

POWER SAVER REWARDS
2024 REQUEST FOR PROPOSAL FAQ

1. How much money will be available for grants, and what is the average grant amount? Is there an upper and/or lower limit?

Answer: \$1,000,000 in funding is available for Power Saver Rewards grants. Each year, we typically accept 10-20 community-based organizations (CBOs); however, the funding is not evenly distributed among CBOs. Larger statewide CBOs generally apply for larger grants than regional or local groups.

There are no upper or lower limits to how much an organization can receive, but our decision-making will be grounded in the four categories listed in the RFP: Power Saver Rewards outreach and education plan, Flex Alert activation plan, prior experience successfully executing education and outreach programs with similar Core Customer Groups, and proposal details. Additionally, we will be looking at each organization's capacity to be innovative, flexible, and creative, their ability to engage Core Customer Groups, geographic coverage/diversity, cost/budget efficiency and cost of consumer reach, and each organization's social media presence and capabilities.

2. What types of assets will be provided to grantees and what languages will they be in? Can we develop our own content following our established tone that fits our audience?

Answer: Grantees will be provided printed collateral (FAQ, Palm Card, One-pager, and more) in addition to phone and text scripts, radio interview scripts, newsletter and email copy, posters, tablecloths and social media posts. These assets will be available in English, Spanish, Korean, Traditional Chinese, and Vietnamese.

There are also opportunities to collaborate and co-brand materials for specific events. Our team will work with grantees to develop any additional items that may be needed if they are not already provided.

Our experienced team of in-house writers will work with grantees at the start of the contract to understand their tone and audience in order to better create relevant assets. However, if a group chooses to develop their own assets, they have the freedom to do so. They would need to submit the developed materials for approval to ensure adherence to the program guidelines.

3. Last year there was in-person training at the very beginning of the program. Are you doing that again this year?

Answer: Yes, there will be an in-person training session for selected grantees once work begins in May. We saw great success with our groups last year in being able to meet in person and provide face-to-face training on messaging, outreach tactics, reporting, and more! Once grantees are contracted, we will schedule a time in early May and travel to your team to conduct an in-person training session.

4. Are you looking for one plan for PSR and one for Flex Alerts? What's the difference and how should outreach be different?

Answer: Yes, we want two separate plans. Your Power Saver Rewards general education plan should include all your direct and indirect outreach tactics from May through October. For each tactic, you should tell us why it will be effective for this program and how many people you will reach per tactic. We also want to know the total direct outreach amount and the total indirect outreach amount. This is the work you will do on a steady cadence throughout the 6-month grant period.

Next, we want your called Flex Alert Plan, including your tactics and your total reach for each called Flex Alert during the 6-month program. This is the plan you will implement within a 24-to-36-hour window when a Flex Alert is issued. During this time, your plan should focus on quick-response (mass outreach tactics to quickly spread the word about a Flex Alert being called).

5. In the RFP, I saw that there was some emphasis on rapid response outreach to Flex Alerts, particularly through phone calls or text. How much flexibility is there in methods used to perform outreach in this case? Would outreach happen more than once and should those numbers be cumulative?

Answer: When a Flex Alert is called, we are looking for you to activate your communities as quickly as possible. Whether through a text or email blast, radio PSA, social media post, or another outreach tactic your organization is familiar with, this outreach should be launched quickly, using multiple tactics and reach a large amount of people. From the time you are notified of a Flex Alert, to when it has concluded, we encourage you to conduct outreach multiple times, even duplicating outreach methods. Your total Flex Alert outreach should be cumulative of all the outreach you plan to do in this period.

6. What will direct numbers, indirect numbers, and issued Flex Alert numbers look like - in other words, what kind of reach are you looking for in all 3 categories?

Answer: Outreach numbers will be dependent on the size and reach of your organization- we expect different numbers from local, regional, and state-wide groups. Given direct outreach is typically more robust and time-consuming than indirect outreach tactics, such as an email blast, we do expect indirect numbers to be considerably higher than direct. However, due to their more comprehensive and in-depth reach into communities, and to best complement preexisting media components of the program, we place a higher emphasis on direct outreach.

7. What kind of reporting requirements/template is there and what kinds of information would be needed? I ask this in terms of figuring out the type of data collection and management that would be required to provide strong reports.

Answer: We have monthly reporting requirements that include upcoming calendars as well as detailed reporting on outreach completed during the previous month. This includes both parts of the program: general educational outreach, and outreach during a called Flex Alert. Reports on general Power Saver

Rewards education will be submitted via an online form where groups will provide details on their completed work. This ensures accurate and consistent metrics are recorded for all outreach efforts. Outreach during a called Flex Alert will need to be recorded in real time on a shared document so that we can quickly see how many people are being reached with this important information.

8. Are there any required outreach tactics?

Answer: While we provide several examples of outreach tactics in the RFP that groups may employ, there are no requirements to incorporate a specific tactic into your plan. We will be looking for a variety of outreach methods that your team knows to be successful avenues to reach your specific communities. During general Power Saver Rewards education, direct outreach tactics such as in-person events are a great way to connect with community members. However, for example, during a Flex Alert, text and phone banking and social posts have proven to be effective in reaching large numbers of Californians quickly.

9. Can Power Saver Rewards messaging be in parallel with other education efforts? That is, do we need to have tabling at events that are exclusively dedicated to Power Saver Rewards? Can we send a newsletter or an eblast with Power Saver Rewards content along with other resources?

