

APRIL 19, 2020

# EBCE Community Solar Green Tariff Program: Community-Based Organization Engagement Plan



# Introduction

## Presentation Purpose

- Share a draft Community-based Organization (“CBO”) Engagement Plan and Draft CBO Outreach List for the Community Solar Green Tariff (“CSGT”) program
- Receive CAC’s feedback on the Plan and suggested additions to the Outreach List

## Presentation Outline

1. Background
2. Purpose & Goals of CBO Engagement
3. Outreach Strategy
4. Action Plan Summary
5. CBO Outreach List Overview

# Background: DAC-GT/CSGT Program Summary

- The CPUC in 2018 adopted Decision 18-06-027, creating the Disadvantaged Communities Green Tariff (“DAC-GT”) and Community Solar Green Tariff (“CSGT”) programs. The programs promote the development of renewable generation in underserved communities. Pursuant to the Decision, EBCE may implement its own DAC-GT and CSGT programs in its service area.
- Both programs** allow CARE and FERA-eligible customers living in disadvantaged community (“DAC”) census tracts to receive 100% solar energy at a 20% discount on their electric bills.
- The key difference between the two programs is that the Community Solar Green Tariff program requires **a community sponsor of the project** and will result in projects **located within five miles of the community** it serves.

	DAC Program	Community Solar Program
<b>Program Size:</b>	~5.7 MW (serves ~1,700 customers)	~1.6 MW (serves ~450 customers)
<b>Participant Requirements:</b>	Residential customers who are CARE/FERA eligible and live in a DAC	At least 50% of participants must be residential customers who are CARE/FERA eligible; all participants must live in a DAC
<b>Other Requirements:</b>	N/A	<ul style="list-style-type: none"> <li>▪ <b>Community Sponsor</b></li> <li>▪ <b>Located within 5 miles of community served</b></li> <li>▪ <b>Workforce development requirements</b></li> </ul>

*Today's discussion*

# Background on CSGT and Project Sponsor Role

- **Project Sponsor Eligibility:**
  - Non-profits, local governments, and schools
  - Located in a DAC that is within 5 miles of the project (same eligibility criteria as customers who subscribe)
- **Benefits to Sponsor:**
  - 20% bill discount
  - May subscribe to up to 25% of solar project output
  - Potential to receive Marketing, Education & Outreach funds to educate and recruit customer subscribers.
- **Sponsor's role: Help project developers and the community come together.**
  - Identify community-suggested project sites
  - Work with EBCE to conduct outreach and create interest in subscribing to the project
  - Provide a Letter of Commitment
- **Projects may have more than one sponsor.\***

\*If there are multiple sponsors, if eligible, the 20% bill credit can be shared for up to 25% of the project's output (not to exceed the sponsor's energy needs).

# Purpose and Goals of the Engagement Plan

## Who are we engaging?

Community Advisory Committee members, Alameda County and City of Tracy residents, and CBOs.

## In what?

In the effort to identify potential project sponsors for the CSGT program.

## Why?

- CBO participation is a required element of the CSGT program. Each CSGT project must have an organization that sponsors the project on behalf of residents.
- This program offers benefits to CBOs and to the communities they serve. EBCE can fund CBO outreach for this program, and in turn the CBO and its constituents benefit from lower electricity bills and more local renewables.

## What's the goal of the Engagement Plan?

To maximize participation by potential CSGT project sponsors.

Note: Program participation is capped, based on EBCE's allocation of program capacity, and we anticipate that the CSGT program will be able to serve approximately 450 customers.

# Outreach Strategy & Tactics

*To maximize participation by potential project sponsors, we will:*

## Reach a broad audience.

Consult with stakeholders to refine our list of potential sponsors

Proactively reach out to organizations we think might be interested and who may be eligible to sponsor a CSGT project

## Make information transparent and accessible.

Ensure all communications are **multi-lingual**.

Rely on **more than one mode of communication**: fact sheets and information packets (written), information sessions (verbal)

Publish **responses to questions & answers** received during information sessions.

