

DATE: April 7, 2015

TO: Mayor and City Council

FROM: Director of Utilities and Environmental Services

SUBJECT: Designation of a City Representative and an Alternate for the Alameda County Community Choice Aggregation Steering Committee

RECOMMENDATION

That the City Council adopts the attached resolution appointing Council Member Mendall as the City's representative, and Council Member Jones as the City's alternate representative, to the Alameda County Community Choice Aggregation Steering Committee.

BACKGROUND

In June 2014, the Alameda County Board of Supervisors voted to study the feasibility of establishing a county-wide community choice aggregation (CCA) program. As noted on the County's website¹, "CCA is a program that enables local governments to aggregate electricity demand within their jurisdictions in order to procure electricity for its customers while maintaining the existing electricity provider, Pacific Gas & Electric Company, for customer billing, transmission, and distribution services." There are currently two CCAs operating in the Bay Area – Marin Clean Energy and Sonoma Clean Power, and, in addition to Alameda County, there are jurisdictions around the state that are looking into establishing CCAs, including San Mateo, Monterey, and Santa Cruz Counties.

There are many questions that the County is addressing and that need be answered before Council will be asked to consider participating in a CCA. Most importantly, would the CCA be able to provide electricity that is cleaner than PG&E's and would the rates be stable and competitive? The County's draft goals and objectives, available on the County's website², address competitive electricity rates, securing electricity from sources that generate fewer greenhouse gas emissions than that from PG&E, local high quality job generation, and projects and investments that utilize union employees. The County's feasibility study will address these and other issues and a steering committee is being formed to help guide the preparation of the study.

¹ <http://www.acgov.org/cda/planning/cca/index.htm>

² http://www.acgov.org/cda/planning/cca/documents/Attachments-CCA_Goals_and_Objectives-10-6-14.pdf

Council Sustainability Committee Action – On March 23, 2015³, the Council Sustainability Committee voted to recommend to the City Council that Council Member Mendall be designated as the City’s representative on the County’s steering committee. Staff did not ask the Committee to recommend an alternate.

DISCUSSION

As described in a March 12, 2015 memo to the Transportation and Planning Committee of the Alameda County Board of Supervisors (Attachment II), the steering committee will have twenty-six to thirty-three members, including two to three appointees selected by each of the five Supervisors as well as one representative from each of the County’s fourteen cities. The memo states that city representatives “would be selected by city officials and may or may not be city staff or councilmembers. Whoever is designated will, by proxy, be participating on behalf of their jurisdiction and should have decision-making authority.” On March 12, 2015, staff received a letter (Attachment III) from Scott Haggerty, President of the Alameda County Board of Supervisors, requesting that the City designate a representative and an alternate to the steering committee. In addition to the designated City representative, staff would also attend the meetings to stay informed, provide support to the attending City representative, and provide input to the committee when appropriate.

As stated earlier, Councilmember Mendall expressed an interest in serving as the City’s representative on the County CCA’s steering committee and the Council Sustainability Committee recommended that the Council appoint him to the steering committee. Staff is recommending that Councilmember Jones be appointed as the City’s alternate on the steering committee because of his role as the City’s representative on StopWaste and Energy Council and the role Energy Council has been playing in the initial discussions about the possible CCA. Councilmember Jones has confirmed his interest in serving as the alternate.

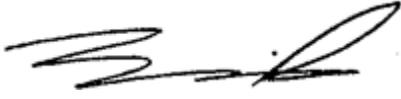
The first steering committee meeting will likely be in mid to late May and the committee will meet on a monthly or bi-monthly basis throughout the study of the possible CCA and if the County decides to establish a CCA, the committee would continue to meet during the formation process.

Prepared by: Erik Pearson, Environmental Services Manager

Recommended by: Alex Ameri, Director of Utilities and Environmental Services

³ See Item # 5 at <http://www.ci.hayward.ca.us/CITY-GOVERNMENT/COUNCIL-STANDING-COMMITTEES/COUNCIL-SUSTAINABILITY-COMMITTEE/2015/CSC-CCSC032315full.pdf>

Approved by:



Fran David, City Manager

Attachments:

- | | |
|----------------|--|
| Attachment I | Resolution |
| Attachment II | Memorandum to the Board of Supervisors, Transportation & Planning Committee dated March 12, 2015 |
| Attachment III | Letter from County dated March 12, 2015 |

