



Staff Report Item 5

TO: East Bay Community Energy Board of Directors

FROM: Bruce Jensen, Alameda County Community Development Agency

SUBJECT: Introduction of Contracted Consultants
Service Category 1 – Energy and Technical Support - **EES**
Service Category 2 – Community Outreach, Marketing and Customer Notification
– **Circlepoint**
Local Development Business Plan (LDBP) – **ALH & Associates**

DATE: April 12, 2017

Recommendations

Accept Staff Report and meet consultants retained to date; allow them to briefly address your Board, and ask any questions you may have of the consultants as they begin their work.

Discussion

EBCE will require the use of consultant teams with special expertise to help the program launch effectively. On behalf of EBCE the County of Alameda has conducted a rigorous hiring process to bring on board a variety of consultants to help with energy procurement and technical issues, marketing and public outreach, data management/call center, and broad-based renewable energy policy. By the date of this meeting, Staff anticipates that contracts will have been approved for three of four of these categories. With that expectation, Staff wishes to introduce your new consultant teams, allow them to briefly address your Board, and allow your Board to ask any questions you may have of the consultants as they begin their work on behalf of EBCE.

Service Category 1 – Energy and Technical Support – EES Consulting

EES Consulting is the vendor selected to assist with many tasks related to direct energy planning, financing and procurement. They will help and sometimes take the lead with a wide variety of technical tasks over the next year, including:

- Serve as an expert resource on matters related to energy markets, power procurement, energy regulations, rate design, budgeting, and CAISO matters.
- Finalizing power supply mix and drafting the RFP for wholesale energy procurement.
- Developing master Power Purchase Agreement(s) (PPA) for power suppliers and assisting senior staff with power negotiations and contracting.
- Developing a customer phasing schedule based on EBCE program economics, organizational capacity and availability of credit for power purchases.
- Refine operating budgets.
- Prepare EBCE's Implementation Plan for certification by the CPUC.
- Assist with program financing and banking services.
- Prepare tariff schedule and rate recommendations for two power supply options (e.g. 50% renewable default product and 100% renewable voluntary product) and design tariffs for ancillary programs such as net energy metering, community solar and/or local feed in tariff.
- Address PG&E, CPUC and CA Independent System Operator agreements and registrations.
- Develop the integrated resource plan in coordination with the LDBP consultants and complete related regulatory reporting.
- Be available for City/County and EBCE Board presentations and other necessary meetings to complete energy/procurement and rate-related tasks, and to bring the program to successful launch.

EES is ready to begin work immediately, and will have a kickoff meeting with Staff tomorrow.

Service Category 2 – Community Outreach, Marketing and Customer Notification – Circlepoint

Circlepoint is the vendor selected to assist with numerous tasks related to marketing and public outreach. They will advise Staff and take the lead on many tasks over the next year, including:

- Program Branding, Design, Identity:
 - a. Work with existing program name and logo, develop brand refinements/style guides, and create sub-brand names/logos for different product offerings and programs.
 - b. Create a multi-functional, multi-lingual website that includes a rate calculator and ability to opt-out of the program.
 - c. Develop/update program materials (collateral) including FAQs, program brochure, fact sheets and power point template
 - d. Develop short informational video for website, social media and use at community meetings.
- Community Outreach/Stakeholder Engagement:
 - a. Support local stakeholder and public outreach which could include 1:1 meetings with key stakeholder groups, public workshops/webinars, local presentations, event tabling, newsletter articles, etc.
 - b. Refine/expand use of e-newsletters and info blasts to EBCE list-serve and other local communication outlets

