Letter from the Chairs

It is an exciting time for clean energy solutions – solar power is growing exponentially, electric vehicles are an increasing presence on our roads and innovative building strategies are making “net zero” a near-term reality. But speeding solution implementation demands unprecedented collaboration across sectors.

The BACC is the critical catalyst for that collaboration in our region delivering the largest EV fleet deployments in the country and enabling the conversion of tens of thousands of streetlights to LED just to name two key successes. These and other BACC initiatives are yielding real value – improving budgets, reducing pollution, accelerating innovative strategies. We are proud to share this report on the progress we are all making with the support of the BACC.

Gail Mohr, SVP Market Manager, Bank of America

Susan Kattchee, Assistant Director, City of Oakland

Impact Highlights

$34 million
in funding for clean energy projects attracted to the Bay Area for BACC projects

75,000 LED streetlight upgrades with BACC support

$2+ million and 5 million lbs. CO₂e over 10 years

100 million lbs. CO₂e reduced from BACC programs over 10 years

Deployment of nearly 150 EVs for Bay Area municipal fleets

Equivalent to taking 9,500 passenger vehicles off the roads for a year

80% of the Bay Area population represented through partnerships with local agencies
Vision

Our vision is to enable a healthy, safe and globally competitive Bay Area through collaborative action on climate change. Our coordinated efforts will be a model for regional action in California, the nation, and the world.

Approach

Rapidly scale the clean energy economy through market acceleration initiatives. Drive down the deployment cost of clean energy so economic benefits accelerate adoption.

Leverage cross-sector collaboration by creating strategic alignment. Build public-private partnerships to advance critical clean energy solutions that advance economic development and reduce carbon.

Demonstrate clean economic models and benefits through best practices and results.

“[The BACC] has brought together leaders from local and regional government, business and the nonprofit sector with a focus on delivering high-impact, market-oriented solutions to achieve our goals.”
—Mayors Ed Lee, Jean Quan and Chuck Reed

Summary of Initiatives

- EV Fleet Deployments
- Experience Electric
- Bay Area Charge Ahead Project
- Next Generation Streetlight Initiative
- Energize Schools
- Small & Medium Building Efficiency Toolkit
- EV Strategic Council
EV Fleet Deployments

Initiative
Accelerating EV adoption through innovative lease and grant programs with 140 vehicles deployed to local agency fleets. BACC provides technical assistance, works with OEMs to develop attractive packages, helps agencies secure resources and provides project management support. BACC also is a partner in the CEC funded Northern California Center for Alternative Transportation Fuels and Advanced Vehicle Technologies program or “NorthCAT” providing locations for alternative fuel demonstrations, education, training, and deployment at 3 centers located in Northern California.

Fleet Partners
Alameda County
Sonoma County
City of Campbell
City of Concord
City of Fremont
City of Los Gatos
City of Marin
City of Oakland
City of San Francisco
City of San Jose
City of Santa Rosa
Marin Municipal Water District
Metropolitan Transportation Commission
Sonoma County Water Agency
Transportation Authority of Marin

NorthCAT Partners
UC Berkeley Transportation Sustainability Research Center
Prospect Silicon Valley
Fuel Cell Partnership
Center for Transportation and the Environment
Bay Area Air Quality Management District
Lawrence Berkeley National Laboratory
Humboldt State University

Impact
Over 10 years:
- $2 million in fuel & maintenance savings
- 400,000 gallons of gasoline saved
- 5 million lbs of net CO2 reduction

Experience Electric

Initiative
EVs are quieter, quicker, and less expensive to operate. They are “the better ride”. To drive this message, BACC co-manages the regional campaign funded by the Metropolitan Transportation Commission that provides a direct experience of EVs through “ride and drive” events for likely adopters. The campaign concept originated with the EV Strategic Council and BACC has provided critical guidance on campaign design, messaging, structure and execution. Delivering over 6,500 test drives in 2014, implementation partners include the Center for Sustainable Energy, Plug In America and Charge Across Town.

Bay Area Charge Ahead Project

Initiative
The BACC partnered with ABM, ChargePoint, and the California EV Alliance on this CEC funded $1 million project to install over 150 EV charging ports at destination parking locations throughout the Bay Area. “BayCAP” provides EV charging for drivers who need or want to drive their EVs beyond the normal EV charging range thus encouraging more people to adopt EVs and use them for their daily needs.

Impact
Over 10 years:
- $6 million in fuel savings
- 1.6 million gallons of gasoline saved
- Over 40 million lbs in CO2 avoidance

Partners
City of Benicia
City of Berkeley
City of Campbell
City of Cupertino
City of Fremont
City of Hayward
City of Los Gatos
City of Menlo Park
City of Mountain View
City of Napa
City of Palo Alto
City of Petaluma
City of San Leandro
City of San Jose
City of Sunnyvale
City of Yountville
City of Palo Alto
City of Petaluma
City of San Leandro
City of St. Helena
City of Sunnyvale
City of Yountville
San Mateo County
Stanford

City of Menlo Park
City of Mountain View
City of Napa
City of Palo Alto
City of Petaluma
City of San Leandro
City of St. Helena
City of Sunnyvale
City of Yountville
San Mateo County
Stanford
Energize Schools

**Impact**

- Serving 340 schools, 140,000+ students
- $4+ million to enrolled districts by 2015
- Energy benchmarking in 9 districts

**Initiative**

Schools have a unique and time-limited opportunity to invest in energy efficiency and renewable energy due to the Proposition 39, which will provide an unprecedented $550 million annually for 5 years to K-12 school districts and community colleges. Energize Schools is a partnership of mission-driven non-profits, agencies and philanthropic partners aimed at providing a holistic energy efficiency, conservation, and energy education program for K-12 schools. The partnership supports school districts in maximizing the benefits of Proposition 39, and provides support beyond the reach of those resources.

