



Request for Proposals

Peninsula Clean Energy, a California Joint Power Authority, is seeking proposals from interested vendors for the *BUILDING ELECTRIFICATION AWARENESS PROGRAM*.

CORRECTION: Responses are due May 8, 2020 at 5:00 pm Pacific Time.

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1 RFP OVERVIEW

Peninsula Clean Energy Authority issues this Request for Proposals (RFP) to seek offers from qualified providers for the planning and implementation of a Building Electrification Awareness Program to inform and influence building sector stakeholders and consumers about the benefits and costs of all-electric buildings and appliances. Peninsula Clean Energy will evaluate the offers received from this RFP and plans to negotiate and execute a contract with the selected Proposer(s) by end of July 2020. Contracts exceeding \$100,000 will be taken to Peninsula Clean Energy's Board of Directors for final approval.

This RFP-

- Provides general background on Peninsula Clean Energy
- Describes the service sought by Peninsula Clean Energy (scope of work)
- Provides an opportunity for Proposers to describe their qualifications and experience and explain how they can contribute to services requested.

2. ABOUT PENINSULA CLEAN ENERGY

Peninsula Clean Energy (PCE), a community choice energy aggregator, is San Mateo County's official electricity provider. Formed in February 2016, Peninsula Clean Energy is a joint powers authority, consisting of the County of San Mateo and all twenty of its towns and cities. PCE provides cleaner and greener electricity, and at lower rates, than the incumbent investor-owned utility (IOU), Pacific Gas & Electric Company (PG&E). Peninsula Clean Energy plans for and secures commitments from a diverse portfolio of energy-generating resources to reliably serve the electric energy requirements of its customers over the near-, mid-, and long-term planning horizons. Peninsula Clean Energy's programs include advancing the adoption of electric vehicles and transitioning building fossil fuel uses to low-carbon electricity. For more information on Peninsula Clean Energy, please go to www.peninsulacleanenergy.com.

As part of its mission-driven, collaborative, not-for-profit, locally focused roots, Peninsula Clean Energy is committed to the following set of strategic goals:

1. Design a diverse power portfolio that is greenhouse gas free.
 - 100% GHG free by 2021
 - sourced by 100% CA RPS eligible renewable energy by 2025 on a time-coincident basis, provided it is economically viable
 - create a minimum of 20 MWs of new local power by 2025
2. Continually strive to offer ECOPlus¹ at rates that are lower than PG&E rates provided it is economically viable.
3. Stimulate development of new renewable energy generation and storage projects in San Mateo County and California through Peninsula Clean Energy's procurement activities.
4. Demonstrate quantifiable economic and environmental justice benefits to the County/region by placing a priority on local hiring and inclusionary workforce development practices with a goal of increasing diversity.
5. Implement programs to further reduce greenhouse gas emissions and support the county's community-wide efforts to be completely GHG-free by 2045 by investing in electric transportation, energy efficiency and demand response, and partnering effectively with municipalities, business, schools, and nonprofit/faith organizations.

¹ Peninsula Clean Energy's default electric option which is 50% renewable and 90% greenhouse gas free

Building Electrification Awareness Program

6. Maximize and maintain customer participation in Peninsula Clean Energy.
 - Provide a superior customer experience
 - Develop Peninsula Clean Energy brand awareness and loyalty throughout the County.
 - Actively encourage voluntary participation in its ECO100² renewable energy product
 - Achieve recognition as an EPA Green Power Community for all cities and towns in San Mateo County and EPA Green Power Partnership for all cities with municipal accounts enrolled in ECO100 by 2018
7. Build a financially sustainable organization.
 - Build sufficient reserves in a rate stabilization fund
 - Achieve an investment grade credit rating by 2021
8. Foster a work environment that espouses sustainable business practices and cultivates a culture of innovation, diversity, transparency, integrity, and commitment to the organization's mission and the communities it serves.
9. Leverage Peninsula Clean Energy/Silicon Valley expertise and relationships to support innovation across all of Peninsula Clean Energy's programs and activities.
10. Assist in setting up CCAs in other areas of the state, including where Peninsula Clean Energy has utility scale generation.

