
MICRO AND SMALL BUSINESS EQUITY PROGRAM

REQUEST FOR ABSTRACTS

Seeking third-party designed, proposed, and implemented energy efficiency programs and/or services.

REQUEST FOR ABSTRACTS ISSUED

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ABSTRACTS DUE

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PG&E Bid Event Coordinator

Paula Paschal



Together, Building
a Better California

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1 INTRODUCTION

1.1 BACKGROUND

Pacific Gas and Electric Company (PG&E) is one of the largest combined electric and natural gas companies in the United States. PG&E delivers some of the nation's cleanest energy in the country to nearly 16 million people throughout a 70,000-square-mile service area in Northern and Central California. PG&E serves more than 5 million electric distribution customers and more than 4 million natural gas distribution customers. As an energy provider with a mission rooted in public service, PG&E embraces its role as a pioneer in the transition to a clean energy future and low-carbon economy. In 1976, PG&E became one of the first utilities in the nation to offer energy efficiency (EE) programs to its customers. Today, PG&E's commitment to saving energy is stronger than ever.

California has adopted the most ambitious greenhouse gas (GHG) reduction targets in North America. Assembly Bill (AB) 32: the California Global Warming Solutions Act of 2006 (AB 32) requires the state to cut GHG emissions to 40% below 1990 levels by 2030, a more ambitious target than the previous goal of hitting 1990 levels by 2020. Senate Bill (SB) 350: Clean Energy and Pollution Reduction Act (SB 350) legislatively mandates a goal of doubling EE savings in electricity and natural gas end uses by 2030 along with increased emphasis on pay-for-performance contract arrangements and meter-based energy savings evaluation. As California's largest energy utility, PG&E is doing its part now, and will do even more in the future to help California achieve this goal.

In 2020, more than 85% of the electricity that PG&E delivered to customers came from GHG-free sources. That same year, PG&E's energy efficiency programs helped California avoid the emission of over 769,000 metric tons of carbon dioxide. Customers saved more than 1,700 GWh and approximately 36 million therms of energy—through incentive programs that support residential, commercial, industrial and agricultural customers; codes and standards advocacy; on-bill financing; and data-driven interventions that help customers understand and manage their energy usage.

At PG&E, we are proud of what we have accomplished to date to provide clean energy to our customers, and we are committed to increase our deliveries of clean energy and enable the transition a low-carbon future. PG&E has proven that energy companies have a unique ability to achieve GHG emissions reductions and accelerate the use of GHG-free resources on a large scale. It is against this backdrop of steadfast commitment to California's clean energy future that we begin the next chapter of EE in California.

1.2 PORTFOLIO OVERVIEW

Pursuant to the California Public Utilities Commission (CPUC or the Commission) Decision (D.) 18-05-041 – Decision Addressing Energy Efficiency Business Plans, PG&E is seeking

abstracts from prospective Third-Party (3P) EE Implementers (Bidder(s)) to design, propose, and implement EE programs and/or services (3P Programs) to establish a new portfolio of 3P Programs by 2022. PG&E will implement the new portfolio according to the outsourcing compliance requirements timeline established in CPUC D.18-01-004 – Decision Addressing 3P Solicitation Process for EE Programs. These 3P Programs are needed to help PG&E deliver on its EE savings goals, metrics and budgets as outlined in D.18-05-041, and refiled metrics attached to the 2019 Annual Budget Advice Letter (ABAL) true up.

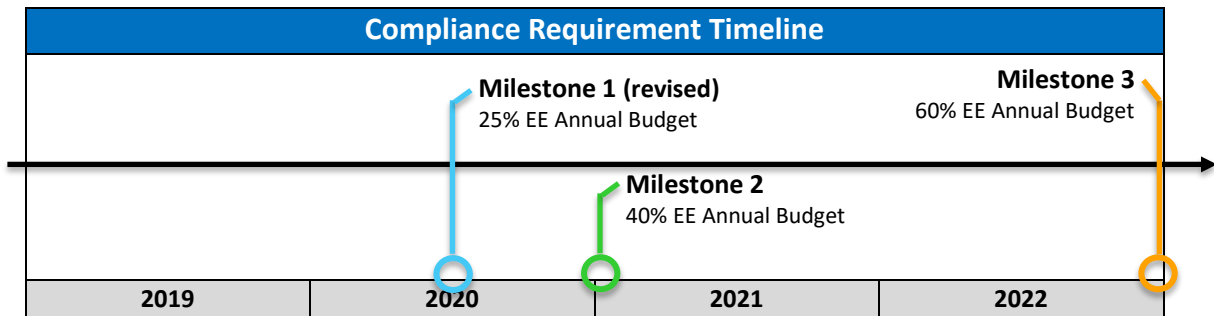


Figure 1.1 – PG&E 3P EE Outsourcing Compliance Requirement Timeline.

As depicted in *Figure 1.1 – PG&E 3P EE Outsourcing Compliance Requirement Timeline*, PG&E’s overall EE portfolio will have a minimum of 60% of its annual program budget under contract to 3P Program implementers by December 19, 2022. Previous solicitation efforts have contributed to PG&E successfully meeting the revised 25% outsourcing compliance requirement prior to June 30, 2020 and meeting the 40% outsourcing compliance requirement prior to December 31, 2020.

1.2.1 Portfolio Structure

PG&E’s responsibility as a Portfolio Administrator (PA) centers on designing and administering an EE portfolio that achieves all required portfolio metrics, obligations, and policy objectives in an optimal way. Decision 21-05-031 adopted a new approach to partitioning the energy efficiency program portfolios into program segmentations whose primary purposes are resource acquisition, market support, or equity. These three segments are described as follows¹:

Resource Acquisition

Programs with a primary purpose of, and a short-term ability to, deliver cost-effective avoided cost benefits to the electricity and natural gas systems. Short-term is defined as during the approved budget period for the portfolio. This segment should make up the bulk of savings to achieve portfolio Total System Benefit (TSB) goals.

¹ D. 21-05-031, p.14-15

Market Support

Programs with a primary objective of supporting the long-term success of the energy efficiency market by educating customers, training contractors, building partnerships, or moving beneficial technologies towards greater cost-effectiveness.

Equity

Programs with a primary purpose of providing energy efficiency to hard-to-reach or underserved customers and disadvantaged communities in advancement of the Commission's Environmental and Social Justice (ESJ) Action Plan. Specifically, improving access to energy efficiency for ESJ communities, providing corollary benefits such as increased comfort and safety, improved indoor air quality, and more affordable utility bills, consistent with Goals 1, 2, and 5 in the ESJ Action Plan.

PG&E envisions the Micro and Small Business Equity Program to function as its first Equity-focused program. To effectively support PG&E's overall portfolio performance, it is vital Bidders thoroughly understand the unique attributes of each segmentation listed above and how to optimize a program whose primary purpose is to serve micro and small businesses that also qualify as hard-to-reach customers and/or are located in disadvantaged communities.

1.2.2 Managing Potential Program Overlap

When adding new programs to the portfolio, PG&E will consider opportunities to introduce healthy competition and operational flexibility into the portfolio. PG&E will consider on a case-by-case basis to what extent overlapping programs (local or statewide) could have a net positive effect for customers and the portfolio (Competitive Program Overlap) versus the prospect that overlapping programs may duplicate or conflict with other efforts producing an overall negative outcome for customers and portfolio performance (Duplicative Program Overlap).

As PG&E transitions to the new revised portfolio structure, PG&E will typically give priority to new Statewide 3P Programs over local 3P Programs and work collaboratively with all local 3P Program implementers and other California PAs to remove or minimize undesirable program overlap. PG&E recognizes the challenge this may present and is making Bidders aware of this issue prior to submitting a program proposal. PG&E suggests Implementers proactively build collaboration and flexibility into their program design to mitigate impacts if any Duplicative Program Overlap were to arise.

1.3 3P EE SOLICITATION PROCESS OVERVIEW

1.3.1 Solicitation Process Steps

In accordance with D.18-01-004, solicitations for the procurement of EE programs (either Statewide or local to PG&E territory) will generally include the following 2-stage solicitation process steps.

Stage 1 - Request for Abstract (RFA) – The primary focus of the RFA will be to assess the proposed program design, the innovation of that program design, the Bidders’ experience and qualifications to implement that program design, and assess any attributes for Small Business Enterprise (SBE) bidders. Bidders will provide information describing the specific market segment they propose to target, how the proposed program design will serve the target market segment, how the desired outcomes of the proposed program aligns with portfolio goals, highlights of innovative program elements, qualifications and experience of the Bidder implementation team firm(s), and Supply Chain Responsibility information (the “Abstract”). After PG&E evaluates the Abstracts, successful Bidders will be invited to advance to the next stage of the process.

Stage 2 – Request for Proposal (RFP) – The RFP will focus on the bidder’s program implementation approach, program benefits, Bidder compensation and performance, and assess attributes for Diverse Business Enterprise (DBE) and SBE Bidders. Bidders invited to the RFP stage will provide a program budget, a quantification of program benefits and costs, proposed compensation structure, program performance metrics, program management practices, Supply Chain Responsibility information, and other details related to program feasibility to provide a comprehensive understanding of the program (the “Proposal”).

Bidders with Proposals that are determined to offer compelling program plans that could effectively support equity program goals will be invited to engage in contract negotiations. Bidder interviews may be employed to determine the set of Bidders advancing to contract negotiations. Depending on the competitiveness of the RFP, PG&E may interview several RFP participants, all RFP participants, or skip interviews and proceed directly to contracting.

Contract Negotiations – During this step of the solicitation process, Bidders will negotiate the specific terms of a contract, including proposed changes to modifiable contract terms, and collaborate on potential program adjustments. Advancement to contract negotiations does not guarantee the award of a contract. Assuming the contract meets the thresholds requiring an advice letter, once PG&E and the Bidder reach agreement on contract terms, the contract will be conditionally executed and PG&E will then initiate the advice letter process. In the case where an advice letter is not required, the contract will instead be executed and proceed directly to program implementation.

Advice Letter Process – Contracts having a contract value greater than \$5 million or a

term greater than three years require approval by the CPUC via a Tier 2 Advice Letter. The advice letter will summarize the solicitation process, the program, and the contract. PG&E will lead the drafting and submission of the advice letter and will require support from the implementer to compile the required information and respond to questions and protests in a timely manner.

