



**DATE:** September 10, 2014

**TO:** Energy Council Board

**FROM:** Gary Wolff, Executive Director

**BY:** Wendy Sommer, Deputy Executive Director  
Karen Kho, Senior Program Manager

**SUBJECT:** Energy Upgrade California Community Ambassadors Grant acceptance

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### **BACKGROUND**

Energy Upgrade California (EUC) is the statewide initiative developed to assist Californians in taking action to save energy, conserve natural resources, help reduce demand on the electricity grid, and make information energy management choices both at home and at work. StopWaste has conducted marketing and outreach activities for Energy Upgrade California in Alameda County and the Bay Area region since 2010. The member agency Technical Advisory Group (TAG) provides ongoing input into the targeting and delivery of outreach activities throughout Alameda County.

### **DISCUSSION**

The goal of the EUC Community Outreach Ambassadors grant program is to build awareness about the importance of energy to Californians and provide pathways for them to take action. The program is seeking large, well-established non-profit agencies to serve as Tier 1 Ambassadors. Tier 1 agencies are required to subcontract with one additional community based organization qualified to reach smaller, diverse, hard-to-reach or underserved populations. Ten grants of \$64,250 each are being awarded statewide.

Staff reached out to several local nonprofit organizations as potential partners, and Eden I&R committed to the required scope of work. Eden I&R is the largest, most comprehensive, and most highly respected source of information and referral on housing and human services in Alameda County. The collaboration with Eden I&R will allow us to tap into their decades of experience serving as a link between hard-to-reach populations and community resources

This project leverages StopWaste's role in conducting single-family outreach in Alameda County for the Energy Upgrade California Home Upgrade program, as well as our Home Energy Analyzer behavioral

pilot. Exhibit 1 to the Resolution attached describes the Scope of Work. In short, the scope is for at least nine community meetings and at least nine meetings with community groups to increase awareness of the Energy Upgrade California program and other energy efficiency solutions, and some social media outreach. At least six of the community meetings and at least six of the meetings with community groups will be performed by StopWaste, and at least three of each will be performed by Eden IR&R.

In order to move forward with the project, the Energy Council Board needs to authorize the Executive Director to enter into agreement with Runyon Saltzman Einhorn, Inc. to accept \$64,250 and take other related actions in the attached Resolution.

**RECOMMENDATION**

Adopt the attached Resolution.

Attachment A: Energy Council Resolution #EC2014-\_\_

Attachment A

**ENERGY COUNCIL  
RESOLUTION #EC 2014 –**

**MOVED:  
SECONDED:**

**AT THE MEETING HELD SEPTEMBER 17, 2014**

**RESOLUTION AUTHORIZING THE EXECUTIVE DIRECTOR TO ACCEPT ENERGY UPGRADE CALIFORNIA  
COMMUNITY AMBASSADORS GRANT AND OTHER RELATED ACTIONS**

**WHEREAS**, The Energy Council (herein referred to as StopWaste) recognizes that it is in the interest of the local, regional, state, and federal agencies to stimulate the economy; create and retain jobs; reduce fossil fuel emissions; and reduce total energy usage and improve energy efficiency; and

**WHEREAS**, StopWaste has embarked on an ongoing, coordinated effort to reduce the emissions that cause global warming, improve air quality, reduce waste, cut energy use and save money through its Green Building program and promoting Energy Upgrade California in Alameda County; and

**WHEREAS**, jurisdictions in Alameda County have adopted climate action goals and expressed interest in local policies to increase the energy savings in existing buildings; and

**WHEREAS**, the Energy Council adopted single-family retrofits as a program priority area for 2013-2015; and

**WHEREAS**, StopWaste is implementing the Bay Area Regional Energy Network's (BayREN) single-family outreach in Alameda County; and

**WHEREAS**, the Energy Council Technical Advisory Group has provided input on the targeting of single-family community outreach activities; and

**WHEREAS**, StopWaste developed and submitted an Energy Upgrade California Community Outreach Ambassadors grant proposal and has been selected as one of ten Community Outreach Ambassadors statewide; and

**WHEREAS**, Eden I&R is a social services agency that provides information about housing resources to underserved populations in Alameda County; and

**WHEREAS**, StopWaste will be awarded \$64,250 for conducting community outreach events in Alameda County in partnership with Eden I&R;

**NOW THEREFORE, BE IT RESOLVED**, that the Energy Council hereby authorizes the Executive Director to:

1. Amend the FY14/15 Energy Council budget to add project #1339: EUC Community Outreach for \$64,250.
2. Enter into all necessary contracts and agreements with Runyon Saltzman Einhorn, Inc. in order to accept Energy Upgrade California Community Outreach Ambassadors grant funds in the amount of \$64,250.
3. Hire limited term or interim staff, or sign contracts or agreements, as necessary, to expend these funds in order to implement the scope of work in Exhibit 1, attached.
4. Approve any necessary contract or agreement time extensions, modifications, or amendments.

**ADOPTED BY THE FOLLOWING VOTE:**

AYES:

NOES:

ABSENT:

ABSTAINED:

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Gary Wolff, PE, PhD  
Executive Director

## **Exhibit 1**

### **EUC Community Outreach Ambassadors**

#### **Scope of Work**

The EUC Community Outreach Ambassadors Grant of \$64,250 is for completion of the community outreach activities below:

##### **Tier 1 Scope of Work**

StopWaste will conduct the following activities:

**Objective I:** Increase awareness of Energy Upgrade California and energy-saving solutions by sharing information and distributing campaign collateral items at a minimum of six large scale community events that attract diverse, underserved and hard-to-reach populations.

**Objective II:** Increase awareness about Energy Upgrade California and energy-saving solutions by conducting interactive presentations for a minimum of six community groups. Interactive presentations will include tips for energy management, distribution of campaign collaterals and requests for audience members to extend messages to their respective constituencies. Targeted audiences represent diverse groups including community agencies, small business groups, environmental groups, service organizations and other diverse, underserved and hard-to-reach populations that will share information with their constituents.

**Objective III:** Increase awareness about Energy Upgrade California through the use of social media platforms.

##### **Tier 2 Scope of Work**

StopWaste will subcontract with Eden I&R, Inc. for the following activities:

**Objective I:** Increase awareness about Energy Upgrade California and energy-saving solutions by sharing information and distribution of campaign collateral items at a minimum of three community events that attract diverse, underserved and hard-to-reach populations.

**Objective II:** Increase awareness about Energy Upgrade California and energy-saving solutions by conducting presentations with a minimum of three community agencies and business groups that represent diverse, underserved and hard-to-reach populations.

**Objective III:** To increase awareness of Energy Upgrade California through the use of social media platforms.