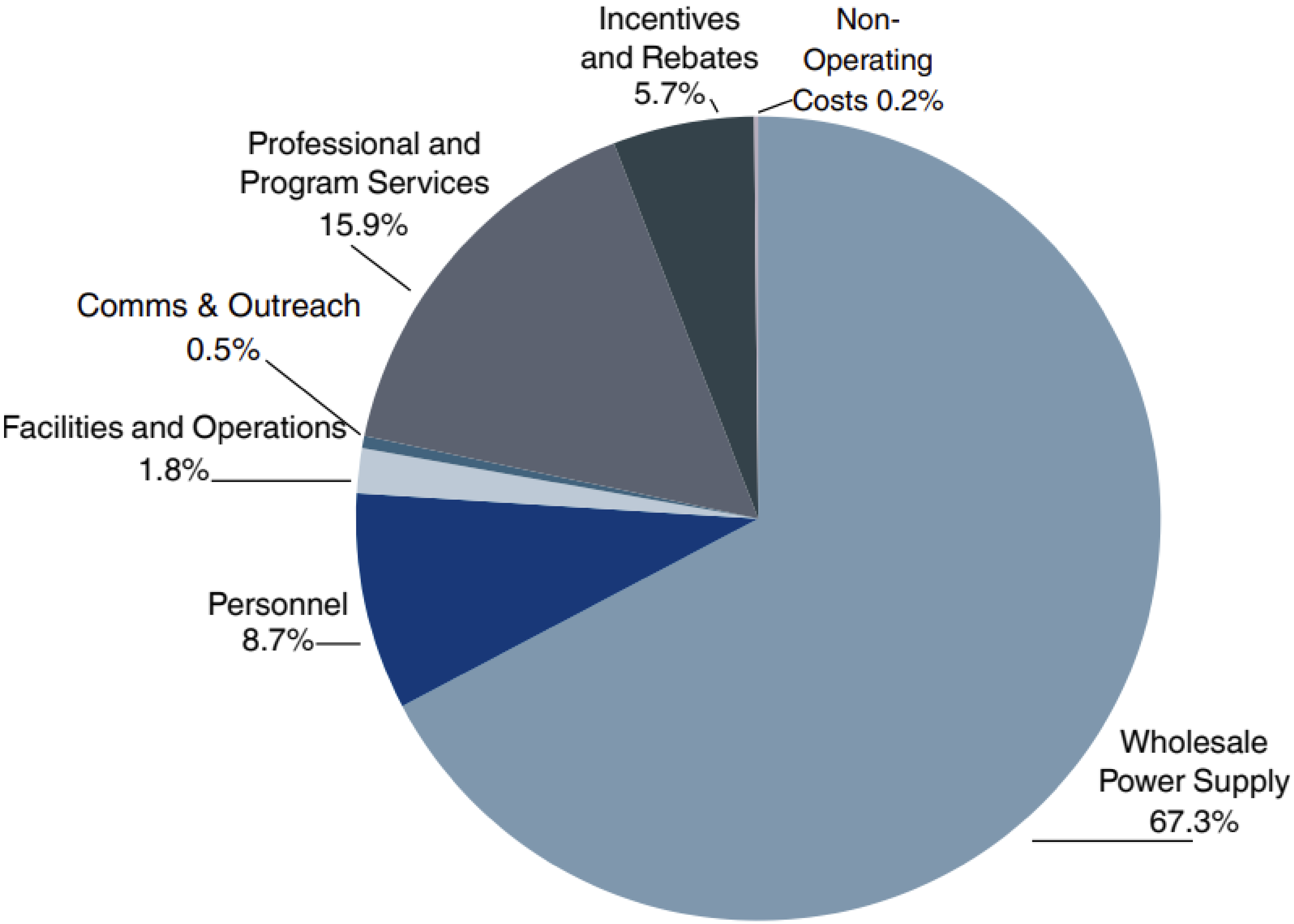
Breakout by Type of Revenue

	FY 2026-2027
State Contracts	$17,395,782
Non-government Contracts	$515,532
Electricity Sales	$54,822,281
Investment Income & Tax Credits	$3,683,142
Total	**$76,416,737**



Breakout by Type of Expense

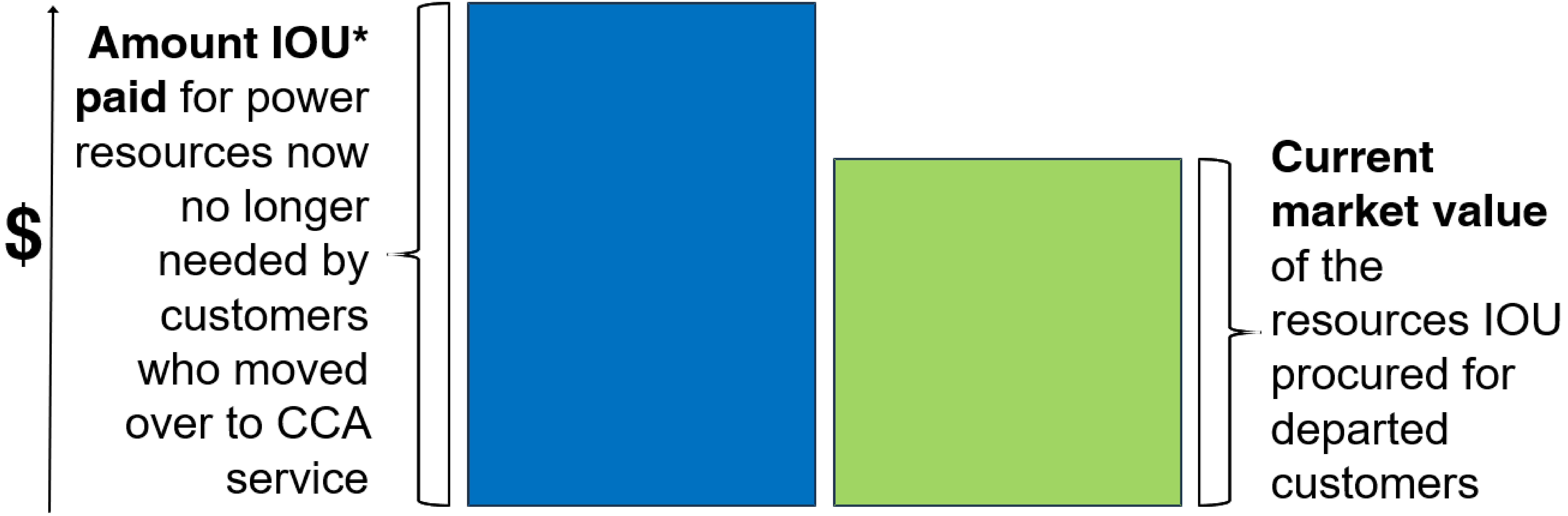
	FY 2026-2027
Wholesale Power Supply	$52,790,011
Personnel	$6,848,843
Facilities and Operations	$1,412,926
Communications and Outreach	$383,463
Professional and Program Services	$12,447,435
Incentives and Rebates	$4,454,047
Non Operating	$129,300
Total	**$78,466,024**



Factors Influencing RCEA Rates

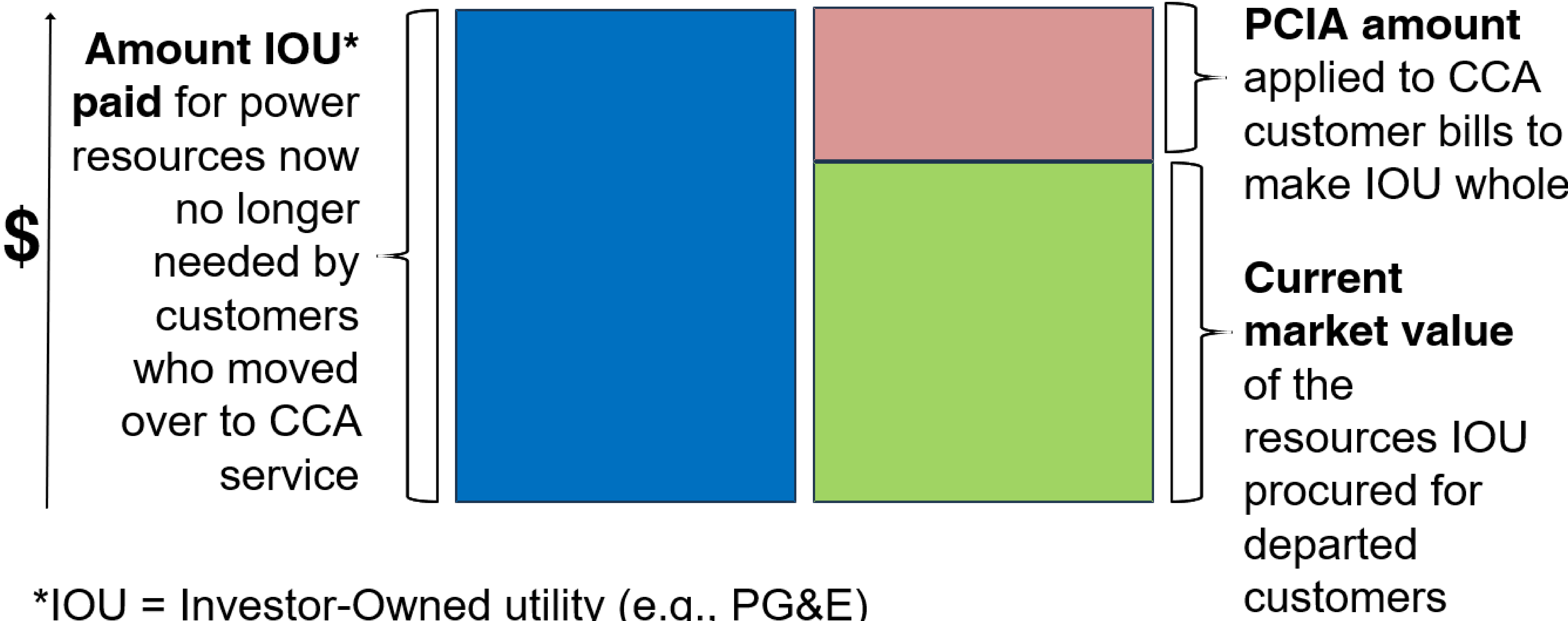
- Power Costs
- RCEA Expenses
- PCIA

Purpose of the PCIA



*IOU = Investor-Owned utility (e.g., PG&E)

Purpose of the PCIA

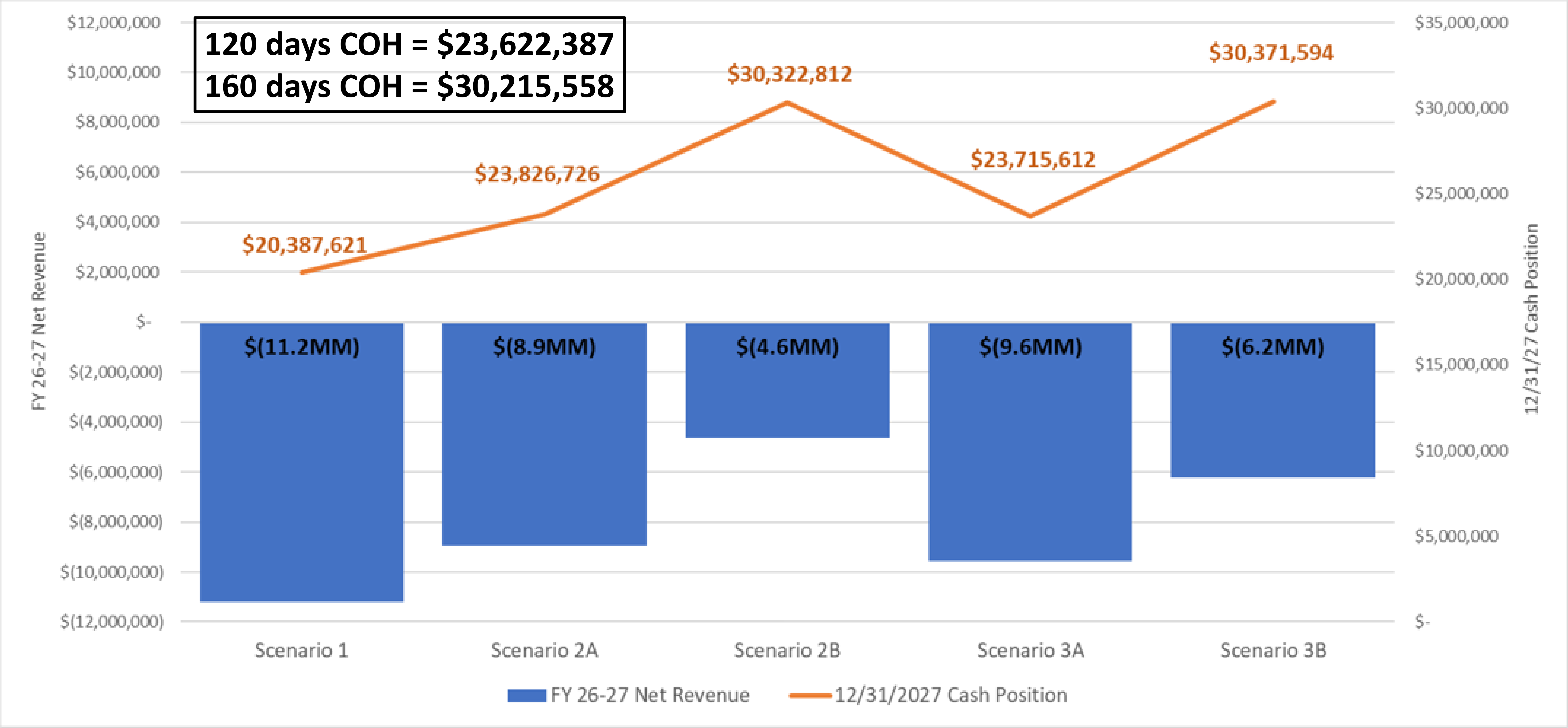


*IOU = Investor-Owned utility (e.g., PG&E)

