



DATE: September 11, 2014
TO: Energy Council Board
FROM: Gary Wolff, Executive Director
BY: Wendy Sommer, Deputy Executive Director
SUBJECT: Community Choice Aggregator – Letters of Interest

BACKGROUND

At the July 2014 meeting, the Energy Council directed staff to draft a letter to the County of Alameda expressing our interest in participating in the County’s CCA formation process, and bring it back for the Council’s review and approval.

DISCUSSION

After further internal discussion, staff recommends that we also send letters to the City Managers to inform them of our intentions and capabilities. We also drafted letters to the two existing CCAs (Marin Clean Energy and Sonoma Clean Power) to help ensure that energy-efficiency programs are properly coordinated should their service areas extend into Alameda County.

With the departure of Board member Barbara Halliday, the position of President of the Energy Council is vacant, hence the blank name on the signature block for the letters. The Council might want to fill this position by electing the 1st Vice President (Board member Pauline Cutter) to serve this function; the 2nd Vice President (Board member Dan Kalb) to fill the 1st Vice President’s position; and electing a third Council member to serve as the 2nd Vice President.

The letters to the County of Alameda and City Managers include a summary of the Energy Council’s current projects, accomplishments and technical qualifications. We will have a short presentation at the meeting to go over this with you.

RECOMMENDATION

Staff recommends that the Energy Council:

1. Elect the 1st Vice President to be the President of the Council; the 2nd Vice President to fill the 1st Vice President position; and another Council member to fill the 2nd Vice President role
2. Review, approve, and authorize the Council President and Executive Director to sign and send the attached letters

Attachments: 1. Letter to the County of Alameda
2. Letter to City Managers
3. Letters to Marin Clean Energy and Sonoma Clean Power

ATTACHMENT 1



StopWaste is
the Alameda
County Waste
Management
Authority, the
Alameda County
Source Reduction
and Recycling
Board, and the
Energy Council
operating as one
public agency.

September 18, 2014

Ms. Susan Muranishi
County Administrator, County of Alameda
1221 Oak Street, Suite 555
Oakland, CA 94612

RE: Letter of Interest - Energy Council Participation in CCA Formation

Dear Ms. Muranishi,

I would like to express the Energy Council's interest in participating in the County's process of exploring formation of a new CCA. The Energy Council is a public Joint Powers Agency created in 2013 by your agency and 12 cities in Alameda County to assist members with developing and implementing programs and policies that reduce energy demand, increase energy efficiency, advance the use of clean, efficient and renewable resources, and help create climate resilient communities.

The Energy Council's initiatives are carried out by staff of the Alameda County Waste Management Authority (established in 1976) under the umbrella name of StopWaste. The Energy Council's programmatic activities are an extension of StopWaste's pioneering work over more than two decades helping local governments, businesses, schools and residents solve critical solid waste issues while also capturing multiple benefits in related fields (e.g., energy, water, health, and climate change). Please refer to the attachment for more information about the Energy Council, its members, current projects and technical qualifications.

On behalf of the Energy Council Board, I would like to voice our support of your efforts to thoroughly investigate creation of a CCA in the East Bay area. Many of our member agencies have identified CCA as a way for local governments to reduce their carbon footprint and to meet their Climate Action Plan goals. The Energy Council's JPA specifically states that Energy Council shall not have the power to operate as a community choice aggregator. However, Energy Council staff has been supporting member agencies in their consideration of CCAs by disseminating relevant studies and facilitating conversations of the Technical Advisory Group (TAG), which is comprised by

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Alameda

Albany

Berkeley

Dublin

Emeryville

Fremont

Hayward

Livermore

Newark

Oakland

Piedmont

Pleasanton

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Union City

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Oro Loma

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f 510-893-2308

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ATTACHMENT 1

staff representatives from all jurisdictions in Alameda County. County Planning staff has recently begun to participate in the monthly Technical Advisory Group meeting to provide updates on the County's CCA feasibility study.

The Energy Council Board, Technical Advisory Group and staff are engaged in local and regional energy issues and activities and would like to provide input to the CCA formation process. Early and on-going collaboration with the Energy Council Board, TAG, and staff will ensure that Alameda County constituents benefit from comprehensive and cost-effective energy programs, and that there are no adverse unintended consequences should the County form a CCA.

Please ask the relevant County staff to contact Wendy Sommer, our Deputy Executive Director at 510-891-6523 or wsommer@stopwaste.org, to plan and implement such collaboration.

Thank you and we look forward to our collaboration.

