

- 1. What considerations were taken into account when moving engagement to such a heavy “direct engagement” during a shelter in place orders? What about the future considerations for second or third waves of shelter in place?**

We have modified requirements from previous years. In the past we required in person communication. As noted in section 5.1, we classify direct engagement as when a two-way dialogue takes place. This accounts for video calls, teleconferences, text with feedback, etc. in order to help you complete outreach in a safe way.

- 2. Many rural spaces do not have access to broadband internet. How do you foresee rural communities not being left behind in this phase of the grant?**

This is something we hope that the deep connectedness of CBOs will help prevent. Whether it's doing outreach through physical mailers, phone calls, social distancing meetings (when allowed), etc., we are excited to see the creative ways CBOs develop to help resolve this issue and educate their communities in rural areas. We are hopeful that the program timeframe will allow for eventual in-person meetings.

- 3. To confirm, a ramp up campaign will not be needed for Southern California Edison's 2020 Rollout. However, a ramp up campaign will be needed for the PG&E for the Southern, Central, and Northern Region.**

Correct, SCE's October 2020 rollout wave doesn't need a ramp up campaign. SCE will only be rolling out to people who will benefit from TOU Rate Plans based on their past energy usage data in Orange, Mono, and Inyo Counties. This is determined by the utility. Therefore, we feel funds can be better spent supporting other rollout waves that will be going to the broader community. CBOs are able to propose ramp up campaigns for the remaining SCE waves as well as PGE. However, for statewide groups, in order to save time and effort, we only need a ramp up plan per territory (Southern, Central, Northern) and for your organization to list the “Transition” waves you propose to participate in.

- 4. Can you confirm that for the Ramp-Up Campaign, you would like applicants to select a territory (e.g., SCE Southern), the rollout wave (e.g, October 2020), and then describe the ramp up campaign summarizing who we will reach and how we will reach them - according to the categories bulleted on page 7?**

For the ramp up campaign, due to the number of waves and the amount of effort it would take to respond to each wave, we are only asking for a ramp up campaign plan per territory (Northern, Central, and Southern). However, please list the rollout waves you propose to participate in. We have structured it this way in order to save time and effort on your behalf as plan for many waves will likely be very similar if not the same based on geographic region.

To note, as stated in questions three, a ramp up campaign will not be needed for SCE's October 2020 rollout wave.

- 5. To confirm, over an 18-month period the proposer would have to engage 15,000 community members through direct engagement (5,000 community members divided by 6 months = approx. 833 per month by 18 months = 15,000)?**

Yes, a minimum of 5,000 direct engagement will be required per 6 months, or 15,000 per 18 months. To note, you are not required to hit 833 direct engagements per month, just meeting the total at the end of the contract.

- 6. Is there another map of territories that includes the cities? Specifically, is Corona-Norco part of the October 2021 Ontario roll out?**

The maps in the RFP are the only maps we have as of now, but we can work with our IOU partners to find out.

- 7. In regard to project reporting, how much detail do we have to provide when reporting critical customer groups? There are instances when one person may fit two or more of the critical customer groups, and thus create issues with double counting.**

For selected groups, EUC will provide a monthly report outline for you to fill out. As to the issue of tracking critical customer groups, we understand this may be difficult to do. We are asking proposers to use their best judgment and classify engaged community members into primary or secondary critical customer groups as best they can. We recognize someone might fall into multiple critical customer groups so please classify them based on the focus of the event, whether that be primary or secondary. This is meant to give us a broad sense of those engagements in each critical customer group and is not expected to be exact.

- 8. Is this RFP and its funding certain, or is there any chance that the RFP could be pulled back by California Department of Finance for this fiscal year because it doesn't directly relate to COVID-19 response?**

The funding comes via the CPUC as part of ratepayer monies and is separate from the CA General Budget.

- 9. In regard to developing a "basic campaign" and a "ramp-up campaign" in PG&E territory, and lining up TOU roll-out periods with the PG&E schedule, how should we accommodate our program to any shift in that roll-out schedule, or for counties that that are scheduled for February, 2022?**

Please note proposers should include if these outreach tactics are able to be pushed back to a later date in the case IOUs move back their rollouts. For those areas in the rollout for 2022, still plan to have a ramp up campaign 120 days prior to rollout. However, note that to complete

that rollout, the TOU program would have to be extended as we are under contract until December 31, 2021.

10. How should the program incorporate IOU "resources", including collateral, into outreach, and is this necessarily required by the program?

Proposers can incorporate IOU collateral as they see fit, depending on their outreach strategies.

11. Do I have to pause between transitions if I am working in areas with varying transition dates?

No, ideally this campaign will sustain momentum and CBOs will continue outreach to targeted critical customer groups (CCG) in between transition times via the Basic Campaign. A core tenet of this effort is the idea of achieving 'multiple touches' to CCGs and communicating information in a variety of creative ways to Californians, ultimately achieving behavioral change regarding when they use energy. However, someone may pause if they choose to and still meet all of the requirements.

12. My campaign is only in an area that is transitioning in 2021—when should I say my start date is?

Energy Upgrade California believes in getting out into the community early to start seeding areas for the upcoming transition with TOU messaging. That is the purpose of your basic campaign. We suggest you start that contract dependent on how long you feel would be beneficial to your community, with the understanding that the ramp up campaign and more aggressive outreach will begin 120 days out from the transition and continue for 45 days after the transition has begun. As a reminder, a minimum contract length is 6 months.