² Peninsula Clean Energy's electric option that is 100% from renewables and 100% carbon-free

3 RFP SCHEDULE

RFP Schedule

Event	Date
RFP Issued	3/20/20
Deadline for Proposers to submit questions	4/10/20
Responses to questions received to be published on Peninsula Clean Energy website	4/17/20
Deadline for Proposers to submit proposals	5/8/20
Possible interviews of top Proposers	5/22 – 5/26/20
Anticipated date Peninsula Clean Energy will notify awardee	6/1/20
Finalize and Execute Contracts	June - July 2020
Implementation Period	July 2020 – June 2023

- **Question & Answer:** Proposers may submit questions concerning the RFP at marketing@peninsulacleanenergy.com
- **Offer Review:** Peninsula Clean Energy will evaluate all Offers according to the criteria listed below.
- **Contract Redline:** Prior to interview, each shortlisted participant will provide a redline of Peninsula Clean Energy’s standard contract terms.
- **Interviews with Shortlisted Participants:** Peninsula Clean Energy may conduct interviews with Shortlisted Parties either at Peninsula Clean Energy’s offices in Redwood City between 5/22 and 5/26/20 or via videoconference.

4 PROPOSAL SUBMITTAL

Proposals must be received on or before the above deadline and submittal must be by email to marketing@peninsulacleanenergy.com with the subject "Proposal - <Vendor Name> - Building Electrification Awareness.

By participating in Peninsula Clean Energy's RFP process, a Proposer acknowledges that it has read, understands, and agrees to the terms and conditions set forth in these RFP Instructions. Peninsula Clean Energy reserves the right to reject any offer that does not comply with the requirements identified herein. Furthermore, Peninsula Clean Energy may, in its sole discretion and without notice, modify, suspend, or terminate the RFP without liability to any organization or individual. The RFP does not constitute an offer to buy or create an obligation for Peninsula Clean Energy to enter into an agreement with any party, and Peninsula Clean Energy shall not be bound by the terms of any offer until Peninsula Clean Energy has entered into a fully executed agreement. Only electronic submittals will be accepted.

5 CONTENT OF RESPONSE

Interested vendors must submit the following documents (except those marked “Optional”) to be considered for awarding of this proposal:

5.1. Cover Letter with the following elements (1 page):

- Reference to this RFP
- Indication of which Task or Tasks your proposal addresses
- Legal business name, address, telephone number, and business status (corporation, limited partnership, individual, etc.).
- Name of vendor’s representative with respect to this RFP along with telephone number and email address.
- A signature of an authorized individual.

5.2. Approach:

- Describe how you would achieve the Scope of Work described below.
- Goals and measurable objectives, including, where relevant, measures of participants or audience reached.
- Key challenges and resolutions thereof.

5.3. Qualifications and Experience:

- For Task A, outlined in the Detailed Project Description below, Proposer shall have a minimum of 3 years’ experience in each of the following:
 - managing calls for submission of building projects
 - organizing and promoting a program of building tours (actual and virtual)
 - developing and administering an awards program for building projects
- For Task B, outlined in the Detailed Project Description below, Proposer shall have a minimum of 3 years’ experience in:
 - developing and implementing a demonstration program, preferably related to cooking or home appliances/equipment

Building Electrification Awareness Program

- promoting participation in such demonstration programs
- Proposer shall include three references in bid response and sample portfolio of relevant past work.

5.4. Schedule (See Detailed Project Description for more information)

5.5. Cost Proposal

- Budget with a breakout by major task and deliverable, detailing estimated hours per task and hourly rates by individual (or by job classification).

5.6. Certificates of Insurance for the following coverages:

- Commercial General Liability – for bodily injury, property damage, and personal injury \$1,000,000 – each occurrence \$2,000,000 – in aggregate
- Business Automobile Liability – “any auto” (Company Vehicles) – At least \$1,000,000
- Personal Automobile Liability – “any auto” (Personal Vehicles) – At least \$500,000
- Worker’s Compensation and Employer’s Liability (EPL)– injury or death,
- each accident At least \$1,000,000 (EPL not required for Sole Proprietor)

5.7. Supplier Diversity Questionnaire (Optional):

- Peninsula Clean Energy’s Supplier Diversity Questionnaire is attached to this RFP. Please note, your response (or lack thereof) will have no impact on your contract status or eligibility to work with Peninsula Clean Energy in accordance with state law.

