

Request for Proposals

SOMAH Central Valley Community-based Organization Partner

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Project Overview

The **Solar on Multifamily Affordable Housing** (SOMAH) program provides financial incentives for installing photovoltaic (PV) energy systems on multifamily affordable housing. It will deliver clean power and energy bill credits to hundreds of thousands of California's affordable housing residents.

SOMAH's unique, community-based approach ensures long-term, direct economic benefits for low-income households, helps catalyze the market for solar on multifamily housing and creates jobs.

The SOMAH program serves utility and community choice aggregator customers in the territories of Pacific Gas and Electric Company, Southern California Edison Company, San Diego Gas & Electric Company, Liberty Utilities Company and PacifiCorp. Funded through greenhouse gas allowance auction proceeds, the program is budgeted for up to \$100 million annually and has an overall target to install at least 300 megawatts of generating capacity by 2030.

The program is designed to be transparent and accountable to the communities it serves. It is administered by a team of nonprofit organizations, which provides a host of no-cost services to maximize participation and community benefit. Services include comprehensive technical assistance for property owners, tenant education resources and job training. A community advisory council provides input into program development and helps ensure the program maximizes benefits to communities.

The SOMAH Program Administrator (PA) recognizes the value of partnerships with community-based organizations (CBOs) in helping communicate program benefits to tenants, job seekers and other members of the communities in which they are based.

Project Context

The SOMAH program aims to subcontract with influential CBOs in educating community stakeholders, multifamily property owners and affordable housing residents about the opportunity. CBO partnerships are slated to rotate throughout the term of the program, ensuring geographic and participant diversity and inclusion.

The inaugural cohort of SOMAH CBO partners includes the Asian Pacific Environmental Network (APEN), Communities for a Better Environment (CBE), California Environmental Justice Alliance (CEJA) and Environmental Health Coalition (EHC). This request for proposals (RFP) will supplement the existing cohort of CBO partners by filling a gap in CBOs' geographic coverage for the interior of the state. Pending program needs, the SOMAH PA may release one or more additional RFPs at the conclusion of current CBO contracts, which are slated to go through June 2021.

The selected CBO partner for this RFP, in close coordination with the current cohort and the SOMAH PA, will assist with the following, described in more detail in the scope of work.

- Host community workshops and participate in community events to raise awareness and understanding of SOMAH among potentially eligible affordable housing owners and tenant participants
- Provide input into and customize SOMAH's standard educational materials for the CBOs' communities, including language translation
- Connect affordable housing owners within the CBOs' communities to program intake channels
- Share information about SOMAH through CBOs' communication channels including email lists and social media
- Provide feedback to the SOMAH PA team on barriers to participation and program design improvements
- Meet reporting requirements

Scope of Work

| Activities | Description | % of Total (estimate) |
|-----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| Marketing Education & Outreach (ME&O): Planning & Consultation | <ol style="list-style-type: none"> 1. Develop a comprehensive ME&O plan for reaching communities served during the contract period, including the activities outlined in the scope of work 2. Provide input, feedback and recommendations on the 2020 and 2021 full SOMAH ME&O plans, with a particular emphasis on tenant education, small-scale housing providers and job training 3. Provide input, feedback and recommendations on ME&O materials created by the SOMAH PA, including digital marketing and educational materials, with a particular emphasis on tenant and job training engagement strategies | 10% |
| General Program Administration | Staff management and work planning, meetings, quarterly invoice submittals and coordination with SOMAH PA and other CBO partners | 20% |
| Materials Development | <p>Actively participate in the development of culturally and linguistically relevant curriculum, in a process led by CEJA, to promote SOMAH to multifamily affordable housing residents and property owners to be used by organizations throughout the state</p> <p>Customize templated ME&O materials for the specific audiences CBOs serve, namely property owners, landlords, job trainees and residents of SOMAH-eligible buildings</p> | 20% |
| ME&O: Direct Services | Community engagement <ul style="list-style-type: none"> ● Host community workshops and participate in community events to raise awareness and understanding of SOMAH among potentially eligible affordable housing owners, tenant participants and job trainees ● Promote SOMAH over CBO's communication channels ● Produce and share collateral through diverse communication channels including social media | 25% |
| | Outreach to affordable housing developers CBO will conduct limited direct outreach to small and local affordable housing property managers and owners of buildings in the CBO region | 15% |

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| | CBO will inform property owners and onsite managers about the SOMAH program and connect leads to the SOMAH PA team for intake | |
| | <p>Reporting & evaluation</p> CBO will facilitate and collaborate with the SOMAH PA to assess the outcomes of ME&O activities using the following methods: <ul style="list-style-type: none"> ● Provide program development feedback to the PA and assist the PA in identifying barriers to participation ● Track and report key performance indicators related to scope execution and adjust activities and tactics as necessary to increase participation ● Survey community members on the effectiveness of communications materials, events or other activities conducted by CBO ● Assess the most effective methods of outreach (written, audio, visual, verbal) for both non-English speaking and English-speaking communities ● Provide feedback to the PA team on barriers to participation and program design improvements | 10% |
| Total Activities | | 100% |

Term and Budget

The term of the agreement with the selected partner will be as early as June 2020 through June 2021, with the possibility of an extension. The not-to-exceed budget will be \$150,000 annually, invoiced quarterly. The budget includes all staff time and approved nonlabor expenses. Proposals will be evaluated based on the criteria outlined in CBO Selection Criteria.

