



# SoCalREN Multifamily Program Participating Contractor Manual

Version 3.0

## Welcome, Participating Contractors!

Welcome to the Southern California Regional Energy Network (SoCalREN) Multifamily Program (the Program). We look forward to working with you to advance energy efficiency in multifamily properties located throughout the Southern California Edison (SCE) and SoCalGas service territories.

As a Participating Contractor, you are a critical part of this Program. It is your expertise that allows Property Owners and Managers (Customers) to make their properties more efficient and help the State of California reach its environmental improvement goals.

The Program will also help you by providing ways to grow your business and expand your offerings among your current and future multifamily clients.

This manual provides information about the Program, required documentation and processes, and additional resources to support you during participation. Please reach out to your Account Manager or contact our Program team any time you need support or have questions.

## Program Contact Information

[socalren.org/multifamily](https://socalren.org/multifamily)  
[multifamily@socalren.org](mailto:multifamily@socalren.org)  
(877) 785-2237

*This Participating Contractor Manual is a working document. SoCalREN reserves the right to update, change, and/or revise this document to clarify Program rules and requirements at any time during the term of the Program. Participating Contractors will be notified via email when the manual is updated. The current version will be available on the SoCalREN Multifamily Program website.*

*The Southern California Regional Energy Network is administered by the County of Los Angeles and funded by California utility ratepayers under the auspices of the California Public Utilities Commission.*

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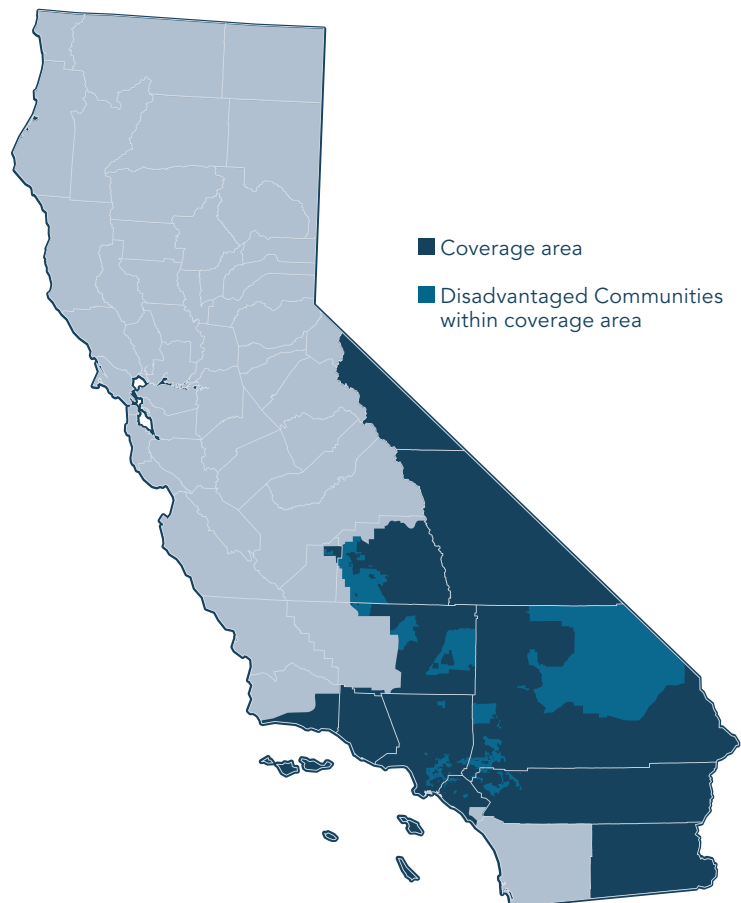
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## About the Program

SoCalREN was authorized by the California Public Utilities Commission (CPUC) in 2012 and offers energy efficiency programs and services to multifamily Customers and public agencies in a 12-county area covering the SCE and SoCalGas electric and gas service territories.

The **SoCalREN Multifamily Program** is designed to help your multifamily Customers save money and add value to their property. Customers follow a simple process as outlined below, with help and support from our Program team every step of the way.

