

[DATE]

Michael Parks
Executive Director
Business Council on Climate Change
1455 Market Street, 12th Floor
San Francisco, CA 94103

Re: Participation in East Bay SunShares Program

Dear Mr. Parks:

I am pleased to provide this letter in support of the collaborative solar and electric vehicle (EV) education and discount East Bay “SunShares” program now being developed by the Business Council on Climate Change (BC3).

[CITY NAME] believes the proposed program, which will be administered by BC3, will help to continue to overcome soft cost barriers impeding broad market transformation of residential rooftop solar and EVs by enabling homeowners to voluntarily participate in a group education and discount program. Participating as a partner city can help to meet our [CITY CLIMATE AND/OR ENERGY GOALS].

[CITY NAME] 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. 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 is: [NAME, TITLE, E-MAIL, PHONE]
2. The City understands that it will initiate contact with community groups on behalf of the “SunShares” program, which will enable BC3 to follow up with interested community groups to coordinate outreach efforts.
3. The City will conduct outreach to residents to promote program availability using internal communication channels which may include email blasts, utility bill inserts, neighborhood association social media outlets, newsletters, and posters. The City will report back to BC3 on the number of outreach contacts made.
4. BC3 will provide the City and our community partners with formatted electronic files to conduct outreach to community members.

Sincerely,

[NAME]
[TITLE]