

## POWER SAVER REWARDS

### RFP QUESTIONS AND RESPONSES

- 1. Will collateral be provided to support messaging and outreach for this program? If so, what languages would they be available in?**

Answer: Yes, you will receive collateral (FAQ, Palm Card, and One-pager) and they will be available in English, Spanish, Korean, Chinese, and Vietnamese.

- 2. In the RFP, there was some emphasis on rapid response outreach to Flex Alerts, particularly through phone or text. How much flexibility is there in methods used to perform outreach in this case?**

Answer: We are looking for ways that you can reach large numbers of people quickly and efficiently. Text and phone banking are not the only ways to reach people quickly, but they are the ones that are most used. We welcome and encourage creative methods that you may include in your proposal.

- 3. Is there already a sense of what the reporting requirements/template will look like and the type of detailed information that would be needed? I ask this in terms of figuring out the type of data collection and management that would be required to provide strong reports.**

Answer: Yes. We have monthly reporting requirements that include upcoming calendars as well as detailed reporting on outreach completed during the previous month. This would include both parts of the program, general educational outreach, and outreach during any called Flex Alert. Outreach during a called Flex Alert will need to be recorded on a provided Google document. Reports will ask for event details (where, when, type of outreach, description of outreach, core customer groups reached), any relevant commentary as well as pictures, as appropriate. We will request event calendars as well as media calendars. Media calendars will be especially critical as there has been an emphasis placed on our organic social channel for mainline Energy Upgrade California. We plan on heavily engaging in that space so you should also be sure to highlight your experience and social media savvy in your proposals.

- 4. Are organizations required to have text and/or phone banking capabilities?**

Answer: No, it is not required. We will judge each proposal on its effectiveness in reaching people, the number of people it reaches, and past performances proving that the work that is proposed can be completed.

- 5. What will direct numbers, indirect numbers, and issued Flex Alert numbers look like - in other words, what kind of reach are you looking for in all 3 categories?**

Answer: We encourage you to reach as many people as possible. We understand that it is easier to reach people indirectly (social media, radio, emails) than with in-person contact, and thus the indirect reach numbers should be much higher than direct reach numbers. Issued Flex Alert numbers should accurately reflect the number you believe you can realistically reach when a Flex Alert is called promoting Power Saver Rewards and Energy Reductions.

**6. Could folks share any lessons, insights, or challenges from previous work done last year for the Flex Alert program?**

Answer: Some grantees found it useful to deploy affiliates to increase outreach and to help with events. Also, keep a running tally of outreach on the provided Google doc as things happen, capture screenshots/pictures of events in real time, secure outreach events as early as possible, employ hybrid outreach techniques (online and in-person), update the event calendar in real time and always leave enough lead time for any needed approvals from DDC.

**7. Will they let an unlimited number of people opt in? For those that aren't automatically opted in?**

Answer: Yes.

**8. When will they be opted in and when/how will they be contacted to inform them (for auto opt ins)?**

Answer: It should be within the next month. When: Some auto-enrollees have already been identified. Power Saver Rewards will officially go live on 5/1.

**9. What's the smallest population "regional" effort that will be allowed?**

Answer: We are looking to reach as many people as possible so you will need to determine how many you can realistically reach either as a regional or statewide grantee. We don't currently have a minimum number. As a reference point, last year the smallest outreach amount was around 100,000 people (direct and indirect together) and the largest was over 1,000,000 people.

**10. Where can CBOs do outreach?**

Answer: You can only do outreach in SDG&E, SCE and PG&E territories. Any events not within the three territories, even if they pull from all over, would not count towards your outreach numbers.

**11. How is this year's program different from last year?**

Answer:

- Last year, outreach only included 2 buckets – Flex Alert general awareness & education, and Flex Alert issued outreach. This year, all messaging for CBOs will drive back to the Power Saver Rewards program, even active Flex Alert messaging. Outreach will include 3 buckets (\*in order of importance).
  - What the Power Saver Rewards program is and how utility customers can benefit from credits for reducing their energy use during a Flex Alert (new)
  - When a Flex Alert is imminent or in progress and utility customers have an opportunity to benefit from credits for reducing their usage (new)
  - What Flex Alerts are and why they happen
- This year we are including outreach to ensure that we focus on the following core customer groups: low-income residents, seniors, multicultural residents, residents with disabilities, rural and agricultural communities, and high energy users. We did not include high energy users last year (we had small businesses which are not included this year).
- This year we are looking to differentiate direct and indirect outreach. Last year we only had one bucket of outreach (we didn't separate outreach into direct and indirect).

- This year we are looking for statewide and regional CBOs with a strong online presence and placing a greater emphasis on phone and text banking capabilities.
- This year all outreach must be in PG&E, SCE and SDG&E territories. Last year CBOs could do outreach in other areas though they were encouraged to stay in the three Investor-Owned Utilities (IOU) territories.
- This year the grant program will run from May 1 – October 31, 2022. Last year the program was much shorter.

**12. How many applications do you guys anticipate receiving?**

Answer: We typically receive 40 to 50 applications, but it depends on the program and that year.

**13. As far as text messaging and phone banking, will you provide a message to be sent out or is that something that organizations would have to create? Will images be provided?**

Answer: We will create scripts for text messaging and phone banking, and we are open to allowing you to be a bit more creative in this area if it is approved by our team. We will also create a suite of images for social media posts that will be shared with your organization and there is opportunity for co-branding or unique images with enough advance notice.

**14. Once awardees are selected, what does the timeline look like before they are expected to begin work on this project?**

Answer: RFP grading will take place April 6<sup>th</sup> through 8<sup>th</sup>. Our team will reach out with any inquiries regarding your RFP. We will present our recommendations to the California Public Utilities Commission and communicate to all applicants about their grant status. Chosen organizations will receive a full briefing about the program and we will immediately begin identifying opportunities for events in May.

**15. Can a proposal cover more than one IOU territory?**

Answer: Yes. We ask that you be clear which territory your projected reach numbers correspond to in your RFP.

**16. Will organizations be notified if their grant request is too high?**

Answer: Yes, if your proposal is one we are considering moving forward with. We are most concerned with the quality of the work and there will be a level of negotiation to ensure that quality work is delivered at an appropriate award level.

**17. When a Flex Alert is issued by CAISO, is there a certain timeframe in which organizations will be expected to get this information out to their constituents?**

Answer: As quickly as possible. Our team can usually get this information out to you within an hour or two of a Flex Alert being called and we are looking for the ability to get this information out to the population within a few hours.

**18. Do organizations need to encourage people to enroll in this program or will they be enrolled automatically?**

Answer: Each of the IOUs has identified people who will be automatically enrolled, and they will also be utilizing strategies for reaching those who have not been enrolled. As you are interacting with the community, we ask that you inform people that they will have heard from their utility company if they have been automatically enrolled and if they have not, they should reach out to their IOU to learn about how to become enrolled.

**19. How did IOUs determine who would be automatically enrolled?**

Answer: The IOUs identified customers who are low-income, high energy users, or members of disadvantaged communities to be automatically enrolled in the Power Saver Rewards program. This has significant overlap with the core customer groups identified for this program.

**20. Should organizations use the IOU maps to inform their outreach?**

Answer: No. The IOU maps were created for the Time of Use program. The Power Saver Rewards program is a separate program. We recommend looking at the IOU territories as a whole and focusing on the core customer groups within those territories.

**21. Do we know how each IOU will be rolling out their bill credit?**

Answer: SCE and PG&E will likely be paid out at the end of the season as a bill credit. SDG&E is expected to do monthly bill credits.