



City of Palo Alto

City Council Staff Report

(ID # 11412)

Report Type: Consent Calendar

Meeting Date: 6/22/2020

Council Priority: Climate/Sustainability and Climate Action Plan

Summary Title: Community Engagement Block Program Contract Amendment

Title: Approval of Amendment Number 1 to Contract Number C18170224 With Global Action for the Earth (the Empowerment Institute) for \$45,000 for an Extension of the Community Engagement Block Program (Cool Block) and a New Electrification Initiative With the Cool Blocks and Extension of the Term to December 2021

From: City Manager

Lead Department: City Manager

Recommendation

Staff recommends that the City Council authorize the City Manager or his designee to approve Amendment No. 1 (Attachment A) to Contract No. C18170224 with Global Action for the Earth (the Empowerment Institute) for \$45,000 for an extension of the Community Engagement Block Program (Cool Block) and a new Electrification Pilot Program with the Cool Blocks for a total not-to-exceed amount of \$70,000 in direct costs and extension of the term to December 31, 2021.

Background

Contract No. [C18170224](#) was approved by the City Council in September 2018 (CMR #[9502](#)) for the expansion of the Cool Block Program in Palo Alto through the Beta 2 Pilot Program. This pilot program was the City's first financial contribution to the Cool Block program, which was previously piloted in Palo Alto as a partnership with the City. The Beta 2 Pilot Program expanded the number of Cool Blocks in Palo Alto and provided good insight into useful program improvements.

This item is delayed coming to City Council because of competing priorities, though staff has been working with the Cool Block partners to determine the details for this contract amendment and design for the proposed electrification initiative. Because of financial concerns as a result of the COVID-19 response and impact to upcoming budgets, staff returned to the Empowerment Institute to successfully request a reduction in pricing along with some potential reduction in scope of the project.

Discussion

Like the original contract, the City is working in partnership with the Empowerment Institute and sharing the costs and time commitments to the program. The original contract as well as this contract amendment represent the City's share of the costs related to the Cool Block program. The City plans to continue to utilize an existing staff member to implement the program. The additional \$22,000 for the program is to cover the management fee from the Empowerment Institute for the program. In the existing contract agreement, this has included use of the Cool Block platform, training and consulting on the community engagement and citizen empowerment strategies and tools, project management, and administrative costs.

In the original contract, the Empowerment Institute intended to work with the Lawrence Berkeley National Laboratory for the development of a Palo Alto-specific cost/benefit study regarding Cool Block's demand management benefits on the City's infrastructure, service delivery and other factors. However, due to escalating costs, the Empowerment Institute was unable to conduct this study with the Lawrence Berkeley National Laboratory. Instead, staff worked with the Empowerment Institute to produce additional professional videos (another part of the scope of work) to enhance the training materials for block leaders and other members participating in the program. The following links provide access to each of the videos:

- Pay it Forward v4: <https://vimeo.com/344253880/f25eced73b>
- Neighbors Helping Neighbors v4: <https://vimeo.com/344254405/4898cdd234>
- Enter the Data: <https://vimeo.com/324724653/33c3b60264>

