

## Request for Proposals

### Seeking Community Outreach Partners to Gather Local Input on Community Perceptions of Building Electrification

Solicitation Release Date: November 4, 2022

**Bidder's call to answer questions about this Request for Proposals:  
November 16<sup>th</sup>, 2022 from 3:30-4:30pm**

Register here: [https://us02web.zoom.us/meeting/register/tZcrfumtrj4qGd1jFavIzT3N\\_dfbdGTtDXIP](https://us02web.zoom.us/meeting/register/tZcrfumtrj4qGd1jFavIzT3N_dfbdGTtDXIP)

**Proposal due date: December 2, 2022, 5pm PT**

**Submit all proposals to: [RFP@ethree.com](mailto:RFP@ethree.com)**

This RFP can be accessed and downloaded at [www.ethree.com/outreachrfp](http://www.ethree.com/outreachrfp)  
Any questions regarding this solicitation should be emailed to [chalbrook@gridworks.org](mailto:chalbrook@gridworks.org)

Total grant award of up to \$40,000 for each of three locations (\$120,000 total budget).  
E3 anticipates selecting one to three proposals.

#### **SCOPE OVERVIEW**

Energy and Environmental Economics, Inc. (E3) is seeking proposals from Community-Based Organizations (CBOs) or individual community organizers to support community outreach as part of a California Energy Commission (CEC) grant to understand local community attitudes toward and interest in all-electric buildings. This research will support an active project to understand the potential economic and environmental benefits of neighborhood-scale building electrification as an alternative to upgrading existing natural gas equipment.<sup>1</sup>

Our team is seeking proposals from community-based organizations or individual community organizers who can support targeted community outreach in one to three potential pilot locations in West Oakland, East Oakland, and/or in San Leandro. Engagement would take place over the next six months to help understand community perceptions, barriers (real or perceived), opportunities, and interest in all-electric buildings. This project will explore whether targeted neighborhood-scale building electrification is a viable alternative to updating existing natural gas distribution equipment (*i.e.*, natural gas pipelines.).

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<sup>1</sup> The CEC grant is called "Strategic Pathways and Analytics for Tactical Decommissioning of Portions of Natural Gas Infrastructure in Northern California." An introduction to the project was presented at a public CEC workshop on November 17, 2021. Materials from the workshop and a workshop recording are available here. Note that this is the Northern California project – a separate research project underway in Southern California is also described in these materials. <https://www.energy.ca.gov/event/workshop/2021-11/staff-workshop-strategic-pathways-and-analytics-tactical-decommissioning>

## **PROJECT TEAM**

Energy and Environmental Economics, Inc. (E3) is an energy consulting firm based in San Francisco, CA and is the prime contractor for the CEC grant. In addition to E3, the project team includes Gridworks, a group that facilitates and convenes stakeholders working to achieve climate goals, and East Bay Community Energy (EBCE), the local not-for profit electricity provider for Alameda County and the City of Tracy. Pacific Gas and Electric (PG&E) is a non-funded partner supporting the project.

## **PROJECT BACKGROUND**

California has set ambitious goals for reducing greenhouse gas emissions and building electrification is a key strategy for achieving the state's greenhouse gas reduction targets. California is seeking to install more than 6 million high-efficiency electric heat pumps by 2030. Building electrification can improve the efficiency, comfort, and indoor air quality of our homes and businesses and will contribute towards achieving a decarbonized buildings sector.

As the state pursues broad electrification of buildings, natural gas rates are forecast to significantly increase over time. For retail natural gas customers, more than half of the gas bill goes to support the infrastructure and operation of the natural gas system. As more customers adopt electric building technologies, remaining gas customers will have to cover the costs of the natural gas system. As these fixed costs are spread across fewer customers, natural gas rates are likely to significantly increase. This may leave lower-income customers and renters particularly exposed to higher gas rates, as these customer groups may not have the ability or the finances required to transition their homes away from natural gas.

The CEC is funding this project to explore if targeted building electrification and strategic gas infrastructure decommissioning can be an alternative to costly pipeline replacement projects, helping to reduce the high cost of maintaining natural gas infrastructure and ultimately reduce rate pressure for gas customers. The overall project research question is: *how can targeted electrification paired with tactical gas decommissioning provide net gas system savings while also promoting equity and meeting the needs of local communities?*

This research project will ultimately identify three pilot communities within EBCE and PG&E's shared service territory, including at least one in a disadvantaged community, that may be good candidates for targeted building electrification and will develop deployment plans to execute on this vision. It is important to note that the scope of this project *does not* include implementation of the identified pilot projects. That step would ideally come later either through a partnership between EBCE and PG&E or through additional CEC funding.

Work on this project initially commenced in 2021, beginning with the design of an analytical framework for selecting potential pilot locations. The project team used this analytical framework, including gas system data from PG&E, to narrow the list of potential tactical gas decommissioning sites to a handful of locations in Oakland and San Leandro. Oakland

neighborhoods under consideration include West Oakland and the East Oakland neighborhoods of Allendale and Coliseum. While most sites are primarily residential, the site in Allendale also includes a number of small businesses including restaurants and laundry/dry cleaning businesses. The potential pilot sites vary in size, including anywhere from 40-180 households and small businesses. Although there are more than three candidate sites, only three pilot projects will ultimately be pursued for the development of deployment plans.

Gaining insight on local community perceptions of all-electric buildings is key to success on this project. Achieving neighborhood-scale building electrification requires that all affected customers are willing to transition away from natural gas uses. The community outreach partner selected in this grant should be well-connected in the proposed pilot location(s) and should be able to assist the project team in communicating project objectives in relevant ways, help make connections between the project objectives and local community priorities, surface and understand local resistance to all-electric buildings, and facilitate community dialogue to gain insight on potential common priorities or solutions to overcome barriers.