Next Generation Streetlight Initiative

**Impact**

- Over 10 years:
  - Upgrade 200,000+ streetlights
  - $10 million annual savings
  - 150+ million lbs in CO2 avoidance

**Initiative**

Streetlight upgrades are one of the most accessible, high-impact savings opportunities available to local governments. The Bay Area Next Generation Streetlight Initiative is moving local governments in the region to accelerate LED streetlight conversions by providing leading edge education, resources and direct support. Since the program’s inception in 2012, over half of the 100+ municipalities in the region have participated in BACC streetlight programs with well over 70,000 fixtures upgraded or committed for upgrades in cities receiving BACC’s direct support.

**Partners**

- Strategic Energy Innovations
- PECI
- Ecology Action
- Pacific Gas and Electric
- The San Francisco Foundation
- Silicon Valley Community Foundation
- U.S. EPA
- California Lighting Technology Center at UC Davis
- Municipal Solid-State Streetlight Consortium
- Pacific Gas & Electric
- Bank of America
- Acuity Brands
- Cooper Lighting
- Cree
- Leetek
- Berkeley
- Campbell
- Gilroy
- Los Gatos
- Morgan Hill
- San Mateo
- Santa Clara
- Sunnyvale
Small and Medium Business Efficiency Toolkit

Initiative

California has set a goal for 50% of the commercial building stock to be net zero by 2030. Improving the energy efficiency and operation of the existing building stock will play a significant role in working towards this goal. The Small and Medium Building (SMB) Efficiency Toolkit and Community Demonstration is a $2 million CEC-funded program that will create a free, web-based toolkit to help small businesses identify optimal energy saving retrofits and operational improvements for SMBs. The toolkit will use building characteristics, climate zone, and energy use patterns to provide a whole building integrated analysis across all measures that could be done. It will also compare a building’s energy usage to similar benchmarked buildings—all while maintaining or improving indoor environmental quality as retrofits and operational changes are made.

Partners

![Logo]

Impact

Projected for the Bay Area over 10 years:
- $5.3 million in energy cost savings
- 38.2 GWh electricity savings
- 0.4 Mtherms of natural gas savings
- 36.7 million lbs of CO2e reduction

EV Strategic Council

Initiative

The Bay Area has aggressive goals for EV adoption—100,000 on the road by 2020. Achieving that goal will yield $120 million in annual economic benefit from reduced fuel costs. To ensure the region reaches that objective the EV Strategic Council was formed as the executive forum to advance game-changing EV initiatives and serve as the “voice” of the Bay Area on EV matters. The Council is setting direction for the Experience Electric campaign, regional planning and supporting local government EV readiness.

Impact

- Unprecedented cross-sector alignment
- Securing federal and state investment
- Advancing game-changing initiatives

Council Members

- Tom Bates, Mayor, City of Berkeley and Chair of Joint Policy Committee (Co-chair)
- Richard Lowenthal, Founder/CTO, Coulomb Technologies (Co-chair)
- Ezra Rapport, Executive Director Association of Bay Area Governments
- Jack Broadbent, Executive Officer Bay Area Air Quality Management District
- Rick Hutchinson, Executive Director City CarShare
- Richard Battersby, Executive Director East Bay Clean Cities Coalition
- Ryan Poppall, Partner Kleiner Perkins Caufield Byers
- Richard Stedman, Pollution Control Officer, Monterey Bay Unified Air Pollution Control District
- Steve Heminger, Executive Director Metropolitan Transportation Commission
- Jeannie Lam, EV Business Development Manager West Region, Nissan
- Terry O’Day, VP California Business Development, NRG Energy
- Jean Quan, Mayor, City of Oakland
- Steve Malnight, VP Customer Energy Solutions, PG&E
- Kirk Brown, Managing Director Plug In America
- Ed Lee, Mayor, City of San Francisco
- Chuck Reed, Mayor, City of San Jose
- Tilly Chang, Executive Director, San Francisco County Transportation Authority
- Suzanne Smith, Executive Director, Sonoma Country Transportation & Climate Authority
- Carl Guardino, President & CEO Silicon Valley Leadership Group
- Dianne Steinauhauser, Executive Director Transportation Authority of Marin
- Diarmuid O’Connell, VP Business Development, Tesla Motors
- Rafael Reyes, Executive Director Bay Area Climate Collaborative (Co-facilitator)
- Richard Schorske, Executive Director Electric Vehicle Communities Alliance (Co-facilitator)
Partners

Strategic Partners

Bank of America.

