



REQUEST FOR QUALIFICATIONS

Sonoma Clean Power Authority ("SCP") issues this Request for Qualifications ("RFQ") to seek letters of interest ("Submittals") from qualified community-based organizations ("Submitters") to assist in improving customer awareness of SCP's GridSavvy Rewards program.

With the help of trusted community partnerships, SCP hopes to increase enrollment in GridSavvy Rewards across different demographic groups by:

- Co-developing bilingual, culturally relevant messaging and program materials;
- Delivering educational content about GridSavvy Rewards benefits, options, and incentives;
- Co-hosting informational events, focus groups, and community sessions; and
- Better understanding and reducing barriers to participation.

The desired outcomes of these partnerships include:

- Lower customer energy bills through efficiency and incentives;
- The installation of smart thermostats in low-income households (enrolled in CARE/FERA); and
- Increased awareness and enrollment of smart devices in SCP's service area.

Tangible deliverables include:

- A plan that details how the organization will help SCP increase enrollment in GridSavvy Rewards and achieve the desired outcomes of the partnership.
- Quarterly performance reports with engagement metrics and number of referrals.

Businesses that are locally headquartered and/or owned by women, minorities, LGBTQ+, and/or disabled veterans are encouraged to respond to this RFQ.

Responses Due: 5:00 PM PDT on Friday, October 24, 2025

1. BACKGROUND

About GridSavvy Rewards

GridSavvy Rewards offers financial incentives, in the form of electricity bill credits or checks, to customers for reducing electricity use during high-demand periods ("energy-savings events"), typically on hot days. SCP customers can participate in two ways:

- Enroll to receive alerts sent to a phone or email address, which rewards changing behavior to reduce energy use during energy-savings events.
- Enroll smart energy devices, such as smart thermostats, electric vehicles, and electric vehicle chargers, to automatically use less energy during energy-savings events.

Currently, 13,000 of SCP's 200,000+ customers are enrolled in GridSavvy Rewards. Only about 1,000 smart devices are enrolled.

SCP's goal over the next two years is to expand access to smart energy devices, specifically smart thermostats and electric vehicle chargers, for customers who are low-income and/or live in disadvantaged communities. In the context of this work, [the term "disadvantaged communities"](#) refers to the designation established by Senate Bill 535 (De León) and formalized by CalEPA.

As part of this effort, SCP is seeking to partner with two to five local community-based organizations and has set aside \$250,000 to support their outreach and education services over the next two years.

Because eligibility for GridSavvy Rewards' smart thermostat installation requires both enrollment in CARE/FERA and central air conditioning (not wall units), outreach will likely begin in inland communities where central cooling is more common, with the potential to expand to coastal areas over time.

1.1 About Sonoma Clean Power

As the community-owned, public power provider for Sonoma and Mendocino counties, SCP replaces PG&E's generation service for electric customers. By negotiating favorable prices on behalf of the homes and businesses across two counties, we're working to trim your PG&E bill. Our mission is to help solve the climate crisis while keeping energy affordable. Learn more at www.sonomacleanpower.org.

2. OVERVIEW OF DESIRED SERVICES

Community Trust Building

- Act as trusted messengers to connect SCP with disadvantaged communities.
- Leverage existing relationships to raise awareness of GridSavvy Rewards.

Outreach and Education

- Conduct focused outreach using culturally relevant approaches.
- Provide application support to community members interested in GridSavvy Rewards.
- Deliver educational content about GridSavvy Rewards benefits, options, and incentives through community channels (ex. events, social media, physical locations, newsletters, etc.).

Events and Material Development

- Co-develop bilingual, culturally relevant program materials with SCP.
- Provide input on visual and linguistic representation that fosters trust.
- Co-host informational events, focus groups, and community sessions.

Ambassador Training

- Attend staff trainings hosted by SCP to become knowledgeable GridSavvy Rewards ambassadors.
- Maintain expertise on program eligibility and application processes.

