



2025 POWER SAVER REWARDS REQUEST FOR PROPOSAL QUESTIONS

Programmatic/Technical Questions

1. Is the Teleconference recording available on the website?

Answer: Yes, the Teleconference recording is available on our website under Public Documents and [here](#).

2. Is there a PDF of the application that we can review?

Answer: You can download the application [here](#) and on our website under Public Documents.

3. Where can we email questions?

Answer: Please send programmatic or technical questions to grants@energyupgradecacommunity.org.

4. How will proposals be graded?

Answer: Energy Upgrade California will select Community Based Organization (CBO) partners based on their Power Saver Rewards plan (45%), Flex Alert Plan (30%), and experience executing similar programs that reach your communities (20%). We also consider your budget and program staff information (5%). More detailed information is included in the Request for Proposal (RFP).

5. What support is provided to selected Community Based Organizations throughout this grant period?

Answer: In addition to providing outreach materials and in-person training, grantees will have access to an experienced team of grant managers, communications experts, and a creative team, among others. Community Based Organizations will meet regularly with their grant manager, and the full team will be available to address any questions or challenges that may arise throughout the program. Initially, meetings with grant managers will take place on a more regular basis, but as the program progresses and grantees gain more experience conducting Power Saver Rewards outreach, meetings will occur less frequently. Community Based Organizations should also expect regular emails as we strive to create an open channel of communication between grantees and the Energy



Upgrade California team to efficiently collect information and collaboratively work through the program.

6. Are you looking for separate Power Saver Rewards and Flex Alert plans?

Answer: Yes, we want two separate plans. Your Power Saver Rewards general education plan should include all your direct and indirect outreach tactics from May through October. We also want your Flex Alert plan. Your plan should focus on Flex Alert quick response (mass outreach tactics to quickly spread the word about a Flex Alert being called).

7. What are the reporting requirements?

Answer: For Power Saver Rewards education efforts, monthly reporting requirements include upcoming calendars, learnings, and detailed reporting on outreach completed during the previous month. Reports will be submitted via an online form. This ensures accurate and consistent metrics are recorded for all outreach efforts. Flex Alert reporting must occur in real time on a shared document so that we can quickly see how many people are being reached and share that information with decision-makers, including the Governor's Office, California Public Utilities Commission and others.

8. Are there guidelines or templates provided for reporting?

Answer: Grantees will be provided with a standardized Google form for reporting. Grantees will be trained to use the form.

9. Can you provide examples of successful outreach tactics used in previous grant cycles?

Answer: A variety of direct and indirect outreach strategies have proven effective over time, including tabling, community concerts, email campaigns, and food distribution events. We encourage you to think creatively and leverage approaches that resonate with your audiences and have been successful within your community.

10. How will the success of outreach and education be measured?

Answer: Success will be measured based on achieving your contracted outreach targets and parameters.

11. For outreach purposes and reporting, do you count households or individuals?



Answer: We count individuals, not households.

12. How flexible are you in terms of outreach tactics?

Answer: We seek diverse outreach methods that your team has found effective in engaging your specific communities. During general Power Saver Rewards education, direct outreach tactics such as in-person events are a great way to connect with community members. However, during a Flex Alert, indirect outreach tactics, like text and social posts have proven effective in reaching large numbers of Californians quickly. As a reminder, we do not allow paid media efforts for either your Power Saver Rewards outreach or Flex Alert outreach.

13. Where can CBOs do outreach?

Answer: Only outreach in SDG&E, SCE, and PG&E territories will count towards your outreach goals. It is important to note that LADWP (City of LA), SMUD (Sacramento and surrounding areas) and Imperial Irrigation District (IID for Imperial County) are not part of the Power Saver Rewards program, as well as some other smaller parts of the state and individual cities. See the opted-out areas [here](#) and in the Request for Proposal.

14. Can we target small businesses as opposed to the “general consumer”?

Answer: Your method of engagement can be through the business community, but the audience for this grant is residential customers.

15. When you fill out the application on the Google Form, can you go back to the previous page to edit your response? Can you save the pages you have completed and return to the application later?

Answer: Although your responses should automatically be saved in the Google Form as you fill them out with the ability to go back to previous pages, this is an online form with no guarantees. We strongly encourage you to refer to the questions outlined in their entirety in the Request for Proposal and have your responses prepared before filling out the application.