Metrics for Beta 2 Pilot Program

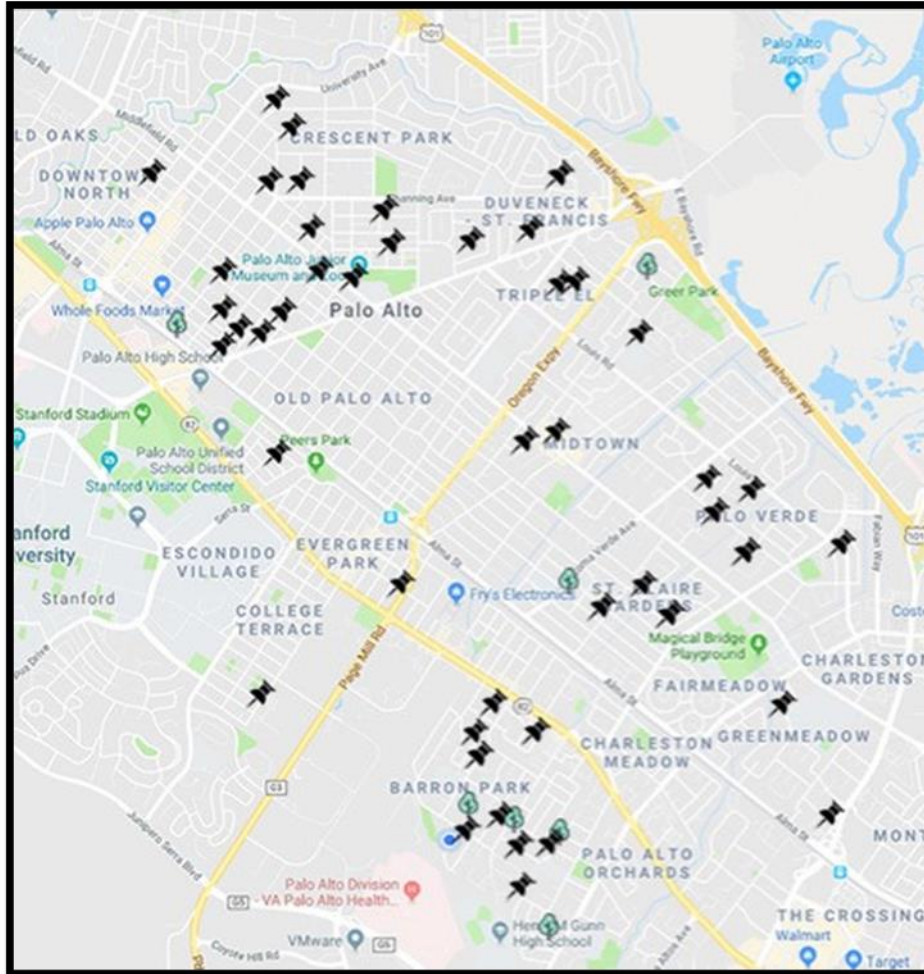
As mentioned in the original contract staff report for the Beta 2 Pilot Program, the Beta 2 Pilot Program will follow up with metrics related to the participants in this phase of the program. These metrics are also included in the proposed contract amendment for the new blocks. A summary of the metric results of the Beta 2 Pilot Program as of January 2020 is as follows:

- Number of Block Teams: 26 blocks
- Number of Households Registered in the Program: 195 households
- Number of Households Reporting: 133 households
- Number of Households Reporting Pre/post Results Carbon Footprint: 81 households
- Average Participating Household Carbon Reduction: 36 Percent
- Number of Pounds of Carbon Reduced: 1,458,664
- Average Number of Actions Taken per Household: 23
- Total Number Actions Taken: 3061
- Number of Actions Pending: 1841

The metrics summarized above show that the Cool Block program is helping the City to progress toward carbon reduction goals and to increase the connectedness of individual blocks. The map of the participating Cool Blocks is shown in the map below. This map includes all the Cool Blocks

from each of the pilots (not just the Beta 2 Pilot Program). The map shows that there is participation in many different parts of the community.

Map of Existing Cool Blocks (not just Beta 2 Pilot):



Electrification Initiative

To support the City’s goals for the S/CAP and electrification, the Cool Block program provides a neighborhood-level opportunity to explore electrification for existing homes/structures. This complements with the recently adopted efforts to pursue electrification for new construction projects.

The Electrification Initiative would:

- Raise understanding of the importance of electrification in Palo Alto due to financial costs, safety and health issues with natural gas and City gas infrastructure, as well as the California and Palo Alto 2030 climate goals.
- Leverage the existing block leadership and infrastructure of the Cool Block program to engage neighbors on the electrification initiative, identify effective messaging options

and top barriers to adoption, test program options, and track results related to existing structures.

