

## RFP 25-602 Addendum No.1

### Responses to Proposer Questions

*This document contains the questions received on or before 3/14/2025, along with the corresponding answers.*

**1. Is there an incumbent for this project?**

*Answer: No, there is no incumbent for this project.*

**a. If so, have you been happy with the incumbent's performance?**

*Answer: N/A*

**2. Do you have an estimated budget or budget range for this project?**

*Answer: There is no estimated budget for this project. It will be funded from implementation budgets for programs across sectors and with a portion of the Evaluation, Measurement and Verification (EM&V) budget for the 2024-2027 program cycle. The total NREN budget is \$33M with an EM&V budget of \$364,529 for EM&V.*

**3. What contact information and other data does NREN have for the following and can you share it with the winning bidder? Please indicate if there are notable differences in available data between counties or regions.**

- Residential customers
- Business customers
- Trade allies within the NREN service territory
- Schools
- Local government agencies
- Building departments
- Tribal governments
- CBOs
- Community service providers

*Answer:*

- Residential and Business Customers: RCEA will have contact information for residential and commercial PG&E accounts across the NREN territory and will be able to share such data with the awarded Consultant upon execution of a data security agreement or other such agreement that requires the Consultant to adhere to strict data security requirements.
- Trade allies: With their permission NREN partners can share contact information for trade allies that our organizations have already worked with. This would mostly include RCEA territory for Humboldt County and Sierra Business Council (SBC) territory covering the Sierra Nevada counties. Lake Area Planning Council (Lake APC) and Mendocino Council of Governments (MCOG) do not currently work with any trade allies. The number of trade allies working in our

territories currently are very limited and we would be looking to the Consultant to be able to reach out to local contractors to see what their interests and barriers are for participating as a trade ally.

- Schools: RCEA and SBC have some established relationships with school districts, however, Lake APC and MCOG will primarily be operating the public programs and do not currently have any contact information for schools.
- Local Government Agencies and Building Departments: Again, this would primarily be for Lake and Mendocino County. As joint powers authorities, both Lake APC and MCOG have contacts in local government agencies that are part of their board and would also be able to find the contacts for their local building departments through those connections.
- Tribal Governments: RCEA and SBC have some established relationships with the Tribal governments, however, Lake APC and MCOG have not been operating programs and would need to seek out those contacts.
- CBOs and Community Service Providers: All NREN organizations have contacts with CBOs and Community Service Providers in their regions and will share those contacts with the Consultant with their permission.

**4. Can you provide guidance regarding the number of interviews, focus groups, and survey responses that you are looking for? For instance, do you want to reach a certain number of interviews or focus groups per customer segment? If so, please specify.**

*Answer: We do not have a specific number of interviews or focus groups that we are looking for per customer segment. We are looking for a study on the scale of what Sonoma Clean Power (SCP) completed in 2024 that reached 10 Community Based Organization (CBOs), 7 contractors, >400 responses to their Residential Survey and >100 customer for the commercial survey<sup>1</sup>.*

- i. For surveys, do you want to reach a certain degree of confidence (eg 80%, 90%, 95%) overall or per customer segment? If so, please specify. If not, please indicate if anecdotal and directional findings are sufficient to meet your requirements.**

*Answer: Yes, anecdotal and directional findings are sufficient to meet our requirements.*

**5. Do you have any guidance regarding the overall desired budget for this project? This will help determine the extent and depth to which we'll propose the research.**

*Answer: Please see question #2.*

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<sup>1</sup> <https://sonomacleanpower.org/uploads/documents/2024-SCP-Final-CNA-Report-7.16.2024.pdf>