Sincerely,

Energy Council Board President

Cc: Supervisor Keith Carson, and member of the Energy Council Board
Chris Bazar, County CDA Director
Albert Lopez, County Planning Director
Bruce Jensen, County Planning Department

The Energy Council

The Energy Council was formed in 2013 as a Joint Powers Agency to seek funding on behalf of its member agencies to develop and implement programs and policies that reduce energy demand, increase energy efficiency, advance the use of clean, efficient and renewable resources, and help create climate resilient communities. The Energy Council assists its members in strengthening staff capacity, providing technical expertise, and securing funds to implement local sustainable energy strategies.

Membership

To date, thirteen members serve on the Board (the County of Alameda and the Cities of Alameda, Albany, Berkeley, Dublin, Emeryville, Fremont, Hayward, Newark, Oakland, Piedmont, San Leandro, Union City). The Board has been meeting since April 2013. An Energy Council Technical Advisory Group (TAG) comprised of staff representing participating jurisdictions meets monthly and provides input on program elements and coordinates energy program related activities within the County.

Program Priorities

As approved by the Energy Council for 2013-2015:

- Single-Family Retrofits
- Multifamily Retrofits
- Innovative Financing
- Labeling and Recognition Programs
- Codes & Standards
- Integrated Services for Small/Medium Commercial Business
- Water/Energy Nexus
- Municipal Building Operations

Funding

Projects and staffing are funded from external grants and sources.

Current Projects

- Home Energy Analyzer and Home Upgrade Advisor
- Energy Upgrade California Participating Contractors Engagement
- Green Labeling and Home Energy Score Analysis
- Heating, Ventilation and Air-Conditioning (HVAC) Preferred Path Pilot
- Pay As You Save (PAYS) On-Water-Bill Financing Assistance
- Regional Awareness Campaign for Sustainable, Drought-Tolerant Landscaping
- Bay Area Regional Energy Network (BayREN) Energy Consulting and Incentives for Multifamily Properties
- East Bay Energy Watch Multifamily Outreach
- Green Property Management Training
- Statewide Multifamily Home Energy Retrofit Coordinating Committee (MF HERCC) Chair
- Climate Action Plan Implementation
- Green Labeling for Commercial Buildings

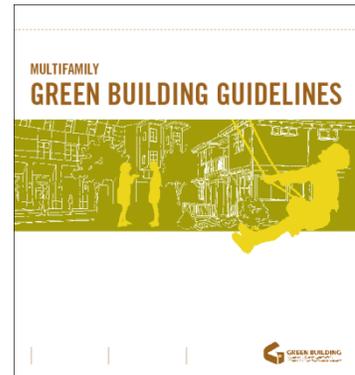
Accomplishments and Qualifications

The Energy Council's activities are an extension of StopWaste's pioneering work over more than two decades helping local governments, businesses, schools and residents solve critical waste, energy and climate issues. Here are some of our energy-related achievements in recent years:

Tools & Research for Market Transformation

To accelerate the building industry's shift toward more sustainable practices, Energy Council staff have spearheaded innovative programs, tools and research, including:

- Designing a \$7 million multifamily building energy retrofit program that **enrolled 35,000 units** within six months of launch
- Delivering customized **energy savings recommendations** to 750+ households enrolled in our pilot Home Energy Analyzer program
- Developing **comprehensive Green Building Guidelines** for home construction, remodeling and multifamily buildings
- Helping to found and steering the growth of **Build It Green** and many of its tools, including the online **Green Product Directory**, professional training curriculum and certification, and GreenPoint Rated residential rating system
- Sponsoring a University of California study that found **green-labeled homes in California sell for 9% more** than non-labeled homes
- Collaborating with the California Air Resources Board and University of California on developing the **GreenPoint Rated Climate Calculator**, which measures the reduced impact of green homes on the environment
- Piloting the **expansion of the ENERGY STAR label** to include high-rise multifamily buildings, in partnership with SF Environment and U.S. EPA Region IX
- Helping member agencies implement Green Halo software to make it **easier for building contractors to comply** with local and state requirements for construction and demolition debris recycling



Community Engagement to Grow Awareness

Energy Council staff have extensive experience developing and implementing large-scale community based outreach initiatives and comprehensive mass media campaigns that build awareness of and participation in energy saving and waste prevention activities. For example, as part of the statewide Energy Upgrade California program, we:

- Conducted direct outreach to **thousands of residents** at dozens of community and neighborhood events and workshops
- Created and implemented citywide **Energy Challenges**, partnering with cities to engage communities in energy-efficient practices at home
- Implemented countywide and regional mass media campaigns, producing over **118 million gross impressions** over 12 months in radio, online, television, outdoor and print markets



