



San Diego Regional Energy Network Residential Sector Programs Implementation

Request for Proposals #25-004

San Diego Community Power Responses to Proposer Questions

March 20, 2025

General Questions

1. **Section I. Program Budget.** What is the difference between the direct implementation and incentive budgets for residential sector programs? How is each to be applied?

Response: The direct implementation budget is for program delivery support costs. The incentive budget is for direct installation measures and incentives/rebates to the program participant.

2. **Section V.A (Community Power expects the initial contract term for this work to be three (3) years. Community Power reserves the right to contract for up to two additional one-year extension for these services).** Are program funds fungible year over year or will annual budgets be established and adhered to?

Response: Yes, program funds are fungible year over year.

3. **Section V.E.5.** Will the residential sector programs trigger prevailing wage rates and certified payroll and reporting to the Department of Industrial Relations?

Response: Potentially, yes. Prevailing wages will be required if a project is considered “public works.” Please refer to Section V.E.5 in the RFP:

***Prevailing Wages:** If applicable, proposers shall take cognizance of the requirements of California Labor Code Sections 1720 et seq., as well as California Code of Regulations, Title 8, Section 16000 et seq. (“Prevailing Wage Laws”), which require the payment of prevailing wage rates and the performance of other requirements on certain “public work” and “maintenance” projects. To the extent applicable, the Proposer must agree to fully comply with and to require its subcontractors/subconsultants to fully comply with such Prevailing Wage Laws.*

4. **Is there a file size limit?**

Response: The maximum allowable file size for uploads in the submission form is 500MB.

Multifamily Program Questions

5. **Is there a standard definition for “Multifamily Property” being used for this program? Are there certain types of multifamily properties that would not be eligible to participate?**

Response: A multifamily property is defined as buildings with two or more units.

6. Are there any requirements or targets for this program regarding procurement from women, minority, disabled veteran, persons with disabilities and LGBT business enterprises or other diverse business enterprises? If yes, what are those requirements/targets?

Response: No. However, San Diego Community Power requests that proposers review its [Inclusive and Sustainable Workforce Policy](#) and to be aware of Community Power’s intent, within the limits of Prop 209, to increase the diversity of its suppliers.

7. **Section I. Background and Introduction (Multifamily states “Facility upgrades will include both common area measures (CAM) and renter-specific in-unit measures”).** Does this mean in-unit services will be required to be completed in order to be eligible for CAM services or vice versa? Or may the property owner decide to participate in one or the other?

Response: No, this statement was not intended to mean in-unit services will be required to be completed in order to be eligible for CAM services or vice versa. The program rules, including installation requirements such as this, will be finalized by the Implementer and SDREN staff as part of pre-launch activities and will be drafted to support the program’s objectives and energy savings goals.

8. **Section I. Background and Introduction (Multifamily states “These values are to integrate a collaborative and purposeful investment in the region’s underserved and hard-to-reach communities...”).** Is there specific property level eligibility criteria for multifamily properties? Is “underserved” or “hard-to-reach” an eligibility requirement?

Response: Multifamily properties must have two or more units to be eligible for the program. Prior to program launch, the Implementer will identify the prospective volume of multifamily buildings in SDREN’s service territory that may qualify for the program, segmented by underserved and hard-to-reach customers and other target audience indicators (Task 2.1). Please refer to this RFP’s footnotes 22 and 23 for definitions of “underserved” and “hard-to-reach” customers. Additionally, the Implementer will utilize subject-matter expertise and established best practices to define customer eligibility requirements in accordance with Tasks 2.2 and 2.3.

9. **Attachment B. Task 3.1.** How does Community Power define “equity target participants” for this program?

Response: Equity target participants refer to “underserved” and “hard-to-reach” customers.

10. **Attachment B. Task 4 (Community Power has dedicated internal marketing and communications staff and consultant support responsible for developing and maintaining online program content, other digital media promotions and general marketing and outreach efforts).** Can you please provide more information about the types of other digital media promotions and general marketing and outreach efforts that the internal staff and consultants are planning to undertake to promote the program to customers? Will the Implementer have the opportunity to work with the internal staff and consultants to create the marketing strategy prior to program launch? Will the implementation team have access to the customer lists, open and click metrics and lists, tag metrics from links and other performance metrics and data that can be used to convert contacts into leads?