Implementation Plan – Bidders should also be aware that D.18-01-004 requires that a finalized program Implementation Plan be filed within 60 days of contract execution (or within 60 days of Advice Letter approval if one is required). PG&E will work with the Bidder to draft the program Implementation Plan once a Notice to Proceed (NTP) has been issued for the contract.

1.3.2 Information Requirements Within Each Future Process Step

The solicitation process requires the Bidders to submit information at specific points in the process and develop key documents as the process progresses. *Figure 1.2 – Information Requirements for PG&E’s 3P EE Solicitation Process* depicts the solicitation process and level of detail where major deliverables will typically be introduced or expected from the Bidder.

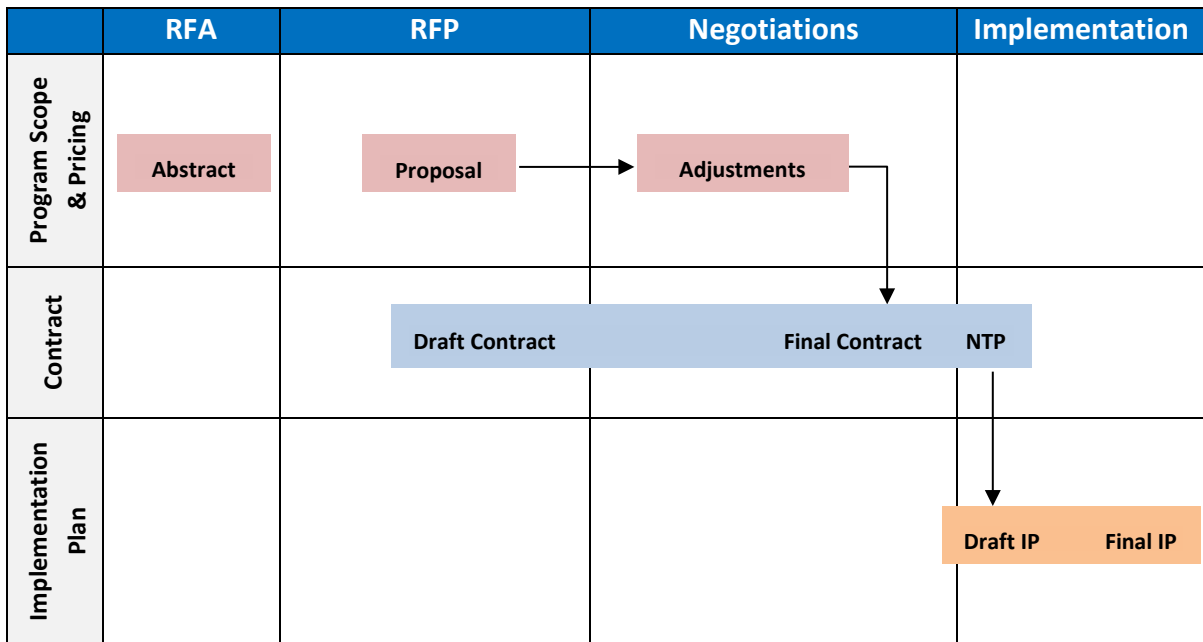


Figure 1.2 – Information Requirements for PG&E’s 3P EE Solicitation Process.

As a rule, PG&E will defer the requirement of detailed documents or other labor-intensive deliverables to later stages in this solicitation process and limit the burden on Bidders not advancing to the contract negotiation stage. Although the figure outlines the typical information inputs for the solicitation process, PG&E may make adjustments to suit specific solicitation circumstances.

1.3.3 Procurement Review Group & Independent Evaluators

Pursuant to D.18-01-004, each PA has established an EE Procurement Review Group (EE PRG) and a pool of Independent Evaluators (IEs) with EE and competitive solicitation expertise to support the PA’s solicitation process. PG&E has established a PG&E EE PRG and a PG&E EE IE pool specifically to support this 3P EE solicitation process by working in concert to monitor, evaluate and provide oversight of all phases of the solicitation process. Per Public Utilities Code Section 583, Commission staff and Public Advocates Office staff are obligated to protect confidential information. All non-Commission EE PRG participants and IEs have executed Non-Disclosure Agreements (NDAs).

Role of the PG&E EE PRG in the Solicitation Process – The EE PRG advises the PAs with respect to their EE procurements and is consulted at all stages of the solicitation process. The EE PRG balances the goals of oversight, transparency, and timely feedback with the desire to have an expeditious procurement process sufficiently aligned with Commission direction and California laws. The Commission structured the EE PRG as an advisory group to the PAs, with representation from Commission Energy Division (ED) Staff, the Public Advocates Office (PAO), the California Energy Commission (CEC), consumer representatives, and non-market participants who do not have a financial interest in the outcome of any solicitations.

Role of PG&E EE IEs in the Solicitation Process – IEs observe all stages of the solicitation process from RFA design through contract execution for transparency and fairness and independently report to the PRG. IE activities include the review of solicitation materials such as solicitation plans, solicitation language, evaluation criteria, solicitation procedural steps, solicitation scoring, and contracts as well as monitoring of pre-bid meetings and contract negotiations to assist in implementing fairness and consistency with Commission statutes, policies, guidance, and business plans.

The PG&E EE IE assigned to oversee this solicitation is as follows:

Independent Evaluator
Great Work Energy LLC Kim Crossman

Figure 1.3 – Independent Evaluators Involved in the Solicitation Process.

The name of the PG&E EE IE is provided here for transparency. However, Bidders must refrain from directly contacting or otherwise trying to exert influence over PG&E’s IE during a solicitation. All solicitation communications should take place within the PowerAdvocate® platform as described in section 3.1.4 of this document.

2 SOLICITATION OVERVIEW

2.1 OBJECTIVES OF SOLICITATION

Bidders will design and propose to implement a new equity program providing the benefits of energy efficiency to micro and small business customers. As an equity program, the primary objective is to achieve increased participation and provide targeted services to customers and regions which don't historically receive it.

Programs proposed may seek to utilize smart technologies commonly available to this customer group and leverage existing community-based programs and resources. Proposed programs should strive to achieve maximum measurable benefit. Bidders may target activity in specific locations or markets if that results in efficiencies of scale and/or increased benefits.

2.1.1 Outcomes Sought

PG&E is seeking abstract(s) for programs that employ innovative approaches and strategies in order to achieve program outcomes including:

- A large number of micro and small businesses are served by the program.
- Most program participants are from disadvantaged communities and/ or hard to reach.
- Energy saving projects and practices implemented at participant sites reduce customer energy bills, improve comfort, health, safety and climate resilience.
- High customer satisfaction with the program.
- Provide load reduction during peak hours and other IDSM solutions.

Bidders will describe their specific proposed program outcomes in more detail in their RFA response and may propose additional or different program outcomes.

It is important for bidders to be aware that a working group at the CAEEC is currently developing recommendations for reportable metrics for ratepayer-funded EE equity programs that will be considered by CPUC this Fall. The outcomes sought that are listed above represent the most central objectives for this solicitation, and they should effectively anchor bidders' program designs that will be described in their response to this RFA. In the RFP, PG&E will incorporate new equity metrics or other relevant regulatory changes as directed by CPUC and will allow bidders an opportunity to modify their program designs to more effectively address any new outcomes sought or other requirements.

2.1.2 Target Customers

PG&E envisions that the Micro and Small Business Equity Program will target customers that meet the following characteristics:

-
- Largely serve customers in the Commercial sector, with some Industrial and Agriculture customers potentially served as well.
 - Peak demand of customer sites served will fall below 50kW.
 - Minimum of 75% of customers served by program will be from Disadvantaged Communities (DAC).
 - Hard to reach customers should be included in the program but customers in DACs are the primary target
 - Customers served have with no more than 10 sites under their ownership and must fit the California Code of Regulations definition of Small Business Enterprise.

Per California Code of Regulations, to be certified as a small business, a business must meet all of the following qualifying criteria:

1. It is independently owned and operated; and
2. Its principal office is located in California; and
3. The officers of the business (in the case of a corporation); officers and/or managers, or in the absence of officers and/or managers, all members in the case of a limited liability company; partners in the case of a partnership; or the owner(s) in all other cases, are domiciled in California; and
4. It is not dominant in its field of operation(s), and
5. It is either:
 - a. A business that, together with all affiliates, has 100 or fewer employees, and annual gross receipts of fifteen million dollars (\$15,000,000) or less as averaged for the previous three (3) tax years, as biennially adjusted by the Department in accordance with Government Code § 14837(d)(3) (If the business or its affiliate(s) has been in existence for less than three (3) tax years, then the GAR will be based upon the number of years in existence); or
 - b. A manufacturer as defined herein that, together with all affiliates, has 100 or fewer employees.

2.1.3 Disadvantaged Communities and Hard-To-Reach Customers

California has established itself as a global leader in the development and deployment of energy efficiency and renewable technologies. SB 350 set new goals of doubling the state's energy efficiency measures and procuring 50 percent of electricity from renewable sources by 2030. The important gains that the state has achieved in energy efficiency and renewable energy resources however, are not evenly distributed, and the Commission has adopted policies that encourage PAs and third parties to implement programs that ensure that residents in disadvantaged communities ("DACs") and hard-to-reach ("HTR") customers can benefit from EE opportunities. The CPUC-adopted definitions of DAC and HTR are provided in Appendix A: Common Definitions of these General Instructions.

PG&E will track the overall participation of HTR customers and those located in DACs in its EE portfolio. To facilitate this tracking, all Implementers will be required to include in their regular program reporting data that tracks the participation of these customers in the program.

In this solicitation, PG&E invites Bidders to submit program designs that include approaches tailored to meet the unique needs and address barriers specifically relevant to residents in DACs and HTR customers. DAC / HTR programs within PG&E’s portfolio will contribute towards the following portfolio needs:

- Maximize energy savings for disadvantaged communities, in line with SB 350 and Commission direction.
- Increase participation rates for hard-to-reach customers.
- Contribute to the PA’s requirement to meet its portfolio-level market penetration targets for serving small commercial customers.

2.1.4 Current Landscape of Related Programs and Resources

Bidders should be aware of potential overlap with existing programs and their methodologies which may also be serving this market sector. This could include Regional Energy Networks, Local Government Partnerships, and some Third-Party programs. The purpose of this MSB program would be to compliment and coordinate with those programs where possible and not to duplicate efforts. To aid in designing a program that is additive and not duplicative, the bidder should be aware of other efforts targeting these customers in the local geographic areas or business sub-sectors they are proposing to serve.

