



Office of the City Manager

CONSENT CALENDAR

November 18, 2014

To: Honorable Mayor and Members of the City Council

From:  Christine Daniel, City Manager

Submitted by: Eric Angstadt, Director, Planning and Development

Subject: Contract: Ecology Center for Community Choice Aggregation Outreach and Education

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute a sole source contract with the Ecology Center for the period from January 1, 2015 through December 31, 2015 in the amount of \$8,600 for education and outreach related to community choice aggregation.

FISCAL IMPACTS OF RECOMMENDATION

This contract will be paid from the General Fund, budget code 010-8308-463-30-38 with funds to be rolled over from FY 2014 that were unencumbered from a contract for legal services related to the examination of community choice. A total of \$10,000 was unencumbered from the Owens Miller Trost contract, budget code 010-8308-463-30-38. The appropriation of contract funds will be included in the First Amendment to the FY 2015 Annual Appropriations Ordinance. Since the City has other contracts with the Ecology Center that exceed \$50,000, Council authorization is required for this contract. This contract has been entered into the City's contract management database and assigned CMS No. HSK7B.

CURRENT SITUATION AND ITS EFFECTS

State law allows local governments to form Community Choice Aggregations (CCAs) to procure electric power for residents and business and requires PG&E to deliver that power through its transmission and distribution system. The County of Marin organized the first CCA in California; Sonoma has organized a CCA and plans to begin operations shortly. The Alameda County Board of Supervisors directed staff and approved a budget to explore the establishment of a CCA.

BACKGROUND

This item was originally submitted to Council on July 8, 2014 but was held over. In the interim, the Ecology Center requested a modification to the scope to reduce the number of public meetings and a corresponding reduction in the amount, from \$10,000 to \$8,600 to address their capacity limitations.

The City began an investigation into CCA in 2004, which included the development of a CCA business plan. Since then staff and the Berkeley Energy Commission have provided reports to Council advising it of CCA status and issues.

City Council adopted a resolution stating its intent to explore CCA, including participation in a CCA with other parties, including the East Bay Municipal Utility District (EBMUD). EBMUD decided not to actively pursue CCA at this time.

On June 3, 2014, the Alameda County Board of Supervisors directed staff to “pursue specified actions to explore establishment of a Community Choice Aggregation Joint Powers Agency” and authorized an initial budget of \$1.325 million for this purpose.

#### ENVIRONMENTAL SUSTAINABILITY

Approximately 17% of the community’s greenhouse gas (GHG) emissions are attributable to electricity production. It may be possible for a CCA to procure cleaner energy that would lower carbon emissions and reduce other environmental impacts. This could help the community meet its climate action goal of a 33% reduction in GHG emissions by 2020.

#### RATIONALE FOR RECOMMENDATION

Forming a CCA is a complex and far reaching endeavor that could affect the majority of residents and businesses in the community. It is important that the community is familiar with the concept so that if and when Council considers participation in a CCA, the public can participate in a meaningful and informed manner. For this reason, staff recommends the proposed contract.

The Ecology Center staffs the Berkeley Climate Action Coalition (BCAC), a predominantly volunteer-based organization whose mission is to engage the Berkeley community in implementation of the Climate Action Plan (CAP). The BCAC is particularly active with CCA; they have organized a working group and held numerous meetings with community members. The members of the working group have published reports on CCA.

Due to the Ecology Center’s unique existing relationship with the BCAC and the fact that the BCAC has an established network of active Berkeley citizens who are experienced in presenting on CCA issues and are familiar with the City’s climate action goals and the potential role that CCA could play in achieving those goals, the Ecology Center, as the principal staff for BCAC, is uniquely qualified to carry out the proposed services.

#### ALTERNATIVE ACTIONS CONSIDERED

One alternative would be to have staff provide this service but this is not recommended because staff is fully committed to other projects and because the Ecology Center can do this more efficiently by engaging volunteers.

#### CONTACT PERSON

Neal De Snoo, Energy Program Manager, Planning and Development Department, 510-981-7439

Attachments:

1: Resolution

Exhibit A: Scope

Exhibit B: Payment

RESOLUTION NO. -N.S.

CONTRACT: ECOLOGY CENTER FOR COMMUNITY CHOICE AGGREGATION  
OUTREACH AND EDUCATION

WHEREAS, the City has established a goal of reducing greenhouse gas (GHG) emissions by 33% from 2000 levels by 2020; and

WHEREAS, approximately 17% of the community's greenhouse gas (GHG) emissions are attributable to electricity production; and

WHEREAS, under State law, the City could provide cleaner electricity to residents and business under a community choice aggregation (CCA); and

WHEREAS, it is important that the community is familiar with the concept of CCA so that if and when Council considers participation in a CCA, the public can participate in a meaningful and informed manner; and

WHEREAS, the Ecology Center is uniquely qualified to carry out the proposed services; and

WHEREAS, this contract will be paid from the General Fund, budget code 010-8308-463-30-38; CMS No. HSK7B.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute a sole source contract with the Ecology Center for the period from January 1, 2015 through December 31, 2015 in the amount of \$8,600 for education and outreach related to community choice aggregation.