6 REVIEW AND SELECTION PROCESS

Evaluation will be based on a combination of quantitative and qualitative criteria. Peninsula Clean Energy will evaluate each Offer against these criteria and select a subset of Offers to move to the Shortlist phase. The most qualified individual or firm will be selected by an RFP Evaluation Committee based on the overall strength of each proposal, and the evaluation is not restricted to considerations of any single factor such as cost. The criteria used as a guideline in the evaluation will include, but not be limited to, the following:

- 6.1. Qualifications and experience of the entity, including capability and experience of key personnel and experience with other public and/or private agencies to provide these services
- 6.2. History of successfully performing services for public and/or private agencies and other Community Choice Aggregators
- 6.3. Financial viability of Proposer
- 6.4. Completeness of the proposed approach, including clarity of understanding of the scope of services to be provided and appropriateness of the proposed solution/services
- 6.5. Ability to meet any required timelines or other requirements
- 6.6. Existence of and circumstances surrounding any claims and violations against you or your organization
- 6.7. Cost to Peninsula Clean Energy for the primary services described by this RFP
- 6.8. References

7 AGREEMENT TERMS

Awardees will be required to enter into a contract using Peninsula Clean Energy's standard contract terms. Modification of the contract terms may be proposed by the Proposer for consideration by Peninsula Clean Energy but are not guaranteed to be accepted. Rejection of the final terms from Peninsula Clean Energy is grounds for disqualification. Shortlisted participants will be required to provide any redlines to the standard terms ahead of the interview phase.

Peninsula Clean Energy's standard contract terms for contracts under \$100,000 in value are available for review here: <https://www.peninsulacleanenergy.com/under-100k>

Peninsula Clean Energy's standard contract terms for contracts \$100,000 or more in value are available for review here: <https://www.peninsulacleanenergy.com/100k-up>

8 SUPPLIER DIVERSITY

Consistent with its strategic goals, Peninsula Clean Energy has a strong commitment to foster a work environment that espouses sustainable business practices and cultivates a culture of innovation, diversity, transparency, integrity, and commitment to the organization's mission and the communities it serves. As part of that goal, Peninsula Clean Energy strives to ensure its use of vendors and suppliers who share its commitment to sustainable business and inclusionary practices.

To help ensure an inclusive set of vendors and suppliers, Peninsula Clean Energy's policy requires it to:

1. Strive to use local businesses and provide fair compensation in the purchase of services and supplies;
2. Proactively seek services from local businesses and from businesses that have been Green Business certified and/or are taking steps to protect the environment; and
3. Engage in efforts to reach diverse communities to ensure an inclusive pool of potential suppliers.

General Order 156 (GO 156) is a California Public Utilities Commission ruling that requires utility entities to procure at least 21.5% of their contracts with majority women-owned, minority-owned, disabled veteran-owned and LGBT-owned business enterprises' (WMDVLGBTBEs) in all categories. Qualified businesses become GO 156 certified through the CPUC and are then added to the GO 156 Clearinghouse database.

The CPUC Clearinghouse can be found here: www.thesupplierclearinghouse.com. While Peninsula Clean Energy is not legally-required to comply with GO 156, Peninsula Clean Energy's policies and commitment to diversity are consistent with the principles of GO 156, and, therefore, respondents to this RFP are asked to voluntarily disclose their GO 156 certification status as well as their efforts to work with diverse business enterprises, including those owned or operated by women (WBE), minorities (MBE), disabled veterans (DVBE), and lesbian, gay, bisexual, or transgender people (LGBTBE).

As a public agency and consistent with state law, Peninsula Clean Energy will not use any such provided information in any part of its decision-making or selection process. Rather, Peninsula Clean Energy will use that information solely to help evaluate how well it is conforming to its own policies and goals. Pursuant to California Proposition 209, Peninsula Clean Energy does not give preferential treatment based on race, sex, color, ethnicity, or national origin.