- Expand existing Cool Block blocks to incorporate neighbors who were not on a Cool Block Team using a program that requires high participation rates.
- Focus new Cool Blocks on electrification planning and readiness as critical deliverables from carbon reduction section.

Resource Impact

The extension of the Cool Block program (\$22,000) is recommended to be supported by the General Fund via the City Manager's Contingency using funds from FY 2021. FY 2021 funding is subject to City Council approval of the FY 2021 Operating Budget. The new Electrification Initiative (\$18,000) and any additional services (up to \$5,000) is recommended to be supported by the Electric Enterprise Fund Public Benefit Reserve using funds from FY 2020 that have already been encumbered. In addition to these direct costs, the City will also assign an existing staff member as in-kind staff program support.

The in-kind department support will be absorbed with existing resources. The Empowerment Institute will contribute up to \$50,000 in the program on top of the City's contributions. The Empowerment Institute's in-kind contribution includes administration, staff time, and web development and customization work, and the amount of the contribution will depend upon the amount of work needed to accomplish the tasks.

Stakeholder Engagement

As one of the key tasks within the Electrification Initiative, the Empowerment Institute will conduct focus group meetings with past Cool Block participants to identify adoption barriers and develop effective messaging options for electrification. The focus groups will also provide feedback on various electrification pilot ideas.

Environmental Review

This contract is exempt from the California Environmental Quality Act (CEQA) under section 15061(b)(3) of the CEQA Guidelines. (See Cal Code Reg., Title 14, Chapter 3, § 15061(b)(3)).

Attachments:

- Attachment A: Amendment No. 1 to Contract C18170224 Global Action Plan for Earth

**AMENDMENT NO. 1 TO CONTRACT NO. C18170224
BETWEEN THE CITY OF PALO ALTO AND
GLOBAL ACTION PLAN FOR EARTH, INC.**

This Amendment No. 1 (this "Amendment") to Contract No. C18170224 (the "Contract" as defined below) is entered into as of June 22, 2020, by and between the CITY OF PALO ALTO, a California chartered municipal corporation ("CITY"), and GLOBAL ACTION PLAN FOR EARTH, INC. dba "the Empowerment Institute", a New York corporation, located at 1649 State Route 28A, West Hurley, New York 12491 ("CONSULTANT"). CITY and CONSULTANT are referred to collectively as the "Parties" in this Amendment.

RECITALS

- A. The Contract (as defined below) was entered into by and between the Parties hereto for the provision of services to develop a community engagement block program, as detailed therein.
- B. The Parties now wish to amend the Contract in order to extend the term and increase compensation by \$45,000.00 from \$25,000.00 to \$70,000.00.

NOW, THEREFORE, in consideration of the covenants, terms, conditions, and provisions of this Amendment, the Parties agree:

SECTION 1. Definitions. The following definitions shall apply to this Amendment:

- a. **Contract.** The term "Contract" shall mean Contract No. C18170224 between CONSULTANT and CITY, dated September 3, 2018.
- b. **Other Terms.** Capitalized terms used and not defined in this Amendment shall have the meanings assigned to such terms in the Contract.

SECTION 2. Section 2. TERM of the Contract is hereby amended to read as follows:

"SECTION 2. TERM. The term of this Agreement shall be from the date of its full execution through December 31, 2021 unless terminated earlier pursuant to Section 19 of this Agreement."

SECTION 3. Section 4. NOT TO EXCEED COMPENSATION of the Contract is hereby amended to read as follows:

"SECTION 4. NOT TO EXCEED COMPENSATION. The compensation to be paid to CONSULTANT for performance of the Services described in Exhibit "A" ("Basic Services"), and

reimbursable expenses, shall not exceed Sixty-Five Thousand Dollars (\$65,000.00). CONSULTANT agrees to complete all Basic Services, including reimbursable expenses, within this amount. In the event Additional Services are authorized, the total compensation for Basic Services, Additional Services and reimbursable expenses shall not exceed Seventy Thousand Dollars (\$70,000.00). The applicable rates and schedule of payment are set out at Exhibit "C-1", entitled "SCHEDULE OF RATES," which is attached to and made a part of this Agreement. Any work performed or expenses incurred for which payment would result in a total exceeding the maximum amount of compensation set forth herein shall be at no cost to the CITY.