HAYWARD CITY COUNCIL

RESOLUTION NO. 15-

Introduced by Council Member _____

RESOLUTION APPOINTING COUNCIL MEMBER MENDALL AS THE CITY OF HAYWARD REPRESENTATIVE TO THE ALAMEDA COUNTY COMMUNITY CHOICE AGGREGATION STEERING COMMITTEE

WHEREAS, the County of Alameda is forming a steering committee to help guide the preparation of a feasibility study regarding a possible county-wide community choice aggregation (CCA) program; and

WHEREAS, if the County decides to establish a CCA, the steering committee would continue to meet during the formation process of the CCA; and

WHEREAS, on March 23, 2015, the Council Sustainability Committee voted to recommend Council Member Mendall, the current chair of the Council Sustainability Committee, as the City’s representative on the County’s steering committee; and

WHEREAS, Council Member Jones is the City’s representative on the Alameda County Energy Council, which is a Joint Powers Agency formed in 2012 to develop and implement programs and policies that reduce energy demand, increase energy efficiency, and advance the use of clean, efficient and renewable resources . .

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Hayward that the Council hereby appoints Council Member Mendall as the City of Hayward representative to the Alameda County Community Choice Aggregation Steering Committee; and

BE IT FURTHER RESOLVED by the City Council of the City of Hayward that the Council hereby appoints Council Member Jones as the City of Hayward alternate to the Alameda County Community Choice Aggregation Steering Committee.

IN COUNCIL, HAYWARD, CALIFORNIA _____, 2015

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS:
MAYOR:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

ATTEST: _____
City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney of the City of Hayward



ALAMEDA COUNTY COMMUNITY DEVELOPMENT AGENCY

PLANNING DEPARTMENT

Chris Bazar
Agency Director

MEMORANDUM

To: Board of Supervisors, Transportation & Planning Committee

Albert Lopez
Planning Director

From: Chris Bazar, Director, Community Development Agency

224
West Winton Ave
Room 111

Re: Community Choice Aggregation: Proposed Steering Committee Composition and Public Participation Model

Hayward
California
94544

Date: March 12, 2015

phone
510.670.5400
fax
510.785.8793

The Board of Supervisors has directed the Community Development Agency (CDA) to determine if a Community Choice Aggregation (CCA) program is feasible for Alameda County. A CCA program would allow for competition in electricity generation services and accelerate investments in clean energy resources and local energy projects. Central to this initiative is the creation of a CCA Steering Committee that will advise the Board on key aspects of the program’s development and provide a forum through which key stakeholders and the public can express their views. This Memorandum outlines CDA recommendations on how to structure the committee and select its members. The memorandum also briefly discusses other items related to the CCA process.

www.acgov.org/cda

Steering Committee. At the last Transportation and Planning Committee (T&P) meeting on February 2, 2015, two separate committees were discussed – a technical committee and a citizen’s advisory committee, the latter providing a forum in which CCA advocates and other stakeholders could participate. Based on feedback from the T&P meeting, input from stakeholders, and CDA internal discussions, the general consensus is that a single steering committee with the composition outlined below would be the most productive, streamlined, and inclusive approach for all concerned.

The single CCA Steering Committee would consist of the following groups:

1. Two to three appointees from each of the five Supervisorial Districts. These appointees would represent both geographical diversity across the county and diversity in stakeholder interests and expertise (see more detail below).
2. One representative from each of the County’s 13 cities¹. These participants would be selected by city officials and may or may not be city staff or councilmembers. Whoever is designated will, by proxy, be participating on behalf of their jurisdiction and should have decision-making authority.
3. A small number of “at large” representatives (we would suggest three to five) that have either: (a) particular energy expertise (e.g., distributed generation/clean power technology); or (b) county-wide or regional interests, such as ABAG, BART, Lawrence Berkeley/Livermore Labs, UC Berkeley, etc. Staff recommends that these committee members be appointed by their respective organizations, and staff would report these appointments to the Board.

¹The City of Alameda would not be able to participate in a CCA program because it already has its own municipal utility. However, we recommend extending an invitation and giving them the option to participate on the Steering Committee.

Transportation and Planning Committee
 March 12, 2015
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This composition would mean the Committee would have a minimum of 26 and maximum of 33 members, (we feel it would be difficult for the body to be effective if it is larger than this). For Categories 1 and 3 described above, we are proposing a simple application process to fairly solicit and qualify interested participants. Attached is a sample application form, which would be posted on the CDA website, distributed through the County's CCA list serve, and also be made available to a wide array of stakeholders through traditional means.

