

138234: Residential Equity Education and Outreach Request for Abstracts

Introduction

As part of San Diego Gas & Electric Company (SDG&E)'s solicitation schedule, and to comply with D.18.01.004, SDG&E is requesting Abstracts for the Residential Equity Education & Outreach Program. This is the first stage of the solicitation process that will begin in **March 2023**. This Program will provide underserved residential customers with education and awareness needed to participate in energy efficiency offerings. Classified as an Equity program, this program will have a primary objective of supporting the long-term success of the energy efficiency market by educating Equity residential customers about energy efficiency opportunities. This program will seek to assist SDG&E in achieving various portfolio, segment sector metrics, and drive participation in other Energy Efficiency programs.

Stage 1 is a Request for Abstracts ("RFA"), and Stage 2 is a Request for Proposal(s) ("RFP") for organizations selected from Stage 1. The RFA will enable bidders ("Bidder" or "Contractor") to provide sufficient information for SDG&E to narrow down the selection to proceed to Stage 2, at which time we will issue a full RFP. It is not intended that Bidders prepare a detailed Abstract in Stage 1. Instead, it is important that Bidders use the Abstract to provide enough information about the design, implementation and management of a proposed program, targeted market and customer segments, and overall program design and goals.

Purpose and Objectives

The purpose of this RFA is to evaluate Abstracts for program design and implementation services for the Residential Equity Education & Outreach Program.

Key elements to consider when bidding on the Residential Equity Education & Outreach Program RFA:

- Program Overview & Design
- Program Delivery & Outreach
- Innovation
- Cost and Performance
- Experience and Capability, including SBE/ DBE Outreach

If the Abstract(s) is successful, the bidder will be asked to submit a proposal at a later date that will include detailed information regarding information provided in the Abstract along with additional information to further validate the Proposal.

PowerAdvocate Registration

SDG&E will manage this event through Power Advocate's sourcing platform. Interested bidders will need to register in Power Advocate to access all future communications and, upon its release, the RFA for the Residential Equity Education & Outreach Program.

All Bidders are **required to register in Power Advocate to access the RFA documents**, submit questions, and submit the **Residential Equity Education & Outreach Program** Abstract. Bidders can register in Power Advocate using the following URL: (<https://www.poweradvocate.com>). Apply to the event through the "Opportunities" portal, search for the SDG&E event, click the key to request access to the event.

Are you registering for a specific Event: click the 'Yes' button
Who referred you to this Event:* PEPMA Announcement
Name of that individual's company:* San Diego Gas & Electric Company
Name or description of the Event: 138234: Residential Equity Education and Outreach Request for Abstracts
Click "Continue"*

PowerAdvocate Support

Support@poweradvocate.com

(857)453-5800 M-F 8:00 AM to 8:00 PM Eastern Time

Interested Organizations Form

To encourage participation by Diverse Business Enterprises (DBEs) and Small Business Enterprises (SBEs) in the RFA solicitation, whether bidding as prime contractors or subcontractors, and to support the formation of diverse teams and new entrants, the RFA will provide a voluntary RFA participation contact list for those who provide consent. This RFA contact list enables interested DBEs, SBEs, prime contractors, and subcontractors to circulate their information (i.e., names, core capabilities, and certification statuses) and be contacted, if desired, in connection with this RFA.

Those interested in having their information on the RFA contact list must complete and submit the Residential Equity Education & Outreach Program RFA - Interested Organizations Form" linked [here](#). This form will remain open until **April 10, 2023**.