Exhibits

- A: Scope
- B: Payment

## **EXHIBIT A**

### **SCOPE OF SERVICES**

This scope of work will be carried out by the Ecology Center, a Berkeley-based 501(c)(3) organization. The Ecology Center will coordinate the work with the Community Choice Energy Working Group (CCEWG) of the Berkeley Climate Action Coalition (BCAC), which includes the following organizations:

Berkeley Community Gardening; Collaborative; Buy Local Berkeley; Community Energy Services Corporation; Earth Island Institute; East Bay Bicycle Coalition; Ecology Center; Green Academy (Berkeley High); League of Women Voters; Sierra Club; Transition Berkeley; UC Berkeley Office of Sustainability and others.

The Ecology Center and CCEWG will conduct outreach and education to Berkeley residents, businesses, non-profit organizations, and others regarding options to reduce greenhouse gas (GHG) emissions from electricity consumption by allowing consumers to choose clean electricity sources. As part of this activity, the Ecology Center and CCEWG will engage the community in a discussion of several major issues.

The Ecology Center and CCEWG will conduct the following activities in its outreach efforts:

- Host one community-wide meeting to introduce Community Choice Energy to Berkeley residents
- Develop educational materials for distribution
- Perform outreach to stakeholder organizations
- Populate the Berkeley Climate Action Coalition/Ecology Center website with materials relevant to this scope
- Report on status of Community Choice and other related efforts in the East Bay and provide briefs to local leaders

The information provided shall include the following:

- the impact of electricity consumption on the City's climate action goals;
- a summary of the current and projected PG&E power portfolio, including its renewable content and carbon content;
- an overview of CCA and community solar;
- the potential costs and benefits associated with CCA;
- the potential financial impacts of a CCA to ratepayers and the City;
- the status of CCA in California; and
- a set of issues for discussion

## **DELIVERABLES AND OUTCOMES**

### **January 1, 2015 – June 30, 2015**

- Produce draft(s) and final sets of outreach materials for City approval that address the content above. These shall include a Power Point presentation, a script and any handouts or web materials that will be used in the performance of this scope.
- Update the BCAC website with the latest version of outreach and presentation materials.
- Produce a written report summarizing community feedback.

### **July 1, 2015 – December 31, 2015**

- Host one community forum on Community Choice in Berkeley, inviting residents, business, and government. Arrange speakers and logistics and perform outreach and promotion.
- Provide email updates to residents who attended the community forum and/or who request additional information via the website
- Update the BCAC website with the latest version of outreach and presentation materials.
- Generate and distribute a preliminary report for the City of Berkeley by November 30, 2015 and a final report for the City of Berkeley by December 31, 2015. The report will include:
  - Attendance at events
  - A written report summarizing community feedback
  - Status of regional CCA efforts

**EXHIBIT B**

PAYMENT

The City of Berkeley shall reimburse Contractor \$8,600 for the performance of the specified services per the schedule below. Payments will be made in full within 30 days upon receipt of a complete invoice.

- The Ecology Center will submit an invoice for \$5,000 by June 30, 2015 for work completed
- The Ecology Center will submit an invoice for \$3600 by December 31, 2015 for work completed

Invoices shall itemize expenses and shall be accompanied by an explanation of the work performed during the period.

The program budget is presented in the table below. The budget may be modified by mutual consent in so far as the total may not exceed \$8600.

| <b>PROJECT EXPENSES</b>                     | Community Choice |
|---|------------------|
| <b>Salaries for project staff</b>           |                  |
| Project Assistant (Ecology Center)          | \$870            |
| Web design and maintenance (Ecology Center) | \$1000           |
| Fringe benefits @ 15%                       | \$280            |
| <b>Subtotal - Salaries &amp; Benefits</b>   | <b>\$2150</b>    |
|   |                  |
| <b>Sub-contractor Expenses</b>              |                  |
| Graphic Designer                            | \$800            |
| Translator                                  | \$500            |
| <b>Sub-total – Sub-contractors</b>          | <b>\$1300</b>    |
|   |                  |
| <b>Non-Personnel</b>                        |                  |
| Web site hosting and domain registration    | \$400            |
| Mailchimp account                           | \$360            |
| Brochure printing                           | \$1500           |
| Photocopying of other materials             | \$300            |
| Facility rental                             | \$700            |
| Refreshments                                | \$300            |
| Event advertising                           | \$1140           |
| <b>Total Non-personnel Expenses</b>         | <b>\$4700</b>    |
|   |                  |
| <b>Fiscal sponsorship fee</b>               | <b>\$450</b>     |
|   |                  |
| <b>TOTAL EXPENSES</b>                       | <b>\$8600</b>    |