ATTACHMENT 1

To measure the impacts of our efforts and determine barriers and motivators to behavior change, over the years we have connected with thousands of homeowners via **telephone surveys and focus groups**. The findings inform our campaign tactics and messages that drive positive behavior change. Findings include:

- 79% of homeowners who had recently remodeled or planned to remodel included energy efficiency improvements in the project.
- Over three-quarters of survey respondents had heard of the term *green building*.
- Of those who had heard of the term *green building*, 86% stated that green improvements would somewhat or very much add to a home's resale value.

Technical Assistance to Build Local Expertise

To help local government staff and private sector professionals become change agents and advocates for high performance buildings, we:

- Provided **grants and technical assistance** to help 70+ multifamily, civic and commercial buildings earn **LEED and GreenPoint Rated certification**
- Provided educational **stipends, technical assistance and training** to hundreds of member agency staff to grow their professional expertise in code compliance, green building, energy efficiency and climate action planning



Stakeholder Engagement for a Balanced Perspective

As part of our work to strengthen energy and green building policies, codes and standards, rating systems, professional education programs, and incentive and financing mechanisms, we regularly engage with **broad spectrum of private sector stakeholders**, including:

- Production home builders and remodeling professionals
- Commercial and multifamily building developers, owners, contractors and property managers
- Local and national building supply companies
- Energy consultants and raters, home performance and HVAC contractors
- Public health professionals
- Researchers and building scientists
- Building industry manufacturers

State & National Advocacy for More Effective Standards

We advocated for **stronger materials measures** in five state and national standards, including chairing the LEED Materials & Resources Technical Advisory Group. As chair of the Multifamily Home Energy Retrofit Coordination Committee, we are coordinating statewide development of consistent standards, professional qualifications, and **energy savings verification, quantification and tracking tools** for multifamily housing.

Additional board and committee participation include: Chair—**CALGreen & LEED** User Group. Vice Chair—**USGBC California** statewide advocacy group. Board Member—**Build It Green, Local Government Sustainable Energy Coalition**. Technical Committee Member—ASHRAE, UL Environment, Cradle to Cradle Products Innovation Institute, Low Income Housing Tax Credit Program/Tax Credit Allocation Committee (TCAC).



StopWaste is the Alameda County Waste Management Authority, the Alameda County Source Reduction and Recycling Board, and the Energy Council operating as one public agency.

September 18, 2014

City Manager

RE: Energy Council Participation in Community Choice Aggregation (CCA)

Dear __ (City Manager),

On behalf of the Energy Council Board I am writing to inform you of our interest in participating in development and implementation of CCA in Alameda County. As you are aware, the County of Alameda has initiated a process to explore the feasibility of forming a CCA in the East Bay. You may also be aware that some smaller jurisdictions in Alameda County have considered joining an existing CCA. There are two existing CCAs operating in the Bay Area: Marin Clean Energy and Sonoma Clean Power.

The Energy Council’s JPA specifically states that Energy Council shall not have the power to operate as a community choice aggregator. However, we have been supporting Alameda County jurisdictions in their consideration of CCAs (existing or future) by disseminating relevant studies and facilitating conversations at monthly Technical Advisory Group meetings. The Technical Advisory Group consists of staff from the county and all of the cities within Alameda County. The staff representing your city is ____ ; and Councilmember ____ sits on the Board of the Energy Council.

The Energy Council’s activities are funded by external grants and contracts that have amounted so far, cumulatively, to more than \$15 Million to implement energy-efficiency programs and rebates. Through the Bay Area Regional Energy Network (BayREN) funded by the California Public Utilities Commission, we are leading the multifamily energy-efficiency program for all Bay Area counties. Please refer to the attachment for more information about the Energy Council, its members, current projects and technical qualifications.

If or when your community considers joining a CCA (existing or future), please let us know well in advance. Early and on-going coordination efforts will help ensure that your constituents benefit from comprehensive and cost-effective energy programs, and there are no adverse unintended consequences.

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Please don't hesitate to contact me, or Wendy Sommer, Deputy Executive Director (510-891-6523 or wsommer@stopwaste.org) if you have any questions or concerns. Wendy has been the lead for our energy-related work since it formally began, with member agency support and participation, approximately six years ago.

Thank you. We look forward to continued collaboration on energy related issues.

