

NOVEMBER 30, 2022

Bidder's Webinar

EBCE Ride Electric e-Bike Program Solicitation



Agenda

- About EBCE
- e-Bike Solicitation
- Response Requirements
- Scoring Criteria
- Timeline
- Q&A

About EBCE

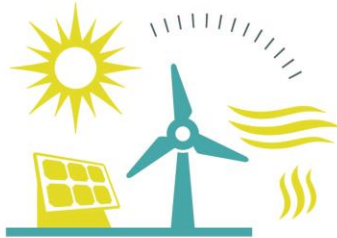
- Joint Powers Authority governed by 16 participating members
- 642,000 active customer accounts
 - Residential - 90%
 - Non-residential - 10%
- Largest CCA in PG&E territory serving ~6400 GWh annual load
 - Residential - 42%
 - Non-residential - 58%
- Peak demand of 1280 MW



The City of Stockton joined in September 2022, and is expected to come online in 2024

About EBCE

East Bay Community Energy (EBCE) is committed to providing our customers with cleaner, greener electricity at lower rates.



Source
EBCE

buy and build cleaner
energy



Delivery
PG&E

deliver energy, repair lines,
handle billing



Customer
YOU

benefiting from cleaner energy,
local control

EBCE Ride Electric e-Bike Program Outline

- EBCE is seeking to provide a comprehensive e-Bike Program to increase adoption of zero-emission micromobility options that are safe, affordable and reduce motor vehicle trips across our service area.
- The e-Bike Program has two components, Respondents are not required to submit proposals for both Program areas, but EBCE prefers to have a single Program Administrator
 1. e-Bike Incentive Program: The e-Bike incentive it intended to increase adoption and ownership of electric bikes. 40% of incentives will be dedicated to low-income customers on CARE.
 2. e-Bike Lending Program: The lending program will stimulate e-Bike ownership beyond the financial limits of EBCEs ability to provide incentives. Residents will be able to check out e-Bikes, enabling resident to gain hands-on experience to determine if an e-Bike could meet the needs of their daily activities and ultimately purchase e-Bikes. The lending and incentive programs will be coordinated to maximize impact.

Program Funding and Duration

- **Program Funding**
- EBCE is allocating \$6M dollars to the Ride Electric Program
- \$4M for incentives
- \$2M for lending program

- **Program Duration**
- 3-year Program
- Expected start date, September 1, 2023

Program Requirements

- The e-Bike Program will be available to residents that are EBCE customers in Alameda County (sans the City of Alameda), and in the cities of Tracy and Stockton. All participants must be an EBCE customer (or reside in a home that takes service from EBCE).
- Selected Respondent(s) will also be required to notify EBCE of customer participation in the e-Bike Program in EBCEs customer CRM, Salesforce.
- Incentives will only be available for new e-Bike purchases
- Incentives must be point of sale
- Income qualified customers, defined by households on the CARE electricity rate, shall receive a minimum of 40% of all Incentive Program funding
- e-Bikes must have operable pedals with a motor less than or equal to 750 Watts
- Conversion kits, scooters and mopeds are not eligible
- e-Bikes provided via local and/or online retailers is allowed
- e-Bike deployment under both Program areas (Incentives and Lending) must begin no later than September 1, 2023
- All participants in EBCE's e-Bike Program (Incentive and/or Lending) must be at least 18 years old

Low Income Engagement

Low-Income engagement and participation is a priority of the Ride Electric Program

- Not all low-income customers live in Disadvantaged Communities or Low-Income Census tracts
- 40% of incentive funds will be dedicated to CARE customers
- EBCE knows the address of low-income customers in our Service Territory and will confirm eligibility for the selected implementation partner through our customer relationship management (CRM) tool that the selected implementation partner will have access to
- EBCE will work with the selected partner to develop and execute outreach campaigns in multiple languages for both the lending and incentive programs

Scoring Criteria

RFP Section	
Meets EBCE Eligibility Requirements	
	Serves EBCE Community Allocates resources to income qualified customers Viable Program launch plan by Sept 1, 2023
Applicant Qualifications and Experience	
	Team is experienced and capable of delivery Team has local capacity and relationships Team has experience deploying similar programs successfully
Proposed Budget	
	Budget is detailed and realistic Administrative costs are reasonable Incentive levels are reasonable Leverages additional external funding
Marketing and Outreach	
	Appropriately allocates outreach across all EBCE customers Partners with EBCE and local CBOs to reach all customer segments Provides EBCE transparency to program utilization metrics
Program Implementation Plan: Design and Procurement	
	Program design facilitates a smooth customer journey Strong procurement plan with local partners Program increases eBike awareness and adoption throughout EBCE territory Well documented plan for maintaining program over 3 year duration
Acceptance of EBCE Master Services Agreement	
	Proposer has no (or minimal) redlines of EBCE MSA

Timeline

Date/Time	Event
October 28, '22	EBCE Issues RFP
November 30, '22 2PM - REVISED	Respondent Webinar for RFP
December 7, '22 <i>no later than 5pm - REVISED</i>	Final deadline to submit questions
December 9, '22	EBCE posts Q&A document, inclusive of all questions received by Dec 1
January 6, '23 <i>No later than 5PM</i>	RFP Responses due
January 16-20, '23	EBCE interviews shortlisted project teams
January 17, '23	EBCE notifies selected vendors
February 15, '23	EBCE Board of Directors approves Selection

Thank You!



Questions? Give us a call:
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