

CONTRACT OPPORTUNITY ANNOUNCEMENT

Contract Type:

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|-------------------------------------|-------------------------------|
| <input checked="" type="checkbox"/> | Professional Service Contract |
| <input type="checkbox"/> | Construction Contract |
| <input type="checkbox"/> | Service Contract |
| <input type="checkbox"/> | Material Requirement |
| <input type="checkbox"/> | Other |

Opportunity Summary:

- Contract Opportunity Title:** RFP 127674: Community-Based Organization (CBO) Marketing, Education, and Outreach (ME&O) Services for Income-Qualified, Electric Vehicle, Workforce Education & Training, and/or Microgrid Initiatives
- Request For:** Proposal, Responses to Questions, Statement of Experience
- Estimated Contract Value:** \$5,000 - \$150,000/annually for 2 years depending on the award. CBOs may apply for at least one and up to four program areas.
- Work Location:** Across PG&E's Service Territory
- Response Due Date:** Register Interest in Power Advocate by **October 25, 2021, 5pm PDT**. Formal RFP document set will be released to registered bidders on November 1, 2021.

Opportunity Description:

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, PG&E is the primary natural gas and electric service provider for Northern and Central California spanning 70,000-square-mile service area from Eureka to Bakersfield and from the Pacific Ocean to the Sierra Nevada in the east. PG&E delivers some of the nation's cleanest energy to 16 million people.

RFP Contract Opportunity Description: PG&E seeks Bidder CBO's to support Marketing, Education, and Outreach (ME&O) efforts for multiple energy savings programs and initiatives (Programs) targeting "hard-to-reach" populations, including rural, tribal, indigenous, language-isolated, geographically-isolated, disadvantaged communities (DACs), other environmental and social justice communities, and populations facing barriers to access in PG&E's service territory. PG&E aims to deepen and expand its CBO relationships, harness their local knowledge, experience, and form trusted relationships with community members to increase equity and access to these PG&E Programs designed to benefit income-qualified households, DACs, and other priority communities.

The Program areas PG&E desires for a Bidder to perform ME&O Program services are as follows:

- The California Alternate Rates for Energy (CARE) and Family Electric Rate Assistance (FERA) programs, Energy Services Assistance (ESA) and other complementary offerings for income-qualified households.
- Multiple current and planned Electric Vehicle (EV) programs
- Workforce Education & Training (WE&T) programs
- Microgrid initiatives

Bidders may apply for up to all four Program areas, provided they have the required expertise in such areas.

RFP Scope of Work: ME&O services may broadly include: developing and implementing a marketing/outreach strategy, facilitating customer acquisition (i.e. Program enrollments), providing household/consumer education, coordinating stakeholders and increasing community awareness, vetting marketing collateral, conducting communication campaigns

(events, webinars, etc.), working with PG&E to set scope, targets, and timeline for a ME&O plan, ongoing progress performance metric reporting, and implementing changes in response to documented outcomes. ME&O services will vary depending on the Program or initiative the ME&O work supports.

Bidder Eligibility: This RFP opportunity is for all types of CBO Bidder's regardless of size, structures, and staffing levels, provided they have expertise, capacity, and a track record of success in at least one of the RFP program areas listed above. Eligible CBO Bidders are:

- A **public or private non-profit organization** physically headquartered in PG&E's service territory and performs ME&O type work on-the-ground in at least one county in PG&E's service territory.

Bidder General RFP Response Obligations: Bidders will be required to complete a brief organizational overview, identify languages proficiency for ME&O services they identify to perform. Bidders must develop a unique education campaign or ME&O plan, answer a series of RFP questions, and complete a separate budget template outlining their expected costs for each Program area they seek to provide ME&O services. The RFP may also require Bidders provide an additional ME&O plan details for each Program which address specific timebound milestones, metrics, and reporting information.

Bidder Supply Chain Responsibility Considerations: The selected Bidder is encouraged to align with PG&E's Supply Chain Responsibility (SCR) policies and procedures and will be asked for a detailed description of their internal SCR practices related to supplier diversity, environmental sustainability, and ethical business conduct.

Bidder Supplier Code of Conduct Requirements: Bidders, as well as their employees, subcontractors and sub-suppliers, must adhere to the principles and standards outlined in PG&E's Supplier Code of Conduct at: <http://www.pgecorp.com/corp/about-us/compliance-ethics/program/third-party-code-conduct.page>

How to Respond:

All interested and qualified Bidders must first self-register in Power Advocate by **October 25, 2021, 5:00p.m. PDT.**

<https://www.poweradvocate.com/publicRegistration.do?companyKey=aX738OR9AGE%3D&okey=127674&pubEvent=true>

All successful registrants will receive the formal RFP documentation when it is released on or around November 1, 2021.

All Bidder communications must be submitted via the PowerAdvocate messaging tool (once registered).

For questions, please contact:

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