Related programs that may be serving this market sector in some parts of PG&E’s territory include the following Local Government Partnership Programs:

Entity Name	Program Name
City and County of San Francisco	Energy Access SF
County of Marin	Marin Energy Watch Partnership
County of Sonoma	Sonoma Public Energy
Redwood Coast Energy Authority	Redwood Coast Energy Watch
San Joaquin Valley Clean Energy Organization	Central California Energy Watch (CCEW)
San Mateo City and County Association of Governments	San Mateo County Energy Watch Program
Sierra Business Council	Sierra Nevada Energy Watch (SNEW)
The Energy Coalition	Central Coast Leaders in Energy Action Program (CC-LEAP)

Table 2.1 LGP Programs

The following Regional Energy Networks (RENs) may offer programs serving this market sector in various parts of PG&E’s territory:

Regional Energy Network	Constituent CCAs/Municipalities
-------------------------	---------------------------------

BayREN	City of Alameda City of Palo Alto Clean Power SF (CPSF) East Bay Community Energy (EBCE) Marin Clean Energy (MCE) Pioneer Community Energy (PCE) Sonoma Clean Power (SCP) San Jose Clean Energy (SJCE) Silicon Valley Clean Energy (SVCE)
3C-REN	San Luis Obispo Country

Table 2.2 Regional Energy Networks in PG&E Territory

The following PG&E 3P EE Programs may be serving this market sector in some parts of PG&E’s territory:

Sector / Sub-Segment	Implementer Name / Program Name
Commercial High-Tech and BioTech	Nexant Advanced Energy Program
Commercial Healthcare	Nexant Healthcare Energy Fitness Initiative
Commercial Broad Sector	Ecology Action NetOne
Commercial Grocery / Supermarkets	kW Engineering, Inc. Coolsave
Commercial Commercial & Educational Laboratories	kW Engineering, Inc. Smart Labs
Industrial Manufacturing & Food Processing	Cascade Energy, Inc. Industrial Systems Optimization Program (ISOP)
Industrial Petroleum / Chemicals	CLEAResult Consulting Inc. Business Energy Performance Program (BEP)
Agricultural Broad Sector	TRC Solutions Agricultural Energy Savings Action Plan (AESAP)

Table 2.3 PG&E EE 3P Programs

There are existing resources available through PG&E or others that are relevant to the target market for this program. Bidders may choose to incorporate some of these as elements of their proposed MSB program design.

- Business Energy Savings Tool - Online portal for business customers to log in, check bill amount, energy usage, build a facility profile, change rate, set up a pay plan etc.

- PG&E data and marketing support: PG&E can assist successful bidders to identify high potential customer targets. Marketing support from PG&E can be negotiated but is not mandatory.
- Energy Efficiency Financing:
 - PG&E On Bill Financing: Tier 1 and small business streamlined Tier 1A financing in many cases offer no money down, 0% financing for qualified projects.
 - State of California – CA Alternative Energy and Advanced Transportation Financing Authority (CAEAFTA) offers funding for qualified small business energy efficiency projects.
 - Regional Energy Network (REN) microloans – RENs may offer financing for small businesses which can be used to cover energy efficiency improvements
 - United States Small Business Administration offers an aggregated list of energy efficiency finance and incentive tools for small business.

2.1.5 Scale of Contracting Opportunity

The total number of contracts PG&E will ultimately execute in this RFA is dependent upon the size, scale and comprehensiveness of the programs that are ultimately selected.

The contracting target in total dollar amount that PG&E may award for this program is provided in *Figure 2.1 – PG&E Contracting Target*.

Contracting Target (3-year)
\$10 Million

Figure 2.4 – PG&E Contracting Target.

PG&E stresses the following points when considering this information:

- The EE portfolio goals and their associated EE budgets are regularly reevaluated and change from year-to-year; future budget allocations may differ from historical.
- This information should not be considered a binding target and PG&E retains the option to deviate from this target upward or downward depending upon the actual results of the solicitation.

2.2 OUT OF SCOPE PROGRAM ELEMENTS

The following types of programs are **ineligible** for consideration as part of the MSB solicitation:

-
- Programs that are unresponsive to the objectives of this solicitation.
 - Resource Acquisition programs. As described in Section 1 of these General Instructions, resource acquisition programs and/or activities are EE programs that generate energy savings that are quantified, tracked, and claimed towards the Portfolio's EE savings goals.
 - However, achieving energy savings at customer sites is how most MSB program outcomes including benefits to participants will be realized.
 - EE programs identified for statewide administration.
 - Income Qualified energy efficiency programs (Energy Savings Assistance).
 - EM&V consulting or other technical or market support services that support PG&E portfolio administrative tasks and/or other EE programs.
 - Emerging Technologies ("ET"), and Codes and Standards ("C&S") programs.
 - Residential or Multi-family EE programs.

2.3 RFA ELIGIBILITY

2.3.1 Eligibility Criterion 1: IOU Affiliates

CPUC Decision 05-01-055 prohibits any transaction between a California IOU and any program implementer for EE that is a California affiliate of an IOU.² All Bidders must acknowledge that they are not an affiliate of any IOU. Such disclosure will be included in the response hereto. Failure to accurately respond will result in immediate rejection.

2.3.2 Eligibility Criterion 2: Program Evaluation Contractors and Consultants

Pursuant to CPUC D.05-01-055 – Interim Opinion on the Administrative Structure for Energy Efficiency: Threshold Issues, program evaluation, measurement and verification (EM&V), activities must be transparent and independent to support sound Commission decision-making and portfolio administration. The EM&V structure must be shielded from potential conflicts of interest to ensure independence and transparency of the evaluation process.

Allowing EM&V consultants (or their firms) that perform program and portfolio impact-related studies to also be involved in EE program delivery creates a conflict-of-interest. To address this conflict-of-interest, EM&V consultants (or their firms) that perform program and portfolio impact-related studies in California are prohibited from also participating in the EE 3P solicitation process. Any business entity that is a Bidder in the EE 3P solicitation process and also affiliated with an EM&V consultant (or their firms) performing load impact studies must demonstrate how both their business entities are clearly demarcated. The Bidder must describe all established firewalls and any other protections in place to ensure separation

² D.05-01-055, OP 2, "As discussed in this decision, transactions between the IOUs and any program implementer that is an affiliate of PG&E, SCE, SDG&E or SoCalGas are prohibited, without exception. This ban becomes effective for the 2006 program year and beyond."

and effectively mitigate any perceived or potential conflict-of-interest for their Proposal to be considered for evaluation. A current list of impact evaluation contractors and subcontractors is at: <http://www.cpuc.ca.gov/eevalidation/>

3 RFA PARTICIPATION INSTRUCTIONS

3.1 BIDDER RFA RESPONSE PARTICIPATION REQUIREMENTS

3.1.1 Bidder PowerAdvocate® Registration Requirement

PG&E uses a third-party web-based software application called PowerAdvocate® to administer sourcing events.

BIDDERS ARE REQUIRED TO REGISTER IN POWERADVOCATE® TO SUBMIT ANY RESPONSES TO THIS RFA, TO REGISTER FOR THE PRE-BID CONFERENCE FOR THIS RFA TO SUBMIT WRITTEN QUESTIONS AND REVIEW RESPONSES TO WRITTEN QUESTIONS REGARDING THIS RFA.

Should Bidder have any questions about PowerAdvocate®, please contact PowerAdvocate® Customer Support at (857) 453-5800 or email support@poweradvocate.com.

3.1.2 RFA Event Schedule

Below outlines the RFA’s event schedule and deadlines. PG&E reserves the right to revise the event RFA schedule, modify the RFA requirements, cancel, or withdraw this RFA at any time during this solicitation. PG&E will use its best efforts to notify Bidders of revisions to the event schedule, modifications, cancellation, and otherwise. PG&E shall not be liable for any such changes impacting this RFA.

RFA Solicitation Events	Date
RFA ISSUED <i>RFA documents available to Bidders in PowerAdvocate® for download</i>	September 7, 2021
PRE-BID CONFERENCE (optional) <i>Webinar access instructions available in PowerAdvocate®</i>	September 16, 2021 10:00am – 12:00pm PST
DEADLINE TO SUBMIT WRITTEN QUESTIONS TO PG&E <i>Bidders can submit written questions regarding this RFA to PG&E and review PG&E responses to written questions within PowerAdvocate®</i>	September 23, 2021 Due 4:00pm PST
PG&E RESPONSES TO ALL QUESTIONS UPLOADED TO POWERADVOCATE® <i>Bidder can review PG&E responses to all questions submitted in the RFP</i>	October 1, 2021
RFA CLOSED <i>Bidder’s abstract submission due date - registration in PowerAdvocate® is</i>	October 25, 2021 Due 4:00pm PST

<i>required to submit abstract</i>	
BIDDER SHORTLIST NOTIFICATION <i>PG&E notifies bidders whether their abstracts are shortlisted or rejected</i>	December 1, 2021 (Tentative date)
ANTICIPATED RFP LAUNCH <i>RFP documents available to Bidders in PowerAdvocate® for download</i>	December 2021
ANTICIPATED RFP CLOSE / EVALUATION / INTERVIEWS / SHORTLIST <i>Bidder's proposal submissions are due to PG&E for evaluation, interviews (optional), and RFP shortlisting for contracting</i>	Q1 2022
ANTICIPATED CONTRACTING / ADVICE LETTER APPROVAL <i>PG&E concludes contract negotiations with Bidder and completes the advice letter process</i>	Q2 2022
ANTICIPATED PROGRAM LAUNCH DATE <i>Target date for future program launch</i>	Q3 2022

Figure 3.1 – RFA Event Schedule.

3.1.3 Pre-Bid Conference Webinar

PG&E will host one RFA Pre-Bid Conference event. This will be a virtual event available via dial-in / webinar access using PG&E's third-party web-based video conferencing software application called Microsoft Teams. Information on attending will be available via PowerAdvocate. Bidders experiencing trouble attending should contact the PG&E Bid Event Coordinator (Coordinator):

Paula Paschal at paula.paschal@pge.com

At the Pre-Bid Conference, PG&E will provide an overview of the solicitation objectives, structure, instructions, and respond to questions received prior to the Pre-Bid Conference that have crafted answers. PG&E will not be hosting a live Q&A during this Pre-Bid Conference. Bidders may submit questions via the Chat function during the pre-bid conference. PG&E will respond to questions received according to the schedule outlined in *Figure 3.1 – RFA Event Schedule*. Bidder's participation in this event is **NOT** mandatory or a requirement to respond to this RFA.