Per the timeline below, once the application is released, applicants will have three weeks to respond. CDA will work with BOS offices to review and score applicants based on District representation, stakeholder group representation and relevant qualifications. A final slate of recommendations will be presented to the Board for final approval. As mentioned above, it will be important to have a diverse set of interests represented, including end users, labor unions, environmental organizations, civic and business groups, community organizations, social justice groups, etc. Given size limitations intrinsic to any committee of this type, there may be some interested parties who are not formally appointed; however, all meetings will be open to the public, and sub-committees may be formed as appropriate. The Committee will be subject to the Brown Act and will meet on a monthly or bi-monthly basis throughout the CCA formation process.

CDA will prepare all materials for the Committee meetings and will serve as committee staff. One of the first tasks of the Committee will be to finalize the scope of the CCA technical study, which will be required to size the CCA program and determine its overall feasibility. Staff proposes a Technical Consultant contract process slightly different from the normal contractual process – CDA staff has prepared a draft RFP which, when finalized, would contain the necessary basic information about scope of work and program objectives to inform prospective consultants of the job to be done; in the meantime, the Committee would be able to examine the scope of work and program objectives, and make recommendations to Staff and the Board to ensure broad community input. These recommendations, as appropriate, would then be presented to the prospective technical consultants as the final scope of work, hiring would occur, and the CCA feasibility analysis would then commence.

Once the analysis is completed, the Committee will provide preliminary review and make recommendations to the Board regarding next steps in the CCA formation process. Our current timeline has a potential CCA launch in early-2017, so we are planning to have the technical study completed by this fall for a determination about whether to proceed into Phase II.

Proposed Timeline: With regard to the CCA Steering Committee, CDA proposes the following timeline for the Board's consideration:

- Application form posted and sent: March 12, 2015
- Application Deadline: March 31, 2015
- CDA review and preliminary recommendations completed: April 20, 2015
- Board of Supervisors Approval: Week of May 5, 2015
- Notification to Steering Committee Participants: Week of May 5, 2015
- First Meeting of Steering Committee: Week of May 18 or May 25, 2015

Other Items Related to CCA.

- a. Website – The Alameda County CCA website is online and available for viewing. It includes a program and process description, a list of public meetings related to CCA along with pertinent documentation, and a page for Frequently Asked Questions (FAQ) that should answer most basic questions about CCA formation and function. The website may be found at the web address <http://www.acgov.org/cda/planning/cca/index.htm>.

- b. CCA Logo Survey – Also online is a CCA Logo Survey, to allow interested citizens to rank a set of six potential logos in order to help determine a favorite. The Survey is found at URL <http://www.acgov.org/cda/planning/cca/survey.htm>, and is also linked directly from the webpage. The Survey is tentatively set to continue through April 4, after which rankings will be tallied and announced.
- c. Request for Proposals (RFP) for Technical Consultant – the RFP for a technical consultant to prepare a feasibility study is nearly complete, and Staff intends to issue this RFP by April 1. Although the RFP is to be issued soon, the precise scope of work will be considered by the new Steering Committee, and its input reflected in the scope.
- d. Invitation Letter to Municipalities for Steering Committee Participation – Staff has drafted an Invitation Letter to the various municipalities in the County, requesting their participation in and appointment of members to the Steering Committee, which we are ready to distribute as soon as we receive direction from the T&P Committee to do so.

Attachment: Draft Steering Committee Application

cc: Susan Muranishi, CAO
Each Member, Board of Supervisors



BOARD OF SUPERVISORS

Rm?

SCOTT HAGGERTY
PRESIDENT
SUPERVISOR, FIRST DISTRICT

Date: March 12, 2015
To: Mayors and City Managers, all municipalities in Alameda County
From: Scott Haggerty, President, Alameda County Board of Supervisors
Subject: Community Choice Aggregation (CCA) Program, Steering Committee Formation; Invitation to Appoint Members

Dear Mayors and City Managers:

As you may recall, the Alameda County Board of Supervisors has directed the Community Development Agency (CDA) to determine if a Community Choice Aggregation (CCA) program is feasible for Alameda County. A CCA program would allow for competition in electricity generation services and accelerate investments in clean energy resources and local energy projects. Central to this initiative is the creation of a CCA Steering Committee that will advise the Board on key aspects of the program's development and provide a forum through which key stakeholders and the public can express their views. The Alameda County Board of Supervisors Transportation and Planning (T&P) Committee, at its March 12, 2015 meeting, directed County staff to assemble the Steering Committee to help guide the ongoing process of establishing a CCA program for Alameda County and any municipal jurisdictions within the County who wish to participate.