9 PENINSULA CLEAN ENERGY LEGAL OBLIGATIONS

Peninsula Clean Energy is not obligated to respond to any offer submitted as part of the RFP. All parties acknowledge that Peninsula Clean Energy is a public agency subject to the requirements of the California Public Records Act, Cal. Gov. Code section 6250 et seq. Peninsula Clean Energy acknowledges that another party may submit information to Peninsula Clean Energy that the other party considers confidential, proprietary, or trade secret information pursuant to the Uniform Trade Secrets Act (Cal. Civ. Code section 3426 et seq.), or otherwise protected from disclosure pursuant to an exemption to the California Public Records Act (Government Code sections 6254 and 6255) (“Confidential Information”). Any such other party acknowledges that Peninsula Clean Energy may submit to the other party Confidential Information. Upon request or demand of any third person or entity not a party to this RFP (“Requestor”) for production, inspection and/or copying of information designated as Confidential Information by a party disclosing such information (“Disclosing Party”), the party receiving such information (“Receiving Party”), as soon as practical but within three (3) business days of receipt of the request, shall notify the Disclosing Party that such request has been made, by telephone call, letter sent via email and/or by US Mail to the address or email address listed on the cover page of the RFP. The Disclosing Party shall be solely responsible for taking whatever legal steps are necessary to protect information deemed by it to be Confidential Information and to prevent release of information to the Requestor by the Receiving Party. If the Disclosing Party takes no such action, after receiving the foregoing notice from the Receiving Party, the Receiving Party shall be permitted to comply with the Requestor’s demand and is not required to defend against it.

10 GENERAL TERMS AND CONDITIONS

1. **Peninsula Clean Energy's Reserved Rights:** Peninsula Clean Energy may, at its sole discretion: withdraw this Request for Proposal at any time, and/or reject any or all materials submitted. Respondents are solely responsible for any costs or expenses incurred in connection with the preparation and submittal of the materials for this RFP.
2. **Public Records:** All documents submitted in response to this RFP will become the property of Peninsula Clean Energy upon submittal and will be subject to the provisions of the California Public Records Act and any other applicable disclosure laws.
3. **No Guarantee of Contract:** Peninsula Clean Energy makes no guarantee that a contractor and/or firm added to the qualified vendor list will result in a contract.
4. **Response is Genuine:** By submitting a response pursuant to this RFP, Respondent certifies that this submission is genuine, and not sham or collusive, nor made in the interest or on behalf of any person not named therein; the submitting firm has not directly or indirectly induced or solicited any other submitting firm to put in a sham bid, or any other person, firm or corporation to refrain from submitting a submission, and the submitting firm has not in any manner sought by collusion to secure for themselves an advantage over any other submitting firm.

11 DETAILED PROJECT DESCRIPTION AND SCOPE

Project Overview:

With the switch to cleaner sources of electricity,³ electrifying buildings and reducing the use of natural gas are important ways to reduce greenhouse gas emissions. In 2019, Peninsula Clean Energy, along with Silicon Valley Clean Energy and the San Mateo County Office of Sustainability, launched the [Building Electrification & EV Infrastructure Reach Code Initiative](#). This program provides technical assistance to local governments for the development of enhancements to local building codes, known as “reach codes,” to deliver increased EV readiness and all-electric buildings. Among many lessons learned so far through this program, the reach code initiative also surfaced that consumer education is a major need. The benefits of all-electric buildings and examples of such buildings are not well-known in the community. Additionally, one of the key sources of resistance to full building electrification is the reluctance to convert from natural gas cooking to induction cooking. To address the knowledge and understanding gap, Peninsula Clean Energy is launching a Building Electrification Awareness program with the following goals:

Goals of the Program

1. Provide building sector stakeholders (developers, contractors, designers and residents) with education about the methods and associated costs and benefits of all-electric buildings and appliances.
2. Connect stakeholders with programs and resources to facilitate the upgrade to all-electric appliances.
3. Identify and establish partners to advance building electrification within the county.

Scope of Work:

This program encompasses two distinct tasks to be executed over the 3-year period ending June 2023. Proposers should indicate in their proposals to which task(s) they are responding. Peninsula Clean Energy welcomes proposals for either or both of the tasks below. Peninsula Clean Energy anticipates that the scope for each task will be in the range of \$150,000 each for the 3-year period.

