



Request for Qualifications Q&A: Community-Based Organizations Assist in Outreach and Awareness of Sonoma Clean Power's GridSavvy Rewards

October 15, 2025

1. What is the submission process? Is there a portal or online application I need to complete?

Submission instructions are detailed on page 3 of the Request for Qualifications. Community-based organizations interested in partnering with SCP should submit a letter of interest via email to programs@sonomacleanpower.org with the subject line "GridSavvy Rewards Outreach – Letter of Interest." The letter should include all information specified in Section 3 (Submittal Requirements) of the RFQ. There is no online portal or separate application form required.

2. What is the duration of this outreach and education program?

The contract term is estimated to be 18-24 months. The specific duration for each partner organization will depend on several factors, including proposed budgets, staff time commitments, administrative costs, and the scope of outreach activities outlined in the letter of interest.

3. What is the grant period of performance?

The California Energy Commission grant performance period extends through March 2029. However, SCP anticipates that community-based organization partner contracts will conclude by December 2028, or potentially earlier, depending on individual partner budgets and project timelines.

4. Will the Ambassador Trainings be virtual or in-person. If in-person, do you know the location and frequency of the trainings?

Ambassador trainings are intended to be conducted in-person, with flexibility to accommodate partner needs. Training sessions may be held at either the partner organization's office or at SCP's office located in Santa Rosa, California. Virtual participation can be accommodated if necessary.

SCP will host 2-3 comprehensive training courses at the beginning of the contract period to ensure ambassadors are well-prepared. Supplemental training sessions will be provided as needed throughout the contract term, such as annual refresher courses or updates on program changes.

5. Has Sonoma Clean Power already reached out to disadvantaged communities?



Yes, SCP has supported and led community outreach events and cultivated partnerships with organizations serving disadvantaged communities. This RFQ represents SCP's continued commitment to expanding access and participation among underserved populations through trusted community partnerships. Additional information about SCP's equity framework and community engagement efforts can be found in our Strategic Action Plan at sonomacleanpower.org/strategic-action-plan.

6. Is there an estimated average number of hours per week program participants will work?

The number of hours per week will vary based on each organization's proposed approach, capacity, and outreach strategy. We encourage applicants to submit a realistic budget and time commitment that aligns with their organization's capabilities and the scope of services they plan to deliver. This information should be included in the proposed budget section of your letter of interest.

7. How many informational events will be expected over the project period?

SCP has not established a specific number of required events. We recognize that effective outreach strategies vary by community and organization. SCP will rely on our selected partners' expertise to determine the most appropriate and impactful strategies for reaching and engaging their communities. Partners should propose an approach that best leverages their existing relationships and knowledge of community needs.

8. Will the participating organization be working closely with Sonoma Clean Power staff or mainly working independently?

The partnership will evolve over the course of the contract. Initially, partner organizations will work closely with SCP staff to develop a comprehensive understanding of the Rewards program, SCP's mission and services, and the target audience. This collaborative phase will include developing outreach strategies, reviewing and co-creating marketing collateral, and establishing communication protocols.

Once partners have the necessary tools, training, and knowledge, they will work more independently while maintaining regular communication with SCP. The frequency of updates and check-ins will be mutually agreed upon during contract negotiations.

9. Will Sonoma Clean Power provide advertising, media responses, promotional and educational materials that are co-developed with the participating organizations?

Yes, SCP will provide marketing materials and educational resources to support partner outreach efforts. These materials will be evaluated and refined with partner organizations to ensure they are culturally relevant, linguistically appropriate, and effective for reaching target communities.



10. How much funding will each participating organization receive?

SCP has allocated \$250,000 to support outreach and education services from two to five community-based organization partners over the contract period. Funding amounts per organization will vary based on several factors, including:

- The number of partners ultimately selected
- Proposed staff time and hourly rates
- Contract duration (18-24 months)
- Geographical reach and service area
- Scope of proposed outreach activities and deliverables
- Administrative and operational costs
- Applicants should submit a proposed budget as part of their letter of interest

11. We are a Marin-based nonprofit community-based organization (CBO) serving the Bay Area. Our team has extensive experience in electrification, education, and outreach across diverse communities, including disadvantaged Communities and low-income populations. Given that our headquarters are in Marin, would we still be eligible to apply even though we are not based in Sonoma County?

Yes, organizations headquartered outside of Sonoma and Mendocino Counties are eligible to apply. The key consideration is your organization's ability to effectively serve communities within SCP's service area (Sonoma and Mendocino Counties except City of Healdsburg and City of Ukiah).

12. Is the letter of interest the same as the proposal we are submitting, or are they two separate documents?

The letter of interest serves as your proposal submission. There is only one document required. Your letter of interest should include all elements outlined in Section 3 (Submittal Requirements) of the RFQ, including organization information, approach to services, proposed budget, references, and primary point of contact information.

13. Does Sonoma Clean Power have a strategic plan for the GridSavvy program that might provide some metrics that would help us understand the metric growth that you would like to see over the performance period?

Yes, Sonoma Clean Power's 2025 Strategic Action Plan contains detailed information about GridSavvy Rewards and can be accessed at sonomacleanpower.org/strategic-action-plan (see page 19 for program-specific details).

Under the California Energy Commission funding this outreach initiative, SCP aims to add 8,540 smart devices to the GridSavvy Rewards program by December 2028.

Currently, GridSavvy Rewards has approximately 13,000 participants enrolled in the alert-based program, with only about 1,000 smart devices enrolled. The goal of this



partnership is to significantly increase smart device enrollment and growing overall program participation.

14. Does Sonoma Clean Power have specific population or demographic enrollment and participation metrics that it would like to achieve over the course of this project? Also, what about engagement with communities of color in inland communities?

SCP is committed to access and participation across all customer segments within our service area with an emphasis to increase enrollment among income-qualified customers (enrolled in CARE/FERA programs) and residents of disadvantaged communities as designated by Senate Bill 535.

SCP welcomes partner proposals that demonstrate culturally competent approaches to engaging diverse communities, including communities of color, Spanish-speaking residents, and other underserved populations throughout Sonoma and Mendocino Counties (except City of Healdsburg and City of Ukiah that is served by a municipal electric utility)

15. If clients don't already have a smart thermostat does SCP offer services to install one? If so, how much does that service typically cost?

Yes, Sonoma Clean Power is developing a free smart thermostat installation program scheduled to launch in March-April 2026. This no-cost service will be available exclusively to income-qualified customers who are enrolled in the CARE (California Alternate Rates for Energy) or FERA (Family Electric Rate Assistance) utility discount programs and have central air conditioning systems.

The program will include the smart thermostat device, professional installation, customer training on device operation, and enrollment in the Rewards program. There will be no cost to eligible customers. This free installation program represents a key component of SCP's efforts to increase smart device participation among low-income households and reduce barriers to program access.