Impacts to RCEA Rates

- In January 2026 the PCIA increased by 232% for RCEA customers.
- For the typical RCEA customer, the PCIA is equal to 51% of their total generation charges.
- RCEA's current rates would be 31% lower than the PG&E rates without the PCIA.
- RCEA's historic discount from PG&E is no longer possible due to the PCIA.

Rate Change Scenarios Assuming 8% Prepay

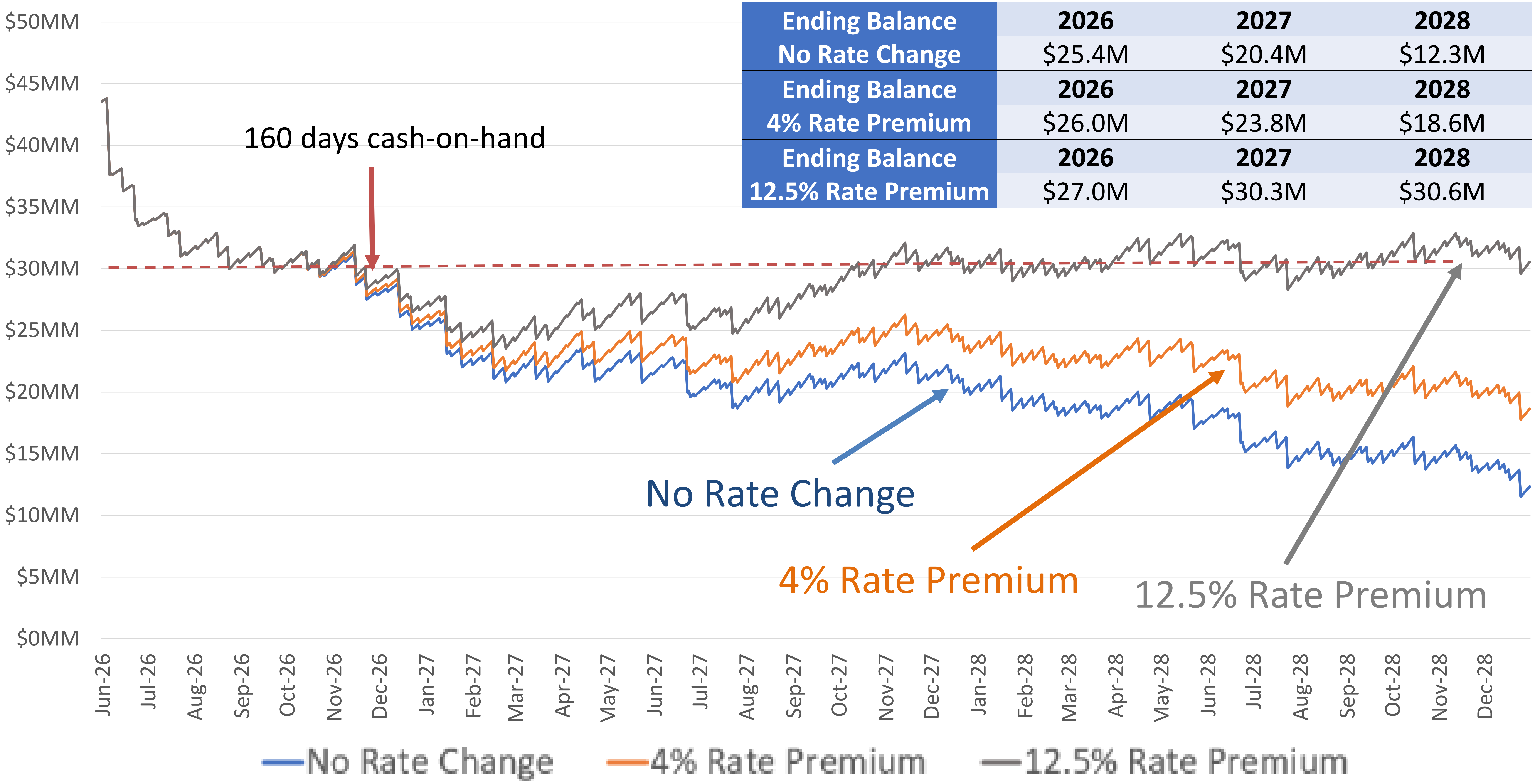


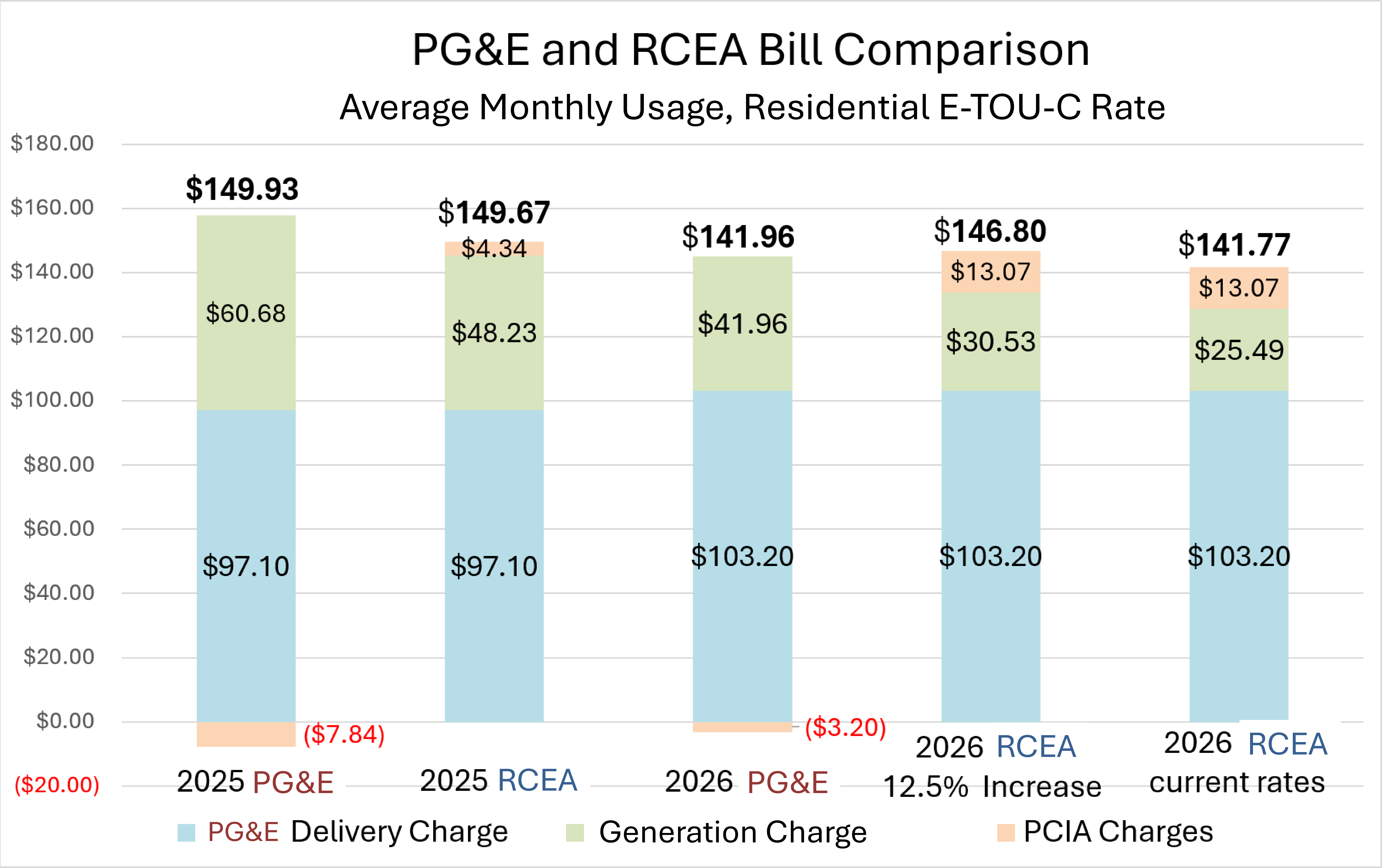
0.5% discount	4% premium	12.5% premium	6% premium	19% premium

Business as usual | Premium as of 9/1/26 | Premium as of 2/1/27

Rate Change Scenarios - Assuming 8% Prepay

Ending Balance	2026	2027	2028
No Rate Change	$25.4M	$20.4M	$12.3M
Ending Balance	2026	2027	2028
4% Rate Premium	$26.0M	$23.8M	$18.6M
Ending Balance	2026	2027	2028
12.5% Rate Premium	$27.0M	$30.3M	$30.6M