- c. Support efforts to train/partner with local advocates to augment staff's efforts at local community events.
- Pre-Launch Marketing Campaign (begins 60 days prior to first notification):
 - a. Develop EBCE-wide, multi-lingual and multi-cultural advertising campaign to raise public awareness; includes paid and earned media, print and digital, in many mediums which could include newspapers, on-line ads, radio spots, billboards, bus backs/bus shelters, etc.
 - b. Handle press outreach - schedule editorial board meetings, draft press releases, op-eds and news articles.
 - c. Establish a social media presence on Facebook, Twitter, Next Door, et al.
- Customer Notification (begins 90 days prior to program launch)
 - a. Coordinate with EBCE staff and the selected data manager to design four opt-out notices (two prior to launch and two after) to customers in each phase, starting three months prior to the beginning of each phase.
 - b. Work with designated call center vendor and EBCE on call center scripting and integration of opt-out capability on the website.
- Be available for regular planning calls and presentations to the EBCE Board as may be needed. Prepare a communications and outreach plan appropriate to the demographics of the EBCE Service Area.

Circlepoint, too, is beginning work immediately.

Local Development Business Plan – ALH & Associates

ALH & Associates is the vendor team selected to assist with development of the Local Development Business Plan (LDBP), a substantial effort to help the EBCE move to the forefront of local renewable energy development, energy efficiency and the economic and community benefits the EBCE program can bring to its service area. They will take on a wide range of tasks over the next 6 months, including:

Task 1: Technical Potential and Feasibility of Grid-Side Distributed Energy Resources - Identify potential distributed energy resources available to EBCE on the grid-side of the meter— often referred to as front-of-the-meter resources -- and provide a cost and implementation analysis of their feasibility.

Task 2: Technical Potential and Feasibility of Customer-Side Distributed Energy Resources, Including Energy Efficiency - Identify potential distributed energy resources available to EBCE on the customer-side of the meter—referred to as

behind-the-meter resources--and provide a cost and implementation analysis of their feasibility.

Task 3: Analysis of Development Models and Strategies - Analyze various development models or strategies have been used by Community Choice programs to develop local renewable energy assets:

- *Market Animation/Incentive Programs:* The CCA agency creates an incentive program, sets the ground rules, including price, and lets the market respond.
- *Outsourcing:* The CCA agency procures energy by issuing an RFP and signing short or long-term power purchase agreements (e.g. 2-20 years).
- *Agency as Developer/Co-Developer:* The CCA agency acts as the developer of its own local projects, arranging the financing, hiring the contractors, etc.

Task 4: EBCE Development Issues - Analyze and address each of the following issues in a proposed LDBP.

- *Labor Standards and Workforce Development;*
- *Financing:* As part of the LDBP, it is necessary to understand and evaluate the universe of options for financing DER projects;
- *Asset Ownership:* There is strong interest among advocacy groups that EBCE promote personal and community ownership of renewable resources.
- *Metrics for Distributed Energy Resources and Local Benefit Factors:* Metrics for evaluating the goals of the JPA as found in the Recitals.

Task 5: Implementation and Other Policy Issues - Account for the following issues in the implementation of plans to develop distributed energy resources:

- *Local Jurisdictional Considerations:* Permitting, Zoning, and Grid Interconnect;
- *California Environmental Quality Act (CEQA);*
- *Citizen Participation and Initiative;*
- *Equity:* Advocacy groups have expressed interest that EBCE foster equitable economic development and increased resilience in the County, especially in low income and disadvantaged communities and communities of color;
- *Contracting Models:* What energy-related services are outsourced to what kind of business entities, and over what period of time?
- *Long-term Stability and Reliability:* Analysis of regulatory issues that impact the stability and reliability of the CCE, and recommend measures to address them;
- *Encouraging Entrepreneurial Creativity;*
- *Clear and Transparent Reporting.*

Task 6: Integrated Resource Planning - Outline in detail how the results of previous tasks in this RFP will inform the development and content of the Integrated Resource Plan.

Task 7: Preliminary Plan Scenarios - Deliver a proposed Local Development Business Plan for EBCE, including a set of preliminary Plan scenarios; these scenarios might differ in terms of 1) how aggressively EBCE develops local renewable energy resources (DER) or 2) how EBCE prioritizes certain goals or development models.

ALH & Associates have begun discussions with Staff and have begun to work on the LDBP. Tasks 1 and 2 are already underway.