Additional Services, if any, shall be authorized in accordance with and subject to the provisions of Exhibit "C". CONSULTANT shall not receive any compensation for Additional Services performed without the prior written authorization of CITY. Additional Services shall mean any work that is determined by CITY to be necessary for the proper completion of the Project, but which is not included within the Scope of Services described at Exhibit "A".

SECTION 4. The following exhibit(s) to the Contract is/are hereby amended or added, as indicated below, to read as set forth in the attachment(s) to this Amendment, which is/are hereby incorporated in full into this Amendment and into the Contract by this reference:

- a. Exhibit "A" entitled "SCOPE OF SERVICES", AMENDED, REPLACES PREVIOUS.
- b. Exhibit "B" entitled "SCHEDULE OF PERFORMANCE", AMENDED, REPLACES PREVIOUS.
- c. Exhibit "C" entitled "COMPENSATION", AMENDED, REPLACES PREVIOUS.

SECTION 5. Legal Effect. Except as modified by this Amendment, all other provisions of the Contract, including any exhibits thereto, shall remain in full force and effect.

SECTION 6. Incorporation of Recitals. The recitals set forth above are terms of this Amendment and are fully incorporated herein by this reference.

(SIGNATURE BLOCK FOLLOWS ON THE NEXT PAGE.)

SIGNATURES OF THE PARTIES

IN WITNESS WHEREOF, the Parties have by their duly authorized representatives executed this Amendment effective as of the date first above written.

CITY OF PALO ALTO

**GLOBAL ACTION PLAN FOR EARTH,
INC.**

Purchasing Manager

DocuSigned by:
David Gershon
9CCF50647C14F5
Name: David Gershon
Title: CEO

APPROVED AS TO FORM:

City Attorney or designee

Attachments:

- EXHIBIT "A": SCOPE OF SERVICES, AMENDED
- EXHIBIT "B": SCHEDULE OF PERFORMANCE, AMENDED
- EXHIBIT "C": COMPENSATION, AMENDED

EXHIBIT “A” SCOPE OF SERVICES

Overall Program Goal:

The CONSULTANT agrees to advance, in partnership with the CITY, a community engagement block program (Program) that builds social capital (defined here as a network of quality, supportive relationships among people who live on the same block). Through this partnership agreement CITY plans to progress a comprehensive Program that connects several CITY priority interests for building and strengthening community.

The CONSULTANT will help to target and engage groups of citizens that live together on a block or in another defined area of approximately 25 adjacently connected households. This program will be called the “Beta 2 Pilot Program.” The community engagement goals of this strategic partnership between CITY and the CONSULTANT include:

1. Increased residential participation in the CITY’S Sustainability Implementation Plan and Utilities Strategic Plan to reduce the city’s carbon footprint with an emphasis on Electric Vehicle (EV) uptake, building efficiency and electrification.
2. Increased residential participation in the CITY’S Emergency Preparedness Plan to increase household and block disaster resiliency and recruitment of volunteers for the Emergency Services Volunteer Program.
3. Increased residential participation in the CITY’S Healthy City, Healthy Community Initiative to address the social determinants of health through greater neighbor-to-neighbor connectivity, community and social capital.
4. Increased residential participation in CITY programs addressing the following topics: carbon reduction, energy efficiency, transportation efficiency, solid waste reduction, water stewardship, emergency preparedness, safety, health, community building, and social cohesiveness.
5. Increased community engagement through helping strengthen the partnership between Palo Alto residents and the CITY government.