3.1.4 Bidder RFA Questions and Communications Protocol

If Bidder is in doubt as to the intent of any part of the RFA documents, the Bidder must notify the Coordinator. Any questions, clarifications or requests for additional information regarding this RFA should only be submitted via PowerAdvocate® using the "Messaging" function and the provided Questionnaire template before the schedule deadline to submit written questions (or otherwise amended by the Coordinator). **Questions submitted after the deadline stated in the RFA schedule will not be answered.** Submission of questions is not mandatory and does not impact the review or scoring of the RFA.

For transparency, all Bidder submitted questions and responses will be posted to the

“Download Documents” tab in PowerAdvocate® for all Bidders to access but will not identify the Bidder who submitted the question. Bidders should consider this when asking questions that reveal confidential and/or proprietary information because **all Bidder questions and responses regarding this RFA will be available for all Bidders to review.**

PG&E staff is not available for verbal conversations with individual Bidders and will not respond to any requests for information outside of the PowerAdvocate® platform. Any attempt to communicate about this RFA with any other PG&E employees, their consultants, contractors, PRG or IE members, and so forth may result in the Bidder’s disqualification.

A requirement to participate in this RFA, unless otherwise expressly authorized by PG&E, is Bidders must agree they have not and will not engage in communications with any other Bidder’s registered under this RFA concerning either Bidder’s RFA response materials, Abstract proposal, engage in activities in violation of State or federal antitrust laws, or other unlawful or unfair business practices collectively referred to as (Prohibited Communication Activities) in connection with and during this solicitation process that includes the RFA (Stage 1), and the RFP (Stage 2).

Notwithstanding the foregoing, Bidder may engage in communications with its advisors, counsel, experts or employees who need to know the content of the communications and materials related to this RFA and have agreed in an NDA to prohibit the public disclosure of Bidder’s response information and/or confidential information submitted to PG&E resulting from this RFA or subsequent RFP. In addition, Bidder may engage in communications with other Bidders responding to this RFA in the following cases: 1) Both Bidders are under the same common control and ownership; 2) both Bidders prior to sharing any communications with each other, with common advisors and so forth, provide PG&E with a written attestation from each Bidder that such communication are not and will not be Prohibited Communication Activities and will be protected against public disclosure if related to or arising from this RFA and RFP solicitation process.

3.1.5 PG&E’s Right to Clarify Bidder’s Proposal

PG&E reserves the right to clarify Abstract ambiguities by contacting a Bidder, at any time, with questions about Bidder’s abstract. PG&E may perform clarification interviews via telephone or request clarifications in writing. PG&E will not compensate Bidder for any costs, fees or expenses incurred for the performance required to clarify their Abstract.

3.1.6 RFA Confidentiality

Except as otherwise stated, PG&E will not share or disclose Bidder’s Abstract, program ideas, information or any of Bidder’s responses to this RFA, (collectively referred to as Bidder’s RFA Response), with other Bidders or any other EE service providers. However, PG&E shall have the right and Bidder acknowledges PG&E will disclose and provide Bidder’s RFA Response to PG&E’s IEs, PRG, the CPUC and its staff. As noted previously, CPUC staff are subject to the confidentiality requirements of Public Utilities Code Section

583 while IEs and PRG members are subject to NDAs. However, PG&E cannot ensure the CPUC or its staff members will afford confidential treatment to any of Bidder's RFA Response or that the PRG or IE's will honor their NDA provisions. By submitting Bidder's RFA Response and participating in this RFA, Bidder further acknowledges and agrees PG&E will not assume any liability to Bidder resulting in any public disclosure of Bidder's RFA Response.

3.1.7 Other RFA and RFP Terms and Conditions

PG&E will NOT return abstracts, or any other documentation submitted in connection with this RFA. All materials submitted will become and remain the property of PG&E.

By submitting an abstract, or otherwise responding to this RFA, Bidder agrees to:

- seek independent legal and financial advice regarding Bidder's response and abstract.
- read and be bound by this RFA's participation terms and conditions and other related provisions.
- obtain all necessary authorizations and approvals to respond to this RFA.
- not engage in Prohibited Communication Activities.
- acknowledge that any response or abstract submitted in response, to this RFA does not obligate PG&E to pay, or reimburse any costs, fees or expenses incurred by Bidder as a result of this RFA or require PG&E to enter into any definitive agreement with Bidder.
- promptly notify PG&E in writing of any circumstances, changes or other factors that impact Bidder's ability to fulfill or update Bidder's response and abstract to this RFA.
- provide all accurate, correct information, and in compliance with applicable laws in every response to and submission of documentation provided as a result of or relating to this RFA.
- waive all claims against PG&E in the selection process for informalities, defects, or for exercising any discretion in the selection process and throughout the RFA.

If Bidder moves to Proposal phase, Bidder agrees to:

- hold valid contractor's licenses for work that is subject to licensing requirements.
- abide by all CPUC policies and guidance for EE programs.
- address how the proposed program meets workforce skills requirements.

-
- address how the program meets disadvantaged worker requirements.

3.2 RFA RESPONSE SUBMITTAL INSTRUCTIONS

3.2.1 Required RFA Forms

The following list of forms will be available to Bidders within PowerAdvocate® once the RFA is issued. Bidders must submit all forms listed below via PowerAdvocate® by the date and time listed in the RFA Schedule. Responses that do not include all of the required forms, or include incomplete versions of the required forms, will be removed from further evaluation. All requested documentation provided by the Bidder must be uploaded and formatted using Microsoft (MS) Word, Excel, or PDF file format or directly entered into the PowerAdvocate® platform as instructed. The Bidder's abstract information listed below will serve as a basis for any future program agreement.

1. **Narrative Response Form:** Bidder must utilize a pre-formatted MS Word template to submit the narrative sections of the abstract. Unless stated otherwise, Bidder's abstract information should be provided in the Narrative Response Form. Page limitations and maximum word counts are provided with each question response to facilitate review and convey the level of detail expected with each response. Bidders must respond to all questions contained in the template and no question field should remain empty. If a Bidder believes a question is not applicable to their proposed program, Bidder must provide a brief justification why.

Bidders can reformat the template title page and body provided that all original information fields and all original questions in the document body remain in the same sequence in the final submission. The use of charts, graphs, infographics and other visual presentation of information is allowed to aid in the clear and efficient communication of information. Words present in any included graphics will count towards word count limits associated with each question response. Bidders should refrain from using excessively small fonts (less than 11-point) in all narrative responses, charts and figures.

2. **Data Response Form:** A pre-formatted MS Excel template is required to submit all requested program data. Bidder's RFA response must include a completed Data Response Form template (MS Excel format). Bidders must not reformat the provided Data Response Form template.
3. **Team Resumes:** All resumes provided in response to this RFA need to be appended into a single document in PDF format.

No other attachments or supplemental information will be accepted for consideration during this RFA process unless specifically requested by PG&E. Responses that deviate from the requested format and/or failure to address all requirements and respond to questions within all forms will increase the time required to review and evaluate its contents and may

disqualify an abstract.

3.2.2 File Naming Convention

When uploading forms to PowerAdvocate®, Bidders should use the following file naming format to ensure the accurate and timely processing of their responses and abstract.

Required RFA Form	File Name Format
Narrative Response Form	2021 MSB RFA – COMPANY NAME – PROGRAM NAME – NARRATIVE.docx
Data Response Form	2021 MSB RFA – COMPANY NAME – PROGRAM NAME – DATA.xlsx
Team Resumes	2021 MSB RFA – COMPANY NAME – PROGRAM NAME – RESUMES.pdf

Figure 3.2 – RFA File Naming Convention.

4 ABSTRACT EVALUATION AND SELECTION FACTORS

4.1 ABSTRACT REVIEW

All incoming abstracts will be screened for conformance with solicitation eligibility requirements prior to scoring. Abstracts may be screened and eliminated from scoring for any reason, including but not limited to:

- The abstract was received after the RFA submission deadline in RFA Schedule.
- The abstract does not include all the required forms, is missing requested information, or is otherwise substantively incomplete.
- The abstract fails to adhere to stated word count limits for responses.
- The abstract is not responsive to the objectives and requirements of this RFA.
- The Bidder fails to adhere to solicitation communication protocols.
- PG&E determines that a conflict of interest exists.

PG&E will utilize all the information provided to evaluate abstracts. Bidders are responsible for the accuracy of all descriptions, figures and calculations. Errors in the abstract will impact PG&E's evaluation of the abstract.

4.2 KEY ABSTRACT SELECTION FACTORS

PG&E will evaluate proposed programs against the following set of criteria / sub-criteria to determine advancement to the following RFP stage. PG&E at its sole discretion may decide to use some or all of these factors when evaluating the proposed program.

RFA Scoring Criteria	Weighting	Sub-Criteria
Program Concept	60%	Program Design & Market Understanding Quantifiable Outcomes Program Innovation
Company Qualifications & Experience	30%	Team Composition & Responsibilities Prior Implementation Experience
Supply Chain Responsibility	10%	Small Business Enterprise

Figure 4.1 – RFA Scoring Criteria.

5 REQUESTED PROGRAM INFORMATION

5.1 PROGRAM CONCEPT

PG&E will assess the fundamental program design to determine how the proposed program could contribute to PG&E's portfolio goals and other metrics. PG&E will look at the following program design aspects to fully understand the proposed program approach and how the program will ultimately improve access to EE for hard-to-reach customers and disadvantaged communities.

5.1.1 Market Understanding

The abstract should articulate the specific market opportunity within the MSB/HTR/DAC population the program is focusing on. It should demonstrate an understanding of the current market dynamics and barriers to energy efficiency that the program is designed to overcome. Responses should describe and explain the proposed market to be served by the program, including but not limited to:

- Geography: Will the program target the entire PG&E territory or focus on specific geographic regions?
- Business Type: Will the program target all types of micro & small businesses within the entire PG&E territory or focus on specific business sub-segments?
- Strategic Engagements: Will the program partner with local governments or other organizations to engage specific customers and communities?

5.1.2 Program Design

The abstract should convey for understanding the overall program intent, design, and function. The abstract should connect how the proposed program activities effectively address the market barriers and provide customer benefits that align with achieving portfolio equity goals.