Tracking and Reporting

- Track referrals and engagement metrics to measure the impact of activities and efforts.
- Provide quarterly feedback on community insights and common questions.
- Recommend improvements to materials and outreach strategies.
- Report barriers to access and suggest solutions.

3. SUBMITTAL REQUIREMENTS

Community-based organizations interested in partnering with SCP on this effort should submit a letter of interest that includes the following information. Joint letters of interest submitted on behalf of multiple community-based organizations are also encouraged.

Organization Information and Approach

- Legal business name.
- Geographical area within SCP's service area your organization serves.
- General community groups or demographics your organization serves.
- A brief description of the organization's existing approach for delivering services to, and engaging with, low-income households and disadvantaged communities.
- A brief description of how your organization may address some of the desired services listed above.
- A proposed budget for staff time and outreach expenses.

References

Provide two references for past collaborations or projects. Include a brief description of the project and services provided, contact information including name, company (if applicable), phone number, and email address.

Primary Point of Contact

List of key team members, and their roles and responsibilities as they relate to the partnership.

4. SUBMITTING A PROPOSAL

Due Date

The deadline for submittal of Qualifications is 5:00 PM PDT on Friday, October 24, 2025. No proposals will be accepted after that time.

Submission Format

Email one copy of the letter of interest to programs@sonomacleanpower.org with the subject line clearly marked "*GridSavvy Rewards Outreach – Letter of Interest*". Upon submittal, you will receive confirmation of receipt.

Expectations

By submitting a response, the Submitter confirms that:

- They have carefully read and fully understand all information provided by SCP as part of this RFQ, including the California Energy Commission's [EPIC Standard Grant Terms & Conditions](#).
- All information submitted is true and correct.
- SCP has the right to verify and request additional information as needed.

Submitters cannot request changes to their Submittal after submission, even if they claim to have been unaware of certain facts or conditions.

5. DIVERSITY IN NON-POWER PROCUREMENT SOLICITATIONS

Sonoma Clean Power Authority (SCP) issues this solicitation for *GridSavvy Rewards Outreach – RFQ*. All qualified organizations are encouraged to respond, including minority-owned and women-owned business entities.

While California law prevents public agencies like SCP from giving preference to an organization on the basis of the owner's race, sex, color, ethnicity, or national origin, SCP nevertheless encourages responses from organizations owned by women, minorities, disabled veterans, persons with disabilities and LGBT persons.

SCP also encourages eligible organizations to register with the CPUC Supplier Diversity Program by visiting the [CPUC'S Supplier Clearinghouse](#). Alternatively, businesses can certify as a small business or a disabled veteran-owned business through the [Department of General Services Certification program](#), as appropriate. Certified vendors are listed in directories which make it easier for SCP and other organizations to communicate contracting opportunities.

6. QUESTIONS REGARDING THE RFQ; ADDENDA

For questions regarding this RFQ, please contact: programs@sonomacleanpower.org with the subject line clearly marked "*GridSavvy Rewards Outreach – RFQ Questions*". **Questions must be received no later than 5:00 PM PDT on Friday, October 10, 2025.** SCP will not guarantee providing answers to questions submitted after the question deadline but will make reasonable efforts to do so. SCP will post and share responses to all questions submitted by the deadline established in this RFQ publicly by Wednesday, October 15, 2025.

In the event it becomes necessary to revise any part of this RFQ, SCP will issue written addenda. Any amendment to this RFQ is only valid if it is in writing and issued by SCP. No oral interpretations or answers will bind SCP. All addenda issued by SCP will become part of this RFQ.

7. REVIEW AND SELECTION PROCESS

Letters of interest will be evaluated based on:

- Thoroughness and creativity of approach;
- Qualifications and experience of the organization and staff;
- Demonstration of previous work experience aligned with this solicitation;
- Quality of references;
- Proposed budget for staff time and outreach expenses; and
- Any other factors SCP deems relevant.

SCP staff will evaluate the responses to this RFQ, and may, in its discretion, interview selected organizations that staff determine are most qualified.

Issuance of this RFQ is not a guarantee that SCP will enter contract with any respondent. SCP reserves the right, at its sole discretion, to waive irregularities in Submittals, Submittal requirements (including minimum/desired Submitter and Product requirements), to request modifications of any Submittal, to accept or reject any or all qualifications received, and to cancel all or part of this RFQ at any time prior to awards.

Responses that do not satisfy RFQ and Submittal Requirements cannot be adequately evaluated.

SCP reserves the right to contact a Submitter at any time for clarifications about any part of their Submittal. Submittal review questions and communications will focus on clarifying the information set forth by the Submitter and will not be an opportunity for the Submitter to revise terms. **Submitters will be notified whether they have been selected by Thursday, November 6, 2025.**

8. NEGOTIATIONS AND FINALIZATIONS

Once the Submitter(s) has been selected for the partnership, contract negotiations will be conducted. These negotiations will relate to the scope of services, staff time and expenses, schedules, and payment terms.

SCP reserves the right to terminate negotiations with any or all Submitters in the event that SCP and the Submitter are unable to agree on contract terms and conditions within a reasonable period of time to be determined in SCP's sole and absolute discretion.

9. CALIFORNIA ENERGY COMMISSION

This Project is partially funded by a grant from the California Energy Commission ("CEC"). As such, it is required that the successful Submitter, if any, and its subcontractors must comply with all requirements set forth in the CEC's Electric Program Investment Charge (EPIC) Standard Grant Terms and Conditions (the "CEC Terms"), including requirements such as prevailing wage.

The CEC Terms can be found on SCP's Solicitations webpage. Because SCP must comply with the CEC Terms as a condition of receipt of grant funding, SCP will not consider any exceptions to these terms.

10. GENERAL TERMS AND CONDITIONS

- **California Public Records Act.** All Submittals submitted in response to this request shall be subject to disclosure under the California Public Records Act. In the event that a Submitter desires to claim portions of its submission exempt from disclosure, it is

incumbent upon the Submitter to clearly identify those portions with the word "confidential" printed on the lower right-hand corner of the page. SCP will consider a Submitter's request for exemption from disclosure; however, SCP will make a decision based upon applicable laws. Assertions by a Submitter that the entire proposal or large portions are exempt from disclosure will not be honored. All responses to this Request for Qualifications shall become the property of SCP and will be retained or disposed of accordingly.

- All Submittals received by the specified deadline will be reviewed by SCP for content, including but not limited to, experience and qualifications of the Submitters.
- During the evaluation process SCP may request from any Submitter additional information which SCP deems necessary.
- Submitters shall bear all costs associated with responding to this RFQ, and SCP will provide no compensation for these costs

11. RIGHTS OF SONOMA CLEAN POWER

- This RFQ does not commit SCP to enter into a contract, nor does it obligate SCP to pay for any costs incurred in the preparation and submission of a qualifications statement or in anticipation of a contract.
- SCP reserves the right to:
 - Issue subsequent solicitations;
 - Postpone any of the time periods set forth in this RFQ, for its own convenience;
 - Remedy technical errors in the RFQ;
 - Negotiate with any, all, multiple or none of the Submitters that respond;
 - Waive informalities and irregularities in the RFQ; and
 - Take any other action not otherwise prohibited by law.
- SCP reserves the right not to contract with any Submitter. If SCP decides to contract, SCP will contract with the Submitters whose responses best meets the needs of SCP.
- Evaluation of a response does not constitute a commitment by SCP to acquire such services from any source. SCP is not obligated in any way to proceed with this RFQ or consider or enter into any agreement or undertake any liability to any firm in connection with this RFQ and any and all responses, whether qualified or not, may be rejected without any liability whatsoever to any firm on the part of SCP. SCP shall not be responsible for any costs incurred by a firm to prepare, submit, negotiate, contract or otherwise participate in this RFQ process.