



Consent Item12

TO: East Bay Community Energy Board of Directors
FROM: JP Ross
SUBJECT: Energy Efficiency Data Sharing (Action Item)
DATE: June 19, 2019

Recommendation

Approve staff recommendation to allow data sharing pilot program with energy efficiency Pay for Performance contractors to proceed.

Background and Discussion

The Local Development Business Plan identified the opportunity for EBCE to leverage our integrated data platform to enable Energy Efficiency (EE) Program Administrators to increase program participation in state supported programs by residents and businesses in EBCE's service territory.

The CPUC has issued a decision (D.12-08-045) detailing the conditions under which CCAs can share "covered information", which is defined as customer usage data that can be tied to a specific CCA customer. The decision stipulates that such data can be shared with third parties without prior customer notification only when the purpose is a "primary purpose", which includes planning, implementing, or evaluating Demand Response, Energy Management, or Energy Efficiency programs with a party that is under contract with the CCA.

In accordance with this decision, EBCE has developed a non-disclosure agreement (NDA) that can be entered into when sharing data with administrators and implementors of programs serving the Primary Purposes listed above. The agreement governs how third parties can use the data, and their obligations to EBCE. The agreement also includes co-marketing language, which will enable EBCE to partner with EE providers, if desired, to add the EBCE logo and information on program materials to increase awareness of EBCE products and services. In addition, EBCE will be tracking EE Program activities and benefits delivered by the data sharing service.

ABAG, the Association of Bay Area Governments (ABAG) is an administrator of EE programs across the nine Bay Area Counties. ABAG uses StopWaste, an Oakland based organization to implement EE programs in Alameda County. EBCE has completed a Non-Disclosure Agreement

with StopWaste with the intent to share usage information to enable StopWaste to more effectively deliver EE programs to Alameda County residents, businesses and governments.

In addition to non-profit administrators of EE programs, there are now for-profit companies delivering EE services to EBCE customers through new “Pay for Performance” programs. Pay for Performance programs deliver incentives only when energy savings are realized on the bill as opposed to paying incentives up front for expected future savings.

EBCE proposes a pilot program to test sharing covered information with private EE providers as well. In addition to requiring that such parties enter into the same Non-Disclosure Agreement mentioned above, EBCE has developed a specific process to leverage the power of usage data to increase participation and benefits to customers while protecting customer information:

- 1) The EE provider requests usage information for a list of addresses known to the provider, and which meet the criteria of the customer segment or EE program the provider is targeting;
- 2) EBCE provides anonymized usage data for the Service Accounts it has identified that match the addresses provided;
- 3) The EE provider analyzes the usage profiles provided by EBCE to determine which records would be most suitable for enrollment in the program, and delivers the list of targets back to EBCE;
- 4) EBCE matches the final target list to the customer addresses, and delivers the final list of customer addresses back to the EE provider;
- 5) The provider markets its program services and benefits to the targeted customers.

Note that EBCE will not be providing customer contact information to the EE service providers. The outreach will be based on publicly available data, and addresses and contact information that are already known to the provider.

EBCE plans to monitor the activity and participation in all programs using data from our systems. EBCE will test marketing activities to determine if co-marketing with EBCE logo and information can increase program participation rates and awareness of EBCE products and services.

Fiscal Impact

There will no fiscal impact other than staff time invested.