

City of Brisbane

Agenda Report

To: Honorable Mayor and City Council

From: Caroline Cheung via Clay Holstine, City Manager

Date: Meeting of April 21, 2016

Subject: Residential Solar and Electric Vehicle (EV) Bulk Purchase Program – “Peninsula SunShares”

PURPOSE

To make it as affordable as possible for individuals/families to install solar on residential rooftops and procure an electric vehicle.

BACKGROUND

Last year, Brisbane was a participating agency in the “Peninsula SunShares” program, which was administered by non-profit Vote Solar. This year, the non-profit Business Council on Climate Change (BC3) will be administering the program as the lead person at Vote Solar has moved on to a position with the SF Department of Environment.

The Peninsula SunShares program achieves cost savings in a residential solar bulk purchase program through economies of scale – expanding the “reach” of the program allows for greater potential to improve pricing for program participants. Last year, there were 13 participating agencies: Belmont, Brisbane, Burlingame, Daly City, East Palo Alto, Foster City, Menlo Park, Millbrae, Palo Alto, Portola Valley, Redwood City, San Carlos, and San Mateo County (see Attachment 1).

The program kicked off last year on April 1st after two solar installation vendors were selected by the evaluation committee (Sunrun and Skytech Solar). Brisbane had a total of 11 signed contracts with residents installing solar panels on their rooftops, which was 5.7% of the 192 signed contracts ultimately achieved through the SunShares program, or 975kW of installed capacity.

DISCUSSION

In residential bulk solar purchase programs, a vendor (or vendors), selected through a Request for Proposals process, offers pricing at a bulk rate to individual homeowners for

solar installation on their residences. Vendors proposing on the program would be expected to view the concentrated marketing effort with outreach to potential customers across a large area as incentive to offer aggressive pricing to drive their bottom-line. BC3 will provide administrative support to reduce the complexity and cost of residential solar through a collaborative solar group discount program (see Attachment 2).

Participating agencies must sign a “letter of commitment” (see Attachment 3) to provide marketing assistance, mainly in the form of communication pathways and public information support with residents and relationship connections with businesses. There would be no financial commitment from the participating agencies.

FINANCIAL IMPACT

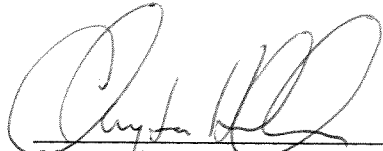
A minimal amount of staff time will be needed to assist BC3 with reserving meeting space for onsite workshops and contacting residents and the business community through the City’s main communication channels including e-mail, the STAR, signboards, and social media.

MEASUREMENT OF SUCCESS

Soft costs to install residential solar or to procure an electric vehicle would be reduced, allowing Brisbane homeowners to install solar on their rooftops or to procure an electric vehicle at a discounted price.



Caroline Cheung, Senior Management Analyst



Clay Holstine, City Manager

ATTACHMENTS

- 1 – Website posting announcing last year’s launch of the program
- 2 – Program Description from BC3
- 3 – Letter of Commitment from the City of Brisbane

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Peninsula SunShares Launched!

8 Apr 2015

Peninsula Cities Launch Group Solar Buy Program to Lower Cost of Purchasing Solar for Local Residents

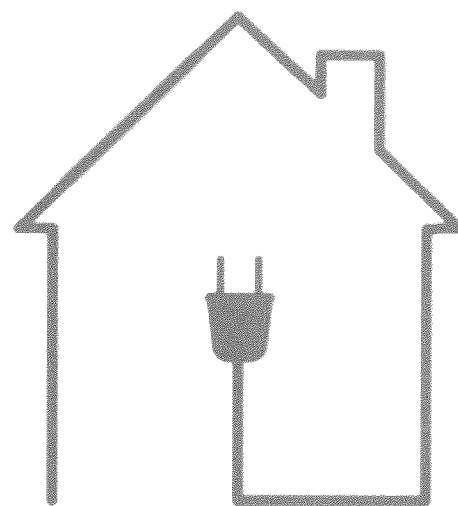
Brisbane, CA - The City of Brisbane is joining other nearby cities in an initiative called "Peninsula SunShares," an effort that will encourage many more Bay Area homeowners to go solar.

The Peninsula SunShares program allows local residents to pool their purchasing power and receive bulk discounts for installing solar systems. Free community workshops, beginning in April, will be held in different venues over the next three months to explain the program and help people enroll in Peninsula SunShares. **Brisbane's workshop takes place on Saturday, April 11 in the Community Center (250 Visitacion Ave.) from 12:30 - 2:00pm** and is being hosted by BEST/PTO in partnership with the City of Brisbane.