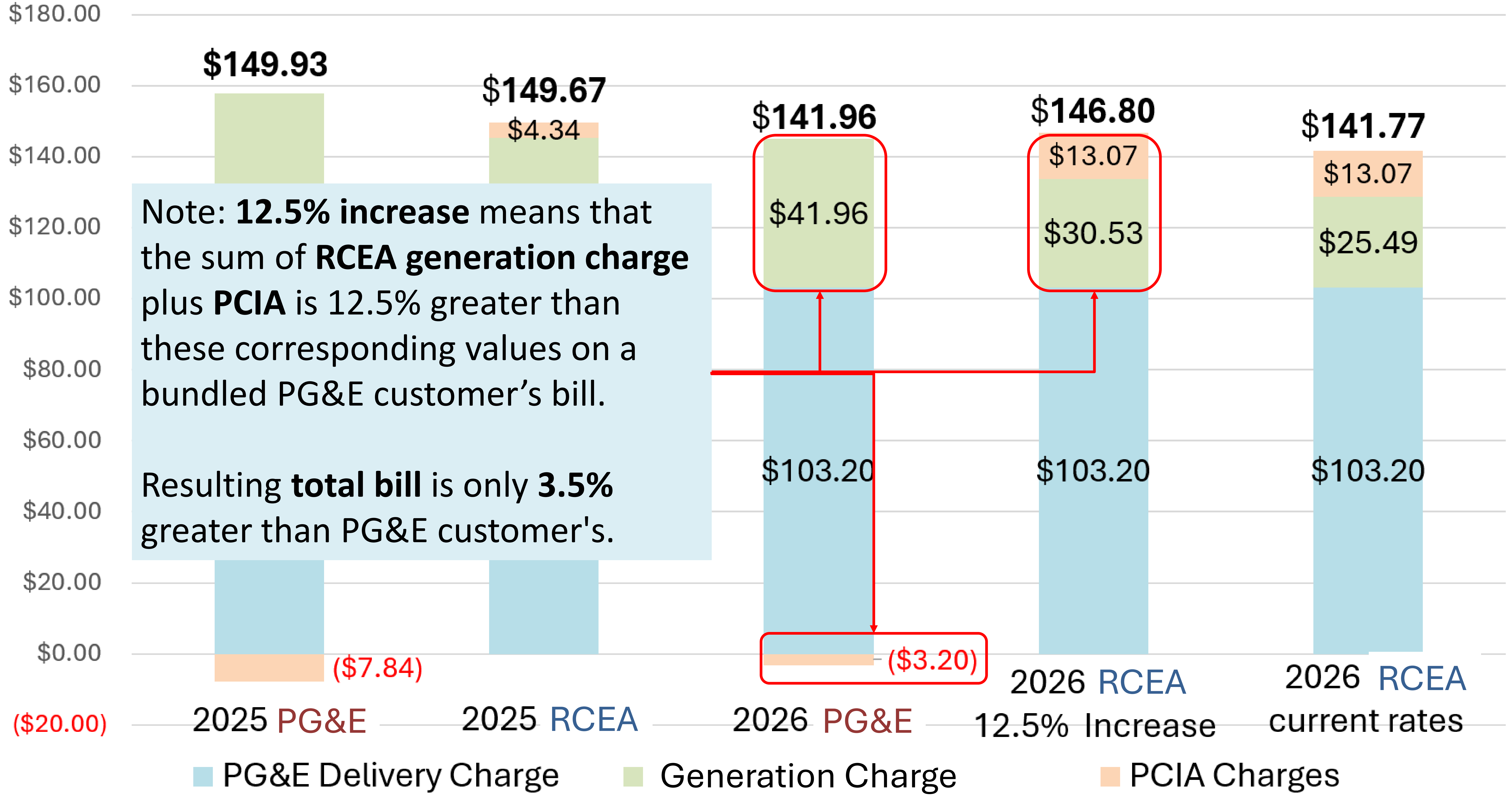


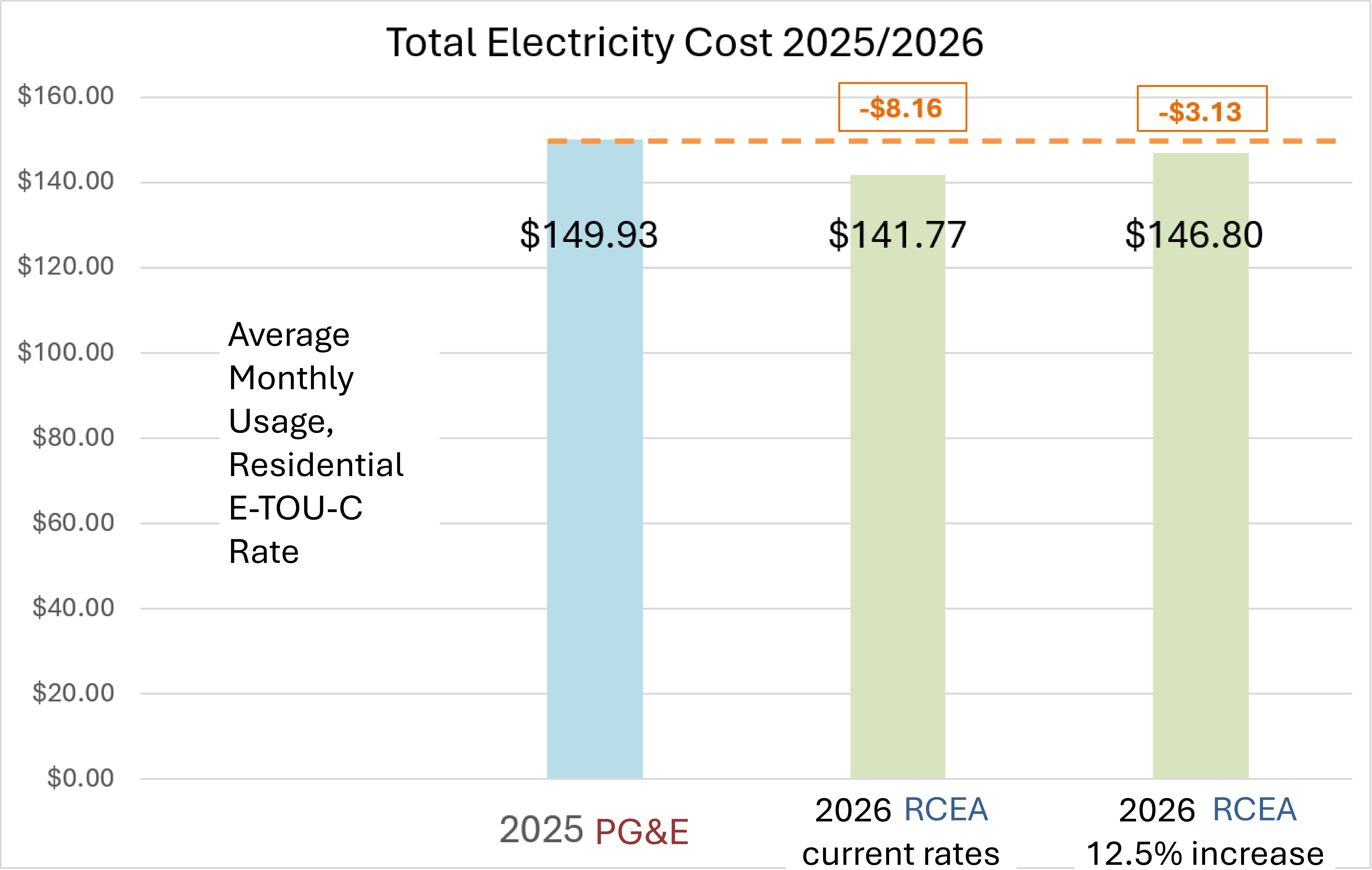


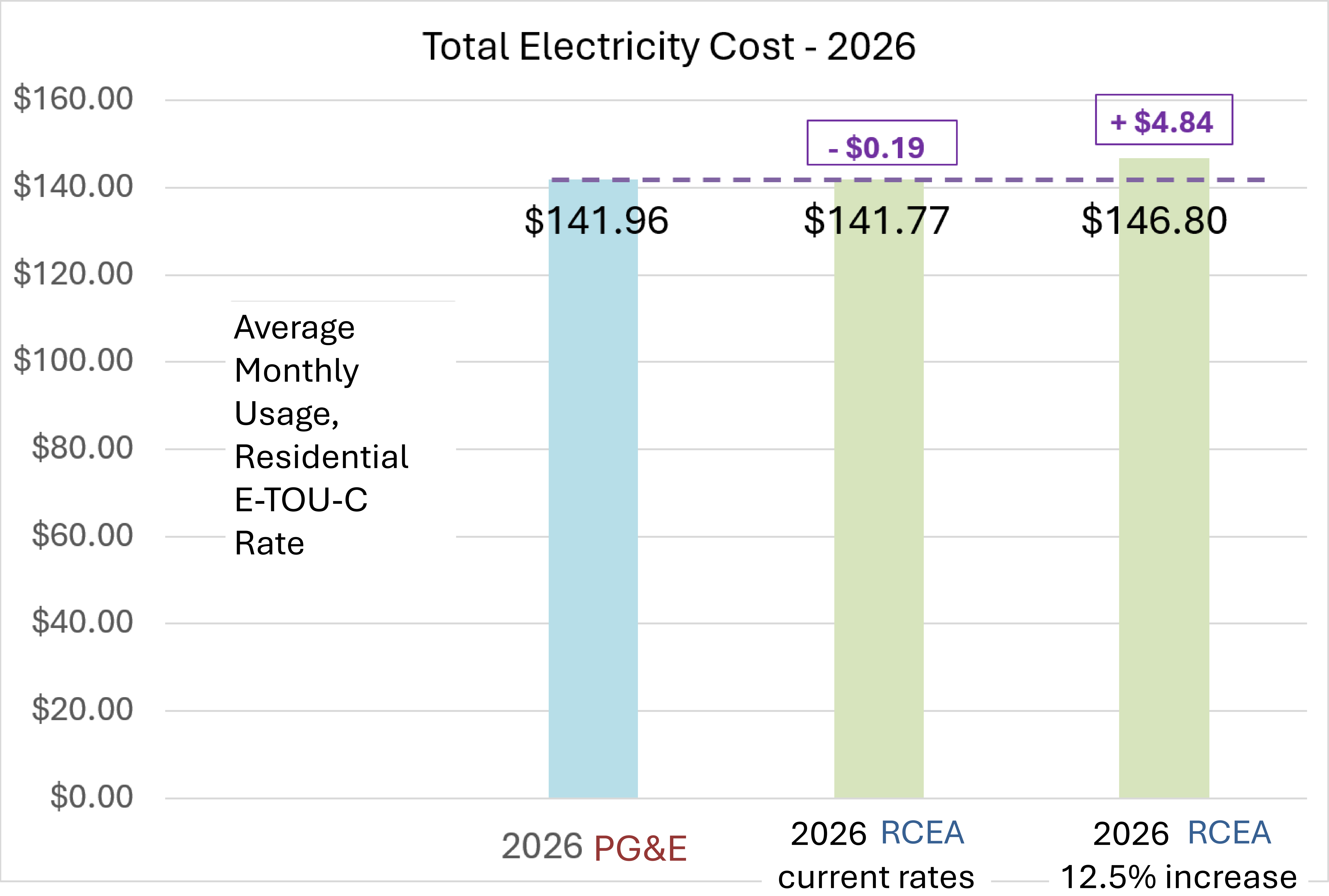
PG&E and RCEA Bill Comparison
Average Monthly Usage, Residential E-TOU-C Rate
$180.00
$160.00
$140.00
$120.00
$100.00
$80.00
$60.00
$40.00
$20.00
$0.00
($20.00)
$149.93
$60.68
$97.10
($7.84)
$149.67
$4.34
$48.23
$97.10
$141.96
$41.96
$103.20
($3.20)
$146.80
$13.07
$30.53
$103.20
$141.77
$13.07
$25.49
$103.20
2025 PG&E
2025 RCEA
2026 PG&E
2026 RCEA
12.5% Increase
2026 RCEA
current rates
PG&E Delivery Charge
Generation Charge
PCIA Charges

PG&E and RCEA Bill Comparison

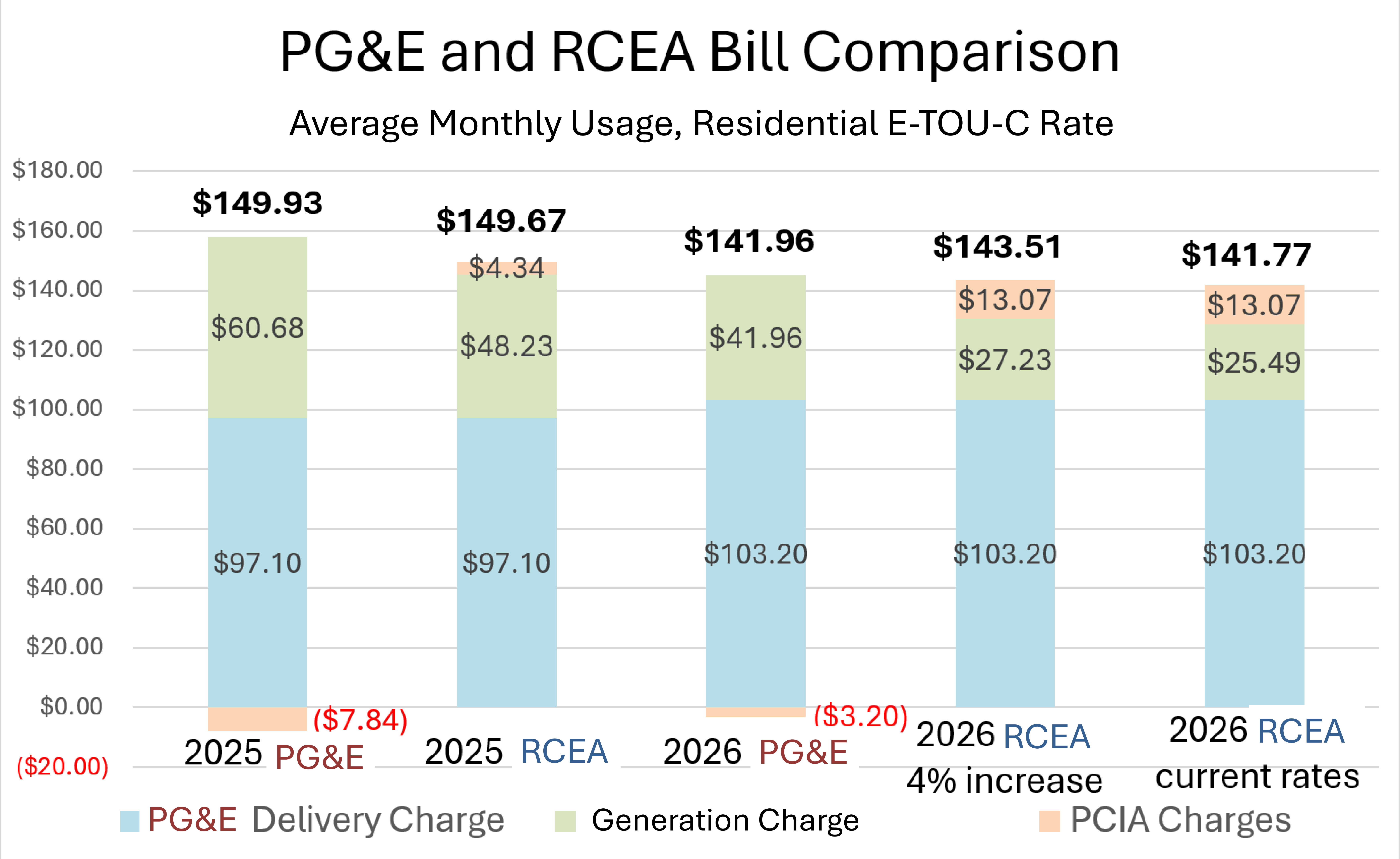
Average Monthly Usage, Residential E-TOU-C Rate