16. Are we able to partner with other Community Based Organizations?

Answer: Working with other non-profit 501(c)(3) organizations is encouraged. Energy Upgrade California needs to contract with one main non-profit 501(c)(3) organization who will be held accountable and responsible for the submission of



the proposal, reporting requirements, and performance. Multiple organizations can partner to conduct community outreach.

17. Can we translate some materials ourselves?

Answer: Yes, you can translate materials yourself if you wish. However, like other assets that you create, we would ask that you submit those items for pre-approval.

18. Are there any significant changes to this year's Request for Proposal?

Answer: Every year, we make necessary edits to the Request for Proposal to clearly and accurately communicate the requirements of the grant program. While the 2025 Request for Proposal is substantially the same as last year, the weight of the four core grading objectives was updated to reflect added emphasis on community outreach experience.

19. Can you clarify what is considered paid media for this Request for Proposal and will grantees be responsible for doing this?

Answer: Paid media is any sort of digital or OOH (out of home) ads like billboards, newspaper ads, or paid social media advertising. As other partners of the Power Saver Rewards campaign will operate in those spaces, grantees should not do any advertising. Please ensure these are excluded from your budgets and plans.

20. Will there be in-person training for grantees again this year?

Answer: Yes, there will be an in-person training session at the end of April for selected grantees. These sessions have been highly successful, allowing groups to meet the Energy Upgrade California grant management team and receive training on messaging, outreach tactics, reporting, and more! Once grantees are contracted, we will schedule a time in late April to visit your team.

21. Are there any expenses that are not covered?

Answer: We do not cover advertising expenses, purchasing new equipment, and other expenses unrelated to PSR outreach. Your budget should focus on the expenses pertinent to the work you will do on this grant, including a portion of rent (if applicable), transportation fees, event fees, or similar costs.

22. Are there requirements for how we can use the funds? Can it be used for staff time, fees, etc.?



Answer: All funds must relate to the Power Saver Rewards program, but we do not have any requirements for how you use the money in the grant. Every organization will allocate grant funds differently based on their unique needs. We expect grant dollars will be used for administrative work, outreach staff, text messages, transportation, and other organization components. When evaluating applications, our team puts the greatest value on funds dedicated to direct outreach. It is important that you clearly outline how you will use the funds in your budget section.

23. Can a sample budget be shared?

Answer: While we cannot share previous budget examples, [click here](#) to download a budget format that can be used to easily insert your own organization's expenses.

24. Can you please provide more clarity on the budget and how much each organization should request?

Answer: Your budget should accurately reflect the anticipated costs of executing the outreach laid out in your Power Saver Rewards and Flex Alert plans. These costs will vary based on several factors, including the size of your outreach numbers, the quality of your outreach (e.g. direct one-on-one outreach vs emails), your geographic location (e.g. rural vs urban) and your ability to reach two-or-more of our Core Customer Groups described in the RFP.

25. How much of the grant award will be provided up front?

Answer: A portion of funds will be given upfront, which will be determined during the contracting process.

26. Is this a reimbursement-based grant, meaning is this a grant paid in pieces based upon actions reported?

Answer: No, your budget will be awarded based on your contract. Each organization must achieve their outreach goals.

27. Should our budget include printing costs for collateral materials?

Answer: Grantees will be provided with collateral and booth assets through the grant program. You should include printing costs for assets beyond our five core languages or any additional materials outside our core suite of materials.



28. Based on previous history, what is usually the largest budget line item to successfully share this grant with the community?

Answer: Outreach staff costs are usually the largest expense.

29. Can you provide copies of grants that have been successful in the past?

Answer: No, we do not provide copies of previous grants as we want to see your unique ideas and community outreach plans.

Power Saver Rewards Questions

30. If the organization is county-wide, is that considered local or regional?

Answer: If an organization does outreach throughout a county, that would be considered regional (a region of the state). We understand that the counties in California can look very different from each other, with some being very densely populated and others more rural.

31. How much is a typical Power Saver Rewards grant?

Answer: \$1,000,000 in funding is available for Power Saver Rewards grants. Each year, we typically accept 12-20 applicants; however, funding is not evenly distributed. Each organization is graded against the same criteria, but funding levels are determined based on total reach and community impact, among other things.