The ideal partner on this project would be a community-based organization or individual community organizer that is well-rooted in the local community and can help the project team define and implement effective outreach strategies, or a set of organizations and/or individuals who connect with specific demographics or regions across the pilot locations. The selected organizations or individuals should have the capacity to contribute to the desired project outcomes within the timeframe stated. The project team is open to alternative scope based on capacity limitations within CBOs, but such alternatives should be presented in the response to this solicitation.

### **SCOPE OF WORK**

Grant recipients will support the development of effective community outreach strategies and implementation of these community engagement activities in their target community.

The project team estimates that these key activities will take approximately 190 hours to complete between the months of January and June 2023.

#### **Tasks include:**

##### **1) Coordination with Project Team (Approximate time: 20 hours)**

- a) Attend kick-off meeting with project team and other selected grantees
- b) Review project materials
- c) Finalize scope and schedule for deliverables
- d) Attend coordination meetings with project team

##### **2) Develop Community Outreach Strategy (Approximate time: 20 hours)**

- a) Advise project team on outreach strategy given location-specific considerations
- b) Review proposed outreach materials from project team, including presentations and talking points, to help refine outreach strategy for specific subsets of EBCE's customers
- c) Work with project team to finalize community outreach strategy

**3) Assist in Implementing Community Outreach Strategy (Approximate time: up to 110 hours)**

- a) Identify neighborhood gathering places to hold meetings
- b) Assist in gathering community input through participation in and facilitation at EBCE-led community outreach activities
- c) Share messaging and workshop announcements with CBO network
- d) Participate in at least one public workshop

**4) Assist in Summarizing Results of Community Outreach (Approximate time: 40 hours)**

- a) Review and provide feedback and input on project team's summary of learnings from community outreach
- b) Review and provide feedback on the project team's development of implementation plans for targeted electrification and tactical gas decommissioning
- c) Report findings and learnings back to local community

Note: the project team intends to further refine this scope of work in partnership with the selected grantees to ensure its feasibility and applicability to the organization at hand. If a CBO or individual organizer can offer a portion of this scope, they are welcome to provide a proposed modified scope and the associated budget / level of effort.

**BUDGET**

This grant will award funding to between one and three community-based organizations (CBOs) or local organizers active in Oakland and/or San Leandro. The total funding available for community-based outreach is \$120,000, which we anticipate will be divided into one to three grants, depending on the scope of services each selected partner can provide.

**ANTICIPATED RFP TIMELINE**

- November 4: Request for Proposals issued via email and available on E3's website [here](#)
- November 16: Online Q&A session for interested CBOs
- December 2: Online applications due to E3 via [RFP@ethree.com](mailto:RFP@ethree.com)
- December 16: Notification of award(s)
- Early January: Project kickoff with awardee(s)

**RESPONSES TO REQUEST FOR PROPOSAL**

Respondents to this proposal are requested to provide the following information. Proposals are encouraged to be short, but should include at minimum the following information:

- 1) Name and mission of your organization
- 2) In which location(s) your organization would be able to support outreach and engagement activities, among:
  - a. San Leandro
  - b. West Oakland
  - c. East Oakland: Coliseum
  - d. East Oakland: Allendale. For this location, please note if you could support engagement with Oakland's small business community.

- 3) Short description of relevant experience working in targeted community or communities
- 4) Key personnel and their proposed role(s) on the project
- 5) Budget request, not to exceed \$40,000 per location, for up to a total of \$120,000 if three or more locations are proposed.
- 6) Any proposed modifications to the scope of work

The project team does not intend for the response requirements to present a burden to any interested parties. If these response requirements cannot be met, but the CBO or individual is interested in participating in the project, please reach out to Claire Halbrook from Gridworks ([chalbrook@gridworks.org](mailto:chalbrook@gridworks.org)).

**EVALUATION CRITERIA**

The project team is seeking CBOs or local community organizers who are well-connected in Oakland and/or San Leandro, who can assist in shaping community outreach strategies, and who can identify, participate in, and promote attendance at local outreach events.

Applicants must demonstrate experience working with communities, ideally in Oakland and/or San Leandro, and must demonstrate interest and capacity to support the community engagement activities described in the Scope of Work.

Proposals will be evaluated based on the following criteria:

<b>Criterion</b>	<b>Definition</b>
Community Outreach Experience	Demonstrated community outreach experience, ideally in targeted communities (Oakland and/or San Leandro)
Internal Capacity	Sufficient staffing and other resources are available to ensure project scope can be completed on time
Business Insurance	Bidder can demonstrate that they carry business liability insurance

**BIDDER’S CALL**

**November 16<sup>th</sup>, 2022 at 3:30 – 4:30pm**

Those interested in participating in this request for proposals may join a bidder’s call to learn about the project and ask any questions. Materials and answers to any questions posed during the call will subsequently be shared on the RFP website.

Registration: [https://us02web.zoom.us/meeting/register/tZcrfumtrj4qGd1jFavlzT3N\\_dfbdGTtDXIP](https://us02web.zoom.us/meeting/register/tZcrfumtrj4qGd1jFavlzT3N_dfbdGTtDXIP)

**QUESTIONS AND CONTACTS**

You may direct any questions regarding this Grant to the following individual. Please allow at least 48 business hours for a response.

Claire Halbrook  
Director, Gridworks  
[Chalbrook@gridworks.org](mailto:Chalbrook@gridworks.org)

**ADDITIONAL INFORMATION**

The project team has made a series of blog posts available online that can provide more context on the project and the progress to date. Bidders are encouraged to review those [here](#).