Total Electricity Cost 2025/2026
$160.00
$140.00
$120.00
$100.00
$80.00
$60.00
$40.00
$20.00
$0.00
-$8.16
-$3.13
$149.93
$141.77
$146.80
Average Monthly Usage, Residential E-TOU-C Rate
2025 PG&E
2026 RCEA current rates
2026 RCEA 12.5% increase



Total Electricity Cost - 2026
$160.00
$140.00
$120.00
$100.00
$80.00
$60.00
$40.00
$20.00
$0.00
Average Monthly Usage, Residential E-TOU-C Rate
- $0.19
+ $4.84
$141.96
$141.77
$146.80
2026 PG&E
2026 RCEA current rates
2026 RCEA 12.5% increase



PG&E and RCEA Bill Comparison
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$160.00
$140.00
$120.00
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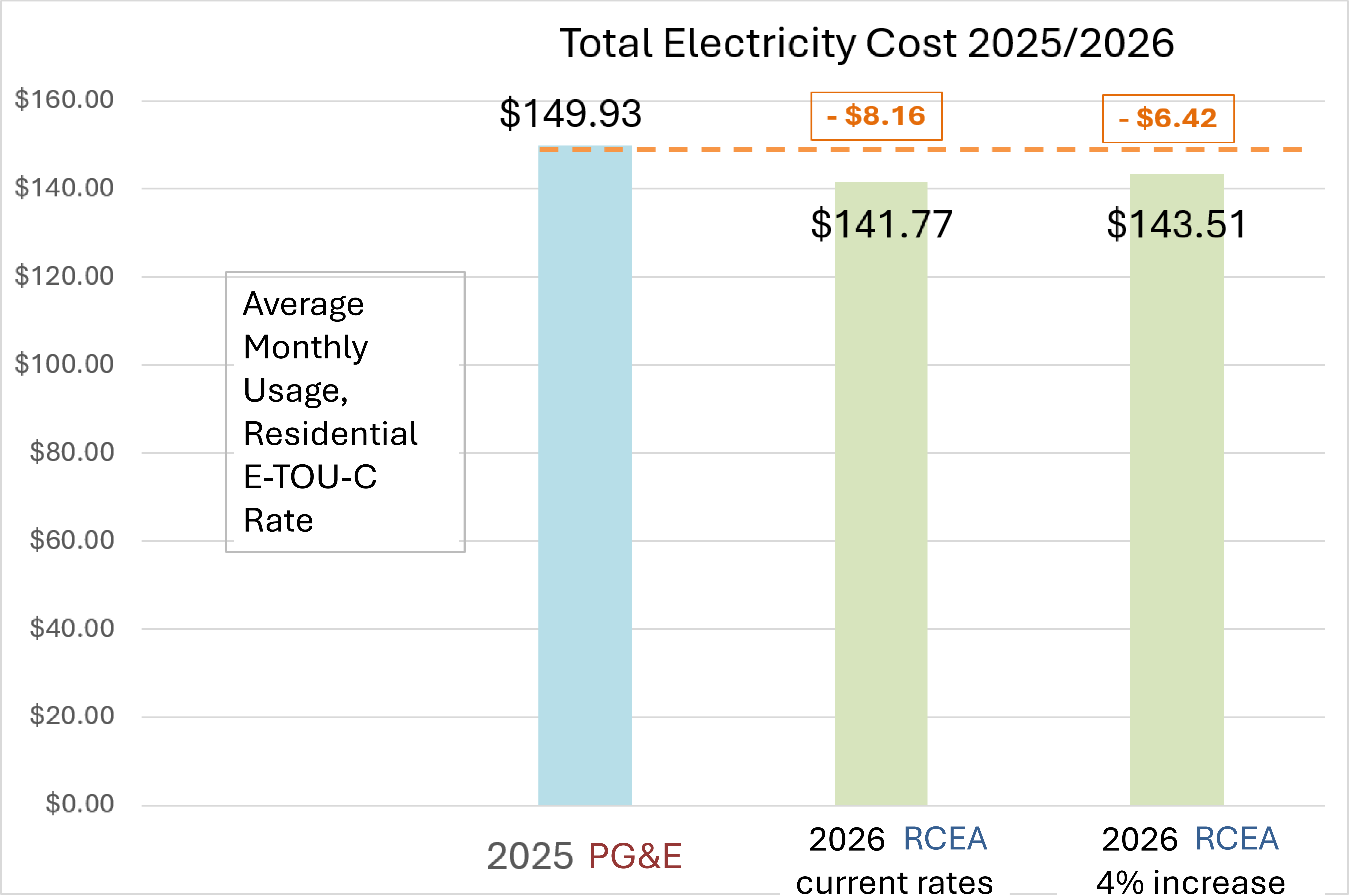
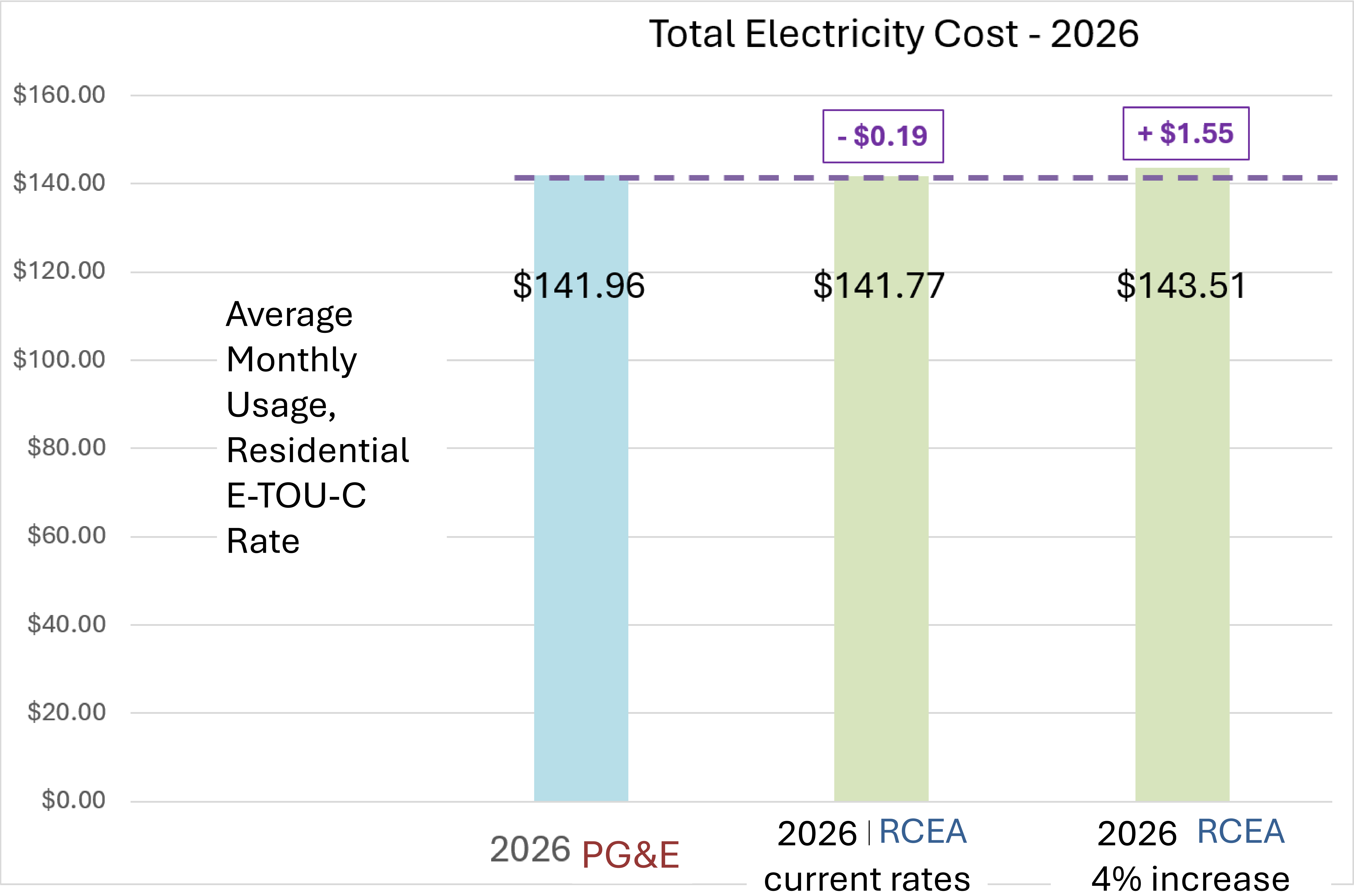
$80.00
$60.00
$40.00
$20.00
$0.00
($20.00)
$149.93
$60.68
$97.10
($7.84)
2025 PG&E
$149.67
$4.34
$48.23
$97.10
2025 RCEA
$141.96
$41.96
$103.20
($3.20)
2026 PG&E
$143.51
$13.07
$27.23
$103.20
2026 RCEA 4% increase
$141.77
$13.07
$25.49
$103.20
2026 RCEA current rates
PG&E Delivery Charge
Generation Charge
PCIA Charges


Total Electricity Cost 2025/2026
$160.00
$140.00
$120.00
$100.00
$80.00
$60.00
$40.00
$20.00
$0.00
Average Monthly Usage, Residential E-TOU-C Rate
$149.93
- $8.16
- $6.42
$141.77
$143.51
2025 PG&E
2026 RCEA current rates
2026 RCEA 4% increase


Total Electricity Cost - 2026
$160.00
$140.00
$120.00
$100.00
$80.00
$60.00
$40.00
$20.00
$0.00
Average Monthly Usage, Residential E-TOU-C Rate
$141.96
$141.77
$143.51
- $0.19
+ $1.55
2026 PG&E
2026 RCEA current rates
2026 RCEA 4% increase

Local Governance

Programs

Powered By the Community

Renewable Energy

Competitive Rates

Advocacy

Community Conversations

PCIA Risk Mitigation

- Supreme Court appeal of changes to calculation of Market Price Benchmarks.
- PG&E General Rate Case: Sets transmission and distribution rates, CCA service fees, and PCIA vintage costs for Utility Owned Generation.
- PG&E Energy Resource Recovery Account (ERRA): Sets generation rates, customer vintages, and calculates Market Price Benchmark by IOU.
- Reform ERRA and PCIA Policies and Processes across all IOUs.
- AB 1761 (Rogers): Legislation to require additional PCIA IOU data transparency.

THANK YOU

Customer Benefits

Why Choose Redwood Coast Energy Authority?