A compelling program design lays out the program's theory of change, including the goals of a program, activities that the program will use to accomplish those goals and the identification of the causal relationships between the activities and the program's effects. It describes the expected causal relationships between program goals and program activities in a way that allows the reader to understand why the proposed program activities are expected to result in the accomplishment of the program goals. A well-developed program theory should also describe the barriers that will be overcome in order to accomplish the goals and clearly describe how the program activities are expected to overcome those barriers. A program theory may also indicate what program progress and goal attainment metrics should be tracked in order to assess program effects.

A Logic Model is a high-level graphical representation of the program theory. It illustrates key causal links between program activities and program outcomes depicting how a program is intended to intervene in a market. Additional reference information on Program Theory and Logic Models including several examples is provided in the Appendix of this document.

5.1.3 Quantifiable Outcomes

The abstract should explain how the proposed equity program aligns with the Commission's ESJ Action Plan. D.21-05-031 defines Equity as "programs with a primary purpose of providing energy efficiency to hard-to-reach or underserved customers and disadvantaged communities in advancement of the Commission's ESJ Action Plan. Improving access to energy efficiency for ESJ communities, as defined in the ESJ Action Plan, may provide corollary benefits such as increased comfort and safety, improved air quality, and more affordable utility bills, consistent with Goals 1, 2, 4 and 5 in the ESJ Action Plan".

For ease of reference, the overall goals identified by the ESJ action plan includes:

Goal 1:

Consistently integrate equity and access considerations throughout CPUC proceedings and other efforts.

Goal 2:

Increase investment in clean energy resources to benefit ESJ communities, especially to improve local air quality and public health.

Goal 3:

Strive to improve access to high-quality water, communications, and transportation services for ESJ communities.

Goal 4:

Increase climate resiliency in ESJ communities.

Goal 5:

Enhance outreach and public participation opportunities for ESJ communities to meaningfully participate in the CPUC's decision-making process and benefit from CPUC programs.

Goal 6:

Enhance enforcement to ensure safety and consumer protection for ESJ communities.

Goal 7:

Promote economic and workforce development opportunities in ESJ communities.

Goal 8:

Improve training and staff development related to ESJ issues within the CPUC's jurisdiction.

Goal 9:

Monitor the CPUC's ESJ efforts to evaluate how they are achieving their objectives.

The abstract should describe the expected short-, medium- and long-term outcomes of the proposed program, such as:

- The number of micro and small businesses served by the program.
- The percentage of program participants from disadvantaged communities and/ or hard to reach.
- Customer benefits realized, including energy savings, reduced energy costs, improved comfort, health and/ or safety, climate resilience.
- Customer satisfaction with the program.

For the abstract, information about Outcomes provided by bidders may be preliminary and conceptual, but responses should tie directly and logically to the program design described. Bidders advanced to the RFP stage will be asked to more thoroughly define and propose quantifiable outcomes as program metrics, along with planned M&V and key performance indicators for ongoing performance assessment.

PG&E also highly values customer satisfaction and positive customer experiences as a desired outcome of the program. The abstract should describe how the program will provide a superior customer experience to PG&E customers. Suggested topics include but are not limited to:

- Describe the value proposition for the customer (i.e. what customer problem is the program solving?)
- Describe the planned customer experience and how this approach supports customers and make participation in the program easy and effortless.

5.1.4 Program Innovation

The Commission's fundamental intent with directing the transition to a 3P Portfolio is to capitalize on otherwise untapped potential by allowing 3P Implementers to bring innovative strategies to bear on California's EE market and achieve greater amounts of EE savings more cost effectively. To be considered innovative, the Bidder must demonstrate how the proposed program will ultimately increase participation of micro and small businesses by advancing a technology, marketing strategy, or delivery approach in a manner different from previous efforts.

Ideally, such strategies could be scalable and replicable across sectors, segments, and technologies in the future, or seek to integrate other demand side technologies where feasible, such as demand response and distributed generation. The following is a non-exhaustive list of examples of program innovations that advance technology, marketing strategy or delivery approach.

Examples of "technology" innovation could include, but are not limited to:

-
- A measure that is no longer considered “emerging technology” but not yet fully in the market, or
 - A more advanced energy-saving technology, or
 - A novel combination of technologies, including strategies that integrated EE with other demand side technologies such as demand response and distributed generation.

Examples of “market strategy” innovation could include, but are not limited to:

- Online systems or new software strategies that support and promote comprehensive energy resource management, or
- Creative incentives or prizes for participation, or
- Embedded in other transactions (e.g., in post office mailers when moving).
- Partnership with local community and cultural organizations to market the program.

Examples of “delivery approach” innovation could include, but are not limited to:

- A new strategy for customer engagement and enrollment, or
- A competition (e.g., “golden carrot” used for refrigerators)³, or
- A new partnership/relationship to reach different/additional customers, or
- A new approach to customer targeting that allows the program to focus on high-value savings opportunities or to specifically reach key customer groups, or
- A more streamlined implementation process, or
- A strategy that addresses a persistent market barrier, or
- A program delivery strategy that promotes comprehensive integrated site-specific energy solutions across demand side resources such as EE, demand response and distributed generation.

To demonstrate that a proposed program is innovative, abstracts should include:

- A. A clear and concise rationale for why new combinations of proven technologies,⁴ updated or re-designed marketing strategies, or modified delivery approaches

³ <https://www.cee1.org/content/golden-carrots-beginning>.

⁴ Emerging Technology (ET) program technologies would not be part of this approach as it would be pursued within the ET program.

(including using new relationships or partnerships) would yield greater uptake savings than previous programs serving the target market;

- B. A high-level analysis showing how the innovative approach will yield increased savings and/or participation beyond existing strategies; and
- C. Metrics that could be used to track progress of innovative program elements.

5.2 COMPANY QUALIFICATIONS

In this RFA, PG&E will review the collective capabilities and credentials of the proposed program team along with the prior track record for program implementation to assess the ability and capacity of the team to deliver.

5.2.1 Program Team Composition and Qualifications

PG&E will review team composition and credentials of key program personnel including the Program Manager that will lead implementation of the program and team leads from each firm referenced in the RFP to confirm the Bidder is appropriately staffed and capable of successfully implementing the proposed program.

The abstract should provide information about all constituent organization(s) in a partnership and subcontractors key to the implementation of the proposed program.

- **Roles & Responsibilities:** Describe the program management and organization structure that identifies the roles of personnel required to implement the proposed program and describes their responsibilities.
- **Team Composition:** Identify the team and their capabilities, including any key partnerships and/or subcontractors that will support a successful program delivery. Please provide information on all constituent companies in a partnership or subcontractors key to the implementation of a proposed program.
- **Organizational Chart:** Provide a simple graphic representing the team composition and reporting structure. Where known, the org chart should name the individual proposed for each role. Bidders should provide resumes for these individuals as a separate pdf.

5.2.2 Prior Implementation Experience

PG&E will review the prior program implementation track record to assess the team's demonstrated ability to implement programs. Preference is given for (a) prior successful program execution of a similar or larger scale (b) similar or greater degree of complexity, (c) applicability to the California EE market. Although preference is given for experience delivering similar EE customer programs, other directly relevant experience that qualifies bidder to implement the proposed program will be considered. Bidders must include all programs deployed for PG&E within the last 5 years.

5.3 SUPPLY CHAIN RESPONSIBILITY

PG&E has an overall mission to support ethical supply chain management and strongly encourages Small Business Enterprises (SBEs) to participate in this RFA. Furthermore, PG&E strongly encourages program implementers to utilize SBE contractors /subcontractors during various stages of program implementation and execution.

Per Title 2, Section 1896.12, California Code of Regulations, to be certified as a small business, a business must meet all of the following qualifying criteria:

- 1) It is independently owned and operated; and
- 2) Its principal office is located in California; and
- 3) The officers of the business (in the case of a corporation); officers and/or managers, or in the absence of officers and/or managers, all members in the case of a limited liability company; partners in the case of a partnership; or the owner(s) in all other cases, are domiciled in California; and
- 4) It is not dominant in its field of operation(s), and
- 5) It is either:
 - a) A business that, together with all affiliates, has 100 or fewer employees, and annual gross receipts of fifteen million dollars (\$15,000,000) or less as averaged for the previous three (3) tax years, as biennially adjusted by the Department in accordance with Government Code § 14837(d)(3) (If the business or its affiliate(s) has been in existence for less than three (3) tax years, then the GAR will be based upon the number of years in existence); or
 - b) A manufacturer as defined herein that, together with all affiliates, has 100 or fewer employees.

For PG&E to count small⁵ businesses towards its supplier diversity goals, and comply with state and federal reporting requirements, those businesses must obtain certification with the following agency (link provided):

- [Department of General Services - Small Businesses Certification Program](#)

Bidder will indicate if it qualifies as a small business and / or is certified as a SBE, or in the case a contractor / subcontractor is included in the program team, indicate if the contractor / subcontractor is certified as a SBE and also indicate an estimated percentage of program delivery by the contractor / subcontractor.

The topics of Small Business Enterprises and Diverse Business Enterprises will be included in the subsequent Stage 2 RFP. PG&E encourages bidders to improve their proposal at each stage through the inclusion of SBE and DBE bidders.

⁵ Small Business Enterprise is defined by Title 2, Section 1896.12, of the California Code of Regulations.

6 APPENDIX A – COMMON DEFINITIONS & ACRONYMS

ABAL: Annual Budget Advice Letter

Abstract: Abstract is a short summary of a proposed program concept, the overall approach, description of innovative program elements, indicative estimates of program benefits and pricing, and the qualifications and experience of the Bidder implementation team firm(s).

Agreement: A legally binding Energy Efficiency Agreement between PG&E and Contractor and/or Program Implementor creating mutual obligations enforceable by law.

Affiliate: Any person, corporation, utility, partnership, or other entity 5% or more of whose outstanding securities are owned, controlled, or held with power to vote, directly or indirectly either by an administrator or any of its subsidiaries, or by that administrator's controlling corporation and/or any of its subsidiaries as well as any company in which the administrator, its controlling corporation, or any of the administrator's affiliates exert substantial control over the operation of the company and/or indirectly have substantial financial interests in the company exercised through means other than ownership. For purposes of these Rules, "substantial control" includes, but is not limited to, the possession, directly and indirectly and whether acting alone or in conjunction with others, of the authority to direct or cause the direction of the management of policies of a company. A direct or indirect voting interest of five percent (5%) or more by the administrator, its subsidiaries, or its affiliates in an entity's company creates a presumption of control.