Beta 2 Pilot Target Metrics

The Beta 2 Pilot program follows two previous pilot programs which were solely run by the Empowerment Institute: the Palo Alto Cool Block Alpha and Beta pilot programs. In those pilots, 24 blocks and 175 households participated. The Beta 2 Pilot program target metrics are based on results of those previous pilot programs and translate the Beta 2 goals into measurable targets. These metrics are as follows:

1. Carbon savings per household: minimum 25% reduction.

2. Emergency preparedness per household: minimum of 7 priority household actions completed.
3. Livability improvement per block: minimum of 3 livability improvement actions to increase the health, safety, beautification, greening, resource sharing and community building on the block.
4. Social capital per block: minimum of 2 post program block level actions to sustain the social capital generated by neighbor-to-neighbor connectivity and collaboration during the program.
5. Participation in CITY programs: awareness of relevant CITY programs by Cool Block participants and feedback on click-through rates from the Cool Block website to CITY programs to help evaluate resident engagement levels in these programs.
6. Citizen engagement per household: minimum of 20 Cool Block actions across the topics of sustainability, resiliency, livability and civic engagement.

Note, the “actions” are defined as a list of specific tasks that Cool Block participants can choose to do in each of the subject areas.

CONSULTANT will provide a report with this information. After the Beta 2 Pilot program, the CITY and CONSULTANT, as partners in this initiative, will evaluate the results and determine if they wish to invest in taking it to the next phase. Such evaluation will include information from the return on investment research being conducted by the Lawrence Berkeley National Laboratory as part of this Beta 2 Pilot program.

As a 50-50 cost-sharing investment of CONSULTANT and CITY, both parties equally benefit and maintain access to the data, information, and collateral developed from the following:

- Research from the Lawrence Berkeley National Laboratory for development of a Palo Alto-specific cost/benefit framework regarding Cool Block’s demand management benefits on the CITY’S energy infrastructure and service delivery.
- Communications program-related videos showcasing the CITY’S high priority Cool Block actions.
- CONSULTANT’S Management for use of the Cool Block platform; training and consulting on CONSULTANT’s community engagement and citizen empowerment strategies and tools; project management; and administrative costs.

AMENDMENT NO. 1

Additional Scope Added to the Original Contract:

In addition to continuing the work related to block leader recruitment, block meetings, and the evaluation for an additional cohort of Cool Blocks, the Consultant will also help advance the City's goals related to electrification through this contract amendment. An overview of that task is listed below.

New Task: Utility Electrification Initiative

Connect with and engage the completed Cool Blocks (~ 50 blocks) to encourage participation in the Electrification Initiative. CONSULTANT will complete a multi-touch campaign to recruit past and, if timing permits, upcoming Cool Block teams to participate in some aspect of the Electrification Initiative.

Electrification Initiative Goals:

- Raise understanding of the importance of electrification in Palo Alto due to safety and health issues with gas infrastructure, as well as the California and Palo Alto 2030 climate goals
- Leverage the existing block leadership and infrastructure of Cool Block program to engage neighbors on electrification pilot, identify effective messaging options and top barriers to adoption, and potentially test program options developed as a result of the focus groups and track results
- Within the existing Cool Blocks, seek to expand the group to include all neighbors on the block onto the Cool Block team as the full block will help with electrification efforts
- Focus new Cool Blocks on electrification planning and readiness as critical deliverables in the carbon reduction section of the program.

Electrification Initiative Tasks and Deliverables:

- A. Gather data from three (3) (virtual or face-to-face) Focus Groups comprised of existing Cool Block leaders and members. CONSULTANT will:

1. Recruit participants. The focus groups should have a minimum number of households present to proceed. Minimum number to be set by the project managers.
 2. Create and administer survey to solicit input from Focus Group participants.
 3. Build out five to seven (5-7) potential programs/offers to encourage electrification; craft short description of program/offer. CONSULTANT will review program ideas with CITY staff and validate ideas for feasibility before presenting to Focus Groups.
 4. Develop focus group questions/content that includes information about the barriers to electrification as well as other information of interest to the City's Utilities programs (such as gauging levels of interest in different program types for both homeowners and renters.)
 5. Create narratives and visuals (types of effective messaging and communication channels) for Focus Groups.
 6. Conduct the Focus Groups.
 7. Refresh script and offers based on feedback from prior Focus Group(s).
 8. Create and present findings report from Focus Groups to the CITY.
- B. Update electrification action in Topic 4 of Cool Block program curriculum to align with the City's overall electrification goals.
- C. Provide electrification information to previous block participants; for new 2020 blocks add electrification to Topic 4 Home Energy Genie (HEG) discussion.
1. Update agendas and coaching tools to reflect HEG change.
 2. Create new electrification plan template for homeowners.
 3. Update training for new Block Leaders (BLs) to highlight the importance of the Electrification Action in Topic 4.
- D. Within the existing Cool Blocks, seek to expand Electrification Initiative participation on individual blocks to include all block neighbors into the Cool Block team (as the full block will help to discuss plans to make homes electric-ready regarding all-electric appliances).
1. Provide coaching/support to existing BLs on electrification meeting preparation and execution.

2. Create an electrification plan template which will be available for both existing and new Cool Block teams.
 3. Capture results from household electrification for existing Cool Blocks.
 4. Provide consolidated and anonymized electrification plans from residents to provide insights to City.
- E. Create a virtual training course and supporting materials to enable existing BLs to execute the electrification meetings with their extended neighbors.
- F. Provide feedback on the pilot program to the City of Palo Alto. Specifically:
1. Develop a follow-up mechanism with pilot program participants to encourage and measure progress towards complete household electrification.
 2. Create and execute an online survey after the pilot program to all participants to gather learnings, suggestions, and new solutions.
 3. Provide a summary report to the City on the pilot program including the survey results.
- G. If possible, coordinate a virtual tour of an all-electric home in Palo Alto.

**EXHIBIT “B”
SCHEDULE OF PERFORMANCE**

CONSULTANT shall perform the Services so as to complete each activity by the estimated date specified below. The time to complete each activity may be increased or decreased by mutual written agreement of the project managers for CONSULTANT and CITY so long as all work is completed within the term of the Agreement.

Beta 2 Pilot Program:

The Beta 2 Pilot program is based on the participation of 25 blocks over a 9-month period with time thereafter to prepare the evaluation results.

Timeline of Major Activities:

Major Activities	Estimated Timing
Participation of 25 Blocks (recruiting, training, coaching, outreach, etc.)	9 months
Manage Data and Post Program Engagement and Compose Final Report with Metrics*	Upon completion of the 25-block period

* The metrics are described in Exhibit A

AMENDMENT NO. 1

Next Cohort of Cool Block Leaders:

The next cohort of Cool Block leaders is anticipated to be the participation of 25 blocks over a 9-month period with time thereafter to prepare the evaluation results. The dates below will commence upon agreement by the Project Managers'. They are generically stated due to ambiguity around exact start date.

Timeline of Major Activities (dates are subject to change with Project Managers' agreement):

Major Activities	Estimated Date
Participation of 25 Blocks (information meetings, training, coaching, etc.)	9-10 months
Manage data and post program engagement and compile final report with metrics*	Upon completion of the 25-block period

*The metrics are described in Exhibit A.

Electrification Initiative:

The Electrification Initiative is explained in Exhibit A and is anticipated to follow the following timeline. The dates below will commence upon agreement by the Project Managers. They are generically stated due to ambiguity around exact start date.

Timeline of Major Activities (dates are subject to change with Project Managers' agreement):

Major Activities	Estimated Date
Focus Group Recruitment	July to September 2020
Focus Group Curriculum Creation	July to September 2020
Focus Group Implementation	September/October to December 2020
Evaluation of Focus Group Data	December 2020
Test Pilot Program Concepts	December 2020 to June 2021

**EXHIBIT “C”
COMPENSATION**

The CITY agrees to compensate the CONSULTANT for professional services performed in accordance with the terms and conditions of this Agreement, and as set forth in the budget schedule below, up to the not to exceed budget amount for each task. The CITY’s Project Manager may approve in writing the transfer of budget amounts between any of the tasks or categories listed below provided the total compensation for Basic Services, including reimbursable expenses, and the total compensation for Additional Services do not exceed the amounts set forth in Section 4 of this Agreement.