Renewable Energy

Every RCEA customer receives 100% renewable and carbon-free electricity and access to energy saving programs and rebates.

Powered By the Community

We are powered by the communities we serve, not by corporate shareholders.

Local Governance

Local governance means local control—RCEA's decisions are made by representatives from Humboldt County's cities, tribes, and county government to serve our community's best interests.

Programs

RCEA offers a variety of programs that help residents and businesses save energy, lower utility costs, and transition to cleaner transportation through rebates, incentives, and technical assistance.

Advocacy

RCEA advocates for policies and investments that strengthen grid reliability, expand local energy resources, and help keep electricity rates stable for our community.

Competitive Rates

Redwood Coast Energy Authority is committed to competitve and stable electricity generation rates.

Serving Our Community

100% of RCEA's electricity is from renewable and carbon-free sources

RCEA achieved this goal on schedule in 2025, reflecting our commitment to a clean energy future.

Exceptional local customer service

Our customer service team continues to be a point of pride. In FY 2025-26, staff answered 1,492 customer calls, providing trusted, local support to help customers understand their bills, explore programs, and make informed energy choices.

Regional Resilience Grant Program (RRGP) solar trailers delivered

Through the RRGP, RCEA delivered mobile solar trailers that provide clean, resilient power for community events, emergency response, and critical needs during outages at 16 remote fire stations. These trailers are already helping reduce reliance on fossil-fueled generators while increasing local energy resilience.

Foster Clean Power is online

Foster Clean Power is the first new-build, utility-scale solar and storage project under a power purchase agreement with RCEA to be completed in our Humboldt County service area. It now generates enough electricity for about 3,000 homes right here from the Arcata Bottoms. This project is an important step toward increasing local renewable generation and keeping energy investments close to home.

Northern Rural Energy Network

RCEA administers residential energy programs across 17 rural Northern California counties and brings these programs home to Humboldt County. Along with partners Lake Area Planning Council, Mendocino Council of Governments, and the Sierra Business Council, the Northern Rural Energy Network (NREN) helps customers save energy and money. Program offerings include free Home Energy Assessments, No-Cost energy Savings Kits, and rebates.

Northern Rural Energy Network
YOUR LOCAL ENERGY SOLUTIONS

E-bike and EV rebates

Our popular e-bike and electric vehicle rebate programs help residents afford lower-emission ways to get around. Each year we give out about 150 total rebates!

REVNet Suppports Local EV Charging

RCEA operates the Rural Electric Vehicle Network (REVNet). REVNet includes 76 ports at 39 stations throughout the County. These public EV charging stations support cleaner transportationand reduce range anxiety for local drivers.

Community outreach across the county

Our team enjoys connecting with customers an community members at events and presentations throughout the year. Staff share information about RCEA programs and the benefits of community choice energy. Annually, RCEA staff provide over 25 community presentations and participate in over 35 community events throughout Humboldt County.

Ongoing Operation of the Redwood Airport Microgrid

RCEA continued operating the Redwood Coast Airport Microgrid (RCAM), California's first 100% renewable, front-of-the-meter, multi-customer microgrid. The system delivers clean, dispatchable energy while providing reliable backup power for the California Redwood Coast-Humboldt County Airport, U.S. Coast Guard Air Station, and other critical facilities during grid outages.

How it Works

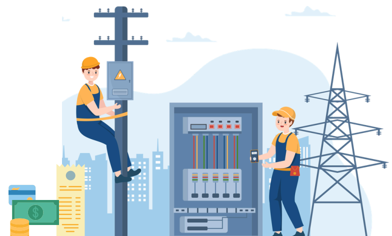
RCEA

Generation

RCEA purchases renewable energy and uses revenue to invest in the creation of new local renewable energy sources.

This is the Generation portion of your bill.

PG&E



Delivery

PG&E delivers energy using their poles and wires. They also maintain this equipment and handle billing.

This is the Delivery portion of your bill.

YOU

Customer

As an RCEA customer, you benefit from competitive rates, local control, and cleaner energy.

Thanks for being an RCEA customer!

As a Community Choice Energy Provider:

RCEA purchases power from renewable sources like wind and solar, and PG&E continues to deliver it to your home or business through its infrastructure.

Customers are automatically enrolled in RCEA's program, though you can choose to opt out at any time.

Our programs also include support for energy efficiency, electric vehicles, and local renewable energy projects.

What is the Power Charge Indifference Adjustment?

Every electric customer, whether they get power from PG&E or a Community Choice Aggregator (CCA), must pay a fee called the Power Charge Indifference Adjustment (PCIA). This fee was created by the California Public Utilities Commission to make sure PG&E and other investor-owned utilities could recover the costs of power plants and contracts they committed to before customers left to join Community Choice Aggregators.

I thought the PCIA was going away?

Often when we talk to policymakers, they think that the PCIA has gone away or is slowly winding down. In contrast, for CCA customers, the PCIA is fluctuating over time as the IOUs resource portfolios age and depreciate and recently has increased more than 200% and is now over 50% of the generation rate.

Of the 18 states (plus Washington, D.C.) that allow competition in electricity providers, California is the only one that never sets an end date or a cap on this charge. That means Californians have been stuck paying an unpredictable fee for more than a decade, with no clear end in sight.

Why is this a problem?

PCIA charges affect the total amount of savings CCAs can provide their customers. This means PG&E can keep making money on their surplus portfolio of resources without major incentives to reduce the portfolio costs, effectively pushing risk onto CCA communities that have chosen to take control of their energy planning.

The PCIA is intrinsically problematic for CCAs and their customers.

PCIA is a risk to all CCAs. Policymakers should require:

1. A revamp of methodology for better forecasting and greater transparency in PCIA ratemaking.
2. A plan to ultimately end the PCIA.

How can I engage?

- Submit a version of the attached template letter regarding AB 1761 to California Legislature Position Letter Portal.
- Send a copy directly to the offices of Senator Cervantes, Chair of Senate Appropriations Committee: senator.cervantes@senate.ca.gov

7/14/2026

- Flag for Humboldt County's Legislative delegations that you have submitted a letter and share a copy with them:
    - Assemblymember Rogers assemblymember.rogers@assembly.ca.gov
    - Senator McGuire senator.mcguire@senate.ca.gov
- Comment to the CPUC: Providing Public Comments at the CPUC
    - More guidance on public regulatory engagement opportunities to come.

DATE

Senator Sabrina Cervantes, Chair
Senate Appropriations COmmittee
1021 O Street, Suite 7330
Sacramento, CA 95814

Re: AB 1761 (Rogers) - Support

Dear Chair Cervantes,

I [NAME] **support AB 1761**, by Assemblymember Chris Rogers (D-Santa Rosa). This bill will help customers better manage their energy costs by bringing more transparency to the PCIA, a charge on nearly all electricity bills. By making this calculation easier to understand, customers will have greater confidence in the costs they pay each month.

[INFORMATION ABOUT YOURSELF AS A RATEPAYER, COMMUNITY MEMBER, OR ENERGY/ENVIRONMENTAL ADVOCATE]

Electricity bills keep going up, and it's becoming harder for families and local businesses to keep up. We need common-sense solutions that put customers first and make sure people aren't paying more than they should.

One charge that can be hard to trust is the PCIA. This charge is meant to cover certain costs related to Investor-Owned Utility (like PG&E) power purchases that occurred prior to the development of Community Choice Aggregators. The problem is that there isn't enough transparency around how this charge is calculated. The organizations that serve customers outside of traditional utility systems often don't have access to the information they need to verify that the charge is correct or to estimate what it will be in the future, which can lead to unexpected swings on my bill.

More access to this data would help make sure that the charge is being calculated fairly and give customers fewer surprises on their bills. Greater transparency would also help reduce disputes and increase confidence that customers are only paying their share of energy costs.

From my perspective, if a charge on electric bills costs families and businesses a significant portion of our bills, people should be able to see how it's being calculated. AB 1761 would allow organizations to review the numbers and confirm accuracy while keeping sensitive information protected. The goal isn't to make all confidential information public, but rather to give the right people access to the information they need to verify fair charges for consumers.

[ANY ADDITIONAL THOUGHTS ON PCIA IN GENERAL OR FUTURE POLICY PROPOSALS]

As a customer, I [OR YOUR ORGANIZATION] **support AB 1761**, because it will help give me greater confidence that the PCIA charge on my electric bill is fair and accurate.

Sincerely,
[SIGNATURE BLOCK, with CONTACT INFORMATION]

REDWOOD COAST
EnergyAuthority

Staff Report

Agenda Item # 7

Information

Agenda Date	July 14, 2026
To	Community Advisory Committee
Prepared by	Patricia Terry, Northern Rural Energy Network Portfolio Lead Stephen Kullmann, RCEA Customer Programs Director
Subject	CPUC Energy Efficiency Program Survey

Background

The California Public Utilities Commission (CPUC) issued Decision D.24-09-031, effective September 26, 2024, that approved the Northern Rural Energy Network (NREN) to deliver energy efficiency programs to underserved rural customers.

The NREN Residential Equity Program is intended to equitably support Northern California communities through energy assessments, outreach, and energy awareness information and solutions, tailored to each region, climate, demographics and other characteristics, with a priority to serve hard-to-reach, underserved and disadvantaged households.

Regional Energy Networks (RENs) use ratepayer funds to deliver energy programs to local communities. (These funds come from a small percentage of the Public Purpose Program charge on all PG&E and other investor-owned utility bills; they are not specific to RCEA). RENs have a unique opportunity to understand local needs and fill gaps in service, help underserved communities and provide holistic customer solutions. Measures of success in delivering energy programs to NREN's northern California, rural and often hard-to-reach communities will by necessity differ from measures of program success in urban environments.

Summary

The CPUC has requested that all Regional Energy Networks, including NREN, gather input from their communities on how we can best measure success in serving equity communities and supporting market development for energy efficiency and electrification programs.

RCEA staff are engaging a small focus group of Board directors and would also like to collect responses through a brief discussion with CAC members for the CPUC's survey.

After the discussion, we also request that participants independently complete an online survey form. The link will be provided at the end of the discussion.

Alignment with RCEA's Strategic Plan

The NREN programs will ensure that hard-to-reach, disinvested, disadvantaged, and underserved rural customers are provided with an equitable level of services and support of CPUC energy programs and are empowered to take action to better manage their energy use and cost through increased awareness, support resources, a trained workforce, and access to financing to improve their homes and businesses.

Equity Impacts

Aligning success measurements to RCEA's unique and diverse customer base can help continue funding for NREN programs in our community.

Financial Impact

Determining success measurements specific to NREN activity promotes practices that encourage realistic, meaningful energy program effectiveness in RCEA's particular service area. Staff time to gather information in response to the CPUC's survey are accounted for in RCEA's budget.

Staff Recommendation

Provide feedback to staff on NREN equity customer program and market support goals in response to the CPUC survey.

Attachments

1. Equity and Market Support Survey Questions

Equity and Market Support Survey

- *Conducted by the Northern Rural Energy Network on behalf of the California Public Utilities Commission (CPUC)*

The purpose of these questions is for the CPUC to gather input to decide what factors are most useful in measuring the success of Energy Efficiency programs such as NREN in serving customers equitably and supporting the energy efficiency market.

We will discuss these questions first in a group setting, then you will be provided a link to answer these questions independently.

Equity Questions:

1. For our first question, we are going to define equal treatment vs. equitable treatment in regards to energy efficiency (EE) programs. Equal means everyone will receive the same treatment in an EE program. Equitable means people will receive treatment appropriate to their circumstances. With this in mind, please define "equitable access", especially as it pertains to energy efficiency.

2. Below are a list of factors to consider when evaluating an EE program. Which of the following factors matters most to you in an EE program? What are your priorities when looking at if EE programs are successfully reaching equity communities? For each of the following, list out the pros and cons of each.
    a. How much funding goes toward each region or type of equity community (i.e. DAC/underserved)
    b. How much funding goes directly to equity customers or market actors (i.e. in the form of rebates)
    c. Number, proportion, & categories of participants served
    d. How many years you'll be saving energy
    e. Non-energy benefits (i.e. indoor air quality improvements, noise reduction, job creation, resiliency, assistance in accessing funding for EE improvements
    f. Geographic spread of participants in PA territory
    g. Energy bill savings in dollars
    h. Engagement with communities

Market Support Questions:

1. Market Support programs have the primary objective of supporting the long-term success of the Energy Efficiency (EE) market by educating customers, training contractors, building partnerships, or moving beneficial technologies towards greater cost-effectiveness. With this in mind, what characteristics should a healthy energy efficiency market have?

2. Below are a list of factors to consider when evaluating if an EE program is successful at supporting the EE market. Which of the following factors matters most to you in an EE program? What are the top ways you would measure if an EE program is helping the EE market? For each of the following, list out the pros and cons of each.
    a. A customer's (resident, business, local govt) ability to afford an EE upgrade to home/facility
    b. More affordable bills after the upgrade
    c. Number of energy saving projects supported by programs
    d. Whether the upgrade is working as expected
    e. Number and level of complaints associated with the delivery of EE goods and services
    f. Time or cost of procurements and associated contract amendments to the PAs for third parties to design, implement and/or evaluate programs
    g. Customer satisfaction
    h. How long savings are expected to last (in years)
    i. Awareness in the general population of energy efficiency programs
    j. Availability of loans for EE upgrades and the amount of loans for EE upgrades provided in a year
    k. Contractors recommend new technology to customers
    l. Number of unique people trained
    m. Knowledge gain of those participating in the training
    n. Increase in pay, advancement, or employment for trainees

July 2026

Equity & Market Support

Goal Constructs

Northern Rural
Energy Network

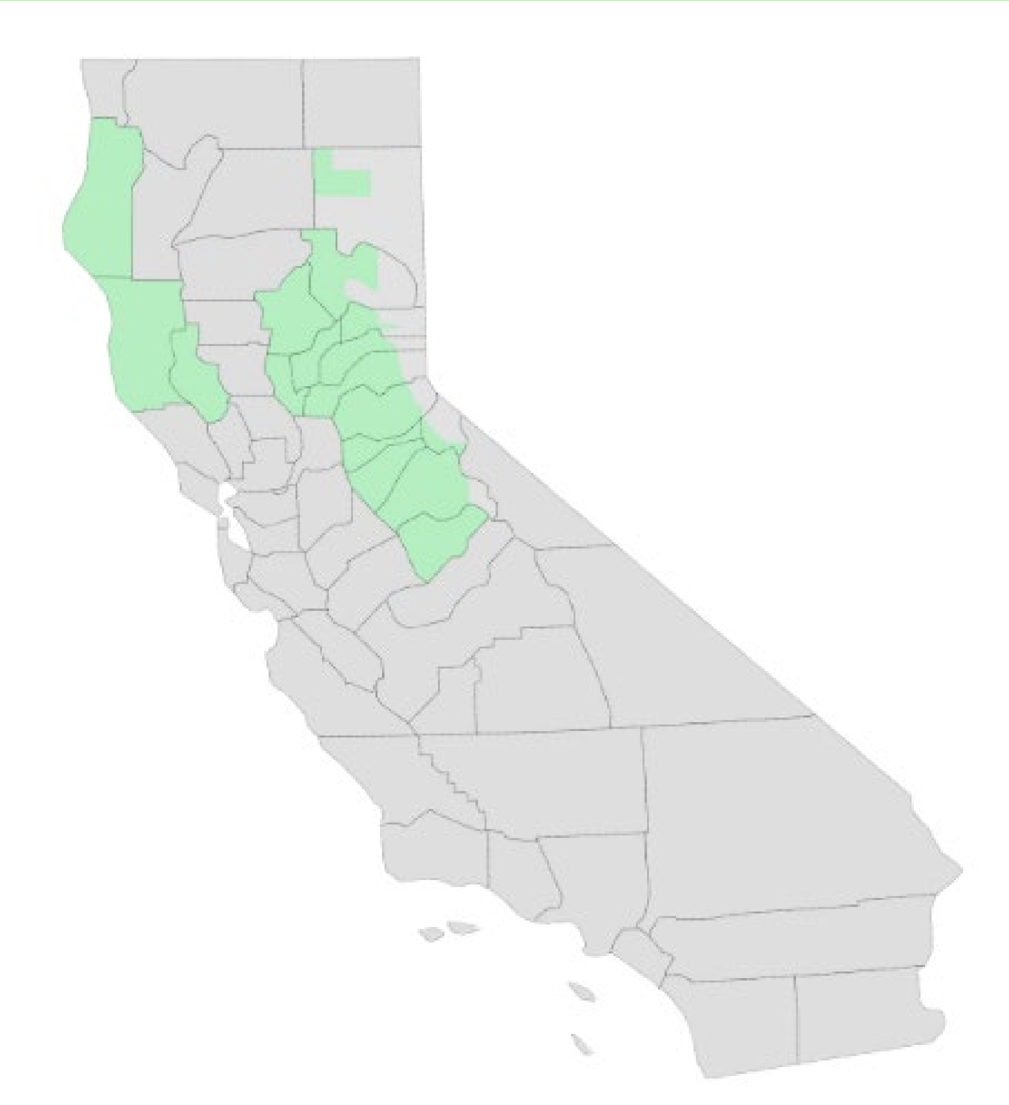
REDWOOD COAST ENERGY AUTHORITY

MCOG

LAKE APC

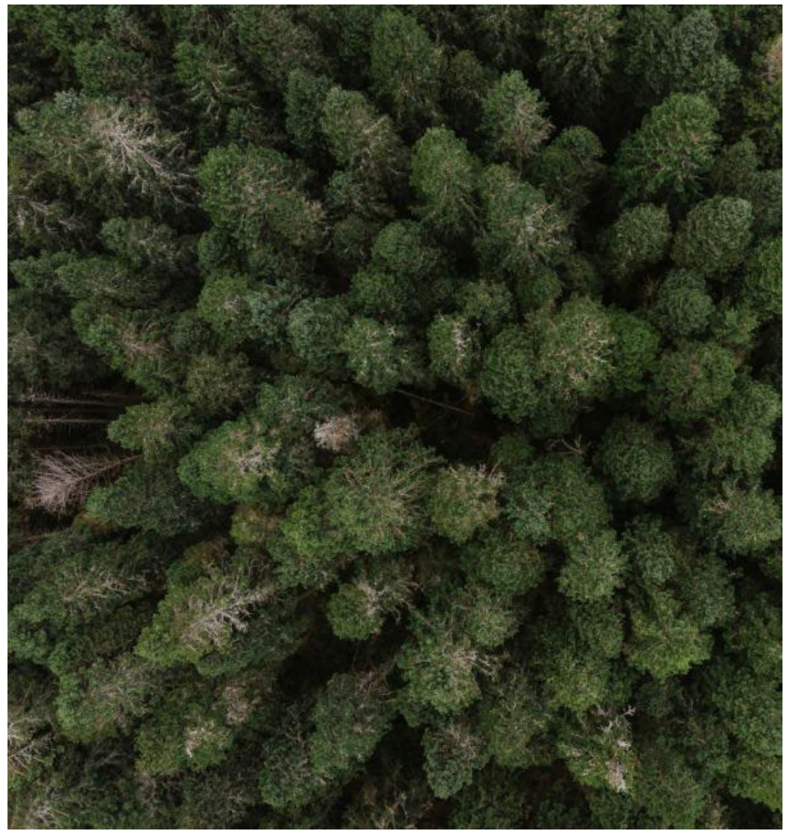
SIERRA BUSINESS COUNCIL

Northern Rural Energy Network



- Regional Energy Networks (RENs) were established in 2013 by the CPUC to fill gaps in traditional energy efficiency programs and increase innovation
- Historically, rural California has received less return in energy program dollars than contributed through bills.
- RCEA partnered with the Lake Area Planning Council (LAPC), Mendocino Council of Governments (MCOG), and Sierra Business Council (SBC) to form NREN, emphasizing a *for rural, by rural* approach to program design and delivery
- Covers a non-contiguous region that crosses the PG&E territory in 17 counties: Alpine, Amador, Butte, Calaveras, El Dorado, Humboldt, Lake, Lassen, Mariposa, Mendocino, Nevada, Placer, Plumas, Sierra, Sutter, Tuolumne, Yuba
- RCEA is the Portfolio Administrator of the program, responsible for managing budgets and regulatory compliance

REDWOOD COAST ENERGY AUTHORITY MCOG LAKE APC SIERRA BUSINESS COUNCIL


NREN Residential Programs

- Rebates and Incentives for Residential Customers (currently direct to customer rebates and launching partner contractor install program soon)
    - Heat Pumps
    - Heat Pump Water Heating
    - Induction Cooking
    - Efficient Appliances
- No- cost home assessments over the phone
- Energy Efficiency Kits
- Outreach and educational events

Northern Rural Energy Network

Northern Rural Energy Network

Programs Launching in 2026

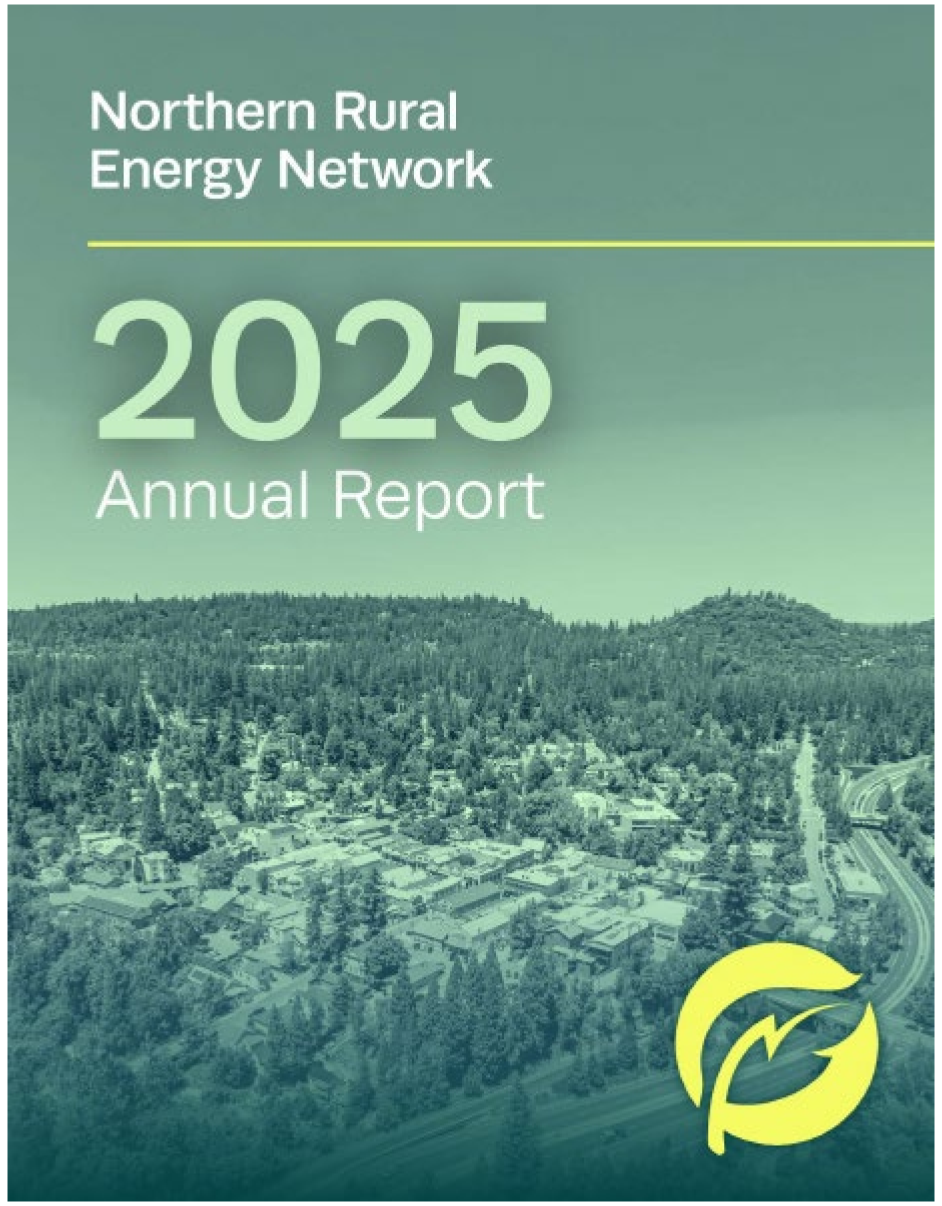
- **COMMERCIAL**
  - No-cost assessments for businesses
  - Incentives for energy efficiency upgrades
  - Installation assistance
  - Technical support

