



Office of the City Manager

September 23, 2024

To: Honorable Mayor and Members of the City Council

From: Paul Buddenhagen, City Manager

Re: Fall Sustainability Programs: SunShares Solar + Storage Discounts and Ride Electric at the Harvest Festival

The Planning and Development Department's Office of Energy and Sustainable Development (OESD) is promoting various sustainability programs and asks City Council to help spread the word.

Homeowners who want to install solar power and storage systems can take advantage of [Bay Area SunShares](#), the annual, limited-time group purchase program that offers pre-negotiated pricing from vetted installers for rooftop solar and battery backup. SunShares providers also offer battery storage installations on pre-existing solar systems. Administered since 2016 by the non-profit Business Council on Climate Change, Bay Area SunShares is open through November 15, 2024, to any Bay Area resident. This year, SunShares offers [monthly webinars](#) on September 24, October 16, and November 7.

OESD has helped promote the SunShares program for over a decade to simplify the research process for residents. The federal tax credit was renewed with the passage of the Inflation Reduction Act, so participants may get an additional 30% back. Battery storage has become especially critical as we experience more power disruptions during longer wildfire seasons and more frequent extreme heat events. Both solar and battery storage support the City's climate and resilience goals.

On Saturday, October 19, OESD will host the [7th Annual Ride Electric](#) in conjunction with the City Harvest Festival at Cedar Rose Park. This year's Ride Electric event will include a showcase of municipal fleet electric vehicles (EVs), and electric bike and scooter test rides through our local ride share programs and local retailers. Residents can also talk with local EV and eBike owners. Councilmembers who ride eBikes are welcome to attend and showcase their eBikes to the community. There will be information on incentives and rebates, including thousands of dollars in grants and loans available to income-qualified residents, and discounted shared bike and electric scooter programs. The Ecology Center will co-host the event.

Please share information about *Ride Electric* and SunShares with the community. Attached are images and text to facilitate communication with your constituents.

cc: LaTanya Bellow, Interim City Manager
Anne Cardwell, Deputy City Manager
Jenny Wong, City Auditor
Farimah Brown, City Attorney
Mark Numainville, City Clerk
Matthai Chakko, Assistant to the City Manager
Jordan Klein, Director, Planning and Development Department

Attachment 1: SunShares and Ride Electric images to share



[Bay Area SunShares](#), a group purchase program open to any Bay Area resident, offers discounted rooftop solar and battery storage options with pre-negotiated pricing for new or existing solar systems.

Residents must [sign up](#) by **November 15** to receive apples-to-apples no-cost bids from either of two, pre-vetted solar companies.

Prepare for power shutoffs and stack the limited-time SunShares discount with a 30% Federal Solar Tax credit for significant savings.

Learn more at an [upcoming webinar](#) on September 24, October 16, or November 7

Additional Images:



Limited time discounts on home solar + storage

[BAYAREASUNSHARES.COM](#)



Limited time discounts on solar + battery storage.
Switch to clean energy today!





[7th Annual Ride Electric at the Harvest Festival](#)

Saturday, October 19, 11am – 4pm

Cedar Rose Basketball Courts, 20 Virginia Gardens

Join us on the Cedar Rose Park basketball courts. Have some fun and take a test ride on a e-bike or e-scooter!

- Test ride electric bikes and scooters, including [seated scooters](#) (must be 18+ years)
- See city fleet electric vehicles and talk to local EV owners
- Learn about credits, rebates, grants and loans
- Sign up for income qualified discount mobility options through [Veo Access](#) and [Lime Access](#) for electric scooters, and [Bay Wheels Bikeshare for All](#) for classic and electric bikes
- Enjoy family friendly crafts, games, food, live music and more at the [City's Harvest Festival](#)

Street parking is limited; please consider taking BART (North Berkeley) or AC Transit (#52). Bike parking available.

This event does not offer ADA vehicles. For more information about accessible e-scooters, please visit [Veo](#) and [Lime Assist](#).

Interested in volunteering at Ride Electric? Please email electric@berkeleyca.gov.

Additional Images:

