



BUSINESS COUNCIL ON
CLIMATE CHANGE

April 2016

East Bay SunShares Program Description

Concept: In conjunction with their work on solar soft-cost reduction, a group of East Bay communities and their program partner, the Business Council on Climate Change (BC3, the Program Team) is for the second year offering interested organizations an opportunity to participate in SunShares. 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 (i.e., the individual participants) the opportunity to become a part of an engaging sustainability initiative.

In 2015, the cities of Walnut Creek, Fremont, Piedmont, and Lafayette participated in the SunShares program, which was then administered by the Vote Solar Initiative and did not yet include an EV component. More than 600 residents signed up to learn more about residential solar, and over 850 kw of new residential solar contracts were signed via a three month campaign.

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.

Benefit to Participating Outreach Organizations: 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. East Bay SunShares 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 East Bay 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 East Bay 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 East Bay 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.

EXAMPLE PROJECT TIMELINE

Confirm employer organization participation	May – Week 4
(deadline: May 27)	
Issue Request for Proposals	June – Week 1
Form evaluation committee	June – Week 2
Proposals Due	July – Week 1
Firm(s) Selected	July – Week 3/4
Program launch	July – Week 4
Education & Outreach	Aug., Sept., Oct.
Group list closes	Oct. – Week 4
Deadline: Homeowner contracts signed	November – Week 4
Installations Complete*	January – Week 4

*Timeframes indicated are approximate – any specific step may require additional time, particularly recruitment and installation.

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.

Example Legal statement to be included in RFP:

X.X.X 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 East Bay 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.