The Program Manager’s time shall be allocated according to the timeline percentages set forth in Exhibit B.

BUDGET SCHEDULE

NOT TO EXCEED AMOUNT

<p>Basic Services (Beta 2 Pilot Program): CONSULTANT will manage the initiative’s external vendors for research, communication and video production. This is a partnership and the CITY’s costs will cover a staff person and \$25,000 to the Empowerment Institute for research, communications, and a management/administrative fee.</p>	<p>\$25,000.00</p>
<p>Sub-total Basic Services</p>	<p>\$25,000.00</p>

AMENDMENT NO. 1

Tasks for Cool Block Program	Budget per Task
<p><u>A.</u> CONSULTANT will manage the initiative’s external vendors for communication and some marketing, and video production. This is a partnership and the CITY’s costs will include part of a staff person, \$22,000 to the Empowerment Institute for research, communications, and a management/administrative fee for the participation of 25 Blocks (information meetings, training, coaching, etc.) and to manage data and post program engagement and compile final report with metrics</p>	<p>\$22,000</p>
Total Not-to-Exceed for Cool Block Program	\$22,000
Tasks for Electrification Pilot	Budget per Task
<p><u>A.</u> Gather data from 3 (virtual or face to face) Focus Groups</p>	<p>\$9,000</p>

comprised of existing Cool Block leaders and members	
<u>B.</u> Update electrification action in Topic 4 of Cool Block program to align with the City's overall electrification goals	\$875
<u>C.</u> Provide electrification information to previous block participants including new electrification plan template; for new 2020 blocks add electrification to Topic 4 Home Energy Genie (HEG) discussion	\$1500
<u>D.</u> Within the existing Cool Blocks, seek to expand Electrification Initiative participation to include all block neighbors onto the Cool Block team	\$750
<u>E.</u> Create virtual training course and supporting materials to enable existing BLS to execute the electrification meetings with their extended neighbor.	\$2500
<u>F.</u> Provide detailed feedback on the pilot program to the City of Palo Alto.	\$3,375
Total Not-to-Exceed for Electrification Pilot	\$18,000
<u>G.</u> Virtual tour of all-electric home (if possible)	\$0
Total Not-to-Exceed for Additional Services	\$5,000

Sub-total Amendment No. 1	\$45,000.00
Sub-total Basic Services & Amendment No.1	\$70,000.00
Maximum Total Compensation	\$70,000.00

REIMBURSABLE EXPENSES

The administrative, overhead, secretarial time or secretarial overtime, word processing, photocopying, in-house printing, insurance and other ordinary business expenses are included within the scope of payment for services and are not reimbursable expenses. CITY shall reimburse CONSULTANT for the following reimbursable expenses at cost. Expenses for which CONSULTANT shall be reimbursed are: none unless approved in advance by City's project manager.

All requests for payment of expenses shall be accompanied by appropriate backup information. Any expense shall be approved in advance by the CITY's project manager.

ADDITIONAL SERVICES

The CONSULTANT shall provide additional services only by advanced, written authorization from the CITY. The CONSULTANT, at the CITY's project manager's request, shall submit a detailed written proposal including a description of the scope of services, schedule, level of effort, and CONSULTANT's proposed maximum compensation, including reimbursable expense. The additional services scope, schedule and maximum compensation shall be negotiated and agreed to in writing by the CITY's Project Manager and CONSULTANT prior to commencement of the services. Payment for additional services is subject to all requirements and restrictions in this Agreement, including the not-to-exceed amount specifically identified in Exhibit C.

PAYMENT SCHEDULE

The Consultant will be paid per task as expenses occur related to the Major Activities listed in Exhibit B Schedule of Work. Invoices shall be submitted on a monthly basis. Invoices shall be submitted and detail the actions taken over the billing period.