Sincerely,

Gary Wolff, P.E., Ph.D.
Executive Director

Attachment:

CC: Energy Council/WMA Board Member
TAG Member

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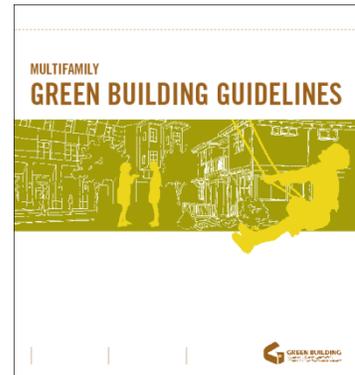
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Stakeholder Engagement for a Balanced Perspective

As part of our work to strengthen energy and green building policies, codes and standards, rating systems, professional education programs, and incentive and financing mechanisms, we regularly engage with **broad spectrum of private sector stakeholders**, including:

- Production home builders and remodeling professionals
- Commercial and multifamily building developers, owners, contractors and property managers
- Local and national building supply companies
- Energy consultants and raters, home performance and HVAC contractors
- Public health professionals
- Researchers and building scientists
- Building industry manufacturers

State & National Advocacy for More Effective Standards

We advocated for **stronger materials measures** in five state and national standards, including chairing the LEED Materials & Resources Technical Advisory Group. As chair of the Multifamily Home Energy Retrofit Coordination Committee, we are coordinating statewide development of consistent standards, professional qualifications, and **energy savings verification, quantification and tracking tools** for multifamily housing.

Additional board and committee participation include: Chair—**CALGreen & LEED** User Group. Vice Chair—**USGBC California** statewide advocacy group. Board Member—**Build It Green, Local Government Sustainable Energy Coalition**. Technical Committee Member—ASHRAE, UL Environment, Cradle to Cradle Products Innovation Institute, Low Income Housing Tax Credit Program/Tax Credit Allocation Committee (TCAC).



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- San Leandro
- Union City
- Castro Valley Sanitary District
- Oro Loma Sanitary District

September 18, 2014

Mr. Geof Syphers
CEO, Sonoma Clean Power
50 Old Courthouse Square, Suite 605
Santa Rosa, CA 95404

Dear Mr. Syphers,

On behalf of the Energy Council, I would like to express our interest in coordinating energy-efficiency programs if your service area extends into Alameda County. The Energy Council is a public Joint Powers Agency created in 2013 by the County of Alameda and 12 cities in the county to assist them with developing and implementing programs and policies that reduce energy demand, increase energy efficiency, advance the use of clean, efficient and renewable resources, and help create climate resilient communities. All Energy Council initiatives are carried out by staff of StopWaste.

Many of our member agencies have identified CCA as a way for local governments to reduce their carbon footprint and to meet their Climate Action Plan goals. The Energy Council’s JPA specifically states that Energy Council shall not have the power to operate as a community choice aggregator. However, we have been supporting our member agencies in their consideration of CCAs (existing or future) by disseminating relevant studies and facilitating conversations at monthly Technical Advisory Group meetings. The Technical Advisory Group consists of staff from the county and all of the cities within Alameda County.

We are aware that some of our smaller cities have explored joining an existing CCA. As an implementer of energy-efficiency programs and rebates in Alameda County, we want to ensure the seamless delivery of programs to our constituents. In order to do so, we would like to coordinate with you in advance if one of our cities decides to join SCP.

Thank you for your consideration. Please contact Karen Kho at 510-891-6509 or kkho@stopwaste.org if you have any questions or concerns.

Sincerely,

Energy Council Board President



StopWaste is the Alameda County Waste Management Authority, the Alameda County Source Reduction and Recycling Board, and the Energy Council operating as one public agency.

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- Union City
- Castro Valley Sanitary District
- Oro Loma Sanitary District

September 18, 2014

Ms. Dawn Weisz
Executive Officer, Marin Clean Energy
781 Lincoln Ave., Suite 320
San Rafael, CA 94901

Dear Ms. Weisz,

On behalf of the Energy Council, I would like to express our interest in coordinating energy-efficiency programs if your service area extends into Alameda County. The Energy Council is a public Joint Powers Agency created in 2013 by the County of Alameda and 12 cities in the county to assist them with developing and implementing programs and policies that reduce energy demand, increase energy efficiency, advance the use of clean, efficient and renewable resources, and help create climate resilient communities. All Energy Council initiatives are carried out by staff of StopWaste.

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Thank you for your consideration. Please contact Karen Kho at 510-891-6509 or kkho@stopwaste.org if you have any questions or concerns.

Sincerely,

Energy Council Board President