



Building Electrification Awareness Request for Proposals

Questions & Answers

Peninsula Clean Energy is San Mateo County's locally-controlled electricity provider. We are reducing greenhouse gas emissions and offering customer choice at competitive rates.

Offers due Wednesday, May 8, 2020 at 5:00 pm PT

Questions and Answers for Building Electrification Awareness RFP

#	Question	Answer
1	Are contractors who are currently engaged in projects with Peninsula Clean Energy eligible to respond to this RFP?	Yes, existing Peninsula Clean Energy contractors are eligible to bid on this RFP and all eligible bidders are encouraged to respond.
2	What is the purpose of the Online Database of Reference Buildings/Projects? Who is the audience?	The purpose of the database is to serve as a reference for developers, contractors, designers and property owners considering building electrification and get basic information about all-electric buildings in the county. Peninsula Clean Energy will also use this database to understand the penetration of all-electric technologies in the county.
3	Is the intent of the database to be a public-facing tool or will it be used only as an internal (Peninsula Clean Energy and implementer) resource?	It is mainly intended to be a public-facing tool
4	What information in the database does Peninsula Clean Energy envision being public?	It is the intent of Peninsula Clean Energy to make all the collected information available to the public. This would include information on end-use type, project size, year of construction, all-electric design considerations and strategies, images, drawings and other specifications where available. Construction and operating costs would be useful information for the users of the database as they plan their own projects. However, some property owners may not wish to make this information public. Therefore, the data collection process should allow for certain project-specific information to be available only to Peninsula Clean Energy and its implementation partners but not to the public at large.
5	Please confirm that building sector stakeholders are the intended user group(s) for the Online database described in Section 11.1.1?	The intended users of the Online Database are developers, contractors, designers and property owners.
6	Will the Online Database include just existing buildings, just new buildings, or both?	The Online Database should include existing and new buildings.

7	Does Peninsula Clean Energy have a desired format for the database?	We envision the Online Database as a simple dataset, not a sophisticated relational database. The dataset should accommodate numerical, text, and image files (or links to those files) and should allow members of the public to browse, filter, search and download the content. The project implementer is expected to outline the specific data to be collected, the method of acquiring the data and the process for some level of data quality assurance. The expectation is that the implementer would recommend an approach to displaying and accessing this data and would maintain, manage and update the content of this dataset. The dataset itself would be hosted on a page or microsite of the Peninsula Clean Energy website. We welcome implementer recommendations as to the best approach to structuring and updating this dataset and to making this information easily accessible by the public.
8	Does Peninsula Clean Energy plan to host all public-facing content for this program on the Peninsula Clean Energy website or will the implementer be required to create an independent, third-party site to host that content?	Peninsula Clean Energy plans to host all public-facing content. The dataset itself would be hosted on a page or microsite of the Peninsula Clean Energy website. We welcome implementer recommendations as to the best approach to structuring and updating this dataset and to making this information easily accessible by the public.
9	Does the data have to be independently validated or can it be self-reported?	The data can be self-reported by the property owners or their designees.
10	How many tours do you envision during the three-year period of the grant? How many cooking demos? Award ceremonies?	Peninsula Clean Energy envisions a total of 15-20 in-person and virtual tours of electric buildings over the 3-year period of the contract. Likewise, Peninsula Clean Energy envisions a total of 15-20 live cooking demonstrations over the 3-year period of the contract. However, given current uncertainties regarding the duration of public health shelter-in-place and social distancing directives, it is appropriate for Proposers to suggest alternatives. It is also expected that Proposers will provide recommended performance metrics specific to the Tasks to which they are responding. One annual award cycle is envisioned. However, this could consist of more than one award category.

11	For the recognition scope, please clarify: Does Peninsula Clean Energy intend to only recognize program participants, or will this award program be open to any applicants who meet qualification criteria?	The award(s) should be open to any applicants who meet the qualification criteria.
12	For the recognition scope, please clarify: Is Peninsula Clean Energy looking for a recognition program for any participants/applicants who meet requirements (similar to LEED) or is recognition intended to award top performers once per year (i.e., one award per year per category)?	Peninsula Clean Energy expects the implementation partner to propose the selection criteria for the annual award(s) and anticipates that these awards would recognize top performers once per year. The recognition is not intended to be a certification program.
13	Are there other quantitative goals, e.g. number of participants in the various activities?	Peninsula Clean Energy requests that the Proposers outline quantitative performance metrics they expect to achieve for the various activities (e.g. number of participants in in-person and virtual tours, number of attendees at cooking demonstrations, number of participants in hands-on cooking demonstrations).
14	Will Peninsula Clean Energy (and its member jurisdictions) share customer information and/or support outreach efforts?	Due to Peninsula Clean Energy’s privacy policies and other state regulations, Peninsula Clean Energy does not share customer information. However, we are able to provide some support for outreach efforts through owned media (website, blog, opt-in newsletter) and social media channels as well as through selected outreach through partner organizations and potentially at community events supported by our staff. Implementation partners are expected to plan and execute an overall promotion plan that may include working with partners, advertising, earned media and other promotional opportunities.
15	Should the proposers be including budget to purchase loaner induction burners and cookware?	The purchase of induction burners and cookware should be covered in the budget. Peninsula Clean Energy will not be supplying these items.

16	Will Peninsula Clean Energy be offering marketing and/or design support? If so, what types (segmentation, design, email campaigns, etc.)?	Peninsula Clean Energy is able to provide some support for outreach efforts through owned media (website, blog, opt-in newsletter) and social media channels and selected outreach through partner organizations and potentially at community events supported by our staff. Implementation partner will be provided with the Peninsula Clean Energy brand style guide and brand assets such as logos. Implementation partners are expected to plan and execute an overall promotion plan that may include working with partners, advertising, earned media and other promotional opportunities.
17	The RFP estimates that funding for each task will approximate \$150,000 per year. Is the funding estimate provided inclusive or exclusive of funding for incentives, awards, or other marketing costs?	Peninsula Clean Energy anticipates that the scope for each of Task A and Task B will be in the range of \$150,000 over the three-year period. In other words, if a Proposer is bidding on both Tasks, Peninsula Clean Energy would expect the total three-year budget to be no more than \$300,000. However, this is merely a guideline. Proposed budgets should include funding for awards and other marketing costs. The project scope does not include incentives.