Application Requirements

- Project proposals must
 - Demonstrate the CBO's experience across the RFP's scope of work activities (not more than 10 pages)
 - Propose specific ideas or approaches for executing the scope of work activities
 - Include [budget information template](#)
 - Include a staffing plan, including estimations of effort for involved staff and fully burdened hourly rates for each staff position by year (as percentages of monthly billable hours)
 - Examples
 - CEO: 5% effort, \$XX/hour
 - Communications director: 20% effort, \$XX/hour
 - Outreach manager: 50% effort, \$XX/hour
 - Outreach coordinator: 75% effort, \$XX/hour
 - Include resumes for the staff who will execute, support or supervise the execution of the scope of work (no more than two pages each, not included in 10-page limit)
 - Identify any additional hires that would be needed if CBO was selected, including title and prospective recruitment, hiring and onboarding timeline
 - Include letters of reference (at least two, no more than two pages in length each, not included in 10-page limit)
 - Articulate the nature of the organization's current relationship with members of disadvantaged communities (DACs) in the Central Valley, including an approximate number of people reached and the types of past engagements
 - Include a brief section summarizing potential risks to implementing the scope of work and possible approaches or remedies to mitigate or readjust activities in response (for example, COVID-19 and the CBO's ability to run in-person workshops or events or tenants lacking internet access)

CBO Selection Criteria

When selecting a CBO for the program, the SOMAH PA will evaluate candidates on the following criteria.

- Relevance and effectiveness of proposal in addressing scope of work needs and relevant organizational experience
- Team makeup, location and reach; must be located in the Central Valley and have demonstrated experience working with communities throughout the region¹
- Experience in environmental justice advocacy and policy work
- Experience and knowledge of clean energy policies and/or affordable housing in California
- Reputation and prominence in serving communities that the SOMAH program aims to benefit; DACs identified by CalEnviroScreen 3.0
- Experience designing and delivering services for underserved communities, including affordable housing residents, women, people of color, unhoused neighbors, seniors, access and functional needs communities, custodial or single parents, public assistance recipients, residents lacking a GED or high school diploma, residents participating in a vocational English as a second language program or those having a criminal record or other involvement with the criminal justice system.
- Experience and proven track record in hosting well-attended workshops or related community events, including outreach planning and implementation
- Experience with jointly planning and executing marketing, education and outreach efforts in collaboration with several organizations and/or functional teams
- Experience working with nonprofit organizations
- Multilingual capabilities
- Expeditious timeline in achieving program goals
- Risk mitigation strategy
- Diversity of communication channels and strategies
- Prior successes with increasing engagement with new programs

¹ SOMAH aligns its definition of the region with the California Department of Finance's standardized regions for census analysis. The region includes the following counties: Central Valley North: Butte, Colusa, Glenn, Placer, Sacramento, Shasta, Sutter, Tehama, Yolo and Yuba; and Central Valley South: Fresno, Kern, Kings, Madera, Mariposa, Merced, San Joaquin, Stanislaus and Tulare

Proposal Timeline

| Milestones | Date |
|------------------------------------------------------------------------------------------------|--------------------------------------------|
| RFP Released | Monday, April 27, 2020 |
| <ul style="list-style-type: none"> • Questions due | Friday, May 8, 2020 |
| <ul style="list-style-type: none"> • Answers sent (to all RFP respondents) | Friday, May 15, 2020 |
| <ul style="list-style-type: none"> • Intent to apply notification (recommended) | Monday, May 18, 2020 |
| Proposals due by EOD | Friday, May 22, 2020 |
| Review of proposals | Week of May 25, 2020 |
| Finalist interviews | June 1 - June 12, 2020 |
| Estimated CBO selection and contracting | Week of June 15, 2020 |
| Estimated scope implementation | June 2020 - June 2021 (extension possible) |

Contact Information

Please direct all responses to this RFP and/or any questions to Sarah Salem at CBOs@calsomah.org with the subject "CV SOMAH CBO Partner - [CBO Name]."

The PA will share any questions and answers via CalSOMAH.org with all CBOs who have notified us by email of their intent to respond to the RFP at CBOs@calsomah.org.