

REQUEST FOR PROPOSAL:
POWER SAVER REWARDS GRANT PROGRAM

Section 1

Executive Summary

The Power Saver Rewards Grant Program provides grants to Community-Based Organizations to help educate Californians about Power Saver Rewards and motivate them to take action during a Flex Alert. The six-month program begins in May and ends in October. The Power Saver Rewards Grant Program is funded by the California Public Utilities Commission.

Overview of Community-Based Organization (CBO) Participation in the Power Saver Rewards Grant Program

CBOs serve as the critical connectors, among geographies and communities, that inform the public with valuable information and services. CBOs can also reach audiences who are otherwise difficult to access. CBOs with a robust network and excellent outreach capabilities are encouraged to consider this grant program. Outreach must be conducted in Pacific Gas and Electric, Southern California Edison, and San Diego Gas and Electric territories. **Applicants must support both Power Saver Rewards educational efforts and Flex Alert activation activities.**

Grantees will become a part of the Power Saver Rewards (PSR) communications effort. You will be provided with approved messaging, printed collateral, scripts, email content, graphics, social media posts, and ongoing programmatic support. You can also develop and request for approval of any graphics, materials, and other types of support from the creative and communications teams.

Energy Upgrade California

Energy Upgrade California® is a statewide initiative committed to helping Californians be more energy efficient, utilize more sustainable natural resources, reduce demand on the energy grid and make informed choices about their energy use at home and at work—all of which goes a long way for California. The Power Saver Rewards Grants Program is an initiative of Energy Upgrade California. For more information, visit www.EnergyUpgradeCA.org

California's Power Saver Rewards Program

California's Power Saver Rewards program is an opportunity for utility customers to get a bill credit for reducing their energy use while a Flex Alert is in effect. This program incentivizes utility customers to do their part to help avoid preventable power outages. There are no penalties for not reducing energy consumption during a Flex Alert. For more information, visit www.PowerSaverRewards.org.

California's Flex Alert Program

A Flex Alert is a call for utility customers to voluntarily reduce electricity use when there is an anticipated shortage of energy supply. Flex Alerts are called most often during extreme

heatwaves, when Californians are using more energy than usual to stay cool. When utility customers reduce electricity use during a Flex Alert, they can help avoid a preventable power outage. For more information, visit www.EnergyUpgradeCA/FlexAlert

Power Saver Rewards Grant Program Goals and Criteria

The goal of the Power Saver Rewards Grant Program is to educate Californians about Power Saver Rewards and quickly and broadly communicate information when a Flex Alert is called.

To accomplish this goal, messages about the following topics, in order of importance, must be communicated to two or more Core Customer Groups (see below):

1. The benefits of Power Saver Rewards, including during a Flex Alert
2. The importance of reducing energy use during a Flex Alert to help avoid a preventable power outage

Energy Upgrade California will select CBO partners based on the following criteria:

- Applicant’s reach (Direct & Indirect) and outreach plan creativity in communicating key messages about Power Saver Rewards to two or more Core Customer Groups; location of organizations’ work (40%)
- Applicant’s reach, creativity and ability to respond quickly to Flex Alerts (30%)
- Applicant’s experience successfully executing education and outreach programs with similar Core Customer Groups (20%)
- Proposal details including budget, organizational write-up, and staff information (10%)

Grantees will be required to report progress on all outreach activities in a timely manner. Grantees will be provided with an online reporting mechanism.

The Core Customer Groups (CCGs) for the Power Saver Rewards Grant Program are:
<ul style="list-style-type: none">● Low-Income Residents● Senior Residents● Multicultural Residents● Residents with Disabilities● Rural and Agricultural Communities

Outreach Tactics

Outreach tactics are separated into Direct (two-way) and Indirect (one-way) communications. Direct communications are a conversation between two or more people, while Indirect communications do not allow for two-way engagement.

Direct (Two-Way) Communication Tactic Examples:

- Event tabling

- Face-to-face meetings, online and in-person
- Virtual events (FB Live, webinars)
- Texts that users can respond to
- Phone calls
- Canvassing
- Presentations with audience engagement

Indirect (One-Way) Communication Tactic Examples:

- Social media posts*
- Emails*
- Mailers
- Webinars without Q&A or audience engagement
- Radio
- PSAs
- Op-Eds and Letters to the Editor

**While there may be opportunity for two-way communications, we always classify these as indirect.*

Key 2023 Dates

- **March 2, 12:00 p.m. PST:** Applicants are invited to participate in a teleconference on the RFP where representatives will answer applicant questions. Please submit questions to discuss during the teleconference to grants@energyupgradecacommunity.org by **February 24:**
 - [Click here to join the meeting](#)
 - Meeting ID: 231 310 744 285
 - Passcode: QBQVtM
 - **Or call in (audio only)**
 - [+1 585-484-9873,,952040455#](tel:+15854849873952040455)
 - Dial in Number: +1 585-484-9873
 - Phone Conference ID: 952 040 455#
- **March 15, 2:00 p.m. PST:** Application submission deadline
- **Early-Mid-April:** Grants will be awarded
- **May 1:** Accepted applicants begin work
- **October 31:** Accepted applicants end work

Budget

The total program budget is \$800,000. Cost-per-engagement will be an important consideration in the budget evaluation process.