- **Complete Program enrollment documents.** Provide high-level information about the property and existing conditions.
- **Submit project scope and cost estimate.** Our engineering team will complete an energy assessment and identify retrofit opportunities. You will work with the Customer to select which Energy Efficiency Measures (EEMs) to install.
- **Complete energy efficiency retrofit.** Install measures agreed to in project scope, complete required documentation, and work with your Account Manager to schedule post-retrofit inspection when all measures are installed.
- **Receive incentive payment.** Incentive checks will be mailed approximately six weeks after the project is inspected and approved by the Program.



## Trade Ally Portal

The Trade Ally Portal is a secure online tool that facilitates the transfer of information and documents between Participating Contractors and Program staff.

Access the Trade Ally Portal at [socialren.org/TAP](https://socialren.org/TAP).

To remain in compliance with the California Consumer Privacy Act (CCPA), SoCalREN **requires** Participating Contractors and Customers to use the Trade Ally Portal to protect Contractor and Customer personally identifiable information (PII). PII is defined as any information that could potentially be used to identify a particular person (e.g., name, email address, telephone number, Social Security number).

**Do not email Program documentation.** You must use the Trade Ally Portal to transfer all information and files securely.

In addition to protecting PII, the Trade Ally Portal offers the following benefits:

- Helps Participating Contractors easily keep track of all projects in one central online location.
- Makes real-time status updates of projects available anytime, any day of the week.
- Gives Participating Contractors an organized list of tasks to be completed to ensure projects progress in a timely manner.
- Provides a Trade Ally Dashboard that makes all information available and easily accessible.

To use the Trade Ally Portal, Participating Contractors and Customers must create an account. Only one account is permitted per Participating Contractor or Customer. The Program team will provide introductory Trade Ally Portal training and ongoing training refreshers as requested by the Participating Contractor.

## Whole Building Projects

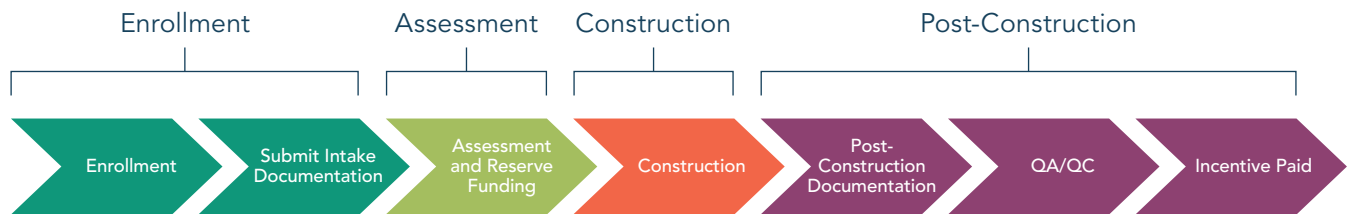
### Project Eligibility

Projects must meet certain eligibility requirements related to location and building structure to participate in the SoCalREN Multifamily Program and receive Program incentives.

1. The property must be served by either SCE or SoCalGas.
2. The project must:
  - a. Be in a building that contains a minimum of five connected units.
  - b. Include at least three EEMs.
  - c. Achieve a minimum of 10,000 kWh OR 1,000 therm energy savings.
  - d. Be completed and approved within 12 months of receipt of the Reservation Letter.
3. The fiscally responsible party must have access to capital or financing to cover the non-incentive portion of the project cost.

## Project Process and Required Documentation

The Program follows a set process as illustrated in the graphic below. Detailed descriptions of each step in the process, along with the required documentation and additional Program provided documentation associated with each step, are provided in this section.



### Enrollment

Congratulations—you have a Customer ready to enroll in the SoCalREN Multifamily Program! Your first steps will be to work with your Customer to help them enroll on the Trade Ally Portal, complete a Property Owner Agreement (POA), and gather previous SCE and/or SoCalGas utility bills.