³ Peninsula Clean Energy's power mix for 2020 is 95% greenhouse gas free.

11.1 Task A – Database, Tours, and Recognition

To create awareness among building sector stakeholders (developers, contractors, designers and residents) that all-electric buildings are “normal” and preferable, the program will showcase all-electric homes and buildings by making them highly visible in the community.

11.1.1 Online Database of Reference Buildings/Projects

A key element of this task is to identify relevant buildings and projects in San Mateo County, including all-electric buildings or buildings that incorporate specific technologies such as electric heat pump heating (space and water) or electric commercial cooking. Information about these buildings/projects shall be catalogued for reference in an online public database. The database shall include information on end-use type (single family, multi-family affordable or market rate, commercial kitchen, office, etc.), project size, year of construction, construction and operating costs, and all-electric design considerations and strategies. Images, drawings and other specifications whenever available should be considered for inclusion in the database.

11.1.2 Tours

Well-designed projects will be selected to showcase electrification benefits to developers, designers and property owners through events and tours (on-site and virtual). Onsite and virtual tours shall be led by a guide who is knowledgeable about the building and its electrification features, and who can answer most attendees’ queries on the spot. Virtual tours can be available as both live and on-demand that can be hosted on Peninsula Clean Energy website. Onsite and virtual tours shall be promoted to the general public and to appropriate target audiences, including developers, designers and property owners. Promotion may include, but should not be limited to, collaboration with green building groups, environmental organizations, and trade associations such as American Institute of Architects (AIA) San Mateo chapter. Participant contact information shall be collected and shared with Peninsula Clean Energy.

11.1.3 Recognition

Selected projects from the all-electric database that exhibit outstanding characteristics shall be recognized through an annual award. Awards should recognize leadership of builders, building owners, and design teams that chose to build all-electric buildings and to minimize the carbon footprint of the buildings. Consideration should be given to partnering with already established organizations, award programs and recognition events.

Proposals for Task A should describe:

- Process for collecting and maintaining database information

- Approach to organizing, promoting and delivering tours (on-site and virtual)
- Call for submissions and judging processes for awards
- Method for recognizing award-winners (i.e. related to existing awards or gatherings)
- Additional ideas for showcasing all-electric buildings in San Mateo County
- Success measurement, including specific metrics

11.2 Task B – Induction Cooking Consumer Engagement

To familiarize homeowners, restaurant owners and chefs with the functionality, features and benefits of induction cooking, this task will include planning and execution of demonstrations of and hands-on experiences with induction cooking as well as the development of informational content and collateral materials. The strongest resistance to the adoption of all-electric reach codes has come from homeowners, restaurant owners and chefs who prefer gas cooktops and perceive them to be a superior cooking technology that allows better heat control. Given this resistance, builders and designers tend to not specify electric cooktops in construction projects. There is a lack of familiarity with modern electric cooking technology; and most people equate electric cooktops with electric resistance coiled cooktops, not induction cooking. Induction cooktops are highly efficient, fast, safe, easy to clean and provide precise heat control. Induction cooking technology is fairly new on the American market and most customers have never used an induction cooktop.

11.2.1 Demonstrations

Demonstrations or “test kitchens” of induction cooking shall be planned and executed (including promotion of the events) throughout the County of San Mateo. Because cooking techniques vary by different cuisines, it is important that demonstrations address the broad range of ethnic groups throughout the county. Asian cooking, in particular, traditionally relies upon heating techniques from open flames. Opportunities may exist to demonstrate induction cooking at farmers’ markets, ethnic foods markets, festivals and elsewhere. In addition, consideration should be given to partnerships with manufacturers, suppliers and local Energy Watch programs. Approaches may also include co-hosting test kitchens with appliance retailers, showcasing restaurants that use induction cooktops and partnering with local chefs. Participant contact information shall be collected and shared with Peninsula Clean Energy.

11.2.2 Hands-On Induction Cooking

Proposals should consider opportunities for consumers to borrow induction cooktops and cookware or to otherwise engage in hands-on situations in which they can experience induction cooking for themselves. Proposals shall describe how this program will be promoted and administered. One approach is to partner with existing Energy Watch programs but Proposers should include other approaches and collaboration

opportunities. Participant contact information shall be collected and shared with Peninsula Clean Energy.