Behavioral, Retro-commissioning, and Operational (BRO) Measures: The BRO category includes measures that either restore or improve EE and can be reasonably expected to produce multi-year savings. BRO measures include information or educational programs that influence energy-related practices (behavioral), activities and installations that restore equipment performance to its nominal efficiency (i.e., rated, intended, or original efficiency (retro-commissioning)) but do not enhance the measure's nominal efficiency, and measures that improve the efficient operation of installed equipment (operational). (Statewide Deemed Workpaper Rulebook 2019)

Bidder: The entity submitting an abstract and/or bid Abstract to PG&E to perform Work

Business Plan (BP): [Document](#) outlining PG&E's high-level approach to achieving state EE policy goals through 2025 as directed by D.15-10-028

California Public Utilities Commission (CPUC or Commission): Government entity that regulates privately owned electric, natural gas, telecommunications, water, railroad, rail transit, and passenger transportation companies.

Collaboration: Coordinated effort or set of efforts between two or more entities to leverage each party's strengths and resources to achieve specific outcomes (i.e., energy savings, expanding reach, etc.)

Community Choice Aggregators (CCAs): Organizations created by local governments pursuant to Assembly Bill 117 for procuring power and administering energy efficiency programs on behalf of local citizens.

Competitive Solicitation: The process whereby parties are requested to submit bids offering innovative approaches to energy savings or improved program performance.

Contract: The executed master service agreement between PG&E and Contractor, including the cover page signed by each Party, each Contract Work Authorization, the Specific Conditions and the General Conditions, together with any and all attachments and exhibits, all of which together shall constitute the Contract.

Contract Opportunity Announcement (COA): A COA is the document/announcement PG&E utilizes to communicate future solicitation opportunities. Each COA defines the type of contract, estimated contract value, location, deadline and opportunity description.

Contract Work Authorization (CWA): If specified in the Specific Conditions of the Contract, Work may be assigned to Contractor through CWAs which are signed by both PG&E and the Contractor. The terms and conditions of this Contract shall apply independently to each CWA executed by both Parties.

Contractor or Consultant: The entity or entities implementing an energy efficiency program that enters into the Contract with PG&E to perform the Work.

Cost Effectiveness: An indicator of the relative performance or economic attractiveness of any EE investment or practice when compared to the costs of energy produced and delivered in the absence of such an investment.

Cross-cutting Sectors: Cross-cutting sectors are Codes & Standards (C&S), Emerging Technologies (ET), Workforce Education & Training (WE&T), and Finance. These sectors support PG&E's five Customer Segments (Residential, Commercial, Industrial, Agricultural, and Public).

Custom Projects or Measures (also termed Calculated): Custom measures and projects are energy efficiency efforts where the customer financial incentive and the ex-ante energy savings are determined using a site-specific analysis of the customer's existing and proposed equipment, and an agreement is made with the customer to pay the financial incentive upon the completion and verification of the installation. The efforts are by definition unique, each with their own characteristics. (D.11-07-030)

Customer: Any person or entity that pays an electric and/or gas bill to an IOU or CCA and that is the ultimate consumer of goods and services including energy efficiency products, services, or practices.

Customer Incentive: Financial or non-financial support (e.g., rebates, financing options such as low interest or zero interest loans, free technical advice) provided to a market actor (usually a Customer) to motivate the customers to install energy efficient measures, adopt energy efficiency practices or undertake energy efficiency projects. (See Rebate)

Customer Sector: Residential, Commercial, Industrial, Agricultural, and Public

Customer Segment/Sub-segment: Grouping of like customers within an individual customer sector based on the North American Industry Classification System (NAICS) code.

Day: Unless otherwise specified, reference to a “day” means a calendar day.

Decision (D.): An opinion or judgement of the CPUC that decides the resolution of a proceeding, usually written in the format D.01-02-003. A proposed decision is usually written by a CPUC Administrative Law Judge (ALJ), it is then reviewed and voted upon by the Commissioners.

Deemed Measure: A prescriptive energy efficiency measure. Energy efficiency measures with predefined savings calculations, cost, eligibility, and other measure attributes.

Deep Energy Savings: Per Decision 12-05-015, longer-term energy savings usually achieved through a comprehensive “suite” of measures (or end-uses) that include longer-lived energy efficiency measures.

Demand Response (DR): Demand Response is short-term changes in electricity usage by end-use customers from their normal consumption patterns. Demand response may be in response to:

- a. changes in the price of electricity; or
- b. participation in programs or services designed to modify electricity use; or
- c. in response to wholesale market prices, or
- d. when system reliability is jeopardized.

Delivery (or Market) Channels: Downstream, Midstream, and Upstream

- Downstream program – Classification of program delivery in which program is delivered by agents or representatives (including installation contractors) that have direct interaction with end-use customers or through a program website.
- Midstream program – Type of program delivery in which incentive goes to the distributor or retailer to encourage promotion of EE products in the market. Incentive may or may not be passed to the end-use customer. Incentive may or may not be passed to the customer. Does not include programs partnering with contractors or installers.
- Upstream Program – Type of program delivery in which an incentive goes to the manufacturer to encourage production and promotion of EE products in the market. Incentive may or may not be passed to the end-use customer.

Disadvantaged Communities (DAC): Pursuant to Section 39711 of the Health and Safety Code, the California Environmental Protection Agency (“CalEPA”) developed a means for identifying disadvantaged communities, which may include, but are not limited to 1) Areas disproportionately affected by environmental pollution and other hazards that can lead to negative public health effects, exposure, or environmental degradation, and/or 2) Areas with concentrations of people that are of low income, high unemployment, low levels of homeownership, high rent burden, sensitive populations, or low levels of educational

attainment.

Disadvantaged Worker: For purposes of the energy efficiency portfolios and tracking metrics or indicators associated with them, an individual that meets at least one of the following criteria: lives in a household where total income is below 50 percent of Area Median Income; is a recipient of public assistance; lacks a high school diploma or GED; has previous history of incarceration lasting one year or more following a conviction under the criminal justice system; is a custodial single parent; is chronically unemployed; has been aged out or emancipated from the foster care system; has limited English proficiency; or lives in a high unemployment ZIP code that is in the top 25 percent of only the unemployment indicator of the CalEnviroScreen Tool.

Distributed Energy Resources (DERs): DERs are electricity-producing resources or controllable loads that are directly connected to a local distribution system or connected to a host facility within the local distribution system.

Diverse Business Enterprise (DBE): A business entity that has been certified by the CPUC Supplier Clearinghouse (<http://www.thesupplierclearinghouse.com>) as being majorly owned and controlled by one or more diverse groups.

Double Dipping: This term is applied when a customer receives financial incentives from multiple CPUC-funded energy efficiency programs and the corresponding energy savings are reported multiple times to the CPUC for the same activity.

Effective Useful Life (EUL): An estimate of the median number of years that the measures installed under the program are still in place and operable.

Emerging Technologies (ET): New energy efficiency technologies, systems, or practices that have significant energy savings potential but have not yet achieved sufficient market share (for a variety of reasons) to be considered self-sustaining or commercially viable. Emerging technologies include late stage prototypes or under-utilized but commercially available hardware, software, design tools or energy services that if implemented appropriately should result in energy savings.

Energy Efficiency (EE): Activities or programs that stimulate customers to reduce customer energy use by making investments in more efficient equipment or controls that reduce energy use while maintaining a comparable level of service as perceived by the customer.

Energy Insight (EI): PG&E's customized Customer Relationship Manager (CRM) platform used for documentation of energy efficiency projects, documenting customer interactions and workflow for customer service resolution.

Energy Savings: The level of reduced energy use (or savings) resulting from the installation of an energy efficiency measure or the adoption of an energy efficiency practice, subject to the condition that the level of service after the investment is made is comparable to the baseline level of service. The level of service may be expressed in such ways as the volume of a refrigerator, temperature levels, production output of a manufacturing facility, or lighting level per square foot.

Evaluation Criteria: A set of qualitative and quantitative criteria PG&E uses to evaluate and assess proposed programs to determine whether or not a program abstract is selected to

advance to the next phase of the solicitation.

Evaluation, Measurement and Verification (EM&V): Activities that evaluate, monitor, measure and verify performance or other aspects of EE programs or their market environment.

Equity Program: Programs with a primary purpose of providing energy efficiency to hard-to-reach or underserved customers and disadvantaged communities in advancement of the Commission's Environmental and Social Justice (ESJ) Action Plan;³ Improving access to energy efficiency for ESJ communities, as defined in the ESJ Action Plan, may provide corollary benefits such as increased comfort and safety, improved indoor air quality, and more affordable utility bills, consistent with Goals 1, 2, and 5 in the ESJ Action Plan.

Grid Resource Program: Program capable of providing measurable and verifiable energy savings aligned to the right time and location of grid needs.

Gross Savings: Gross savings count the energy savings from installed energy efficiency measures irrespective of whether or not those savings are from free riders, i.e., those customers who would have installed the measure(s) even without the financial incentives offered under the program. Gross savings are adjusted by a net-to-gross ratio to produce net savings, that is, to remove the savings associated with free riders.

Hard-To-Reach (HTR) Customer: Per D. 18-05-041, the CPUC defines hard-to-reach customers as having satisfied any of the following requirements outlined below:

- Two criteria are considered sufficient if one of the criteria met is the geographic criteria defined below. There are common as well as separate criteria when defining hard-to-reach for residential versus small business customers. The barriers common to both include:
 - Those customers who do not have easy access to program information or generally do not participate in energy efficiency programs due to a combination of language, business size, geographic, and lease (split incentive) barriers. These barriers to consider include:
 - Language – Primary language spoken is other than English, and/or
 - Geographic – Businesses or homes in areas other than the United States Office of Management and Budget Combined Statistical Areas of the San Francisco Bay Area, the Greater Los Angeles Area and the Greater Sacramento Area or the Office of Management and Budget metropolitan statistical areas of San Diego County.
 - The definition of hard-to-reach should reflect this overlap by including disadvantaged communities, as identified by CalEPA, as an additional criterion for meeting the geographic component of the hard-to-reach definition.
 - For small business added criteria to the above to consider:
 - Business Size – Less than ten employees and/or classified as Very Small (Customers whose annual electric demand is less than 20 kilowatt (kW), or whose annual gas consumption is less than 10,000 therm, or both), and/or

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- Leased or Rented Facilities – Investments in improvements to a facility rented or leased by a participating business customer
 - For residential added criteria to the above to consider:
 - Income – Those customers who qualify for the California Alternative Rates for Energy (CARE) or the Family Electric Rate Assistance Program (FERA), and/or
 - Housing Type – Multi-family and Mobile Home Tenants (rent and lease)

Implementation Period: The period of time when a program is offered to the targeted customer group(s). The period typically does not include program set-up activities or extended project performance periods and reporting.

