



Staff Report Item 6

TO: East Bay Community Energy Board of Directors

FROM: Eryn Kim, Energy Fellow & Beckie Menten, Program Manager, Building Electrification and Energy Efficiency

SUBJECT: Induction Cooktop Lending Program Agreement with Acterra

DATE: December 15, 2021

Recommendation

Adopt a Resolution authorizing the CEO to negotiate and a Consulting Services Agreement with Acterra to administer an induction cooktop lending program (ICLP) for EBCE's residential customers, with total compensation not to exceed \$135,000 through December 31, 2022.

Background and Discussion

Adoption of this Resolution will allow EBCE to contract with Acterra to administer an induction cooktop lending program which will positively support EBCE's organizational goals—including supporting and meeting California's building decarbonization objectives—by transitioning buildings from natural gas to exclusively electricity, in the EBCE's service area.

Building electrification is the most cost-effective way to decarbonize buildings according to studies conducted and commissioned by the California Energy Commission (CEC). In pursuit of state-wide building decarbonization goals, EBCE was formed as a community choice aggregation agency (CCA) on December 1, 2016, and has since offered carbon-free energy for customers in its service territory.

EBCE is committed to the reduction of energy-related greenhouse gas emissions and the consumption of natural gas in the built environment, which contributes to an

increasingly large percentage of overall energy-related greenhouse gas emission. Many of EBCE's customers remain unaware of the potential benefits of cooking with induction technology using electricity relative to natural gas. Such benefits include improved indoor air quality—a key factor in respiratory health—by eliminating harmful gas by-products and particulate emissions from natural gas combustion, as well as long-term financial savings from better electricity rates by fully electrifying homes.

The objective of this induction cooktop lending program with Acterra is to make induction cooktops more accessible to EBCE's customers, with a broader goal of encouraging full home electrification that will result in long-term financial savings and health benefits for EBCE's customers. EBCE customers may be more likely to purchase induction cooktops and invest in fully electric kitchen appliances and buildings, if given the opportunity to try induction cooking firsthand.

EBCE previously engaged in induction cooktop lending by providing cities within EBCE's jurisdiction with induction cooking kits, with minimal accessory support, and the lending program was entirely promoted, operated, and maintained by the cities. This initial engagement with the cities has been well received and helped EBCE expand its brand recognition, while providing useful information in understanding and confirming the public demand for induction cooktop lending program. EBCE learned the following from the initial lending programs: size and waiting period of existing programs; need for the program to cover the entirety of EBCE's service territory; and the potential to leverage the lending program for EBCE's marketing, education, and outreach activities. EBCE now desires to work with a 3rd party Vendor, Acterra, to expand the induction cooktop lending program and expand EBCE's marketing, education, and outreach efforts.

EBCE has identified Acterra to administer an induction cooktop lending program, including marketing and outreach, to ensure customers in all of EBCE's service area can experience the benefits of induction cooking. Acterra is a 501(c)(3) non-profit organization located in Palo Alto with extensive experience in building electrification and energy efficiency marketing, education, and outreach, including induction cooktop lending, as well as an established network of volunteers, experts, and community members around the Bay area, from their past activities.

Acterra was selected as EBCE's 3rd party induction cooktop lending program Vendor, through a competitive selection process that involved a rubric-based scoring, among two submissions inclusive of Acterra's that were received by EBCE by the October 1, 2021 deadline in response to the Request for Proposal issued by EBCE on August 30, 2021. From this process, Acterra was selected as EBCE's 3rd party Vendor due to: close

alignment of Acterra’s proposal to EBCE’s organizational goals; Acterra’s expertise, network, and reach that will allow EBCE to expand its marketing, education, and outreach objectives; and a clear, detailed outline—both breadth and depth—in response to the instructions as stated in the Request for Proposal.

EBCE will leverage Acterra’s experience, network, and reach to expand EBCE’s brand in the East Bay, while promoting building decarbonization through electrification, using induction cooking as a starting point. EBCE, Acterra, and any other relevant program partners will meet monthly and as-needed to collaborate and coordinate program activities.

Acterra will provide the following services

- Procuring, distributing, and maintaining the induction cooktop lending kits throughout the EBCE service area’s lending partners and distribution hubs;
- Coordinated marketing, education, and outreach for induction lending program via social media, website, videos, demonstrations, event tabling, printed collaterals, and other mediums;
- Collecting, tracking, and reporting to EBCE program performance and analytic metrics, including but not limited to, pre and post participation surveys, customer lending patterns, locations, frequencies, and other relevant information, to help assess and address challenges;
- Periodically incorporate new learnings from collected performance and analytic metrics, and adjust the program as needed to meet or exceed program objectives.

Fiscal Impact

All program costs will be funded through budgets already authorized for this fiscal year.

Attachment

1. Resolution authorizing the CEO to negotiate and execute a Consulting Services Agreement with Acterra

RESOLUTION NO. __

A RESOLUTION OF THE BOARD OF DIRECTORS

OF THE EAST BAY COMMUNITY ENERGY AUTHORITY AUTHORIZING THE CEO TO NEGOTIATE AND EXECUTE A CONSULTING SERVICES AGREEMENT WITH ACTERRA TO ADMINISTER AN INDUCTION COOKTOP LENDING PROGRAM

WHEREAS The East Bay Community Energy Authority (“EBCE”) was formed as a community choice aggregation agency (“CCA”) on December 1, 2016, Under the Joint Exercise of Power Act, California Government Code sections 6500 *et seq.*, among the County of Alameda, and the Cities of Albany, Berkeley, Dublin, Emeryville, Fremont, Hayward, Livermore, Piedmont, Oakland, San Leandro, and Union City to study, promote, develop, conduct, operate, and manage energy-related climate change programs in all of the member jurisdictions. The cities of Newark and Pleasanton, located in Alameda County, along with the City of Tracy, located in San Joaquin County, were added as members of EBCE and parties to the JPA in March of 2020.

WHEREAS EBCE is committed to the reduction of energy-related greenhouse gas emissions and the consumption of natural gas in the built environment contributes to an increasingly large percentage of overall energy-related greenhouse gas emissions; and

WHEREAS many EBCE customers remain unaware of the potential benefits of cooking with induction technology relative to gas cooking technology and therefore are slow to adopt not only induction cooking but fully-electric residential buildings; and

WHEREAS EBCE and its customers would benefit from an opportunity to try induction cooking firsthand and may be more willing to adopt fully-electric buildings if hands-on induction cooking opportunities are made available; and

WHEREAS EBCE desires to offer an induction lending program to EBCE’s customers and desires to conduct marketing and outreach, to ensure the benefits of induction reach beyond program participants to the broader EBCE community; and

WHEREAS EBCE has identified Acterra, through a competitive selection process among the submissions received in response to a Request for Proposal, as the most qualified vendor to administer EBCE’s induction cooktop lending program.

NOW, THEREFORE, THE BOARD OF DIRECTORS OF THE EAST BAY COMMUNITY ENERGY AUTHORITY DOES HEREBY RESOLVE AS FOLLOWS:

Section 1. Authorize CEO to negotiate and execute a Consulting Services Agreement with Acterra to administer an induction cooktop lending program for EBCE’s residential customers, with total compensation not to exceed \$135,000 through December 31, 2022.

ADOPTED AND APPROVED this 15th day of December, 2021.

Dianne Martinez, Chair

ATTEST:

Clerk of the Board