11.2.3 Consumer Information about Induction Cooking

Information about the features and benefits of induction cooking shall be developed and provided to participants in demonstration and hands-on cooking programs. Collateral materials might include descriptions of the various types of induction cooking solutions, requirements for installation and cookware needed for use with induction cooktops and the associated benefits.

Proposals for Task B should describe:

- Process for planning, promoting and delivering demonstrations and hands-on opportunities for induction cooking
- Potential partners and the intended collaboration
- Creation of collateral materials to provide general information on features and benefits of induction cooking, utilizing existing information sources
- Success, including specific metrics

PCE Supplier Diversity Questionnaire (Optional)

Providing information in this questionnaire is optional. As a public agency and consistent with state law, PCE will not use any such provided information in any part of its decision-making or selection process.

Contact information:

Business Name	
Email address	
Phone number	
Where is your business located/headquartered?	

Labor Diversity:

1. Is your business certified under General Order 156 (GO 156)?

- Yes
- No
- Qualified as WMDVLGBTBEs, but not GO 156 Certified

If you answered either "Yes" or "Qualified" above, please choose all categories that apply below.

- Woman-owned
- Minority-owned
- Disabled Veteran-owned
- LGBT-owned

2. Does your business use subcontractors that are certified under GO 156?

- Yes
- No
- Qualified as WMDVLGBTBEs, but not GO 156 Certified

If you answered either "Yes" or "Qualified" above, please choose all categories that apply below.

- Woman-owned
- Minority-owned
- Disabled Veteran-owned
- LGBT-owned

3. Does your business have hiring targets of minority-owned, women-owned, LGBTQ-owned, or disabled veteran-owned subcontractors?

- Yes
- No
- Not applicable

Labor Agreements:

This section of questions focuses on the labor agreements of your business. If your business/contract with PCE does not have a labor component, please answer "not applicable."

1. Does your business have history of using local-hires, union labor, or multi-trade project labor agreements?

- Yes, within PCE's service area of San Mateo County
- Yes, CA-based labor, but not local to PCE's service area of San Mateo County
- No
- Not applicable

If you answered "Yes, within PCE's service area of San Mateo County" above, please provide the percentage of labor agreements with local, union, and multi-trade labor (if available) and describe past efforts.

If you answered "Yes, CA-based labor, but not local to PCE's service area of San Mateo County" above, from where in California is the labor sourced?

2. In your proposed contract with PCE, does your business plan to use local hires, union labor, or multi-trade project labor agreements?

- Yes
- No
- Not applicable

If you answered "Yes" above, please quantify the number of such labor agreements and explain.

3. Does your business pay workers prevailing wage rates or the equivalent?

Prevailing wage in California is required by state law for all workers employed on public works projects and determined by the California Department of Industrial Relations according to the type of work and location of the project. To see the latest prevailing wage rates, go to www.dir.ca.gov/Public-Works/Prevailing-Wage.html

- Yes
- No
- Not applicable

4. In your proposed contract with PCE, does your business pay and/or plan to pay prevailing wages or the equivalent?

To see the latest prevailing wage rates, go to www.dir.ca.gov/Public-Works/Prevailing-Wage.html

- Yes
- No
- Not applicable

5. Does your business support and/or use apprenticeship programs?

- Yes
- No
- Not applicable

If you answered "Yes" above, please describe the apprenticeship programs your business plans to use.

6. Does your business employ workers and/or use businesses from PCE's service area of San Mateo County?

- Yes
- No

If you answered "Yes" above, please quantify the number of workers/businesses, the businesses used, and in which communities the workers or business reside.

Equity, Diversity, Inclusion, and Environmental Justice:

PCE is committed to equity, diversity, inclusion, and environmental justice both within our organization and within our communities.

1. Does your business have initiatives to promote workplace diversity?

- Yes
- No

If you answered "Yes" above, please describe such initiatives or provide any supporting statistics or documentation for diversity within the business.

2. What other efforts related to equity, diversity, inclusion, or environmental justice does your business pursue?

3. If there is anything else related to supplier diversity that is not captured in your answers above, please describe below:
