



## Staff Report Item

**TO:** East Bay Community Energy Executive Committee

**FROM:** Dan Lieberman, Marketing Director

**SUBJECT:** Marketing Partnerships with SunShares and Energy Upgrade California

**DATE:** July 26, 2019

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### **Recommendation**

Direct staff to submit a letter of support for the Bay Area SunShares 2019 Program and participate as a partner, and also submit a “Join the Movement” form to Energy Upgrade California.

### **Background and Discussion**

#### **SunShares**

[SunShares](#) is an annual, limited-time program that offers discounts on residential solar and EV's. SunShares aims to make it simple and more affordable to go solar or purchase an electric vehicle by:

- Pooling the buying power of homeowners/vehicle buyers
- Providing vetted contractors
- Offering free, third party technical advice that helps inform customer decision-making

The Bay Area SunShares program is administered by the Business Council on Climate Change (BC3, a fiscally sponsored project of the 501(c)3 organization, Community Initiatives), on behalf of a group of cities, counties, major employers, and membership organizations, including the cities of Albany, Emeryville, Fremont, Hayward, Oakland, Piedmont, San Leandro, and Union City.

EBCE has participated in SunShares events, and SunShares invited EBCE to submit a letter of support and become a partner. As a partner, EBCE would agree to collaborate with BC3 and its

program partners on this innovative program and will use our communication channels to reach our customer. EBCE may also promote the program to local business employees and community group members throughout the program term. EBCE would commit to conducting outreach to EBCE customers to promote program availability using communication channels which may include newsletter content, social media outlets, and providing general information at our outreach events as appropriate.

### Energy Upgrade California

[Energy Upgrade California](#) (EUC) is a statewide initiative administered by the California Public Utilities Commission, that teaches Californians how to be more energy efficient and reduce greenhouse gas emissions. EUC is coalition, and has invited EBCE to join as a member. As a member EBCE will:

- Help create awareness about how Californians can become better energy managers.
- Work to educate our customers on energy management actions and equip them with the information and tools to become better energy managers.
- Receive additional Energy Upgrade California materials and updates to share with our customers via social media and such.

Current partners include PG&E, BayREN, and MCE.

### Fiscal Impact

There is no direct cost for either partnership.

### Committee Recommendation