Ensure project selection criteria are **clear and transparent**

## Allow sufficient time for project sponsors to commit to participating.

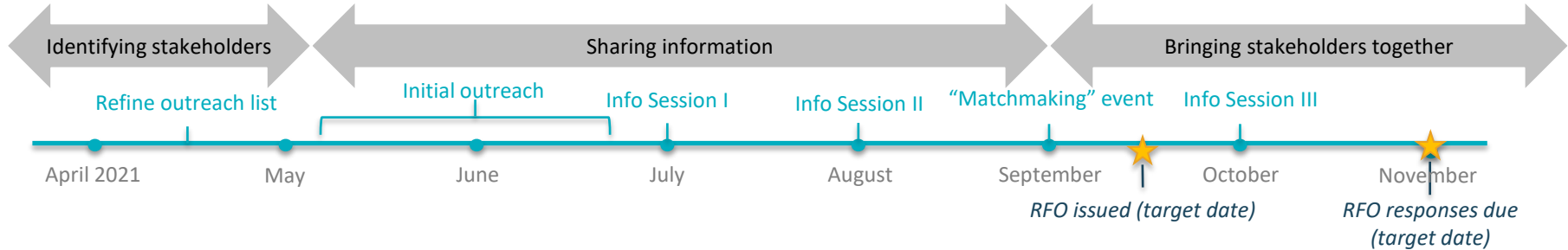
**Make accommodations** in CSGT project **RFO timeline**, allowing it to proceed more slowly than the DAC-GT project RFO timeline.

Allow for **at least five months of outreach activities** and events to occur prior to the sponsorship commitment letter due date.

## Ensure sponsors are compensated for their work.

EBCE's implementation advice letter **allocates budget for CBOs' work** related to the CSGT program.

# Action Plan Summary



Activity	Description	Timing (subject to change)
<b>Phase I: Identifying stakeholders</b>		
Refine outreach list	In consultation with CAC, other CBOs, develop a list of potential partners	April 2021
<b>Phase II: Raising awareness of sponsorship opportunity through proactive outreach.</b>		
Initial outreach & information sharing	Direct communications, with fact sheets and advertisement of upcoming events; website updates.	May-June 2021
Information Session I	Overview of CSGT Sponsorship opportunity and requirements	July 2021
Information Session II	Overview of CSGT Sponsorship opportunity and requirements	August 2021
<b>Phase III: Bringing interested sponsors and developers together</b>		
"Matchmaking" event	Host an opportunity for developers and interested sponsors to meet	September 2021
Additional informational event	Host additional information or Q&A session, as needed, prior to solicitation response date in November	October 2021
<b>RFO responses due, with Sponsor Commitment Letters (target date – subject to change)</b>		November 2021

# CBO Initial Outreach List: Overview

- **Purpose of the List:** EBCE staff will use this list to conduct initial outreach to CBOs who may be interested in learning more about CSGT project sponsorship. Organizations on the list will be sent information about the CSGT program, sponsorship requirements and benefits, and a list of upcoming events where they can learn more.
- **Scope and eligibility:** This list may contain non-profit, community-based organizations; schools or local government agencies that may be interested in being a community solar project sponsor and that are geographically located in a DAC.
  - EBCE is developing a mapping tool to help stakeholders determine whether their organization is in a DAC: <https://www.google.com/maps/d/u/0/edit?mid=1jC7HCRCop-xGM9wlgjYYX18Sdq9ENZDD&usp=sharing>
- **EBCE Staff are seeking input on additional organizations to include in the Outreach List.**
  - View the list in a map format at the link ([here](#), and above), or on the next slide
  - Please direct questions or suggested additions to Samantha Weaver at [sweaver@ebce.org](mailto:sweaver@ebce.org)



# CBO Outreach List: Current Draft

<u>Organization</u>	<u>Location or City Served</u>
Ecology Center	Berkeley
Albany-Berkeley Soccer Club	Berkeley
Waterside Workshops	Berkeley, Albany, Emeryville, Oakland
Aquatic Park School	Berkeley
Berkeley-East Bay Humane Society	Berkeley
Spectrum Community Services (Hayward office)	Hayward, Dublin, Fremont, Livermore, Newark, Oakland, Pleasanton, San Leandro, Union City
Rising Sun Center for Opportunity	Oakland
West Oakland Environmental Indicators Project	Oakland
Acta Non Verba: Youth Urban Farm Project	Oakland,
Allen Temple Health & Social Services Ministries	Oakland
Centro Legal de la Raza	Oakland
City Slicker Farms	Oakland
Civicorps	Oakland
East Bay Agency for Children (EBAC)	Oakland
Mandela Partners	Oakland
Mercy Retirement & Care Center's Mercy Brown Bag Program	Oakland
Mujeres Unidas y Activas	Oakland
Planting Justice	Oakland
Society of St. Vincent de Paul of Alameda County (Community Center, Oakland)	Oakland
St. Mary's Center	Oakland
The Crucible	Oakland
The Unity Council	Oakland
Vietnamese American Community Center of the East Bay	Oakland
MedShare	San Leandro
The Davis Street Community Center	San Leandro, ca
Alameda County Public Health Dept	County Org
California Clean Energy Fund (CalCEF)	Oakland
Interfaith Council	Oakland
Community S.A.V.E./Community Christian Church	Oakland
Grandmothers Who Help: Basic Ministry/East Bay Baptist Association	Oakland
Chabot College	Hayward
Little Flowers Montessori	Newark