Business Partners

AEL American Electric Lighting
BRIDGELUX
ABM
Schneider Electric
GE Lighting Solutions

Sensity
LEOTEK

ENERGY SOLUTIONS

Silicon Valley Leadership Group

Nonprofits and Foundations

EDF
PCC Energy for Change
California’s Strategic Growth Council
CLTC

Rockefeller Brothers Fund
Ecology Action

EV Communities Alliance

Sustainable Silicon Valley

Prospect Silicon Valley

Linda & Douglas Goldman Fund

Sustainable Silicon Valley

Government Partners

Alameda County
Benicia
Berkeley
California Public Utilities Commission
Campbell
Concord
Cupertino
Fremont
Gilroy
Hayward

Los Altos Hills
Los Gatos
Marin
Marin Municipal Water District
Menlo Park
Morgan Hill
Mountain View
Napa
NOVA Workforce Development
Novato

Oakland
Palo Alto
Petaluma
Redwood City
San Francisco
San Jose
San Leandro
San Mateo
San Mateo County
Santa Clara
Santa Clara County
Santa Rosa
Saratoga
Sonoma
Sonoma County
Sonoma County Water Agency
St. Helena
Sunnyvale
Transportation Authority of Marin
Yountville

Steering Committee

Susan Kaltchee (Co-Chair)
Assistant Director
City of Oakland

Gail Mohr (Co-Chair)
Sr. Vice President, Market Manager
Bank of America

Mike Mielke (Executive Committee)
Vice President, Environmental Programs & Policy
Silicon Valley Leadership Group

Sapna Dixit
Community Energy Manager
Pacific Gas & Electric

Marianna Grossman
Executive Director
Sustainable Silicon Valley

Jeff Janssen
Sr. Policy Advisor, Office of the Mayor
City of San Jose

Rachel Massaro
Vice President
Joint Venture Silicon Valley

Demetra McBride
Director, Office of Sustainability
County of Santa Clara

Timothy Burroughs
Chief Resilience Officer
City of Berkeley

Robert Hayden
Clean Transportation Program Manager
City of San Francisco

Erik Pearson
Environmental Services Manager
City of Hayward

Dan Shoenholz
Deputy Director of Community Development, City of Fremont

Kevin Riley
Director of Planning and Inspection
City of Santa Clara

Peter Skala
Program Manager
CA Public Utilities Commission

Brett Walker
Director of California Climate Initiative
Environmental Defense Fund

Jim Eggemeyer
Director of Office of Sustainability
County of San Mateo

Collaborative Team

Rafael Reyes
Executive Director

Mike Harrigan
Sr. Program Manager

Rajiv Mathur
Program Manager

Diana Chou
Sr. Program Associate

Alison Erlenbach
Sr. Program Associate
Publications

**Bridge to the Clean Economy**

Low Carbon, High Impact Market Initiatives for the Bay Area

The Bridge to the Clean Economy: Low Carbon, High Impact Market Initiatives for the Bay Area, identifies near-term high impact, market-oriented initiatives for economic development and rapid emissions reductions. Developed with broad participation of clean energy and climate leaders across sectors, the Bridge to the Clean Economy is a strategic guide for concrete regional action in four key domains: electric vehicles, commercial efficiency, residential retrofits and distributed renewables.

www.BridgeToCleanEconomy.org

**Ready, Set, Charge California!**

A Guide to EV-Ready Communities

Ready, Set, Charge California! A Guide to EV-Ready Communities is the authoritative guide for local governments to become “EV-Ready.” Developed with leading utility, local government, NGO, and industry experts throughout the state, the guide provides critical guidance for local governments on issues ranging from charger siting, best practices in permitting, coordinating between the utility and automaker, signage and deployment.

www.ReadySetCharge.org

**Next Generation Streetlights**

LED and Bay Area Opportunity For Action

Next Generation Streetlights: LED and Bay Area Opportunity for Action brings together the latest information on LED streetlights including cost-benefit analysis, deployment strategies and technology details to support local governments in upgrading their streetlights. Through upgrades to LED technology local governments can secure significant cost reductions, lower energy usage by 50% or more and improve light quality.

www.baclimate.org

**Ready, Set, Charge Fleets!**

EV Fleet Deployment Strategies

Ready, Set, Charge Fleets! EV Fleet Deployment Strategies is a major resource for fleet managers and decision-makers to understand how to incorporate electric vehicles into light-duty fleets and gain the benefits of reduced cost and more. Developed with guidance from leading fleet managers managing hundreds of plug-in vehicles, this guide covers benefits, key considerations and best-practices for successful electrification.

Forthcoming

2013 Financials

- **Government & Other**
  - $158,767

- **Business Partners & Sponsors**
  - $125,724

- **Foundations**
  - $40,000

- **Fundraising**
  - $50,182

- **Management**
  - $26,069

- **LED Streetlights & Efficiency**
  - $63,331

- **Other Programs**
  - $29,838

- **Schools**
  - $30,695

- **Electric Vehicles**
  - $149,823