

REQUEST FOR INFORMATION

- Professional Service
- Construction
- Services
- Material Requirement
- Other

Title: RFI 128467: Behavioral Demand Response Products

Estimated Contract Value (Range): N/A

Work Location: PG&E Service Territory

Deadline: Self-Register by 10/21/2021
RFI Scheduled to Release on 10/22/2021

Request for Information (RFI) Description:

Background:

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

California Public Utilities Commission (CPUC) Decision ([D. 21-06-035](#) from Rulemaking ([R. 20-05-003](#) ("Decision Requiring Procurement to Address Mid-Term Reliability (2023-2026)")) highlights future capacity shortages. The retirement of Diablo Canyon Power Plant (DCPP) is one element which contributes to an overall need of approximately 11,500 MW of new capacity. [D.21-06-035](#) calls for 2,500 MW of zero-emissions generation, generation paired with storage, or (DR) resources required by 2025.

In response to the rotating blackouts during the August 2020 heat storm, the CPUC opened an Emergency Reliability rulemaking ([R.20-11-003](#)) to make more resources available on an expedited basis to prevent a recurrence of blackouts when the western United States experiences extremely high temperature to sustain weather events in summer of 2021.

The CPUC has conducted two phases to their Order Instituting Rulemaking (OIR) process requesting stakeholders, electric service providers provide proposals in both phases. As part of the second phase, the CPUC Energy Division staff issued a "Concept Paper" that included a large-scale addition to the Emergency Load Reduction Program (ELRP) for residential customers that included: automatically enrolling/unenrolling all residential customers (except customers participating in existing supply-side DR programs), notifying customers about event days, measuring a customer's load reduction during events, and remitting reward payments. This is establishing what is commonly referred to as "behavioral demand response" (BDR) program.

PG&E has submitted proposals in Phase 1, 2 and provided supplemental testimony. Both supplemental and Phase 2 proposals included variations of a BDR program that addresses impacting 1.6 – 3.0 million residential customers.

RFI Description: PG&E seeks information from suppliers with experience in implementing various types of BDR programs with other utilities and/or electric providers. PG&E recognizes there are variations of this product implemented in many different ways throughout the U.S. and thus requires identifying which of the following core components are provided by suppliers. The following are the potential core components of the large-scale BDR program the CPUC may mandate:

1. **Customer Communications** – Alerting eligible customers of DR event (Event) days through personal notifications, such as emails, text messages, voice calls, or mobile application. May include other forms of communications, welcome letters, educational messaging on ways to save, after event thank you, after event performance report, end of season letter. These types of communications will involve integrating with PG&E systems to ensure daily accurate eligibility checks.
2. **Performance Analysis** – Using meter data, measuring how much energy a customer has reduced examining a baseline methodology.
3. **Incentive Payment** – Ability to remit Customer incentive payments based on the customer’s performance and/or participation in Events at the end of the DR season.

PG&E anticipates a maximum of 60 Event hours per year which will be triggered by a CAISO Flex Alerts and CAISO Alerts. A BDR program would need be available for dispatch by 6/1/22.

RFI Participation and Document Submittal Requirements- PG&E is seeking information from suppliers who currently offer an existing behavioral DR product with customer communications and to specify if they offer one or both of the other two core components listed above. Participation in the RFI requires suppliers to provide answers to a RFI Questioner in an Excel document and submit a sample of a customer communication.

Suppliers interested in participating in this RFI must:

- 1) Self-Register at: <https://www.poweradvocate.com/pR.do?okey=128467&pubEvent=true> by 10/21/2021 for inclusion and authorization to access on-line RFI @ Power Advocate
- 2) RFI is scheduled to release on October 22, 2021, 8am Pacific Time

Please email PG&E contact below for any questions.

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