

**Energy Upgrade California® Time of Use (TOU)
Community Education Project Proposals Guide**

TOU Community Education Project Partners will play an important role in creating an ongoing dialogue with the community and serves to provide informal, real-time information regarding default TOU.

Proposers should take into consideration how the requested project will complement the [statewide TOU campaign](#), which is primarily executed through mass media channels.

Through education-based outreach, Partners will help fill the gap in understanding and misconceptions among hard-to-reach populations surrounding TOU and provide alternative energy usage methods.

Guideline for answering questions surrounding budget parameters:

There is no set budget. However, there is a defined set of deliverables and expectations laid out within the RFP. We look forward to you bringing your best ideas to the table, with a thoughtful presentation of your proposal, the budget necessary to execute, and how that outreach will align with the existing mission and values of Energy Upgrade California. For additional information, please submit your question(s) using the attached form on the RFP.

Cut and paste the content below and use the [RFP graphic](#) to share the RFP on your website or social media networks:

Is your organization eager to join the @EnergyUpgradeCA movement and help educate Californians to better manage their energy when Time of Use rates are rolled out across the state? Submit a community education project proposal! More info [here!](#)