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

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

Answer: No, you are not required to use Power Saver Rewards branded tablecloths. You can use any tablecloth that best represents your organization and fits with your branding. However, we do ask you to use PSR posters or collateral in your display.

11. What happens if there are no Flex Alerts? Or multiple Flex Alerts in a row?

Answer: No one knows if there will be any called Flex Alerts, nor do we know how many there may be or how many in a row may occur. If we have an extended run of Flex Alerts, you should plan on doing outreach every day. If we do not have any Flex Alerts, then you do not have to implement your Flex Alert plan.

12. Where can CBOs do outreach?

Answer: Only outreach in SDG&E, SCE, and PG&E territories will count towards your outreach goals. It is important to note that the City of LA, Sacramento Municipal Utility District, and Imperial County have their own electric utilities and are not part of the Power Saver Rewards program, as well as some other smaller parts of the state. Please refer to [this link](#) for areas not included in the Power Saver Rewards program.

13. Could folks share any lessons, insights, or challenges from previous work done over the last few years for the Power Saver Rewards program?

Answer:

- Integrating outreach opportunities into essential services, like food drives, was a great way to get information out. Many cities and Chambers of Commerce have calendars of events to find opportunities for community outreach.
- Ensure you have enough collateral when heading out into the community or events. If you are running low, please notify us and we will be happy to replenish your supply.
- Consumers are generally excited about an opportunity to earn a credit on their energy bill.
- Do not promise more than your organization can deliver. Ensure you have appropriate staffing to execute your plan.
- Some grantees found it useful to partner with affiliates to increase outreach and help with events.

14. If we do work in a certain region but an affiliate we are working with is statewide, would we then consider ourselves a statewide or regional organization?

Answer: If any of your affiliates plan to do outreach in areas larger than your organization's reach (ie: if you are a local organization and your affiliate is regional, or if you are regional organization and your affiliate is statewide), in your application, please indicate the larger reach.

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

Answer: All funding must relate to the PSR program, but we do not have any requirements for how you use the money in the grant. Each organization is different regarding how they will allocate the grant dollars. We expect that grant dollars will be used for administrative work, outreach staff, text messages, transportation and other organization components. When evaluating applications, our team puts the greatest value on dollars being spent in direct outreach. We do expect you to outline how you will use the funds in your budget section and stick to that budget.

16. When you are filling out the application on the Google Form, can you go back to the previous page to edit your response? Can you save the pages you have completed and come back to the application at a later time?

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

17. Will we need to provide demographic information when reporting our outreach?

Answer: We do not require in-depth demographic reporting, but we do ask that you list which of the Core Customer Groups you are reaching while conducting outreach.

18. Who decides when a Flex Alert is called?

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

19. How do IOUs know who is enrolled in Power Saver Rewards, so that they can be given their bill credit. Do we have to provide technical assistance to community members in enrolling in the program?

Answer: Each IOU has a dedicated Power Saver Rewards page on their website where customers can enroll in the PSR program. We provide QR codes and links to Energy Upgrade California's Power Saver Rewards website where individuals can navigate to their IOU's PSR page. While we encourage residents to enroll in the program, CBOs are only responsible for educating community members on the PSR program, not enrolling them in the program.

20. Are we able to subcontract with smaller CBOs?

Answer: Working with other organizations is allowed, but Energy Upgrade California needs to contract with one main non-profit 501c3 organization. That organization will be held accountable and responsible for the submission of the proposal, reporting requirements and overall performance.

21. Do you have any guidelines for the layout of the proposal?

Answer: The proposal must be submitted digitally through the Google Form linked in the RFP. We suggest you follow the examples provided in the proposal and include any other relevant information requested.

22. Can we work with affiliates or vendors that are not in the United States?

Answer: As this program's focus is to educate Californian's in PG&E, SCE, and SDG&E territories, all affiliates and vendors must be based out of California and conduct outreach in those areas. Vendors outside of California can be discussed on a case by case basis.

23. Can we translate some materials ourselves?

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

24. Are there any significant changes to this year's RFP that are different from previous years?

Answer: The RFP is similar to years past with only minor adjustments that we hope will improve the application and review process. Additionally, the weight of the four core grading objectives was updated.

25. If a Flex Alert is issued later in the day, will a response time of "before school starts the next day" for school-based outreach be allowed?

Answer: There is no time limit on when the outreach needs to be completed as long as it is prior to the beginning of the Flex Alert. However, as part of the grading process, the ability to get the message out quickly so community members have more time to prepare will be factored in.

26. Is it a requirement to cover an entire IOU territory, i.e., if we decide to conduct outreach in PG&E communities, are we allowed to conduct the SOW only in areas of service that our organization works?

Answer: You do not have to conduct outreach in the entire IOU territory, only those areas that your organization generally does outreach.

27. Can you clarify what is considered paid media for this RFP?

Answer: Paid media would be any sort of digital or OOH (out of home) ads like billboards, newspaper ads, and others, as other partners of the Power Saver Rewards campaign will be operating in those spaces.

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

Answer: If an organization does outreach throughout a county, that would be considered regional (a region of the state). We understand that the counties in California can look very different from each other, with some being very densely populated and others more rural with fewer city centers. If, for example, an organization is doing outreach in the Antelope Valley, that may be considered regional if the grantee hits most areas of the valley since it is a large geographic area.

31. Will the teleconference recording be available for those who were unable to attend?

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

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

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

33. Is there an opportunity to email additional questions?

Answer: Yes, please send programmatic or technical questions to grants@energyupgradecacommunity.org