

City of Brisbane Staff Report

To: City Council via City Manager
From: Deputy Director of Public Works Karen Kinser
Via: Randy Breault, Director of Public Works/City Engineer and City Manager
Subject: San Mateo County Energy Watch Challenge
Date: May 21, 2015

City Council Goals:

The recommended action is consistent with the community's value of being environmentally progressive.

Purpose:

To take steps towards assisting small, local businesses in becoming more energy efficient. Energy efficient businesses will help lower Greenhouse gas emissions and support the goals of the City's in the works Environmental Action Plan.

Recommendation:

Select a member of the Council to be the spokesperson for this program.

Background:

San Mateo County Energy Watch, a C/CAG program providing energy efficiency services, has developed an outreach program for small businesses. The "Challenge" is to sign-up at least 250 small businesses in the county for an energy assessment. San Mateo County, in partnership with Ecology Action and PG&E, will offer energy assessments, assistance with rebate applications, contact with qualified contractors, and final inspection of the completed upgrade installations. Brisbane's participation in the program will be highlighted on the San Mateo County Energy Watch website. The proposed timeline for the program is through the end of June.

Fiscal Impact:

There is no cost to the city other than staff time to perform outreach to businesses, including letters and announcements on the City's website and social media sites, sign board, cable TV channel, and Chamber and City newsletters.

Measure of Success:

Local businesses with energy efficiency upgrade needs obtain the proposed assistance in the process and receive applicable rebates through participating in this program. Local business will reduce energy use, effectively lowering the greenhouse gas emissions of Brisbane.

Attachments: Letter from C/CAG regarding San Mateo County Energy Watch Challenge



Deputy Director of Public Works



Director of Public Works/City Engineer



City Manager

C/CAG

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April 6, 2015

Dear Elected Officials,

The San Mateo County Energy Watch (a C/CAG program to provide energy efficiency services) has developed an outreach campaign for small businesses. To increase public awareness of the SMC Energy Watch turnkey program for small businesses, the Energy Watch is inviting elected officials to participate in a countywide cooperative challenge. The goal is to get 250 small businesses to sign up for a no-cost energy survey from SMC Energy Watch in May and June 2015.

Benefits to Small Businesses

Businesses that sign up for an energy survey can receive a customized energy assessment and a formal proposal from SMC Energy Watch highlighting their opportunities for energy savings (lighting and refrigeration only). The proposal will recommend energy efficiency measures, calculate the PG&E rebates, and estimate annual energy and cost savings. If a business chooses to move forward, SMC Energy Watch will handle the installation of new equipment and process the rebate. Rebates typically cover 30-100% of the project cost; the customer only pays the remainder. Many businesses in San Mateo County have already participated in this program with great results. You can watch short testimonial videos from local businesses and an informational video on how the program works on www.smenergywatch.com.

Benefits to Cities

When businesses save on their energy bill, it increases their bottom line, increasing the economic health of the city. In addition, when businesses save energy, it reduces the city's greenhouse gas emissions, helping the city meet its climate action goals.

How Elected Officials Can Participate in the Challenge

Your participation is easy, flexible, and not time consuming. To bring awareness to the Challenge and the SMC Energy Watch no-cost energy assessments for small businesses, you could:

- Announce the Challenge at Council or Chamber meetings
- Send a letter to businesses
- Post information on the city's website and email newsletters

If you are available, you can participate in a kick-off event that will be promoted in the press and on social media. You could also join volunteers canvassing in business districts. Timing for these public events would be organized around your schedule and coordinated by SMC Energy Watch and your city staff.

Next Steps

We hope you can join us for this first-of-its kind challenge in San Mateo County. If you're interested in learning more, please contact your city's sustainability staff or Susan Wright (swright@smcgov.org, 650-599-1403) or Eddie Ashley (eahshley@smcgov.org, 650-599-1480) as soon as possible.

Best regards,


Sandy Wong
Executive Director

cc: City Managers