- **PUBLIC (currently offered in Humboldt County under a different program)**
  - No-cost assessments for public facilities
  - Assistance with planning – Climate Action Plans, Electrification Readiness, etc.
  - Benchmarking
  - Project management support
  - Financing support
  - Technical support

- **WORKFORCE, EDUCATION & TRAINING**
  - Support to community colleges, tribes, and apprenticeship programs for creating curriculum for building the energy efficiency workforce
  - Upskilling for existing contractors
  - Codes & Standards training

- **FINANCING**
  - Commercial energy efficiency loan partnerships

2025 Annual Report Highlights



View the full report at:
https://northernren.org/wp-content/uploads/2026/04/NREN_2025_AnnualReport.pdf

Residential Equity Services Provided

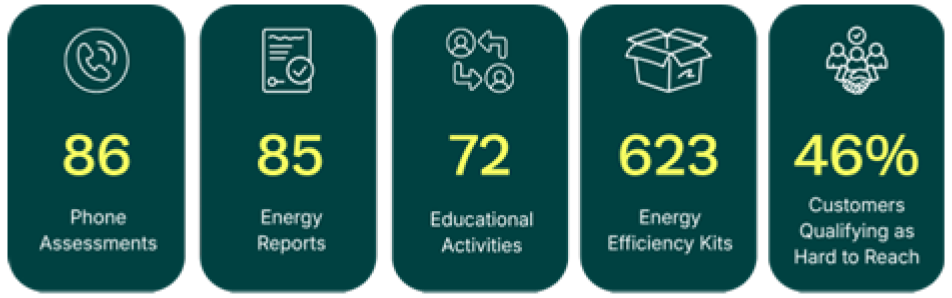


Figure 03: NREN Residential Impacts in 2025

Residential Resource Program Achievements

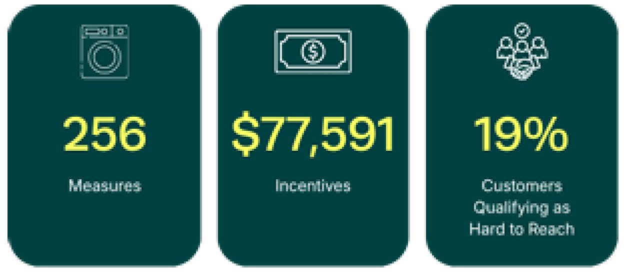


Figure 04: Home Energy Upgrades Program Summary

Geographic Hard-to-Reach Services

	Phone Assessments	Energy Efficiency Kits	Rebates	Total
	81	613	182	876
% of Total Located in Geographic HTR	94%	98%	96%	98%

Figure 05: Number of NREN customers within a geographic HTR area

OTHER

- NREN non-residential needs assessment
- Community Engagement

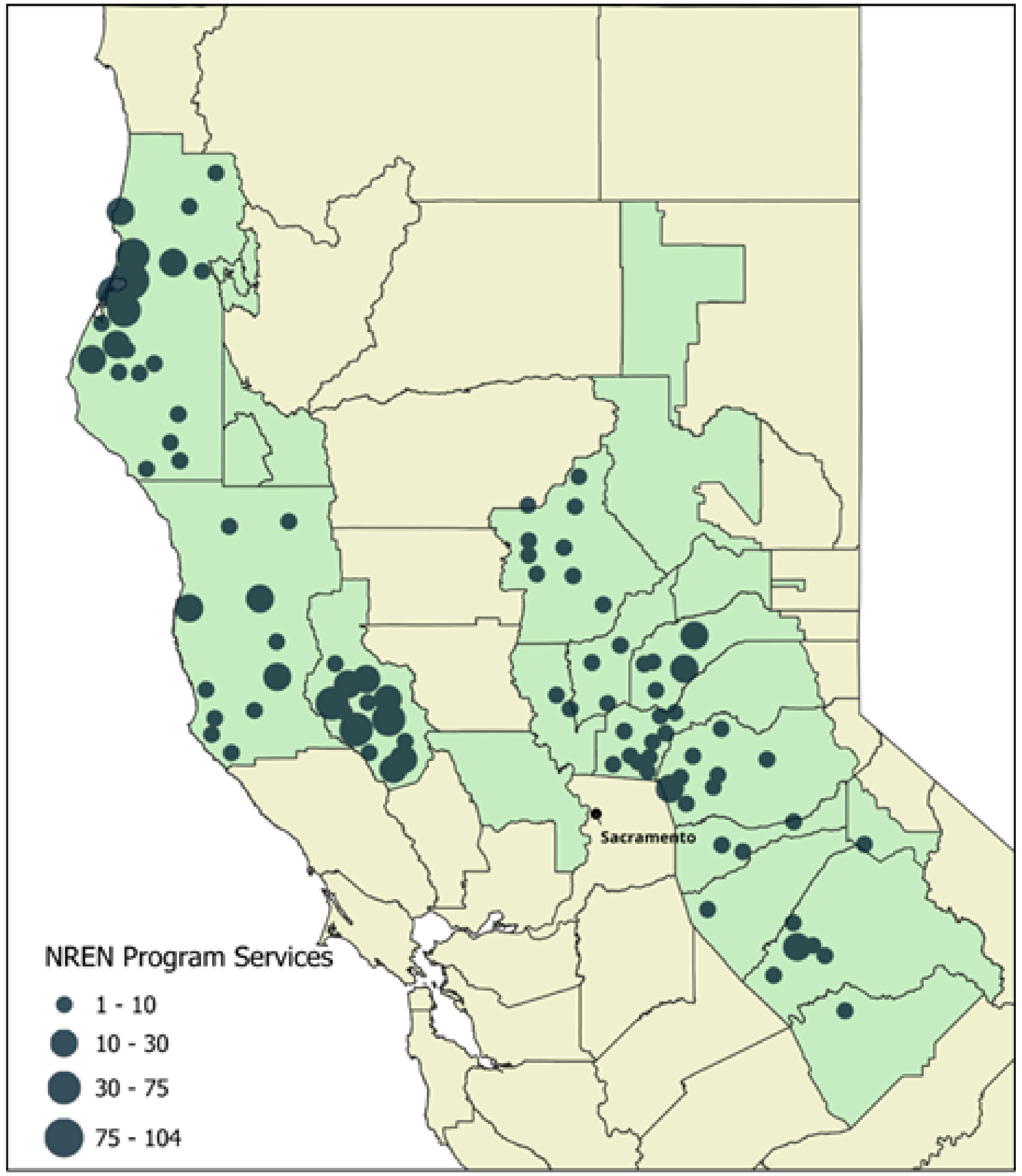


Figure 02: *Distribution map of NREN program services delivered in 2025.*

2028-2031 Business Plan Highlights

- Adding territory in 2028
- Market characterization study

Portfolio Goals

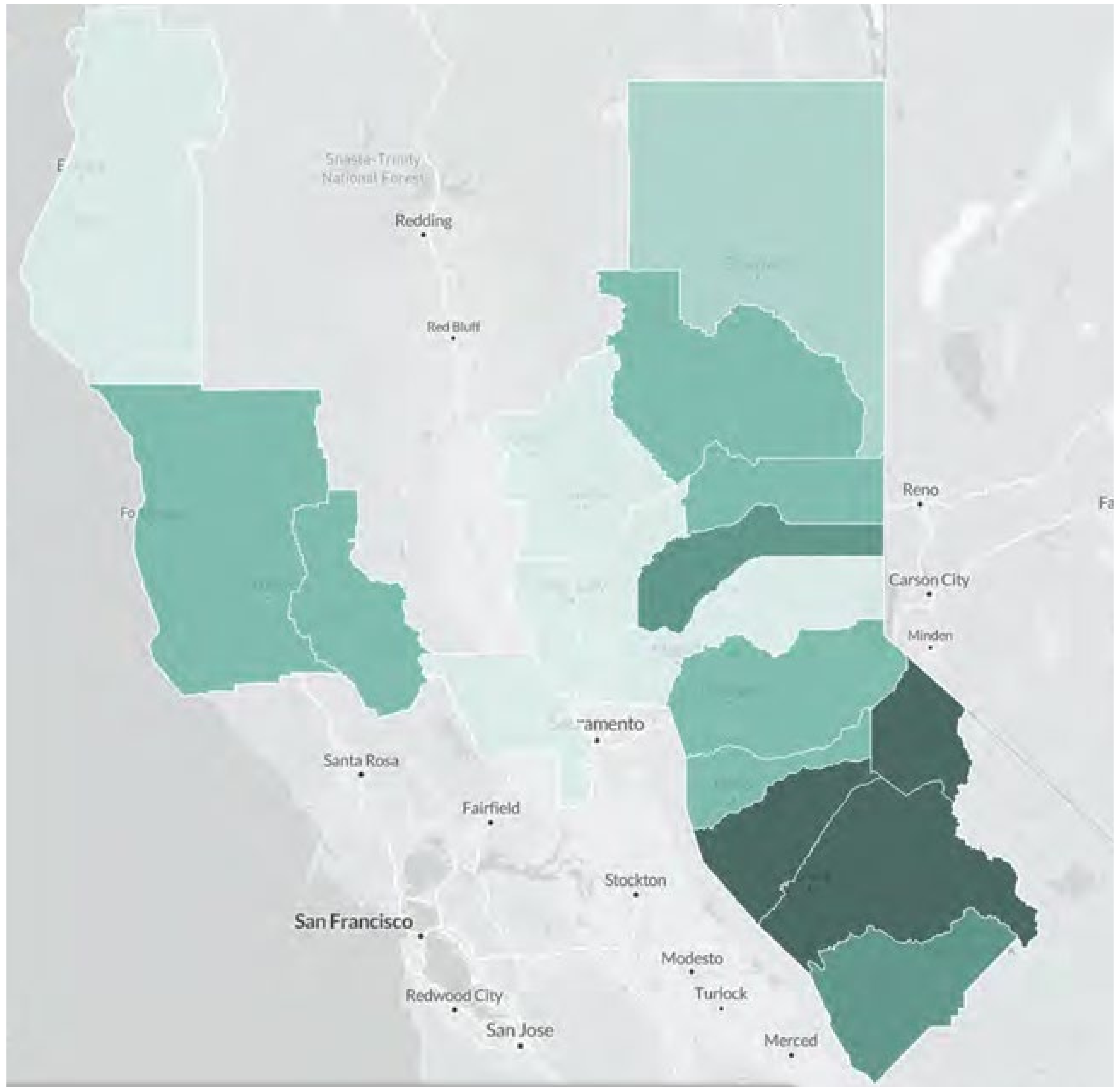
- Equity
- *Energy Savings*
- *Access to Funding*

Portfolio Strategies

- *Advance affordability through EE and electrification for the highest energy burden customers*
- *Advance building decarb, including for propane customers*
- *Advance ESJ Action Plan*
  - *90% equity programs*
  - *Promote climate resilience*
- *Enhance EE Workforce in rural NC*

Policy Recommendations

- *Expand the definition of HTR*
- *Allow fuel switching in EE Programs*
- *Support NEB metrics for RENs*



Propane customers in NREN territory

Community Input Needed on Priorities and How to Measure Success

Equity + Market Support

Energy Efficiency Programs, like those offered by Regional Energy Networks, are funded by electric and gas utility customers ("ratepayers") as a portion of the Public Purpose Programs charge

While all ratepayers contribute to funding energy efficiency programs, not all customers have the same opportunity to participate and benefit. Some face barriers to participation, and some regions lack a strong market for energy efficiency products and services.

- Equity Programs: Help ensure all communities can benefit from energy efficiency by addressing barriers to participation and reaching customers who may otherwise be overlooked.
- Market Support Programs: Build a stronger energy efficiency ecosystem by supporting the workforce, partnerships, education, and market infrastructure needed to deliver energy efficiency solutions.

Equity + Market Support

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While all ratepayers contribute to funding energy efficiency programs, not all customers have the same opportunity to participate and benefit. Some face barriers to participation, and some regions lack a strong market for energy efficiency products and services.

- Equity Programs: Help ensure all communities can benefit from energy efficiency by addressing barriers to participation and reaching customers who may otherwise be overlooked.

