



Office of the City Manager

CONSENT CALENDAR
June 25, 2019

To: Honorable Mayor and Members of the City Council
From: Dee Williams-Ridley, City Manager
Submitted by: Timothy Burroughs, Director, Planning & Development Department
Subject: 2019 Bay Area SunShares Residential Solar and Zero-Emission Vehicle Program

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute a letter of commitment with the Business Council on Climate Change (BC3) to affirm the City of Berkeley's participation in the 2019 Bay Area SunShares residential solar and zero-emission vehicle program.

FISCAL IMPACTS OF RECOMMENDATION

Financial impacts to the City will be limited to existing staff time to promote the program.

CURRENT SITUATION AND ITS EFFECTS

The City of Berkeley is planning to participate for the fourth consecutive year as an outreach partner in Bay Area SunShares — a regional, limited-time, solar and zero-emission vehicle (ZEV) education and discount program that supports the City's Climate Action Plan goals. SunShares, which is administered by the non-profit Business Council on Climate Change (BC3), pools the buying power of residents, vets the contractors, and provides neutral information about clean energy and vehicle options at free community workshops. BC3 collaborates with multiple Bay Area outreach partners (local governments and major employers) to create a larger market for bulk purchases to spur lower pricing. These discounts, along with education and a streamlined process, help overcome market barriers to residential rooftop solar and ZEVs.

As program administrator, BC3 will manage a procurement process that includes a Request for Proposals to qualified solar installers, ZEV manufacturers and local ZEV dealerships. A community evaluation committee will be recruited to review proposals and select the programs' vendors based on proposal evaluation criteria. Additionally, BC3 will host an informational website and registration platform, provide all program materials to the partner agencies, and conduct community workshops and webinars.

As an outreach partner, there is no fiscal or legal liability to the City. All contracts for solar installations are between the selected firms and individual homeowners. All ZEV purchases and leases are between dealerships and the individuals.

BACKGROUND

Vote Solar administered the SunShares program until 2016, when BC3 became the SunShares Program Administrator. With over 50 outreach partners participating over the past three years, the program has installed over 500 solar systems, bringing almost three megawatts (3,000 kilowatts) of new clean energy to the Bay Area, and put 30 new ZEVs on the road.

The City has participated as a SunShares outreach partner for the past three years. Berkeley continues to be one of the top outreach partners in the program, garnering among the highest number of sign-ups and contracts each year.

Three Year Summary of Berkeley SunShares Program Outcomes:

Year	Sign-ups	Solar Contracts Signed	Kilowatts (kW)
2016	104	11	42.71
2017	141	23	97.59
2018	116	18	66.71

ENVIRONMENTAL SUSTAINABILITY

Bay Area SunShares, which encourages adoption of both rooftop solar and ZEVs, supports the City’s Climate Action Plan goals of reducing greenhouse gas emissions by 80% by the year 2050 and the City’s goal of becoming fossil fuel free.

RATIONALE FOR RECOMMENDATION

Participation in Bay Area SunShares will increase clean local renewable energy production via rooftop solar and zero-emission vehicles on the roads, and supports the City’s Strategic Plan goal of being a global leader in addressing climate change, advancing environmental justice, and protecting the environment. These benefits are also aligned with goals in the Climate Action Plan, and the City’s goal to become a Fossil Fuel Free City. Additionally, program participants will save on their utility and driving costs while using more clean electricity. The City’s participation over the past three years, involving only staff time for program promotion, has resulted in 52 solar installations, generating 207.01 kilowatts.

The risk to the City for participating in this program is limited, since the City does not sign on to any contracts, nor pay for any materials or equipment. The City merely promotes the program to its constituents, so that residents may take advantage of the program should they choose to do so. Attachment 2 is the letter of commitment, using the SunShares template.

ALTERNATIVE ACTIONS CONSIDERED

None.

CONTACT PERSON

Billi Romain, Manager, Office of Energy & Sustainable Development, Planning &
Development Department, 510-981-7432

Attachments:

- 1: Resolution
- 2: Sunshares Participation Letter

RESOLUTION NO. ##,###-N.S.

CITY OF BERKELEY PARTICIPATION IN 2019 BAY AREA SUNSHARES

WHEREAS, the City of Berkeley has been a leader in the fight against climate change, having adopted a Climate Action Plan in 2009 which aims to reduce the City's carbon emissions by 33% by 2020 and 80% by 2050; and

WHEREAS, the Bay Area SunShares program removes barriers to rooftop solar installation and zero-emission vehicles adoption by simplifying the process and decreasing costs; and

WHEREAS, rooftop solar and zero-emission vehicles support Berkeley's Climate Action Plan by increasing clean electricity and clean transportation; and

WHEREAS, the City of Berkeley successfully participated in the Bay Area SunShares program in 2016, 2017 and 2018.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute a letter of commitment with the Business Council on Climate Change (BC3) to affirm the City of Berkeley's participation in Bay Area SunShares program.



Office of the City Manager

June 27, 2019

Christina Armor
Program Director – SunShares Manager
Business Council on Climate Change
1455 Market Street, 12th Floor
San Francisco, CA 94103

Re: Participation in the SunShares 2019 Program

Dear Ms. Armor:

I am pleased to provide this letter in support of the collaborative solar and zero-emission vehicle (ZEV) education and discount “SunShares” program administered by the Business Council on Climate Change (BC3).

The City of Berkeley believes the proposed program will help to continue to overcome soft-cost barriers impeding broad market transformation of residential rooftop solar and ZEVs by enabling homeowners to voluntarily participate in a group education and discount program. Participating as a partner city can help to meet our Climate Action Plan and Fossil Fuel Free City goals.

The City of Berkeley 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 and city employees. We may also promote the program to local business employees and community group members throughout the program term. The City commits to the following:

1. Provide BC3 with contact information of, and make introductions to, relevant City staff and community stakeholders who can reach City residents as a part of the programs outreach strategy. The main City staff point of contact for outreach is: Rebecca Milliken, Sustainability Outreach Specialist, rmilliken@cityofberkeley.info, 510-981-7021
2. The City will draft an outreach plan and conduct outreach to residents/employees to promote program availability using internal communication channels which may include email blasts, utility bill inserts, neighborhood associations, social media outlets, newsletters, and posters. The City will report back to BC3 on the number of outreach contacts made.
3. BC3 will provide the City and our community partners with formatted electronic files to conduct outreach to community members.

Sincerely,

Dee Williams-Ridley

City Manager

CC: Timothy Burroughs, Director of Planning & Development
Billi Romain, Manager, Office of Energy & Sustainable Development