# Appendix

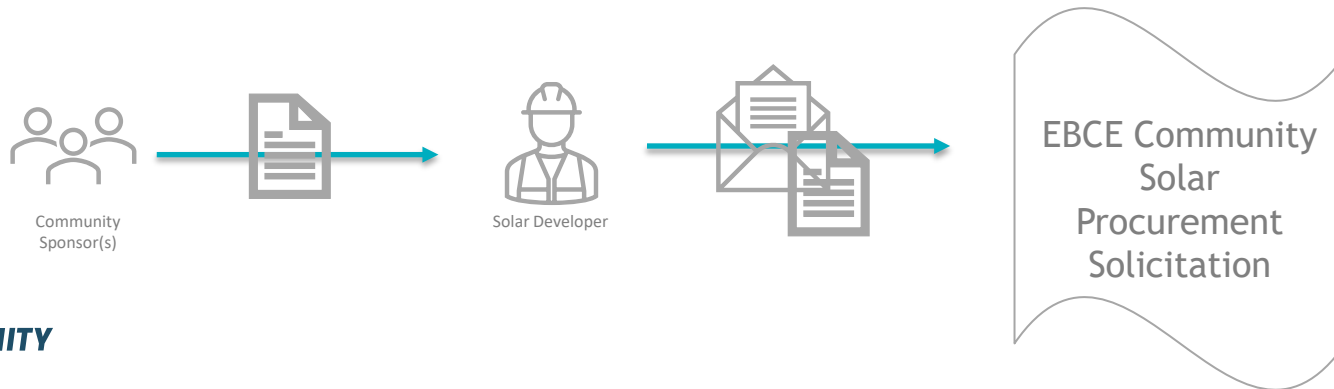


# Community Sponsor “Commitment Letter”

The CPUC requires that project developers obtain a **letter of commitment from a project sponsor** that includes:

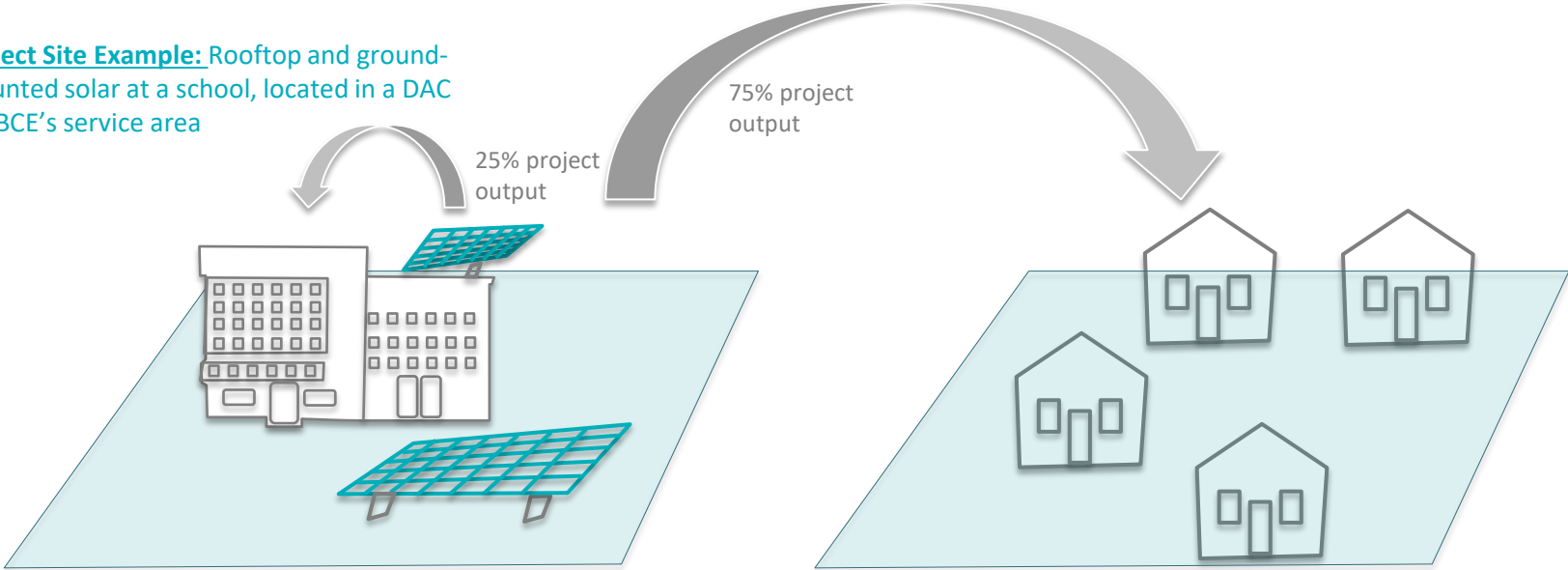
- “Demonstration of substantial interest of community members in subscribing to project;
- Estimated number of subscribers, with justification to ensure project is sized to likely demand;
- A preliminary plan to conduct outreach and recruit subscribers (which may be conducted in conjunction with the developer and/or EBCE); and
- Siting preferences, including community-suggested host sites, and verification that the site chosen for the bid is consistent with community preference.”