This letter to your Municipality is an invitation to appoint a member, plus an alternate, to the Committee, such that your jurisdiction may be formally represented on the Committee. The cities have already assisted the CCA process by allowing the County to request electrical load data, and designating Steering Committee membership is the next logical step in the CCA process.

The T&P Committee, based on feedback from earlier meetings, input from stakeholders, and CDA internal discussions, determined that a single steering committee with the composition outlined below would be the most productive, streamlined, and inclusive approach for all concerned. County CDA will prepare all materials for the Committee meetings and will serve as committee staff. The Committee would act in an advisory fashion to the County of Board of Supervisors. It is expected that the Committee would function for a period up to approximately two (2) years, until a possible Joint Powers Agency (JPA) takes over implementation of the CCA Program.

Some of the earliest tasks of the Committee will be to finalize the scope of the CCA technical study, which will be required to size the CCA program and determine its overall feasibility; and also to help refine the goals and objectives of the CCA program going forward for ultimate guidance to the JPA and CCA agency that would be formed to carry the program forward once it is established. As time passes, the Committee will undoubtedly discuss many other matters related to CCA formation.

The single CCA Steering Committee would consist of the following groups:

1. Two to three appointees from each of the five Supervisorial Districts. These appointees will represent both geographical diversity across the county and diversity in stakeholder interests and expertise (see more detail below).

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2.20.15

2. One representative from each of the County's 14 cities. These participants will be selected by city officials and may or may not be city staff or councilmembers. Whoever is designated will, by proxy, participate on behalf of their jurisdictions and should have decision-making authority. In addition, one representative from the County's unincorporated area, appointed by the Board.
3. A small number of "at large" representatives (three to five) that have either: (a) particular energy expertise (e.g., distributed generation/clean power technology); or (b) county-wide or regional interests (such as major public entities or organizations). Staff recommends that these committee members be appointed by their respective organizations.

This composition would mean the Committee would have a minimum of 26 and maximum of 33 members (we feel it would be difficult for the body to be effective if it is larger than this). For Category 1 described above, the County has adopted a simple application process to fairly solicit and qualify interested participants. For your information, attached is a sample application form for the County Application process, which will be posted on the CDA website, distributed through the County's CCA list serve, and also be made available to a wide array of stakeholders through traditional means.

As mentioned above, it will be important to have a diverse set of interests represented, including end users, labor unions, environmental organizations, civic and business groups, community organizations, social justice groups, etc. Given size limitations intrinsic to any committee of this type, there may be some interested parties who are not formally appointed; however, all meetings will be open to the public, and sub-committees may be formed as appropriate. The Committee will be subject to the Brown Act and will meet on a monthly or bi-monthly basis throughout the CCA formation process.

Proposed Timeline: The County has adopted the following rough timeline for creation of the Committee:

- Application form posted and sent: March 12, 2015
- Application Deadline: ~~March 7, 2015~~ ^{XXXX} *APRIL 7, 2015 per Liz McElligott 3/24*
- CDA review and preliminary recommendations completed: April 20, 2015
- Board of Supervisors Approval: Week of May 5, 2015
- Notification to Steering Committee Participants: Week of May 5, 2015
- First Meeting of Steering Committee: Week of May 18 or May 25, 2015

If an individual City cannot meet this schedule, the first meeting would still be held at the specified date; however, each City would be welcome to join as its appointments are made.

In conclusion, I request that you provide my office with a letter, on your City's letterhead and under your signature, indicating that your municipality wishes to participate in the Steering Committee and will select a representative to the CCA Steering Committee. There is, of course, no obligation on your part to reply to this letter or to participate in the Committee, but we feel that your participation would help the CCA process to be as comprehensive and inclusive as possible, and would result in the best possible committee process, and ultimately, a CCA program that works effectively for all interested municipalities.

Thank you for your consideration in this matter. If you have any questions or comments, please contact Mr. Bruce Jensen, Senior Planner with the County Community Development Agency, at (510) 670-6527 or at bruce.jensen@acgov.org.

Sincerely,



Scott Haggerty, President
Alameda County Board of Supervisors