



DATE: November 14, 2016

TO: Council Sustainability Committee

FROM: Director of Utilities & Environmental Services

SUBJECT

2016 SunShares Program

RECOMMENDATION

This is an informational report

SUMMARY

This is an informational report on Hayward's participation in the 2016 SunShares Program, a group purchase program for solar photovoltaic systems and electric vehicles. The Program ended on November 4. As of November 2, Hayward's outreach resulted in forty community members receiving quotes for solar systems and twenty-three community members receiving quotes for electric vehicles. There have been five contracts signed this far, with a combined capacity of 29 kW.

BACKGROUND AND DISCUSSION

Staff presented to the Committee on the SunShares Program at its May, 2016 meeting. The staff report can be [found here](#). At that meeting, the Committee directed staff to be an outreach partner in the SunShares program by marketing the program to Hayward residents and employees.

SunShares is a group purchase program for solar photovoltaic systems and electric vehicles (EV). A primary objective of the program is to achieve lower prices through bulk purchasing. Participating vendors benefit by receiving sales leads with no marketing expenses. Outreach was conducted through a variety of partners, such as the City of Hayward. Thirty-seven cities and major employers joined the 2016 SunShares Program as outreach partners. The list of partners can be [found here](#).

The 2016 Bay Area SunShares program was administered by the [San Francisco Business Council on Climate Change](#) (BC3 - a fiscally sponsored project of the 501(c)3 organization, Community Initiatives). BC3 coordinated the joint Request for Proposals to select the solar and EV providers. The following companies were selected based on their competitive bids:

- Petersen Dean
- Skytech Solar
- Sunrun
- 2016 Toyota Mirai – San Francisco Toyota
- 2016 Nissan Leaf S, SV, and SL – Premier Nissan of San Jose

The discounted pricing can be [found here](#).

As of November 2, Hayward’s outreach resulted in forty community members receiving quotes for solar systems and twenty-three community members receiving quotes for electric vehicles. There have been five contracts signed this far, with a combined capacity of 29 kW. A summary of participation from all jurisdictions and organizations is attached.

Staff conducted the following outreach:

- A community workshop at City Hall on September 19
- Two staff workshops on September 29 and October 3
- Tabling at the three Downtown Street Parties, the Glad Tidings Resource fair, and Science in the Park
- City newsletter blasts to 6,000+ residents
- Posts on Nextdoor, Facebook, and Twitter
- Emails through various partner listservs, such as the CSUEB staff listserv

FISCAL AND ECONOMIC IMPACTS

Participation in East Bay SunShares resulted in minimal financial impacts to the City. Some staff time was used for outreach and advertising, however the costs of solar or EVs was borne by program participants.

SUSTAINABILITY FEATURES

Energy: Electricity/natural gas/other fossil fuels.

East Bay SunShares will facilitate solar photovoltaic installations and the purchase of electric vehicles – both of which reduce the community’s reliance on fossil fuels.

Air: Air emissions of pollutants.

East Bay SunShares will promote the purchase of electric vehicles, which will reduce transportation-related emissions, including greenhouse gas emissions.

Prepared by: Mary Thomas, Management Analyst

Recommended by: Alex Ameri, Director of Utilities & Environmental Services

Approved by:



Kelly McAdoo, City Manager

Attachments

Attachment I Final Report of SunShares Participation by Jurisdiction

Related Items in Legistar

Related Item I [East Bay SunShares](#)