**The sponsor provides the letter to the project developer, who includes it in their bid package to EBCE.**



# Community Sponsorship Example

**Project Site Example:** Rooftop and ground-mounted solar at a school, located in a DAC in EBCE's service area

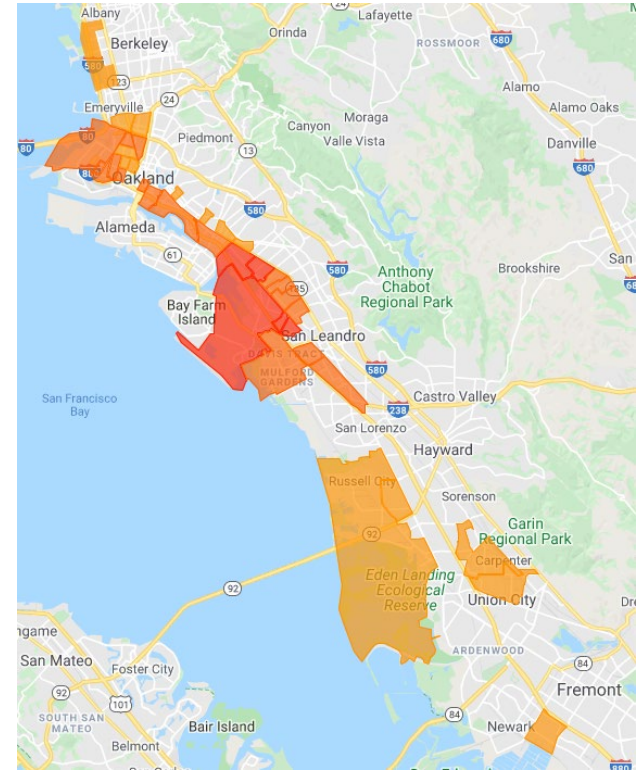


**Community Sponsor Example:** School, located in a DAC in EBCE's service area. (NOTE: Project site and community sponsor do *not* need to be the same.)

**Customer Subscribers:** EBCE customers, located in a DAC that is within 5 miles of the project site; at least 50% of subscribers are low-income customers.

# Disadvantaged Communities

- **What is a “DAC”?**
  - For purposes of the DAC-GT and CSGT program, DACs are defined geographically as the **25% highest-scoring census tracts in CalEnviroScreen 3.0**, a scoring methodology developed by CalEPA.
  - The CPUC defines DACs in the following way: “Disadvantaged communities refers to the areas throughout California which most suffer from a combination of economic, health, and environmental burdens. These burdens include poverty, high unemployment, air and water pollution, presence of hazardous wastes as well as high incidence of asthma and heart disease.
- **Can I find a map of DACs?**
  - Yes!
    - CalEPA maintains a map at this website: <https://oehha.ca.gov/calenviroscreen/sb535>
    - EBCE has developed this Google Maps-based tool for our service area: <https://www.google.com/maps/d/u/0/edit?mid=1jC7HCRCop-xGM9wlgjYYX18Sdq9ENZDD&usp=sharing>



# How was the “CBO Outreach List” compiled?

- **The Outreach List was compiled from the following sources of information:**
  - Prior recipients of EBCE Community Sponsorships and Innovation Grants
  - Participants in related CPUC proceedings (DAC-GT/CSGT, Disconnections, COVID-19 Customer Debt Relief) that are based in EBCE’s service area
  - CPUC Community Help and Awareness of Natural Gas and Electric Services (“CHANGES”) organizations: provide services to Limited English Proficient consumers who need help with energy issues
  - Solar on Multifamily Affordable Housing (“SOMAH”) community partners
  - Relief for Energy Assistance through Community Help (“REACH”) program county contact organizations
  - Contact lists maintained internally by EBCE’s outreach team