Application Submission

Please submit your Power Saver Rewards Grant Program application by **March 15, 2023, at 2:00 p.m. PT**. All grants should be submitted using the Google Form [here](#). We recommend you have your grant proposal prepared in advance (see application below) because you will not be able to edit your proposal once it is submitted through the Google Form. If you have questions, please email grants@energyupgradecacommunity.org. Selections will be made early-to-mid April.

Application

The following questions will be on the application form.

DO NOT SUBMIT UNTIL YOUR APPLICATION IS COMPLETE. You cannot go back and change responses.

Section 2: Contact Information

NAME:

ORGANIZATION:

EMAIL:

CELL PHONE NUMBER:

Section 3: Engagement Audience and Area

- Which Core Customer Groups (CCGs) will you reach (select two or more)?
 - Low Income Residents
 - Senior Residents
 - Multicultural Residents
 - Residents with Disabilities
 - Rural and Agricultural Communities
- Do you classify yourself as a statewide or regional organization? (choose one)
 - Statewide
 - Regional
- In which counties will you conduct outreach? (name up to ten)
 - County #1
 - County #2
 - County #3
 - County #4
 - County #5
 - County #6
 - County #7
 - County #8
 - County #9
 - County #10
- In which primary cities will you conduct outreach? (name up to ten)
 - City #1
 - City #2
 - City #3
 - City #4
 - City #5
 - City #6
 - City #7
 - City #8
 - City #9
 - City #10

Section 4: Project Plan – Grant applicants must submit a written campaign plan that:

POWER SAVER REWARDS

- Power Saver Rewards Plan Overview
 - Provides an overview of your Power Saver Rewards general education plan
 - How does the plan reach your Core Customer Groups (see above for CCGs)?
- Power Saver Rewards Direct (Two-way) Outreach
 - List **all** of your **Direct Outreach tactics** (refer back to the list of Direct Outreach tactics). For each tactic, **detail how and why it will be used.**
 - *For example, Direct Tactic #1: Table at local community events like farmers markets and special events which will help us reach customers in a setting that allows relaxed interactions with the whole family and builds trust in the Power Saver Rewards program.*
 - How many people do you plan to engage per Direct tactic, per month?
 - What is the total expected Direct reach over the course of your plan?
- Power Saver Rewards Indirect (One-way) Outreach
 - List **all** of your **Indirect Outreach tactics** (refer back to the list of Indirect Outreach tactics). For each tactic, **detail how and why it will be used.**
 - *For example, Indirect Tactic #1: Leverage our robust social media presence to share Power Saver Rewards posts in a regular cadence since our community looks to our sites for information.*
 - How many people do you plan to engage per Indirect tactic, per month?
 - What is the total expected Indirect reach over the course of your plan?

FLEX ALERT

- Flex Alert Plan
 - Provide a detailed outreach plan in response to a Flex Alert being issued. Please include outreach leading up to, during, and after the Flex Alert is over.
 - Which Core Customer Groups does your plan reach?
 - What is the total expected reach during each Flex Alert?
- Flex Alert Outreach Tactics
 - List **all** of your Direct and Indirect Outreach tactics (refer back to the list of outreach tactics). For each one, **provide details how they will be used and why.**
 - *For example, Tactic #1: We will pre-record a PSA for a local radio station to play when alerted that a Flex Alert is imminent. This can be played multiple times. Our community frequently listens to this radio station.*
- If applicable, indicate the ability to reach non-English-speaking audiences.

Section 5: Funding Request

- Please upload a brief budget (CSV file) that demonstrates how requested funds will be used.

Section 6: Project Team, Organization, and References

- Please upload a Word doc with brief biographies of the head of your organization, project manager and team leaders.
- If working with affiliates/partners, please list (if applicable).
- Provide a brief summary of your organization's mission and audiences.
- Provide a brief statement about outreach your organization has executed in the past.
 - Include a specific example of a direct outreach tactic you have used.
 - Include an example of an outreach event
- Provide the name and contact information for **two** references outside your organization. The reference(s) must be familiar with your outreach campaigns.
- Provide your social media handles and follower counts.

Section 7: Supporting Materials

- Provide supporting material from previous campaigns, such as example reports, campaign plans, budgets, marketing material, etc., to help demonstrate past success (optional).