Response: The types of other digital media promotions and general marketing and outreach efforts that the internal staff and consultants may undertake to promote the program portfolio to customers include social media advertising, pay per click, out of home (e.g., billboards, transit advertising), print and other channels as determined by the portfolio-wide and individual program marketing strategies.

Yes, the Implementer will have the opportunity to work with the internal staff and consultants throughout program implementation, however, the Implementer is expected to have the expertise to develop, propose and execute effective program outreach strategies.

SDREN and the Implementer will share leads, channel analytics, metrics and other data to inform ongoing materials development and outreach efforts, and drive conversions.

11. Attachment B. Task 4 (*Marketing and communications staff will look to the Implementer as subject matter experts to provide content and input to develop strategies, campaigns and materials while adhering to agreed upon branding and style guidelines*). Will this program be using Community Power branding or will there be a program brand created?

Response: SDREN marketing and communications staff will develop SDREN branding and style guidelines to be followed at the program level.

12. Attachment B. Task 4.4, (*Provide program content and data for SDREN and program webpages, promotional material and other collateral*). Does this mean that the program will have webpages that are on the Community Power website as opposed to having its own, standalone website? If so, will the web pages have a contact form or other mechanism for collecting leads from the website and delivering them to the outreach team for follow up?

Response: Correct. The Implementer will not be responsible for developing a standalone program website. The webpages are expected to have the capability to collect interest to deliver to the Implementer for follow up. SDREN and the Implementer will define lead hand-off logistics as part of pre-launch activities (Task 2).

13. Attachment B. Task 4.5 (*Coordinate with marketing and communications staff to produce at least five (5) case studies demonstrating program success*). Will the implementer be the entity that handles the identification, interview and content creation for the case study? Will Community Power handle the layout and design for posting the case studies to the website, creating handouts and other promotional use of the case studies?

Response: The Implementer will be responsible for drafting and finalizing case studies to include identifying and proposing prompts as well as developing content, layout, design, handouts, etc. following SDREN branding guidelines. All program materials will go through review and quality assurance processes with SDREN marketing and communications staff. SDREN's team will be responsible for ensuring case studies are consistent with SDREN branding guidelines and uploading to the program's website.

14. Attachment B. Task 5.4 (*The Implementer will establish and maintain network of contractors who will install EE upgrades and equipment tune-ups through direct installation services*). Will

contractor recruitment be part of the scope for the Implementer? If so, will the Implementer be able to use its own email marketing software to promote the network to local contractors? If not, how will promotion/recruitment be managed?

Response: Yes, contractor recruitment is part of the Implementer's scope in accordance with Task 5.4. The Implementer will also be responsible for developing a Program Outreach Strategy Plan in accordance with Task 4.1. SDREN will develop branding and style guidelines to be followed for all program materials and communications, including all email messages sent one-to-one or through email marketing software. A clear and collaborative review and quality assurance process will be developed and apply to all program materials and communications.

15. Attachment B. Task 5.4 (*The Implementer will provide educational resources to the building's decision-makers to advocate for property investments that will benefit residents' health, comfort, safety and energy bills*). Will these resources be informed by the Implementer but created by the Community Power marketing and communications team?

Response: All program material content will be developed by the Implementer following SDREN branding guidelines. All program materials will go through review and quality assurance processes with SDREN staff.

16. Attachment B. Task 5.6 (*Collaborate or partner with a community-based organization or other trusted community partner with renter advocacy subject matter expertise to develop a factsheet on existing anti-displacement policies that helps inform property owners of applicable requirements*). Are there specific community-based organizations/community partners that Community Power has in mind for the Implementer to work with on this scope? Or is Community Power open to and/or looking for proposers to identify organizations to work with in this capacity?

Response: The Implementer is expected to develop and lead a Program Outreach Strategy Plan to include activities such as establishing relationships with partners to ensure successful program launch and implementation.