32. Does the Power Saver Rewards grant program provide materials or do we make our own?

Answer: Grantees will be provided printed collateral with QR codes driving to the PowerSaverRewards.org website (FAQ, palm card, one-pager, and more) in addition to phone and text scripts, radio interview scripts, newsletter and email copy and social media posts. These assets will be available in English, Spanish, Korean, Traditional Chinese, and Vietnamese. Each grantee will also receive booth assets including tablecloths, tabletop posters, and pop-up banners. We encourage grantees to collaborate with our creative team to create co-branded materials for specific events or develop materials relevant to their communities, including social posts with the Power Saver Rewards logo and the Community Based Organizations logo or specific posters or handouts. Our team will work



with grantees to develop any additional items that may be needed if they are not already provided.

33. Can Power Saver Rewards messaging be in parallel with other education efforts?

Answer: We expect organizations to have other programs to publicize and work on during the 6-month grant program (in fact, it is encouraged). Power Saver Rewards outreach may be done in conjunction with other organizational outreach efforts; however, we expect it to be highlighted at your event or in your online communication so that the message is clearly delivered. For example, you may include a graphic about the Power Saver Rewards program in your monthly newsletter, along with your other organizational messaging. Or you may include Power Saver Rewards material alongside your own at a booth or community event.

34. Are we required to use Power Saver Rewards branded tablecloths?

Answer: We prefer you use Power Saver Rewards materials as much as possible, including Power Saver Rewards-branded tablecloths, posters, and banners, but it is not required.

35. What numbers are you looking for with direct and indirect outreach for Power Saver Rewards education?

Answer: Outreach numbers vary based on the size and reach of your organization, with different expectations for local, regional, and state-wide groups. Indirect outreach typically yields higher numbers compared to direct outreach. While direct outreach can be more time-consuming and costly, its impact is highly valued.

36. Will we be measured by how many people we enroll in Power Saver Rewards?

Answer: Each Investor-Owned Utility has a dedicated Power Saver Rewards page on their website where customers can enroll in the Power Saver Rewards program. We provide QR codes and links to Energy Upgrade California's Power Saver Rewards website where individuals can navigate to their Investor-Owned Utility's Power Saver Rewards page. While we encourage residents to enroll in the program, Community Based Organizations are only responsible for educating



community members on the Power Saver Rewards program, not enrolling them in the program.

37. Will we receive the Power Saver Rewards materials when the program starts in May?

Answer: All materials, including booth assets and collateral, will be distributed during in-person training in late April. Additional collateral can be ordered throughout the 6-month program if needed.

Flex Alert Questions

38. What is the difference between outreach for Power Saver Rewards and outreach for Flex Alerts?

Answer: When a Flex Alert is called, we are looking for you to contact your communities as quickly as possible. Your plan should provide an example of how you will conduct outreach during a Flex Alert. Power Saver Rewards outreach is more educational and consistent over the course of the program.

39. What happens if there are no Flex Alerts or multiple Flex Alerts in a row?

Answer: No one knows if there will be any Flex Alerts, nor do we know how many there may be - they are entirely dependent on real-time conditions. If we have an extended run of Flex Alerts, you should plan on doing outreach every day, including if a Flex Alert is called over a weekend. If we do not have any Flex Alerts, you do not have to implement your Flex Alert plan. We cannot predict how many Flex Alerts will be called or how many Flex Alerts will be called in a row.

40. Who decides when a Flex Alert is called?

Answer: California Independent System Operator (CAISO) regulates California's energy grid. They call a Flex Alert when demand for energy is larger than supply, typically during a heat wave in the hot months from May to October.

41. How quickly must grantees respond to a Flex Alert, and what kind of reporting is required?

Answer: We typically know a Flex Alert is coming the day before. Your approved Flex Alert plan will outline the specific parameters around when you start outreach, what outreach tactics you will use, and the number of people you will reach during each Flex Alert. When you receive notice of a Flex Alert from your



grant manager, you must acknowledge this notice within 90 minutes during the week and 3 hours on the weekends. Real-time reporting will be documented directly in a provided Google Sheet.