Implementation Plan (IP): A detailed description of a program that includes program theory, planned program processes, expected program activities, program budget, projected energy savings and demand reductions and other program plan details as required by the Commission. Programs selected for contracting will be required to develop a draft Implementation Plan for review by stakeholders and a final implementation plan. IOUs are required to submit Third-Party program Implementation Plans to the Commission within 60 days from contract execution.

Implementer (or, Program Implementer): An entity or person that puts a program or part of a program into practice based on contracts or agreements with the program administrator.

Independent Evaluator (IE): An independent, third-party energy efficiency expert(s) that monitors and reviews EE Program solicitation actions as outlined in the Decision18-01-004. Independent Evaluator(s) support the EE PRG and provide periodic updates of the status and progress of EE program solicitations to the CPUC.

Innovation: To be “innovative,” the abstract must demonstrate that the program will ultimately increase the uptake of cost-effective energy efficiency by advancing a *technology, marketing strategy, or delivery approach* in a manner different from previous efforts. Such strategies would ideally be scalable and replicable across sectors, segments, and technologies and seek to integrate other demand side technologies where feasible, such as demand response and distributed generation, to minimize lost opportunities in conformance with the guidance established by the Commission. While each innovative program may not individually be cost-effective, the intent is to lead to cost-effective savings over time. See examples below as guidance.

Install or Installation: Provision of materials, labor and commissioning required to achieve proposed savings.

Integrated Demand Side Management (IDSM): Energy efficiency, energy conservation, demand response, advanced metering, and distributed generation technologies are offered as elements of an integrated solution that supports energy and carbon reduction goals immediately, and eventually water and other resource conservation goals in the future.

Investor-Owned Utilities (IOUs): Refers to either of the following entities - Pacific Gas and Electric Company, Southern California Edison Company, Southern California Gas Company, and San Diego Gas & Electric Company.

Key Performance Indicator (KPI): KPIs are metrics used to help track performance and ensure that a program is meeting its objectives. Each KPI should assist both Bidder/Contractor and Company in managing program delivery and performance.

Load Management: Programs which reduce or shift electric peak demand away from periods of high cost electricity to non-peak or lower cost time periods, with a neutral effect on or negligible increase in electric use.

Malicious Code: Collectively, any malicious or unauthorized code, scripts, routines or techniques (including without limitation any virus, spyware, ransomware or other malware) that is designed to erase data or programming, or infect, impair, modify, record, take control of, disrupt, damage, destroy, disable, shut down or permit or cause unauthorized access to or misuse of a computer system or any component thereof.

Market Barrier: Any characteristic of the market for an energy-related product, service, or practice that helps to explain the gap between the actual level of investment in, or practice of, energy efficiency and an increased level that would appear to be cost-beneficial.

Measure: An energy using appliance, equipment, control system, or practice whose installation or implementation results in reduced energy use (purchased from the distribution utility) which maintaining a comparable or higher level of energy service as perceived by the customer. In all cases energy efficiency measures decrease the amount of energy used to provide a specific service or to accomplish a specific amount of work (e.g., kWh per cubic foot of a refrigerator held at a specific temperature, therms per gallon of hot water at a specific temperature, etc.). For the purpose of these Rules, solar-powered, non-generating technologies are eligible energy efficiency measures (Decision 09-12-022, OP 1).

Measurement & Verification (M&V): Data collection, monitoring and analysis activities performed while implementing a program in order to forecast and quantify program outcomes. Program M&V performed by the Implementer may include but is not limited to calculation of gross energy and peak demand savings from individual customer sites or projects. For more information about M&V of energy and demand savings, go to the California Energy Efficiency Evaluation Protocols.

Meter-based: A platform/ruleset that quantifies energy savings through analysis of a site's normalized metered energy consumption (NMEC) and can be substantiated to a specific time and geographic location.

NERC: North American Electric Reliability Corporation, which enforces reliability standards with all users, owners and operators of the bulk power system in the United States.

Net Savings: Program savings exclusive of free ridership savings. Net savings is calculated by multiplying gross savings by the net to gross ratio.

Net-to-Gross Ratio: A ratio or percentage of net program savings divided by gross or total impacts. Net to gross ratios are used to estimate and describe the free-ridership that may be occurring within EE programs.

Non-Resource Program: EE programs that do not directly procure energy resources (i.e. generate energy savings themselves). Examples of non-resource programs include: marketing, outreach and education; workforce education and training; and emerging

technologies.

Normal Replacement (NR): NR includes measure installations where the existing equipment has failed or no longer meets current or anticipated needs or is being replaced due to remodeling, upgrading, or replacement activities that are undertaken in the normal course of business. Measure installations where the existing equipment is still functional but does not qualify for Statewide Deemed Workpaper Rulebook Version 1.0 Appendix B – Glossary 41 of 66 Term Definition Accelerated Replacement fall into this category. This category now includes measures that previously fit into the now-retired Replace on Burnout category. (Statewide Deemed Workpaper Rulebook 2019)

Normalized Metered Energy Consumption (NMEC): NMEC is a method used to measure gross energy savings using metered energy consumption data to compare baseline and reporting period consumption under normal operating conditions. Normalization of energy consumption is achieved using adjustment models that account for routine events (factors that drive energy consumption at the project site, for example, weather, occupancy, or production level), and (when savings are estimated at the site level) other adjustments to account for non-routine events so that consumption in baseline and reporting periods can be directly compared, as if all relevant variables were the same in the two periods. Normalized baseline period and/or reporting period energy consumption are calculated using one or more adjustment models. (Rulebook for Custom Program and Projects Based on Normalized Metered Energy Consumption (NMEC) Version 1.0, Release Date: 23-March-2018)

Notice to Proceed (NTP): A notification to the contractor stating the date on which the contractor can begin project work. The NTP date marks the beginning of the performance time of the contract.

On-Bill Financing (OBF): An energy efficiency financing program that provides qualified PG&E customers a zero-interest loan to finance eligible energy efficiency projects implemented under PG&E's rebate and incentive programs.

Partnership: Coordinated efforts of a utility and a local government or other entity (e.g., state government, non-profit) to use the strengths of both parties to achieve greater program outcomes. A Partnership is formal business agreement between two or more entities documented through a signed memorandum of understanding and/or a formal contract. Related to this term, is a less formal "Collaboration" and more commonly used "Subcontractor", both defined in this Appendix.

Pay-for-Performance: Program contract must operate with payment terms between PG&E and implementer contingent upon the successful delivery of verified energy savings, or other predetermined program outcomes or deliverables.

PG&E: Pacific Gas and Electric Company, a California corporation.

Portfolio: All IOU and non-IOU EE programs funded by ratepayers that are implemented during a program year or cycle. May also refer to a group of programs sponsored, managed, and contracted for by a particular IOU.

Procurement Review Group (PRG): Authorized by Decision18-01-004, advisory groups to

the utilities with representation from Commission Staff, the Public Advocates Office, the California Energy Commission, consumer representatives, and non-market participants who 1) have no financial interest or other conflict of interest regarding the outcome of any EE solicitations, 2) ensures proper informal oversight and transparency for IOU procurements, and 3) provides timely feedback on materials and decisions made as part of the IOU procurement process.

Program: A collection of defined activities and measures that:

- are carried out by the administrator and/or its subcontractors and implementers,
- target a specific market segment, customer class, a defined end use, or a defined set of market actors (e.g. designers, architects, homeowners),
- reduce customer energy use by promoting energy efficiency investments or the adoption of conservation practices or changes in operation which maintain or increase the level of energy services provided to the customer,
- are designed to achieve specific efficiency related changes in behavior, investment practices or maintenance practice in the energy market,
- and are guided by a specific budget and implementation plan.

Program Administrators: Entities authorized by the CPUC to administer ratepayer funds for implementation of energy efficiency programs within California Investor-Owned Utility service territories. Per Decision 18-05-04 (and as of 5/31/18), the program administrators include the following entities: Pacific Gas and Electric Company (PG&E), Southern California Edison Company (SCE), Southern California Gas Company (SoCalGas), San Diego Gas & Electric Company (SDG&E), the Bay Area Regional Energy Network (BayREN), the Southern California Regional Energy Network (SoCalREN), the Tri-County Regional Energy Network (3C-REN), and Marin Clean Energy (MCE). The third-party program requirements apply to the IOU program administrators

Program Implementer: An entity or person that puts a program or part of a program into practice based on contracts or agreements with the program administrator.

Program Logic Model: The graphical representation of the program theory showing the flow between activities, their outputs, and subsequent short-term, intermediate, and long-term outcomes. Often the logic model is displayed with these elements in boxes and the assumed causal relationship is shown by arrows connecting the boxes.

Program Manual: A user guide developed by the contracted program implementor detailing the principles, policies, procedures, rules and requirements of a proposed EE Program.

Program Theory: a textual presentation of the goals of a program, incorporated with a detailed presentation of the activities that the program will use to accomplish those goals and the identification of the causal relationships between the activities and the program's effects. The program theory describes, in detail, the expected causal relationships between program goals and program activities in a way that allows the reader to understand why the proposed program activities are expected to result in the accomplishment of the program goals. A well-developed program theory can (and should) also describe the barriers that will be overcome in order to accomplish the goals and clearly describe how the program activities are expected to overcome those barriers. A program theory may also indicate (from the developer's perspective) what program progress and goal attainment metrics should be tracked in order to assess program effects.

Program Year(s): The calendar year(s) during which the program operates.

Proposal: Bidder's firm bid quotation and package to perform Work.

Rebate: A financial Incentive paid to the Customer in order to obtain a specific act, typically the installation of EE equipment.

Request for Abstract (RFA): A request or invitation to bidders to submit abstracts to perform the work described in an attached SOW or specification. The terms "bid," "Response to RFA," and "abstract" are used interchangeably.

