



# Bay Area SunShares Program

Cara Bautista-Rao

Sustainability Coordinator & Housing Analyst, City of Walnut Creek

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# Program Overview

- Residential solar and electric vehicle group purchase program for homeowners
  - Administrator: Non-profit BC3
  - Savings on solar customer acquisition
- Competitively select solar installer
- Discounts from car dealerships
- Clean energy: 100% renewable electricity option



# Timeline

- **April/May:** Issue solar RFP, contact dealerships
- **Mid June:** RFP evaluation complete
- **June 19:** Outreach Partner Call
- **August 1 – November 15:** Open registration, ongoing outreach
- **December 31:** Deadline to sign contracts
- **Spring 2020:** Solar installations complete

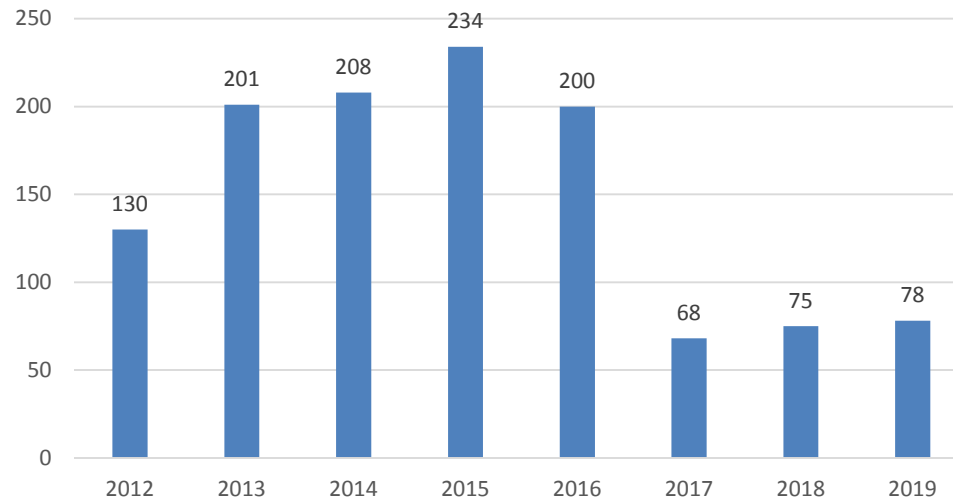
# Benefits for Jurisdictions

- For participating cities
  - No direct cost
  - Achieve City sustainability goals
  - Group purchase programs are a solar best practice (SolSmart program)
  - Assistance with outreach
  - No other rebates available & with Federal Tax Credit stepping down

# Walnut Creek

SunShares Year	# Installed	kW Installed	Interested in Solar	Interested in EV	Interested in MCE
2015	36	208			
2016	0	0			
2017	7	46.91	31	17	6
2018	11	64.34	37	19	6

**# Finaled permits for residential solar (SF DP)**



# Benefits for the Public

- To homeowners
  - Streamlined, simple process
  - Technical assistance & education
  - Competitive pricing
  - Federal Tax Credit
- To participating local employers
  - No-cost employee benefit /employee engagement
  - Contribute to business' own sustainability goals

# Role of Outreach Partners

- Decide if a Letter or Council approval is needed
- Sliding scale of involvement
  - 1 communication using City channels
  - Monthly communication using City channels
  - 1 month outreach blitz
  - Multiple communications per month
  - Reach out to local businesses to recruit
  - Host a workshop (minimum 10 RSVPs), needs multiple communications for success

# Outreach Partner Resources

- Outreach materials:
  - Sample blurbs, emails, social media
  - Logos
  - Provide TA to homeowners
  - Provides progress reports and program results
  - Will present at Workshops, set up Eventbrite RSVP, and coordinate attendance with Solar Contractors
  - Webinars
  - Can do 15-20 min introduction call



[www.BayAreaSunShares.org](http://www.BayAreaSunShares.org)

# www.BayAreaSunShares.org

Thank you to everyone who participated in bringing more clean energy and clean vehicles to the Bay Area!

1,300

People signed-up to participate in 2018 SunShares.

1,000

People signed up to learn about solar discounts.

700

People signed up to learn about ElectricVehicle discounts.

200

People signed up to learn about new renewable energy options for renters.

10

People purchased an Electric Vehicle.

188...and counting!

Homes made the switch to Solar.

924 kW

kWs of solar installed via 2018 Bay Area SunShares.

5.7 MW

MWs of solar installed via all Bay Area SunShares programs to date.

# Questions

Cara Bautista-Rao, City of Walnut Creek

[bautista-rao@walnut-creek.org](mailto:bautista-rao@walnut-creek.org)

(925) 943-5899 x 2216

BayAreaSunShares.org

Christina Armor

christina@bc3sfbay.org