The 2015 Peninsula SunShares program is available for homeowners living in the City of Brisbane or working in participating communities but living throughout the nine Bay Area counties. Multiple financing options are being offered including direct purchase, leasing, power purchase agreements and Property Assessed Clean Energy financing.

Qualified property owners will receive a free site evaluation to determine the suitability of their property. If their site is suitable, they will receive a no obligation proposal and can install a system at substantial cost savings from two local solar installers. Sunrun, Inc. and Skytech Solar were both selected by the Peninsula SunShares community evaluation committee following a rigorous Request for Proposals process that vetted potential vendors for cost, quality workmanship, positive reputation, quality equipment, warranties, financing options and good employment and business practices. To take advantage of the volume discount, participants must sign a contract with one of the selected installers by July 31, 2015.

At the free workshops, local community solar experts will explain how solar works and answer questions to help residents decide whether solar energy is right for their home. The workshops



Peninsula SunShares

will also cover information about federal tax credits and financing options available that will help homeowners install solar and save on their utility bills for years to come.

Attending a workshop is not a requirement for participation in the program. Peninsula SunShares kicked off today, April 1st, and interested homeowners can visit the program website to sign-up and view a list of scheduled events.

Similar SunShares programs have been launched throughout the Bay Area resulting in hundreds of new solar installations and more than 1.5 megawatts of residential solar capacity," said Vote Solar's Jessie Denver. As the program administrator, Vote Solar is working with not just the City of Brisbane but also 12 other communities throughout the San Mateo County and Palo Alto.

The SunShares program is based on successful models developed by the cities of Portland and San Jose in partnership with the U.S. Department of Energy. In just the past few years, successful campaigns have spread from Oregon and California across the country to Colorado, Illinois and New York.

Peninsula SunShares is organized by Foster City in partnership with Vote Solar, the cities of Belmont, Brisbane, Burlingame, Daly City, East Palo Alto, Foster City, Menlo Park, Millbrae, Palo Alto, Portola Valley, Redwood City, San Carlos and San Mateo County.

For more information please visit: <http://www.mygroupenergy.com/peninsula>

Comments

This SunShares program is a

Submitted by Anja Miller on Thu, 04/02/2015 - 12:29pm.

This SunShares program is a great opportunity to plan your long-term energy future while making a smart investment. Almost all homes and businesses in Brisbane get enough sunlight over the year to power all you need -- even an electric car.

Annually PG&E will assess the total produced over the year. If your panels produce more energy than you consume, you get a credit, which today is really small, about 5% of the current retail price of electricity. The good news is that that percentage is expected to go up a lot by the end of next year, when (hopefully) the countywide Community Choice Energy program starts.

So especially if your roof could use some work, now is the time to go solar!

Submitted by City of Brisbane on Wed, 04/01/2015 - 4:39pm

Source URL (retrieved on 13 Apr 2016 - 10:33am): <http://www.brisbaneca.org/news/2015-04-08/peninsula-sunshares-launched>



April 2016

Peninsula SunShares

Program Description

Concept: In conjunction with their work on solar soft-cost reduction, communities on the San Francisco Peninsula 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 new component aimed at reducing the complexity and cost of electric vehicles (EVs).

The goal of the program is to reach residential 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, more than 1100 residents signed up for the Peninsula SunShares program resulting in almost 1 MW of new solar capacity installed 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 bills 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. Soliciting solar installations one home at a time is

inefficient for contractors and costly to consumers.

Peninsula 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. A community evaluation committee will be recruited to review proposals and select the programs solar installer(s) 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 Peninsula 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 Peninsula 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 Peninsula 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 Peninsula 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.



CITY OF BRISBANE

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April 13, 2016

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

Re: Participation in Peninsula 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 Peninsula "SunShares" program now being developed by the Business Council on Climate Change (BC3).

Brisbane 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 electric vehicles by enabling homeowners to voluntarily participate in a group education and discount program for photovoltaic (PV) panels on their homes. Participating as a partner city can help to meet our Climate Action Plan goals.

The City of Brisbane 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 business community throughout the program term. We also reserve the right to opt out of the program at any time. The City of Brisbane 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: Natalie Escoffier, Management Analyst, (415) 508-2118, nescoffier@ci.brisbane.ca.us
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. We will forward and post them as long as it is ethical and provides accurate and transparent information.

Sincerely,

Clifford R. Lentz, Mayor
City of Brisbane

Providing Quality Services