Customers of a Municipal Electric Utility (e.g., Burbank Water and Power, Moreno Valley Electric Utility) or Long Beach Gas & Oil do not need to provide those bills. If a Customer has service with both SCE and SoCalGas, bills from both utilities must be provided. Your Account Manager will work with you to ensure the appropriate previous utility bills are collected and submitted via the Trade Ally Portal.

#### Required Documentation

- Property Owner Agreement (POA)
  - This document provides the Property Owner (Customer) with the terms and conditions of the Program and gathers information on key personnel associated with the project. The Customer must sign the POA before proceeding with the project.
- SCE/SoCalGas Utility Bills
  - Previous bills are used to verify service account information and to confirm that no incentives have been paid on requested measures during the past five years.

### Assessment

During the assessment phase of your project, you and your Customer will work with the Program team to determine the project's Scope of Work. The process begins with the completion of a Program Intake Form, which provides the Program team with information about all building characteristics and existing conditions/equipment. Complete the Intake Form to the best of your ability; the Program engineering team will review the Intake Form, provide support, and gather additional information as needed.

Your Customer will likely have some initial thoughts on the types of measures they would like to install at the property. Along with your project's Intake Form, you will submit a proposed Scope of Work detailing these Customer preferences.

The engineering team will then visit the project site to complete a pre-inspection and verify property characteristics and existing conditions. During this pre-inspection, the property representative must provide the engineering team access to one unit of each floor plan type, including any units that have recently been remodeled for new tenants. In addition, access to all common areas of the property must be provided. Access to all areas is required in order to allow the engineering team to establish the overall baseline (pre-retrofit energy usage). This is necessary to determine the energy savings associated with the upgrades, which determines the incentive level paid to the property for the project.

After completing the pre-inspection, the engineering team will generate an Assessment Report that provides estimates on energy savings associated with suggested EEMs, as well as a proposed Scope of Work. Your Account Manager will schedule a meeting with you and your Customer to review and discuss the Assessment Report. Following this meeting, you will have 10 days to work with your Customer to come to an agreement on the final Scope of Work including measure costs relative to this scope. **Please note:** Your Account Manager will review these costs to ensure they fall within the parameters of approved costs per measure. Approved costs are based on both regulatory and market guidance and govern how the Program establishes the cost and incentive cap for each individual project. The EEMs within the Scope of Work must achieve a total combined energy savings of at least 10,000 kWh or 1,000 therms.

The Scope of Work is used by your Account Manager to develop the project Reservation Letter. The Reservation Letter outlines the measures within the approved Scope of Work as well as the reserved incentive amount. You and your Customer will typically receive the Reservation Letter within one week of receipt of the final Scope of Work. The Customer then has 10 days to sign the Reservation Letter and submit it to the Program via the Trade Ally Portal.

### *Required Documentation*

- Intake Form with initial Scope of Work estimates.
  - Captures all information about building characteristics and existing conditions/equipment.
  - An initial cost and equipment estimate may be used to develop the initial Scope of Work on some projects.
  - The sampling protocol table on page 10 can be referenced when filling out the Intake Form.
- Signed Reservation Letter with estimated project installation completion date.

### *Additional Program-Provided Documentation*

- Assessment Report
  - Provides estimates on energy savings associated with EEMs.
- Reservation Letter
  - Provides a summary of measures approved for installation per the Scope of Work and incentive dollars reserved for the project.



## Construction

Upon submittal of the signed Reservation Letter to the Trade Ally Portal, you may begin construction on your project. During this phase, your Account Manager will hold ongoing check-in/status calls and will also begin working with you to gather your project's close-out documentation.

Please ensure that the appropriate W-9 form has been submitted (i.e., if the Customer will receive the incentive, their W-9 is required; if the incentive will go directly to your company, your company's W-9 is required). If your company will receive the incentive directly, you will also need to submit a signed Incentive Assignment Form. If the Customer will receive the incentive, no signed authorization is required. We suggest submitting these materials early in the process, as this will help expedite incentive payment once the project is complete.

### *Project Permit and Certification Requirements*

The California Public Utilities Code [Section 399.4 (b) (1)] as well as State law (SB 1414) require certain permitting and certification information. The Program provides a Building Permit Confirmation and Sign-Off Form to help Participating Contractors meet these requirements. Please ensure you review these requirements and obtain any necessary permits as your team completes construction.

- Recipients of energy efficiency program incentives must certify that the improvement or installation was compliant with applicable permitting requirements and, if a Contractor performed the installation, the Contractor holds the appropriate license for the work. The Customer must provide copies of all applicable permits; no incentives can be paid without certification. Permits must be closed for all measures to be eligible for an incentive.
- For projects involving HVAC replacement, the licensed Contractor must certify that the appropriate permits have been obtained, provide the HVAC permit number, and provide proof that the permit was closed by the local building authority.

### *Change Order Process*

If, during the course of construction, the Customer wishes to change or add proposed equipment to the Scope of Work, the Contractor must notify the Account Manager and submit a Change Order Form that must be approved by the Program prior to proceeding with these changes. If unauthorized changes to the Scope of Work are made, the Program will not pay incentives on those unauthorized changes.

### *Required Documentation*

- W-9 Form
- Incentive Assignment Form (if applicable)
  - Authorizes payment of the incentive to an entity (i.e., the Participating Contractor) who is not the Customer.
- Change Order Form (if applicable)
  - Provides detailed information on changes to the Scope of Work; must be approved in writing by the Program Manager.

## Post-Construction

When construction is complete, the project moves to the final phase: post-construction. During this phase, your Account Manager will work with you to finalize all documentation and complete the Program's quality assurance/quality control (QA/QC) process. Once all documentation is submitted and approved and the QA/QC process is complete, the incentive will be processed (typical processing time is six to eight weeks).

Upon payment of the incentive, the Program will send a final thank you package to the Customer including a completion certificate, participating property window decal, and a final letter thanking the Customer for participating in the Program. The Customer will also receive an email requesting their participation in a customer satisfaction survey.

### *Close-Out Documentation Finalization*

During post-construction, the Participating Contractor works with their Account Manager and Customer to finalize all required Program documentation. In addition to the Building Permit Sign-Off Form and Incentive Assignment Form described above, the Contractor must submit an Itemized Invoice and Installation Report. Both the Itemized Invoice and Installation Report must be completed and submitted to the Program via the Trade Ally Portal before the post-installation inspection will be scheduled.

- The Itemized Invoice tracks all financial information related to the project.
- The Installation Report provides an inventory of installed equipment and measures including quantity of each installed and location of installation. This information is used to guide the engineering team during the post-installation inspection.

### *QA/QC Process and Requirements*

#### **Desktop Review**

The QA/QC process begins with a desktop review of all the required project close-out documentation, completed by your Account Manager and the engineering team. Any questions or issues will be communicated to the Participating Contractor via the Trade Ally Portal.

#### **On-Site Inspection**

For projects with incentives of \$100,000 or greater (as well as a random selection of projects with smaller incentives), an on-site post-installation inspection will be performed by the engineering team. Your Account Manager will work with you to schedule the post-installation inspection at a time that is convenient for your Customer. Either the Participating Contractor or a member of the property management or maintenance team (i.e., an individual with knowledge of the project) must be available for the duration of the inspection.

During the post-installation inspection, the engineering team must be given access to each floor plan type in addition to any common areas that were improved. You are responsible for working with your Customer to get access to tenant units the day of the inspection; please note that tenants must be given at least 24 hours' notice prior to the inspection.

## Sampling Protocol

The chart below depicts the minimum number of units that the engineering team will inspect based on the number of dwelling units at the property. At least one unit of each floor plan type must be inspected.

Number of Dwelling Units	Sample Rate
<50	3
50–100	5
100–150	7
150–200	9
200–250	11
250–300	14
>300	17

## CPUC Evaluation, Measurement, and Verification

CPUC frequently conducts evaluation studies to validate Program effectiveness and measure project results. The Customer may be requested to participate in such a study after their project is completed. The Account Manager will notify the Customer and Participating Contractor if CPUC requests contact information regarding a specific Customer project.

### *Required Documentation*

- Incentive Assignment Form (if not submitted during construction phase)
- Building Permit Sign-Off Form
  - Provides proof of submitting all required permit information as described in the Project Permit and Certification Requirements section above.
- Itemized Invoice
  - Tracks all the financial information related to the project. The Participating Contractor must submit the invoice using the template provided by the Program.
- Installation Report
  - Provides an inventory of installed equipment and measures including quantity and location.

### *Additional Program-Provided Documentation*

- Customer satisfaction survey
- Thank you letter
- Completion certificate
- Participating property window cling

## Incentive Structure

An incentive is offered to offset the costs of the installation of energy efficiency improvements. Incentives are awarded on a first-come, first-served basis until Program funds are expended.

## Incentive Payment Process

The incentive structure is based on the location of the property and energy savings achieved. The incentive is paid based on the amount documented on the Reservation Letter. Incentives are determined by using a dollar per energy savings rate with a cost cap of 75% of the project cost for projects completed in Disadvantaged Communities (DACs) and 60% of the project cost for projects in all other areas.

Project cost caps are determined at the time of reservation based on the agreed-upon Scope of Work. The incentive covers measures that contribute to whole-building savings (e.g., central boilers, central water heaters, common area and in-unit upgrades) that have not been directly installed or incentivized via participation in another energy efficiency program.

SoCalREN reserves the right to alter the incentive structure throughout the course of the Program while ensuring the most cost-effective implementation.

See below for details on the incentive amount based on energy efficiency improvement.

Properties located in DACs will receive:  
\$0.57/kWh and \$6.00/therm

Non-DAC properties will receive:  
\$0.33/kWh and \$3.50/therm

## Incentive Assignment to Contractor

Incentives may be assigned directly to the Participating Contractor if this is preferred by the Participating Contractor and Customer. Please follow the instructions for the Incentive Assignment Form described above.

## Utility Program Incentives

SCE and SoCalGas may also provide their own incentive programs for multifamily existing buildings. Please make sure you and your clients are familiar with these programs so they can make an informed choice on which program is best for their project and the Scope of Work.

An energy efficiency rebate for a product may not be received from more than one investor-owned utility or other third-party program offering incentives funded by the California Public Goods Charge funds.

## Eligible Measures

The following EEMs count toward the minimum 10,000 kWh or 1,000 therms energy savings required by the Program.

Category	Measure Type
Insulation	Attic Insulation
	Wall Insulation
	Floor Insulation
Envelope	Windows
	Duct Sealing
	Duct Insulation
	Efficient Fan Controller for Air Conditioners and Furnaces
	Smart Thermostat
	Brushless Fan Motor
	Fan Delay Controller
	Package Terminal Air Conditioner and Heat Pump
	Room (or through the wall) Air Conditioner
	Variable Refrigerant Flow Ductless Heat Pump
	Water Source Heat Pump
	Room (or through the wall) Heat Pump
	High-Efficiency Furnace
	Gravity Wall Furnace
	Split/Package Air Conditioner and Heat Pump
	Radiant/Hydronic Heating

Category	Measure Type
<b>Water Heating</b>	ENERGY STAR® Electric Storage Water Heater
	High-Efficiency Domestic Hot Water (DHW) Boilers
	High-Efficiency Natural Gas Storage Water Heater
	Water Heater Insulation (Wrap/Jacket)
	High-Efficiency Natural Gas Instantaneous Water Heater
	Variable Speed Circulation Pump for DHW High-Efficiency Boilers
	Central Boiler Recirculation Control
	Thermostatic Valves for Showerheads
<b>Pools</b>	Efficient Pool/Spa Boiler
	Pool Heater Timer
	Variable Speed Pool Pump
<b>Solar</b>	Solar Thermal
<b>Space Heating</b>	Central System Boiler for Space Heating
<b>Appliance</b>	High-Efficiency Refrigerators
	High-Efficiency Washing Machines
	High-Efficiency Clothes Dryers
	High-Efficiency Dishwashers
<b>Cool Roof</b>	Residential Cool Roof
<b>Lighting</b>	Interior Lighting
	Exterior Lighting
<b>Water-Efficient Fixtures</b>	Showerheads, Bathroom Faucets, Kitchen Faucets
<b>On-Demand Recirculation Pump</b>	Recirculation Pump
	Recirculation Pump Controls
<b>Other</b>	Advanced Power Strips
	Elevator Motor Replacement
	Elevator Shaft Air Sealing
	Software-Based Controls (instead of electromechanical relays)
	Idle/Sleep Mode, Turn Off Lights, Ventilation When Unoccupied
	Destination Control Software (to batch requests for fewer stops and reduce wait time)
	Regenerative Drives
	Advanced Gearless Drive Systems
Machine Roomless Traction Elevators	
<b>Other Measures</b>	Other measures with work papers and or disposition may be considered

## Comprehensive Common Area Projects

In response to the COVID-19 pandemic, SoCalREN developed a new participation path that allows Customers and Participating Contractors to complete upgrades that do not involve entering tenant units. This pathway was created to provide a quicker, safer, and easier method of participation for properties where tenants may be at high risk for COVID-19.

### Project Eligibility

Similar to the standard Whole Building offering, Comprehensive Common Area projects must be located within the SCE and/or SoCalGas service territory, and the building must contain a minimum of five connected units. Requirements specific to Comprehensive Common Area projects are as follows:

1. The project must include at least two EEMs, including at least one electric savings measure (preferably common area lighting).
2. The project must achieve 10,000 kWh or 1,000 therms energy improvement over baseline conditions.

### Project Process and Required Documentation

Comprehensive Common Area projects will largely follow the same process as standard Whole Building projects, with the exception of the assessment process. The Program team will conduct a phone-based interview with building maintenance, using Microsoft Teams and video chat. A Common Area Assessment Report featuring Database for Energy Efficiency Resources (DEER) deemed savings as well as custom calculations will be provided to the Contractor and Customer in lieu of the standard Whole Building Assessment Report. Other steps, required documentation, and inspections will remain the same as described above for the standard Whole Building offering.

### Incentive Structure

Comprehensive Common Area incentives will follow the same rates as whole building. There is a cost cap of 75% of the project cost for projects completed in DACs and 60% of the project cost for projects in all other areas. A list of eligible DAC ZIP codes is available for download in the Contractor Resources section of the Program website.

## Eligible Measures

The following EEMs are eligible for incentives under the Comprehensive Common Area offering.

Category	Measure Type
Lighting	Common Area Lighting
Central DHW	Insulate Exposed DHW Piping
	DHW Recirculation Controls
Pool	Programmable Pool and Spa Pump Controls
	High-Efficiency Pool and Spa Heater
	Timer on Pool and Spa Heater
	Pool Covers
Laundry	ENERGY STAR Clothes Washers

## Residential Community Coordinator

Southern California is a diverse area populated with individuals from across the globe. To support Customers who speak a language other than English, SoCalREN provides a Residential Community Coordinator (RCC) team. RCC staff provide translation, ongoing support, and assistance in preparing required Program documentation. You may encounter projects where the Customer receives support from RCC staff, who will attend status meetings and will be copied on Program emails.

If you have a Customer who you feel would benefit from RCC services, please notify your Account Manager.



## Project Team Roles and Responsibilities

Each SoCalREN Multifamily Program project is served by a team of professionals including the Participating Contractor, the Account Manager, and the Program's engineering staff.

### Participating Customer Responsibilities

Participating Customers (i.e., Property Owner/Manager) are responsible for providing access to the property, including common areas and residential units, so Participating Contractors and the engineering team can conduct energy audits and pre- and post-retrofit inspections. Participating Customers are also responsible for providing utility bills that will be used to verify eligibility and past participation status with SCE and SoCalGas.

### Participating Contractor Responsibilities

Participating Contractors and their subcontractors/trades are primarily responsible for the installation of EEMs/improvements. These individuals are licensed contractors who perform various energy efficiency construction duties including HVAC, insulation, electric work, etc. In addition, Participating Contractors are responsible for collecting and submitting required documentation via the Trade Ally Portal. Finally, Participating Contractors are required to participate in introductory and ongoing status calls related to the project.

### Account Management Team Responsibilities

Account Managers work alongside Contractors and Property Owners throughout the entire participation process. They help get energy-efficient projects off the ground by determining project eligibility and Scope of Work. During the project, Account Managers collect the requisite project documents and offer weekly status calls with Contractors and Property Owners to provide updates and answer any questions that may arise, all the way through the project's conclusion.

Account Managers are also available to assist Participating Contractors and Customers outside of project-specific work. They are always available to provide tips and resources related to energy efficiency, can help with any Trade Ally Portal questions, and even assist new Contractor staff with onboarding and training.

### Engineering Team Responsibilities

The engineering team will complete on-site inspections, develop the Assessment Report (or Common Area Assessment Report), and attend meetings as requested by the Account Manager. The engineering team, via the Account Manager, is available to provide guidance and answer questions throughout the project cycle.

### Customer Responsibilities

The Customer is responsible for ensuring access to tenant units and common areas during on-site assessment and inspection activities. In addition, the Customer is responsible for paying their Participating Contractor for project costs not covered by the incentive.

## Maintaining Participation Status

### Initial Requirements

To become a Participating Contractor in the SoCalREN Multifamily Program, the following steps are required:

1. Register on the Trade Ally Portal.
2. Sign a Contractor Participation Agreement (CPA).
3. Provide proof of current valid Contractors State License Board (CSLB) license.
4. Provide General Liability and Workers' Compensation Insurance Certificate.

### Ongoing Requirements

The Participating Contractor must adhere to the terms listed in the CPA to remain in good standing. In addition, the CSLB and insurance requirements must remain current. Any staffing changes that impact adherence to Program requirements should be reported to your Account Manager immediately.

## Health and Safety

### COVID-19 Safety Guidelines

*All Participating Contractors must acknowledge and adhere to these guidelines throughout the assessment, construction, and post-construction stages of the retrofit project.*

These guidelines include applicable best practices and protocols for COVID-19 as recommended by the Centers for Disease Control and Prevention (CDC) as well as specific guidance regarding steps to be taken by any Contractor or property staff working on-site at participating Multifamily Program properties.

For additional information regarding COVID-19, please refer to [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus).

### General Requirements

- Any staff member who is feeling sick should stay home and should not report to the SoCalREN participating property job site.
- Staff who are sick should stay home at least three days (72 hours) after recovery, which means their fever has resolved without the use of fever-reducing medications and there is improvement in their respiratory symptoms (e.g., cough, shortness of breath), AND at least 14 days have passed since symptoms first appeared.
- Inform your SoCalREN Account Manager if you have a sick staff member at home with COVID-19 or have been in contact with someone outside of work with COVID-19 symptoms. Workers who have been exposed should remain at home in quarantine for 14 days from their last contact with the ill individual.

- Avoid group gatherings of any size. Any time two or more people must meet, ensure a minimum six-foot separation.
- Staff who are visiting job sites to complete retrofit work should not have traveled outside the United States for the past six months.

## Project and Job Site Requirements

- Schedule appointments to complete retrofit work at times that accommodate property management and tenant safety needs.
- Use rope or cord to designate the area of activity within the job site, leaving a six-foot barrier to prevent tenants or other individuals from entering.
- Use provided Program signage to communicate to tenants the nature of the activity and information about measures being taken to protect their safety.
- Ensure that crew members maintain a distance of at least six feet apart, unless specific work assignments require less distancing. In situations where six feet distance cannot be maintained, strategies should be implemented to allow for maximum distancing and personal protection.
- Personal protective equipment (PPE) such as gloves, goggles, face shields, and protective face coverings should be worn as appropriate for the activity being performed. SoCalREN will assist in providing PPE upon request. Contact your Account Manager for more information.
- Make sure to identify choke points and high-risk areas where individuals are forced to stand together or pass each other, such as hallways, elevators, and break areas; maintain social distancing in those areas.
- Avoid using other individuals' phones, work tools, and equipment. If any equipment must be shared, be sure that it is disinfected before and after use.
- When a job site activity is complete, and frequently throughout the workday, staff should wash hands with soap and water for at least 20 seconds or use an alcohol-based sanitizer that contains at least 60% alcohol.