Request for Proposal (RFP): A request or invitation to Bidders to submit proposals to perform the work described in an attached SOW or specification. The terms "bid," "Response to RFP," and "proposal" are used interchangeably.

Resource Programs: EE programs that generate energy savings that are quantified and tracked by program administrators.

Segment(s): See "Customer Segments"

Service Area: The geographical area served by a utility.

Small Business Enterprise: Per Title 2, Section 1896,12, California Code of Regulations, to be certified as a small business, a business must meet all of the following qualifying criteria:

6. It is independently owned and operated; and
7. Its principal office is located in California; and
8. The officers of the business (in the case of a corporation); officers and/or managers, or in the absence of officers and/or managers, all members in the case of a limited liability company; partners in the case of a partnership; or the owner(s) in all other cases, are domiciled in California; and
9. It is not dominant in its field of operation(s), and
10. It is either:
 - c. A business that, together with all affiliates, has 100 or fewer employees, and annual gross receipts of fifteen million dollars (\$15,000,000) or less as averaged for the previous three (3) tax years, as biennially adjusted by the Department in accordance with Government Code § 14837(d)(3) (If the business or its affiliate(s) has been in existence for less than three (3) tax years, then the GAR will be based upon the number of years in existence); or
 - d. A manufacturer as defined herein that, together with all affiliates, has 100 or fewer employees.

Solicitation: Activities for requesting, evaluating, selecting, and contracting for 3P EE services to procure energy savings.

Statewide Program: Program delivered uniformly through the four investor-owned utility (IOU) territories, overseen by a single lead program administrator, and designed and delivered by one or more EE program implementers.

Subcontract: An agreement between Contractor and Subcontractor or between Subcontractors at any level for a portion of the Work under this Contract.

Subcontractor: Party or parties entering into a Subcontract with Contractor or another Subcontractor to perform a portion of the Work covered by the Contract.

Third-Party (3P): Third-party is a non-utility EE implementor that proposes, designs, implements, and delivers an EE program to the utility program administrator under a contract. Under this definition, program administrators are not prohibited from advising third parties on program design elements once third-party bids have been solicited.” (D.16-08-019),

Total Resource Cost Test (TRC): The TRC test measures the net resource benefits from the perspective of all ratepayers by combining the net benefits of the program to participants and non-participants. The benefits are the avoided costs of the supply-side resources avoided or deferred. The TRC costs encompass the cost of the measures/equipment installed and the costs incurred by the program administrator.

Total System Benefit (TSB): A new metric for determining program’s value to the grid. TSB is an expression, in dollar terms, of the lifecycle energy, capacity, and GHG benefits, expressed on an annual basis.

Work or Services: All services (including but not limited to professional, engineering, analytical and other consulting services), labor, supervision, materials, equipment, actions and other requirements to be performed and furnished by Contractor under the Contract.

Workforce Education & Training (WE&T): A Program that’s part of each IOU’s EE Business Plan that trains the future and incumbent energy workforce and supports EE resource programs. WE&T is non-resource and has three components.

1. **Career Connections (CC)** is a third-party program that targets K-12 students by supporting teachers and organizations training future generations of the energy workforce
2. **Career & Workforce Readiness (CWR)** is a third-party program that targets disadvantaged workers by supporting organizations helping members of disadvantaged communities to enter the energy workforce.
3. **Integrated Energy Education & Training (IEET)** is implemented by the four IOUs at a regional scale and has two sub-components:
 - **Core Energy Education Collaboration (CEEC)** supports established training organizations preparing the incoming energy workforce.
 - **Technical Upskill (TU)** trains, supports, and advises the current energy workforce

Workpapers: Documentation prepared by the program administrators or program implementers that documents the data, methodologies, and rationale used to develop ex-ante estimates that are not already fully contained in the Database for Energy Efficiency Resources. Bidder is responsible for ensuring an approved Workpaper exists to support proposed energy efficiency measures. Company will not pay for Workpaper development, nor will Company pay for proposed Program measures without an approved Workpaper.

7 APPENDIX B – REFERENCE MATERIALS

Relevant Decisions:

Decision 21-05-031: Assessment of Energy Efficiency Potential and Goals and Modification of Portfolio Approval and Oversight Process

This decision addresses policy issues surrounding the identification of energy efficiency potential and the setting of goals for program administrators to achieve in the design and implementation of energy efficiency programs. The decision adopts a new metric, called Total System Benefit, which combines and optimizes the energy and peak demand savings goals, along with greenhouse gas benefits of energy efficiency, into one metric that can be forecasted and tracked. The decision adopts a new approach to segmenting the energy efficiency program portfolios, into programs whose primary purposes are resource acquisition, market support, or equity.

Decision 18-10-008 Workforce Requirements and Third-Party Contract Terms and Conditions

These Decisions address workforce standards required to be applied by energy efficiency program administrators to all programs meeting certain size and measure criteria in their business plan portfolio. The Decision also includes required standard and modifiable contract terms & conditions required of all program implementer contracts.

Decision 18-05-041: Decision Addressing EE Business Plans

This decision approves the EE business plans of the eight PAs. The business plans, sector strategies and approved budgets will run between 2018-2025. The decision includes a required set of metrics and indicators to track progress towards energy efficiency goals at the portfolio and sector levels. Policy guidance is also given in the areas of design of incentives to customers and/or implementers, lighting technologies (prohibiting incentives for compact fluorescent lighting in favor of light emitting diodes, and requiring continuation of incentives for street lighting bulk conversions), and workforce issues.

Decision 18-01-004: Decision Addressing Third Party Solicitation Process for EE Programs

This decision approves a two-stage solicitation approach to soliciting third party program design and implementation services as part of the energy efficiency portfolio. All IOUs will be required to conduct an RFA solicitation, followed by a full RFP stage. This decision requires the IOUs to utilize PRGs for design and conduct of solicitations, as well as adding IEs, that are specifically hired for their energy efficiency expertise. The Commission also requires a set of standard and modifiable contract terms and conditions, for a subset of terms, to be developed and reviewed prior to the conduct of any solicitations. Specific requirements are included for further definition of disadvantaged workers and workforce and quality installation standards to be applied to third party contracts.

[Decision 17-09.025: Decision Adopting EE Goals for 2018-2030](#)

This decision: 1) adopts energy savings goals for ratepayer-funded energy efficiency program portfolios for 2018 and beyond based on assessment of economic potential using the TRC test, the 2016 update to the Avoided Cost Calculator and a greenhouse gas adder that reflects the California Air Resources Board Cap-and-Trade Allowance Price Containment Reserve Price; 2) defers adoption of cumulative goals until Commission Staff can assess the viability of using a method for calculating savings persistence, to be developed by the California Energy Commission.

Reference Documents:

[California Public Utilities Commission: Environmental and Social Justice Action Plan](#)

The Environmental and Social Justice (ESJ) Action Plan identifies ways the California Public Utilities Commission can use its regulatory authority to address health and safety, consumer protection, and enforcement concerns across the energy, telecommunications, and water utilities as well as the railroads and transportation companies CPUC regulates.

[PG&E's 2021 Distribution Deferral Opportunity Report](#)

This 2021 Distribution Deferral Opportunity Report builds off PG&E's 2021 Grid Needs Assessment Report and identifies candidate distribution deferral opportunities for consideration of Distributed Energy Resource solutions to address identified distribution Grid Needs.

[PG&E's 2021 Annual Budget Advice Letter \(ABAL\)](#)

Advice Letter containing PG&E's budget for 2021 EE portfolio.

[\(California\) Senate Bill \(SB\) 350: Clean Energy and Pollution Reduction Act of 2015](#)

SB 350 increases California's renewable electricity procurement goal from 33 percent by 2020 to 50 percent by 2030. This will increase the use of Renewables Portfolio Standard (RPS) eligible resources, including solar, wind, biomass, geothermal, and others. In addition, SB 350 requires the state to double statewide energy efficiency savings in electricity and natural gas end uses by 2030.

[\(California\) Senate Bill \(SB\) 535 California Global Warming Solutions Act of 2006: Greenhouse Gas Reduction Fund](#)

Senate Bill 535 directs that, in addition to reducing **greenhouse gas emissions**, a quarter of the proceeds from the GGRF must go to projects that provide a benefit to disadvantaged communities.

[\(California\) Assembly Bill \(AB\) 32: California Global Warming Solutions Act of 2006](#)

AB 32 requires California to reduce its GHG emissions to 1990 levels by 2020 — a reduction of approximately 15 percent below emissions expected under a “business as usual” scenario.

[PG&E Energy Efficiency Business Plan \(2018-2025\)](#)

Document outlines PG&E's high-level approach to achieving state energy efficiency policy goals through 2025.

[PG&E Third Party Solicitation Process Proposal](#)

A comprehensive guidebook for energy efficiency industry stakeholders interested in competing to offer their goods and services in the third-party solicitations described in PG&E's Business Plan.

[Marin Clean Energy and PG&E Joint Memo 4000](#)

Provides a summary of MCE's programs and, if PG&E offers a similar program, PG&E's programs, and describes how MCE and PG&E will coordinate to inform customers of all available program offerings.

[BayREN and PG&E Joint Cooperation Memo](#)

Describes EE programs that PG&E and BayREN anticipate offering in the nine county Bay Area (their shared service area) in 2019 and discusses how the proposed activities will complement each other.

[Database for Energy-Efficient Resources](#)

Database containing up-to-date measure values.

[PG&E Resource Savings Rulebook](#)

Informs market actors of the regulatory guidance necessary to design and deliver successful programs.

[Energy Efficiency Industry Standard Practice \(ISP\) Guidance](#)

An Update of Guidance for ISP Studies and Custom Project Development.

[Guidance for Program Level M&V Plans: NMEC Savings Estimation in Commercial Buildings](#)

This guidance has the objective of informing the M&V Plan that will support the Implementation Plan for proposed programs targeting multiples measures, and whole building gross savings approaches in the commercial sector.

Existing and Prior Programs:

Existing and prior EE programs including current statewide programs. The CPUC California Energy Data and Reporting System (CEDARS) website provides a listing of all current and former EE programs implemented by the utilities and third parties.

<https://cedars.sound-data.com/>

EE Program Evaluation Contractors:

A current list of impact evaluation contractors and subcontractors is at:

<http://www.cpuc.ca.gov/evaluation/>