



Staff Report Item 11

TO: Ava Community Energy Authority

FROM: Theresa McDermit, Head of Marketing

SUBJECT: Consulting Services Agreement with PA Consulting Group, Inc.

DATE: March 20, 2024

Recommendation

Approve a Resolution authorizing the CEO to negotiate and execute a Consulting Services Agreement with PA Consulting Group, Inc., to provide market entry analysis and support services to the Ava Direct-Current Fast Charging (DCFC) program, including fast charging market and competitive analysis, pricing benchmarking and strategy, on-site experience design, and site layout and signage recommendations. The term of the Agreement will be through June 30, 2026, with compensation not-to-exceed an amount of \$450,000.

Background and Discussion

As previously reported to the Board, Ava Community Energy is building a network of 24/7 publicly accessible electric vehicle (EV) fast charging stations to:

- Enable the transition to EVs for all residents, especially renters;
- Support JPA member cities' Climate Action Plan targets around transportation-related emissions reductions; and
- Enable our service area to reach CA state mandates for zero-emissions vehicles.

In anticipation of the launch of the first tranche of stations, on November 30, 2023, Ava issued a Request for Proposal for Go-to-Market Strategy and Marketing Plan Development & Execution for Ava's DC Fast Charging Network. The RFP specified two distinct phases of work. Respondents were invited to bid on either the first phase ("Go-

to-Market Strategy”) or second phase (“Marketing Plan Development and Execution”) of work, or on the full scope. Seven firms or consortiums of firms responded with proposals, which were reviewed and scored by a team of Ava Marketing and Local Development staff. Five respondents were interviewed. Ultimately, PA Consulting was selected, for the first phase of work, for their deep EV charging industry experience, including building and operating a public DCFC program for New York state and EV charging infrastructure design and optimization for Hertz Rental Cars.

Fiscal Impact

This project was included in the current Fiscal Year budget and the proposed contract amount is within the approved budget. Work extending into the upcoming fiscal year will be included in the FY24/25 budget request.

Attachments

- A. Resolution

RESOLUTION NO. R-2024-xx
A RESOLUTION OF THE BOARD OF DIRECTORS
OF AVA COMMUNITY ENERGY AUTHORITY TO NEGOTIATE A CONSULTING
SERVICES AGREEMENT WITH PA CONSULTING GROUP, INC.

WHEREAS The Ava Community Energy Authority (“Ava”) 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 Ava and parties to the JPA in March of 2020. The city of Stockton, located in San Joaquin County was added as a member of Ava and party to the JPA in September of 2022. The city of Lathrop, located in San Joaquin County, was added as a member to Ava and party to the JPA in October of 2023. On October 24, 2023, the Authority legally adopted the name Ava Community Energy Authority, where it had previously used the name East Bay Community Energy Authority since its inception.

WHEREAS Ava Community Energy is building a network of 24/7 publicly accessible electric vehicle fast charging stations; and

WHEREAS the launch of the station network is scheduled to begin before the end of the calendar year; and

WHEREAS Ava staff seek timely support in determining the go-to-market strategy for the station network.

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

Section 1. authorize the CEO to negotiate and execute a Consulting Services Agreement with PA Consulting Group, Inc., to provide market entry analysis and support services to the Ava Direct-Current Fast Charging (DCFC) program, including fast charging market and competitive analysis, pricing benchmarking and strategy, on-site experience design, and site layout and signage recommendations. The term of the Agreement will be through June 30, 2026, with compensation not-to-exceed an amount of \$450,000. The Agreement shall be subject to review and approval by General Counsel.

ADOPTED AND APPROVED this 20th day of March, 2024.

Jack Balch, Chair

ATTEST:

Adrian Bankhead, Clerk of the Board