

## Association of Bay Area Governments

### Executive Board

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May 19, 2022

Agenda Item 6.e.

#### Bay Area Regional Energy Network (BayREN)

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#### Subject:

Authorization to amend a Bay Area Regional Energy Network (BayREN) contract with BluePoint Planning LLC in an amount not to exceed \$50,000, for a total contracted amount of \$946,675, for services for BayREN communications through December 31, 2022

#### Background:

Since 2013, the Bay Area Regional Energy Network (BayREN) has implemented a portfolio of energy efficiency programs across the region. The Association of Bay Area Governments (ABAG) serves as the program administrator and lead agency for a 10-member unincorporated association of local government entities.

On May 31, 2018, the California Public Utilities Commission (CPUC) issued Decision 18-05-041<sup>1</sup> which, among other things, authorized funding for BayREN through 2025, allowed for modifications to the existing portfolio, and increased the portfolio's total and annualized budget.

ABAG has contracts with BayREN member agencies<sup>2</sup> and third-party consultants that were selected through a competitive process to assist in the implementation of the programs.

Since 2016, BluePoint Planning LLC has provided assistance with communications, branding, and overall strategy. Most recently, the organization assisted with the development of BayREN's 2025 Strategic Plan<sup>3</sup>, communications which promote decarbonization pathways within BayREN's residential programs, and information that emphasizes the public health co-benefits of energy efficiency. This request provides funding to develop targeted communications to various audiences regarding the release of BayREN's 2021 annual report, and to extend to the contract term with BluePoint an additional six months, from June to December 2022. Anticipated routine activities include collateral (newsletters, reports, and branding) development, serving as a liaison between BayREN's regional or programmatic leads and county representatives, and managing and/or staffing various events.

During late-2022, staff anticipate the hiring of a BayREN Communications Coordinator who will fulfill many of the same functions currently performed by BluePoint Planning.

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<sup>1</sup> <http://docs.cpuc.ca.gov/PublishedDocs/Published/G000/M215/K706/215706139.PDF>

<sup>2</sup> The budgets for each member agency are determined by the amount of activities the agencies select and if an agency is the lead for a particular program.

<sup>3</sup> <https://www.bayren.org/sites/default/files/2022-04/BayREN%20Strategic%20Plan%202025.pdf>

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**Issues:**

None

**Recommended Action:**

The Executive Board is requested to authorize the Executive Director of the Metropolitan Transportation Commission, or her designee, on behalf of the Association of Bay Area Governments and the Bay Area Regional Energy Network, to amend a Bay Area Regional Energy Network (BayREN) contract with BluePoint Planning LLC in an amount not to exceed \$50,000, for a total contracted amount of \$946,675, to provide services for BayREN communications and implementation through December 31, 2022.

**Attachments:**

Summary Approval – BluePoint Planning LLC

**Reviewed:**



Therese W. McMillan