



ADDENDUM NUMBER 1: QUESTIONS AND ANSWERS

FOR

REQUEST FOR PROPOSALS FOR COMMUNITY-BASED ORGANIZATION

PARTNERSHIP

MAY 7, 2025

Question #1: Can you provide any additional information as to which “decarbonization programs and income-qualified offerings,” specifically, SVCE is seeking outreach support for?

Answer #1: Silicon Valley Clean Energy (SVCE) intends to promote various initiatives, including [home](#) and [electric vehicle](#) rebates, the Emergency Water Heater Replacement Program, and [Full-Service Home upgrades](#). Additionally, outreach efforts will focus on rate programs and resources designed to help customers further reduce their bills.

Question #2: What is the desired period of performance for the requested activities?

Answer #2: The desired period of performance will commence upon finalization of the contract and will extend for two years. If all proceeds as planned, activities will begin in July 2025 and conclude in July 2027, with the option to extend.

Question #3: Is there a target budget for the overall scope of work or for specific tasks?

Answer #3: Cost proposals should be submitted by your organization. The budget allocated for this RFP is \$100,000.

Question #4: What is the anticipated length of the contract term and the renewal timeframe?

Answer #4: The contract term is expected to last for two years, starting in June 2025 at which point a decision will be made regarding renewal.

Question #5: Does SVCE have any numerical goals for the outcomes described in the High-Level Scope of Work?

Answer #5: Outreach goals will be discussed and established in collaboration with the selected lead for this initiative. It will align with internal program goals.

Question #6: How and when will the four or five smaller CBOs be selected?

Answer #6: The smaller CBOs are currently invited to apply. Selection will occur before official partnerships commence with the chosen bidder in this RFP. SVCE will identify smaller CBOs based on the areas requiring the most outreach for our initiatives.

Question #7: Is this bench only for CBOs?

Answer #7: This bench may also include local non-profit (501c3) organizations.

Question #8: How does this differ from the bench we applied for last year?

Answer #8: This RFP focuses on executing marketing and outreach efforts while supporting smaller CBOs that are focused on more limited geographic locations. It will also ensure alignment in our engagement strategies.

Question #9: Does SVCE have defined ME&O outcomes for your EV program and rebates? And also outcomes for home electrification rebates and program?

Answer #9: SVCE has established outcomes and goals for its programs. SVCE staff will

collaborate with the selected organization to develop specific marketing tactics that align with our overall objectives.

Question #10: Is this RFP just focused on SVCE residential customers?

Answer #10: Yes, the RFP is exclusively focused on residential customers.

Question #11: What does success look like for the prime in coordinating the smaller CBOs for outreach events/activities?

Answer #11: Success entails organizing monthly check-ins with the smaller CBOs to address any capacity or goal-related issues. The awarded group will also have to keep track of data to help us inform future tactics with smaller CBOs. SVCE staff will also participate to ensure that objectives, events, and tactics are executed on schedule.

Question #12: Where does SVCE work end and CBO bidder work begin, such as developing marketing materials?

Answer #12: All work will be collaborative, with SVCE staff having final approval on any marketing materials used for outreach. SVCE will provide essential talking points and resources to support these efforts. It is SVCE's intent that CBO partners can help inform messaging and use of appropriate channels to effectively engage target audiences.