



Office of the City Manager

September 26, 2023

To: Honorable Mayor and Members of the City Council
From: Dee Williams-Ridley, City Manager
Re: Fall Sustainability Programs: Ride Electric and Rooftop Solar + Storage

The Planning and Development Department's Office of Energy and Sustainable Development (OESD) is promoting various sustainability programs and asks City Council to help spread the word.

On Saturday, October 21, OESD will host the [6th Annual Ride Electric](#) in conjunction with the City Harvest Festival at Cedar Rose Park. This year's Ride Electric event will include a municipal fleet electric vehicle (EV) showcase, as well as electric bike and scooter test rides through our local ride share programs and local retailers. Residents can also talk with local EV and eBike owners. Councilmembers who ride eBikes are welcome to attend and showcase their eBikes to the community. There will be information on incentives and rebates, including thousands of dollars in grants and loans available to income-qualified residents. The Ecology Center will co-host the event.

Homeowners who want to install solar power and storage systems can take advantage of two, limited-time group purchase programs – East Bay Community Energy's (EBCE) [Resilient Home](#) and [Bay Area SunShares](#). Both programs offer rooftop solar, with options for battery backup, pre-negotiated pricing, and free quotes. The Resilient Home program is only open to EBCE customers. Bay Area SunShares, administered by the non-profit Business Council on Climate Change since 2016, is open to any Bay Area resident through November 15. This year, SunShares offers [monthly webinars](#) on Sept 21, Oct 18, and Nov 1. Both the Resilient Home and SunShares programs offer different discounts and work with different solar companies. SunShares providers also offer battery storage installations on pre-existing solar systems.

OESD is promoting both solar + storage programs so residents can select from multiple providers to choose the best option for their home. The federal tax credit was renewed with the passage of the Inflation Reduction Act, so participants can get an additional 30% back. Battery storage has become especially critical as we experience more power disruptions during longer wildfire seasons and more frequent extreme heat events. Both rooftop solar and battery storage support the City's climate and resilience goals.

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Re: Fall 2023 Sustainability Programs

Please share information about *Ride Electric* and discounted solar + storage programs with the community. Attached are images and text to facilitate communication with your constituents.

cc: LaTanya Bellow, Deputy City Manager
Anne Cardwell, Deputy City Manager
Jenny Wong, City Auditor
Farimah Brown, City Attorney
Mark Numainville, City Clerk
Matthai Chakko, Assistant to the City Manager
Jordan Klein, Director, Planning and Development Department

Attachment 1: *Ride Electric, SunShares and Resilient Home* text and images to share



Ride Electric at the Harvest Festival

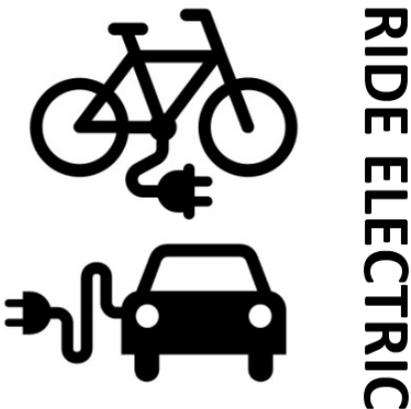
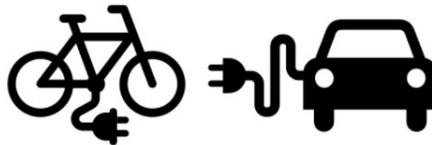
Saturday, October 21, 11am – 4pm

Cedar Rose Basketball Courts, 20 Virginia Gardens

- Test ride electric bikes and scooters (must be 18+ years)
- See electric vehicles and talk to local EV owners
- Learn about credits, rebates, grants and loans
- Enjoy family friendly crafts, games, food, live music and more at the City's Harvest Festival
- Street parking is limited; please consider taking BART (North Berkeley) or AC Transit (#52). Bike parking available.

Interested in volunteering at *Ride Electric*? Please email electric@berkeleyca.gov

Additional Images:



Want to lower your utility bills and prepare for power shutoffs? Are you thinking about solar or battery backup? This year homeowners can take advantage of **two** limited-time group purchase programs providers that offer pre-negotiated discounts and free quotes. Additionally, homeowners may be eligible for a 30% solar tax credit.



SUNSHARES

Simple. Affordable. Together.

[Bay Area SunShares](#), open to any Bay Area resident, offers rooftop solar and battery storage options with pre-negotiated pricing.

Residents must [sign up](#) by **November 15** to receive apples-to-apples no-cost bids from either of two, pre-vetted solar companies. SunShares offers solar pricing at about 15% below the average market rate, and a 10% discount for battery storage for new or existing solar systems.

Learn more at an [upcoming webinar](#) on [September 21](#) (5-6pm), [October 18](#) (12-1pm), or [November 1](#) (6-7pm).



**Limited time
discounts on
solar + battery
storage!**

SIGN UP BEFORE
NOVEMBER 15, 2023


SUNSHARES

bayareasunshares.org



Resilient Home

East Bay Community Energy (EBCE), our local community choice energy provider, has partnered with SunRun for its [Resilient Home](#) program, which offers preferred pricing on new rooftop solar and

battery backup.

[Resilient Home](#) participants also have an opportunity to earn compensation for sharing stored power back with EBCE during high demand, and may be eligible for a \$500 installation incentive. Learn more and [sign up today](#).