## Personal Prevention Guidance

- Do not touch your mouth, eyes, or nose with unwashed hands.
- Avoid contact with people who are sick or are displaying COVID-19 symptoms.
- Bring your own food and drinks from home in order to avoid busy or congested restaurants or food trucks. Do not share food or drinks.
- Drive to job sites or parking areas by yourself—no passengers or carpooling unless they are individuals who live in your home.
- Avoid sharing items such as phones or tools. If tools have to be shared, be sure to wipe them down with a disinfectant wipe before and after sharing.

## Tools and Resources

### Available Financing Programs

Information about available financing programs can be found at [socalren.org/financing](https://socalren.org/financing).

### Marketing Support

The SoCalREN Multifamily Program markets incentives and Program services directly to Property Owners and Managers throughout Southern California. We will inform Participating Contractors prior to the launch of any advertising campaigns, as you may receive Customer inquiries or leads due to these efforts. Examples of the types of marketing and advertising activities that may be performed by the Program include:

- Keyword search advertising via Google and Bing.
- Digital banner advertisements.
- Print advertisements in multifamily industry publications.
- Targeted direct mail postcards.

The Program also provides limited quantities of pre-printed marketing materials to Participating Contractors, available to download or pre-order on the Program's website: [socalren.com/multifamily](https://socalren.com/multifamily).

### Website and Program Resources

Important Program information and resources for Participating Contractors can be found on the Program's website: [socalren.com/multifamily](https://socalren.com/multifamily).

When signed in to the SoCalREN website, Participating Contractors also have access to Program materials and collateral, as well as the Contractor Newsletter archive. If you're having difficulties signing in, or would like additional credentials for staff members, please reach out to your Account Manager.

Participating Contractors will be listed on the SoCalREN website, located at [socalren.org](https://socalren.org). This listing is provided as a service to Participating Contractors in an effort to connect you with potential new Multifamily Program Customers. Please review your listing periodically and inform your Account Manager of any changes to contact information.

### Energy Efficiency Learning Center

The SoCalREN Energy Efficiency Learning Center (EELC) is now available for you and your staff to take e-learning courses at your convenience from the comfort and safety of your home or office. Located at [socalren.learnupon.com](https://socalren.learnupon.com), the EELC offers a growing catalog of courses in a variety of categories, including HVAC, sales and marketing, and commercial energy efficiency. In addition, Building Performance Institute (BPI), Residential Energy Services Network (RESNET), and North American Technician Excellence (NATE) Continuing Education Unit-accredited courses are housed in the EELC. Currently, there are more than 80 active courses available, including the following:

## Building Science

- Basics of Building Science
- Combustion Safety
- Zone Pressure Diagnostics
- HVAC for Non-Technical Staff
- HVAC Equipment Energy Usage: Charge Levels Refrigerant Leaks

## Marketing and Sales

- Your Marketing Plan
- Sales/Phone/Email Skills
- Customer Personality Types

The SoCalREN EELC is available to you at no cost as a Participating Contractor. To access these courses, please contact your Account Manager.

## Social Media Accounts

The SoCalREN Multifamily Program is active across multiple social networks. Follow us on Facebook, Instagram, LinkedIn, and Twitter for Program updates, news, and more.



[www.facebook.com/SoCalREN](http://www.facebook.com/SoCalREN)



[www.instagram.com/\\_socialren](http://www.instagram.com/_socialren)



[www.linkedin.com/company/southern-california-regional-energy-network](http://www.linkedin.com/company/southern-california-regional-energy-network)



[twitter.com/\\_socialren](http://twitter.com/_socialren)