

REQUEST FOR INFORMATION

Contract Type:

- | | |
|-------------------------------------|-------------------------------|
| ☐ | Professional Service Contract |
| ☐ | Construction Contract |
| ☐ | Service Contract |
| ☐ | Material Requirement |
| ☒ | Other |

Opportunity Summary:

Title:	<u>Automated Response Technology Program Design</u>
Request For:	<u>Request for Information (RFI) #215846</u>
Estimated Contract Value:	<u>N/A</u>
Work Location:	<u>PG&E Service Territory</u>
Response Due Date:	<u>Express Interest by January 19, 2024, by 5:00 p.m. (PST). RFI Responses are due February 5, 2024, by 3:00 p.m. (PST) Bidders refer to the scheduled contained in the Power Advocate Event. All bidding schedules are subject to change.</u>

NAICS Code / Size Standard: **541613-Marketing Consulting Services /\$16.5M**

Opportunity Description:

Background:

Pacific Gas and Electric Company (PG&E) (www.pge.com), a subsidiary of PG&E Corporation, is one of the largest combined natural gas and electric energy companies in the United States delivering some of the nation's cleanest energy to 16 million people. With more than 23,000 employees, PG&E is the primary natural gas and electric service provider for Northern and Central California encompassing a 70,000-square-mile service area from Eureka to Bakersfield and from the Pacific Ocean to the Sierra Nevada.

PG&E operates demand response (DR) programs under its Utility Partnerships and Innovation department, Load Management Solutions, Clean Energy Programs team. In keeping with an overarching objective to bolster PG&E's ability to meet the existing and anticipated grid challenges over the 2024-2027 DR funding cycle, PG&E proposed the Automated Response Technology (ART) program in A.22-05-002 and the CPUC authorized the program in the proposed decision issued 11/7/23.

Program Description:

The ART program is a residential CAISO market-integrated (Proxy Demand Resource) program which will enable customers to leverage their smart home technologies for load management, including DR and TOU/load shifting. The technologies will include, but are not limited to smart thermostats, smart appliances, HPWHs, EV chargers, and battery. The primary objective of the program will be to promote the use of these technologies to automatically curtail or shift energy use away from the higher cost periods in the customer's TOU rate plan as well as to help mitigate periods of high electric demand on the grid.

As shared in PG&E's opening testimony of A.22-05-022, PG&E will leverage the expertise of multiple third-party implementers, or possibly a single implementer, who will provide critical implementation services. PG&E is committed to soliciting the input of valued industry partners and leaders to inform the program design of ART.

The RFI will include the following areas of interest, among others:

- Multiple technologies/vendors in a home – technology incremental value, approach to contracting, dispatch etc.
- Vendor/implementer compensation – frequency of payment, level of payment, capacity vs energy payments, penalties, technology manufacturer fees, nomination process.
- Vendor/implementer participation process – frequency, competitive bid.

Internal

- Systems and integrations – eligibility/enrollment, population maintenance, dispatch by groups.
- Customer incentive payment – deemed values by technology, calculated/pay for performance, vendor responsibility, payment process.
- Marketing strategies and tactics – cobranding, roles, and responsibilities, pge.com web support.

The information will be incorporated into a draft tariff and advice letter that will be filed with the CPUC by February 28, 2024.

How to Respond:

Participants interested in participating in this RFI must register in Wood Mackenzie (formerly PowerAdvocate) at:
<https://www.poweradvocate.com/appNavigator?navType=bidevent&okey=215846>

If Additional Questions, Contact:

Cindi Preece, Category Lead, Expert (Cindi.Preece@pge.com) or Rita Manzana (Rita.Manzana@pge.com), please request to be added through the **messaging tool ONLY**. E-mails directly to Cindi Preece or Rita Manaza will not be accepted.