- Market Support Programs: Build a stronger energy efficiency ecosystem by supporting the workforce, partnerships, education, and market infrastructure needed to deliver energy efficiency solutions.

Your Input is Needed!

Let's discuss the CPUC questions together, then you can individually provide your answers either on the paper survey or an online link

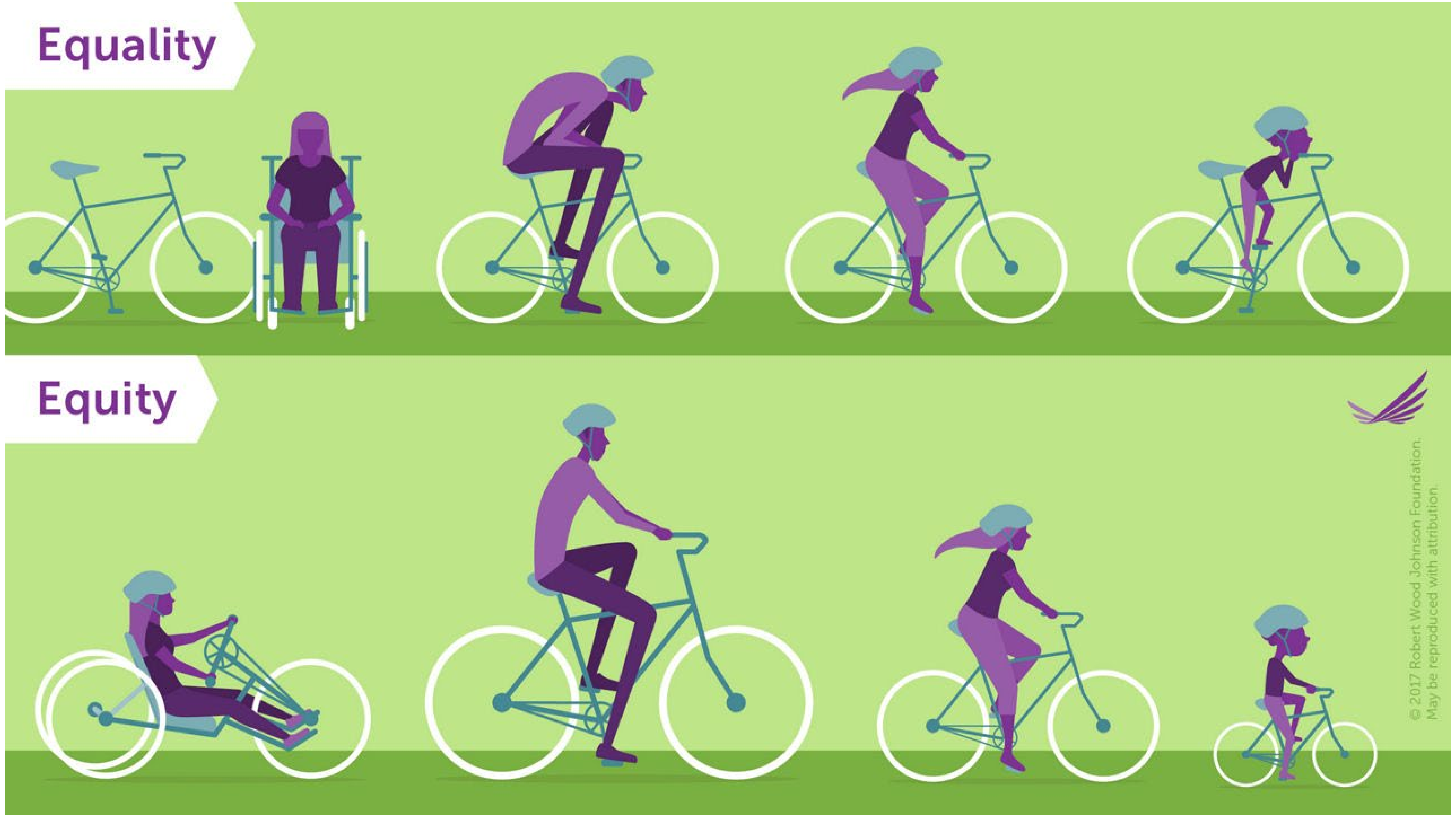
- The California Public Utilities Commission, or CPUC, is the state agency that oversees **energy efficiency programs for Equity and Market Support**.

- The CPUC is asking for input on what should be the **top priorities** for equity and market support energy efficiency programs, and **how to measure success** of those programs.

- **Your feedback will help show what value these programs provide and what outcomes matter most to the communities they are intended to serve.**

Equity Energy Efficiency Programs

Stakeholder Priorities & Ways to Measure Success



Equitable Access

Regional Energy Networks have the goal of providing equitable access to their energy efficiency programs. Equitable means treatments or distributions of resources that account for individual needs or circumstances.

- RENs work to ensure all communities can access and benefit from energy efficiency programs.
- Equity means providing support based on different needs and circumstances, so everyone has a fair opportunity to participate.

With the definition of equitable, please define "Equitable Access", especially as it pertains to energy efficiency.

Equity Communities

- The next questions look at key factors that show if equity programs are **successfully reaching equity communities, including:**
  - **Hard-to-reach:** Customers or communities that are less likely to know about or participate in energy efficiency programs because of barriers, for example: language, location, income, housing type, business size, or renting/leasing space.
  - **Disadvantaged:** Places with higher environmental, health, and economic burdens, such as pollution, poverty, unemployment, hazardous waste exposure, asthma, or heart disease.
  - **Underserved:** Communities or customers that may not have received adequate access to public programs, services, or investments.
  - **Low-income:** People or places with household incomes below given thresholds.
  - **Tribal:** California Native American Tribes or lands belonging to federally recognized California Indian tribes.
  - **Environmental and Social Justice:** A broader policy category for communities of color or low-income, underrepresented in decision-making, disproportionately affected by environmental hazards, and likely to experience unequal implementation of regulations or investments.

Priorities

Ideal evaluation factors should be relatively easy to measure, be replicable, and be a good indication if EE programs are successfully reaching equity communities.

A. How much funding goes toward each region or type of equity community (i.e. DAC/underserved).

B. How much funding goes directly to equity customers or market actors (i.e. in the form of rebates)

C. Number, proportion, & categories of participants served

D. How many years you'll be saving energy

E. Non-energy benefits (i.e. indoor air quality improvements, noise reduction, job creation, resiliency, assistance in accessing funding for EE improvements)

F. Geographic spread of participants in PA territory

G. Energy bill savings in dollars

H. Engagement with communities

Let's discuss the pros and cons for each of the above factors.

Then, prioritize the factors from 1 to 5, with 5 being the highest.

Market Support Energy Efficiency Programs

Stakeholder Priorities & Ways to Measure Success

Healthy EE Market

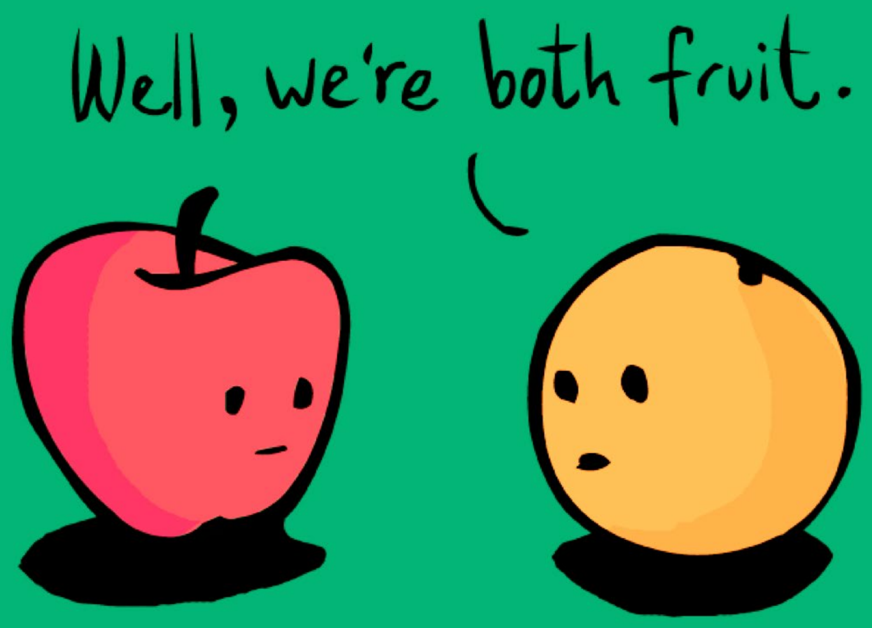
Market Support programs primarily aim to support the long-term success of the EE market by:

- educating customers
- training contractors
- building partnerships, or
- moving beneficial technologies towards greater cost-effectiveness.

Q: With this in mind, what characteristics should a healthy energy efficiency market have?

Priorities

Please consider the pros and cons for each of the above evaluation factors.



A. A customer's (resident, business, local government) ability to afford an EE upgrade to home/facility
B. More affordable bills after the upgrade
C. Number of energy saving projects supported by programs
D. Whether the upgrade is working as expected
E. Number and level of complaints associated with the delivery of EE goods and services
F. Time or cost of procurements and associated contract amendments to the PAs for third parties to design, implement and/or evaluate programs
G. Customer satisfaction
H. How long are savings expected to last (in years)
I. General population awareness of energy efficiency programs
J. Availability of loans for EE upgrades and the amount of loans for EE upgrades provided in a year
K. Contractors recommend new technology to customers
L. Number of unique people trained
M. Knowledge gain of those participating in the training
N. Increase in pay, advancement, or employment for trainees

Please complete the survey form provided or online https://energyefficiency.limesurvey.net/816426

Thank You

Stephen Kullmann, Customer Programs Director
skullmann@redwoodenergy.org

Website:
https://northernren.org/

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Name:
Position:
Community Represented:

Northern Rural
Energy Network

Equity and Market Support Survey

- *Conducted by the Northern Rural Energy Network on behalf of the California Public Utilities Commission (CPUC)*

Equity Questions:

1. Please define "equitable access", especially as it pertains to energy efficiency.

2. Below are a list of factors to consider when evaluating an energy efficiency program. What are your priorities when looking at if energy efficiency programs are successfully reaching equity communities? Score the following factors.
   1 = Best way to show success
   2= Good way to indicate success
   3= Fair/Moderate way to show success
   4= Relevant way to show success, but there are better ways
   5 = Not relevant to program success
   *Note: Ideal evaluation factors should be relatively easy to measure, be replicable, and be a good indication of the overall success of a program

Factor	1	2	3	4	5
How much funding goes toward each region or type of equity community (i.e. DAC/underserved)					
How much program funding goes directly to equity customers or market actors (i.e. in the form of rebates or training)					
Number, proportion, & categories of participants served by the program					
How many years you'll be saving energy from the program					
Non-energy benefits of the program (i.e. indoor air quality improvements, noise reduction, job creation, resiliency, assistance in accessing funding for EE improvements)					
The spread of participants in the program across the territory served					
Energy bill savings in dollars generated by the program					
How often the program engages with communities or how many communities engage with the program					

complete this survey online

Market Support Questions:

1. What characteristics should a healthy energy efficiency market have?

2. Below are a list of factors to consider when evaluating if an energy efficiency program is successful at supporting the energy efficiency market. What are the top ways you would measure if the program is helping the market in the long run? Score the following factors:

   1 = Best way to show the program is helping

   2= Good way

   3= Fair/Moderate way to

   4= Relevant way to the program is working, but there are better ways

   5 = Not relevant to whether the program is working

   *Note: Ideal evaluation factors should be relatively easy to measure, be replicable, and be a good indication of the overall success of a program

Factor	**1**	**2**	**3**	**4**	**5**
A customer's (resident, business, local govt) ability to afford an energy efficiency upgrade to home/facility					
More affordable bills after an upgrade					
Number of energy saving projects in a year supported by programs					
Whether the upgrade is working as expected					
Number and level of complaints associated with the delivery of energy efficiency goods and services					
Time or cost to the program implementer for third parties to design, implement and/or evaluate programs					
Customer satisfaction					
How long savings are expected to last (in years)					
Awareness in the general population of energy efficiency programs					
Availability and the amount of loans for energy efficiency upgrades provided in a year					
Contractors recommending new technology to customers					
Number of individual trainees					
Knowledge gain of those participating in the training					
Increase in pay, advancement, or employment for trainees					

Additional Notes: