

AGENDA ITEM NO.	IA
COUNCIL MEETING:	12/8/2011
APPROVED BY	_____
DEPARTMENT DIRECTOR	_____
CITY MANAGER	<i>Mark Scott</i>

December 8, 2011

FROM: MARK SCOTT, Interim Director
Development and Resource Management Department

THROUGH: KEITH BERGTHOLD, Assistant Director
Development and Resource Management Department

BY: JOSEPH W. OLDHAM, Sustainability Manager *Joe Oldham*
Sustainable Fresno Division, Development and Resource Management Department

SUBJECT: DOCUMENTS PERTAINING TO ADDITION OF A RESIDENTIAL ENERGY EFFICIENCY MARKETING INITIATIVE TO EXISTING LOCAL GOVERNMENT PARTNERSHIP PROGRAM AGREEMENT WITH PG&E.

- 1. ADOPT THE 42nd AMENDMENT TO THE ANNUAL APPROPRIATION RESOLUTION NO. 2011-133 APPROPRIATING \$37,000 OF FUNDING FROM PG&E FOR IMPLEMENTATION OF RESIDENTIAL ENERGY EFFICIENCY MARKETING INITIATIVE IN THE FRESNO AREA AND AUTHORIZE THE INTERIM DIRECTOR OF THE DEVELOPMENT AND RESOURCE MANAGEMENT DEPARTMENT TO SIGN CONTRACT WORK AUTHORIZATION NO. 2500569221 FOR A RESIDENTIAL ENERGY EFFICIENCY MARKETING INITIATIVE PURSUANT TO EXISTING MASTER SERVICE AGREEMENT NO. 4400004295 BETWEEN THE CITY OF FRESNO AND PG&E FOR THE LOCAL GOVERNMENT PARTNERSHIP PROGRAM**

RECOMMENDATIONS

Staff recommends that the City Council adopt the 42nd Amendment to the Annual Appropriations Resolution No. 2011-133 appropriating \$37,000 of funding from PG&E for implementation of a residential energy efficiency marketing initiative in the Fresno area and authorize the Interim Director of the Development and Resource Management Department to sign Contract Work Authorization No. 2500569221 for a Residential Energy Efficiency Initiative pursuant to existing Master Service Agreement No. 4400004295 between the City of Fresno and PG&E for the Local Government Partnership Program, subject to City Attorney approval to form.

EXECUTIVE SUMMARY

On January 14, 2010, the City Council authorized the Director of the Development and Resource Management Department to enter into a service provider agreement with PG&E to administer the Local Government Partnership program within the City of Fresno using funding from the California Public Utilities Commission (CPUC). Activities related to the 2008 Strategic Plan and energy efficiency goals of the CPUC are funded under the agreement. The Sustainable Fresno Division of the Development and Resource Management Department administers the Local Government Partnership program in Fresno, also known as Fresno Energy Watch, through Master Service Agreement No. 4400004295.

The Sustainable Fresno Division also administers and implements the Fresno Regional Comprehensive Residential Retrofit (FRCRR) program serving Fresno, Tulare, Kings, and Kern Counties funded by the

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California Energy Commission. PG&E has been an on-going partner and supporter for this effort and now is able to offer the City of Fresno up to \$37,000 in funding for a residential energy efficiency marketing campaign through Contract Work Authorization No. 2500569221 to further encourage homeowner participation in the FRCRR program. Funding will be used to market residential energy efficiency in collaboration with Fresno Energy Watch programs focused on small businesses.

Staff recommends that the City Council adopt the 42nd Amendment to the Annual Appropriations Resolution No. 2011-133 appropriating \$37,000 of funding from PG&E for implementation of a residential energy efficiency marketing initiative in the Fresno area and authorize the Interim Director of the Development and Resource Management Department to sign Contract Work Authorization No. 2500569221 for a Residential Energy Efficiency Initiative pursuant to existing Master Service Agreement No. 4400004295 between the City of Fresno and PG&E for the Local Government Partnership Program.

BACKGROUND

On January 14, 2010, the City Council authorized the Director of the Development and Resource Management Department to enter into a service provider agreement with PG&E to administer the Local Government Partnership program within the City of Fresno using funding from the California Public Utilities Commission (CPUC). Activities related to the 2008 Strategic Plan and energy efficiency goals of the CPUC are funded under the agreement. The Sustainable Fresno Division of the Development and Resource Management Department administers the Local Government Partnership program in Fresno, also known as Fresno Energy Watch, through Master Service Agreement No. 4400004295.

The Sustainable Fresno Division also administers and implements the Fresno Regional Comprehensive Residential Retrofit (FRCRR) program serving Fresno, Tulare, Kings, and Kern Counties funded by the California Energy Commission. PG&E has been an on-going partner and supporter for this effort and now is able to offer the City of Fresno up to \$37,000 in funding for a residential energy efficiency marketing campaign through Contract Work Authorization No. 2500569221 to further encourage participation in the FRCRR program. Funding will be used to market residential energy efficiency in collaboration with Fresno Energy Watch programs that focus on small businesses. The plan is to offer small business owners and employees information and services that will help them lower energy costs at work and home. One of the efforts planned for the funding is to do a small to medium business "saturation" campaign in two communities in the Fresno area with a goal of getting participation by at least 80% of the businesses in both residential and commercial energy efficiency program services. A marketing plan will be developed and results from the saturation campaign will be used to assess the opportunities for cross-sector, community-scale focused outreach in other cities and counties within PG&E service territory. Another project that will receive funding is a combination Residential and Small Business booth at the spring Fresno Home and Garden Show that will carry the same message as the "saturation" campaign about the value of energy efficiency both at home and work. All projects using this funding must be completed prior to December 31, 2012.

FISCAL IMPACT

All costs associated with the project will be paid for with funding from PG&E under Contract Work Authorization No. 2500569221 for a residential energy efficiency marketing initiative pursuant to existing Master Service Agreement No. 4400004295 between the City of Fresno and PG&E for the Local Government Partnership Program. There is no impact to the General Fund from this project.

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ATTACHMENTS

42nd Amendment to the Annual Appropriations Resolution 2011-133

RESOLUTION NO. _____

A RESOLUTION OF THE COUNCIL OF THE CITY OF FRESNO
ADOPTING THE 42nd AMENDMENT TO THE ANNUAL APPROPRIATION
RESOLUTION NO. 2011-133 APPROPRIATING \$37,000 FROM PG&E
FOR IMPLEMENTATION OF THE RESIDENTIAL ENERGY EFFICIENCY
MARKETING INITIATIVE IN THE FRESNO AREA

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF FRESNO:

THAT PART III of the Annual Appropriation Resolution No. 2011-133 be and is hereby amended
as follows:

	<u>Increase/(Decrease)</u>
TO: DEVELOPMENT AND RESOURCE MANAGEMENT DEPARTMENT Planning & Dev Grant Programs	\$ 37,000

THAT account titles and numbers requiring adjustment by this Resolution are as follows:

Planning & Dev Grant Programs

Revenues:

Account: **39015** Miscellaneous--Other Revenue \$ 37,000
Fund: **20532**
Org Unit: **400801**

Total Revenues \$ 37,000

Appropriations:

Account: **53302** Prof Svcs/Consulting - Outside \$ 37,000
Fund: **20532**
Org Unit: **400801**

Total Appropriations \$ 37,000

THAT the purpose is to appropriate \$37,000 from PG&E for implementation of the Residential Energy Efficiency Marketing Initiative in the Fresno area.

CLERK'S CERTIFICATION

STATE OF CALIFORNIA }
COUNTY OF FRESNO } ss.
CITY OF FRESNO }

I, REBECCA E. KLISCH, City Clerk of the City of Fresno, certify that the foregoing Resolution was adopted by the Council of the City of Fresno, California, at a regular meeting thereof, held on the _____ Day of _____, 2011

AYES:
NOES:
ABSENT:
ABSTAIN:

Mayor Approval: _____, 2011
Mayor Approval/No Return: _____, 2011
Mayor Veto: _____, 2011
Council Override Veto: _____, 2011

REBECCA E. KLISCH
City Clerk
