

Association of Bay Area Governments

Executive Board

September 17, 2020

Agenda Item 6.b.

Bay Area Regional Energy Network (BayREN)

Subject: Authorization to amend a Bay Area Regional Energy Network (BayREN) contract with BluePoint Planning, LLC in an amount not to exceed \$175,000 for services for BayREN implementation through December 31, 2021

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 18-05-041¹ 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.

In October 2019, the CPUC removed BayREN's "pilot" designation, solidifying BayREN's status as a permanent Program Administrator. Subsequently, the CPUC also allowed PG&E and BayREN to begin negotiating contract terms independent of the CPUC. ABAG, on behalf of BayREN, and PG&E have entered into a funding agreement through 2022.

ABAG has contracts with BayREN third-party consultants. The third-party consultants were selected through a competitive process to assist in the implementation of the programs.

BluePoint Planning, LLC provides assistance with communications, website development, branding, and overall BayREN strategy. Most recently, efforts have revolved around program design modifications which encourage decarbonization options within BayREN's residential programs and emphasizing the public health co-benefits of energy efficiency. This request provides funding for increased regional marketing and outreach coordination to increase the consistency and effectiveness of BayREN's targeted communications to various audiences. These activities primarily include collateral (newsletters, reports, and branding) development, serving as a liaison between BayREN's regional or programmatic leads and county representatives, managing and staffing events, and coordinating strategy

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

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development for BayREN's Business Plan, expected to be filed in 2021.

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 enter into a contract amendment with BluePoint Planning, LLC in an amount not to exceed \$175,000, for a total contracted amount of \$696,675, to provide services for BayREN implementation through December 31, 2021.

Attachments: Summary Approval BluePoint Planning, LLC

Reviewed:


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