



Item No. 11 Town of Atherton

CITY COUNCIL STAFF REPORT – CONSENT AGENDA

**TO: HONORABLE MAYOR AND CITY COUNCIL
GEORGE RODERICKS, CITY MANAGER**

**FROM: THERESA DELLASANTA,
ASSISTANT TO THE CITY MANAGER/CITY CLERK**

DATE: SEPTEMBER 21, 2016

SUBJECT: AUTHORIZE PARTICIPATION IN PENINSULA SUNSHARES

RECOMMENDATION

Approve letter of support for participation in Peninsula Sunshares.

BACKGROUND

Program Description

In conjunction with their work on solar soft-cost reduction, a group of Bay Area communities and their program partner, the Business Council on Climate Change (BC3, the Program Team) is for the second year offering interested local governments and organizations an opportunity to participate in the SunShares program. BC3 will provide administrative program support to reduce the complexity and cost of residential solar. Additionally, the program this year will include a component aimed at reducing the complexity and cost of electric vehicles (EVs).

The goal of the program is to reach solar and EV customers via targeted outreach through community organizations including local governments, private employers, and neighborhood groups and non-profit organizations. Organizations participating in the program will offer their members / employees / residents (i.e., the individual participants) the opportunity to become a part of an engaging sustainability initiative.

Benefit to Local Governments

Initiatives that engage residents, businesses and the community in shared sustainability efforts are a key component in achieving local and regional renewable energy goals.

Benefits to Participating Agencies

Collaborative purchasing programs for solar and EVs offer a new opportunity for organizations to engage their members in helping to achieve community wide clean energy goals while investing

in their well-being at home. Additionally, aggregating a group of homeowner sites (or potential customers for EVs) and soliciting bids from potential contractors can attract more competitive proposals, accomplish community goals faster, and reduce transaction costs.

Benefit to Participants

Homeowners want to save on their utility and driving costs and use clean electricity but often aren't sure how to go about it, and don't have time to research all the options themselves. The SunShares program will pool the buying power of the community to secure lower up front purchase pricing and highly attractive financing options for both solar and EVs. Participants will also benefit from free educational workshops and webinars run by the program administrator.

How it works

The Program Team will manage all program components, creating a custom campaign targeted at an organization's members / employees throughout the community to generate excitement and participation.

As program administrator, BC3 will manage a procurement process that includes the issuance of Request for Proposals to qualified solar installers and EV manufacturers. A community evaluation committee will be recruited to review proposals and select the programs' vendors based on proposal evaluation criteria and scoring. BC3 will act as the group's technical advisor, answering participant questions throughout the program.

The education and outreach components of the SunShares program include a dedicated registration website, promotional materials to attract and encourage participation, and group workshops and webinars.

Local Government Role

Local governments have two distinct opportunities to participate in the SunShares program. The first is directly as an employer, by conducting internal outreach to employees. The second is as a community champion, by recruiting outside community organizations to the program, which will in turn act as a network of outreach partners that spread the message to individual participants. Once an individual organization is informed of the opportunity and responds positively, BC3 staff will handle ongoing communication regarding program implementation.

Organizational Role: The Program Team requests that a director or executive from each participating organization provide an affirmative letter indicating their participation in the SunShares program. Each participating organization will inform its members / employees about the program in a similar manor to other member engagement and/or benefit efforts. A minimal amount of staff time will be needed to assist the Program Team with reserving meeting space for onsite workshops and contacting employees through approved channels of communication including email, newsletters, intranet sites and posters.

Liability or Risk

The procurement process documents issued by the Program Team on behalf of the employee group and all contracts between the Program Team and the selected solar firm(s) specify that the participating organizations have no fiscal or legal liability. All contracts for solar installations are between the selected firm(s) and individual homeowners.

Participating Organizations

Each of the participating organizations, on behalf of their membership groups, will collaborate with the Business Council on Climate Change and the selected Firm(s) on Program implementation. Organizations will identify approved communication channels and promote education and information sessions including webinars and onsite presentations to their employees.

While the Bay Area SunShares Program is being offered to the members of each participating organization, these organizations do not endorse any Firms and will not endorse the selected Firm(s). Any participant who enters into the Program does so in his/her personal capacity and at his/her own risk and will expressly hold each of the participating organizations harmless from any liability associated with his/her decision to participate in this Program for services for his/her personal, non-work related projects.

POLICY FOCUS

None.

FISCAL IMPACT

None at this time.

PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Information about the item is also disseminated via the Town's electronic News Flash and Atherton Online. There are approximately 1,200 subscribers to the Town's electronic News Flash publications. Subscribers include residents as well as stakeholders – to include, but be not limited to, media outlets, school districts, Menlo Park Fire District, service providers (water, power, and sewer), and regional elected officials.

ATTACHMENTS

Letter of Support

[CITY LETTERHEAD]

September 22, 2016

Michael Parks
Executive Director
Business Council on Climate Change
1455 Market Street, 12th Floor
San Francisco, CA 94103

Re: Participation in Peninsula SunShares Program

Dear Mr. Parks:

I am pleased to provide this letter in support of the collaborative solar and electric vehicle (EV) education and discount Peninsula “SunShares” program now being developed by the Business Council on Climate Change (BC3).

The Town of Atherton believes the proposed program, which will be administered by BC3, will help to continue to overcome soft cost barriers impeding broad market transformation of residential rooftop solar and EVs by enabling homeowners to voluntarily participate in a group education and discount program. Participating as a partner city can help to meet our Atherton Climate Action Plan.

The Town of Atherton welcomes the opportunity to collaborate with BC3 and its program partners on this innovative program and will use our communication channels to reach our residents. We may also promote the program to local business employees and community group members throughout the program term. The Town commits to the following:

1. Provide BC3 with contact information of, and make introductions to, relevant Town staff and community stakeholders who can reach Town residents as a part of the programs outreach strategy. The main Town staff point of contact is: Theresa DellaSanta, City Clerk, 650-752-0529
2. The Town understands that it will initiate contact with community groups on behalf of the “SunShares” program, which will enable BC3 to follow up with interested community groups to coordinate outreach efforts.
3. The Town will conduct outreach to residents to promote program availability using internal communication channels which may include email blasts, utility bill inserts, neighborhood association social media outlets, newsletters, and posters. The Town will report back to BC3 on the number of outreach contacts made.
4. BC3 will provide the Town and our community partners with formatted electronic files to conduct outreach to community members.

Sincerely,

Elizabeth Lewis
Mayor