



REQUEST FOR PROPOSAL

For

East Bay Community Energy Authority

Induction Cooking Education and Awareness Grant

RESPONSE DUE

by

6pm/COB

on

Monday, September 18, 2023

For complete information regarding this project, see RFP posted at ebce.org or contact the EBCE representative listed below.

Thank you for your interest!

Heidy Ramirez | Reporting Analyst, EBCE

510-973-9098

hramirez@ebce.org

**EAST BAY COMMUNITY ENERGY
REQUEST FOR PROPOSAL
SPECIFICATIONS, TERMS & CONDITIONS
for
East Bay Community Energy Authority:
Induction Cooking Education and Awareness Grant**

Table of Contents

STATEMENT OF WORK	3
BACKGROUND	3
SERVICES AND REQUIREMENTS	3
PROPOSED CALENDAR OF EVENTS	4
PROCEDURES, TERMS, AND CONDITIONS	4
GENERAL	4
EVALUATION CRITERIA	6
INSTRUCTIONS TO BIDDERS	7
EBCE CONTACT	7
SUBMITTAL OF PROPOSALS	8
RESPONSE FORMAT	9
REQUIRED DOCUMENTATION AND SUBMITTALS	10
CURRENT REFERENCES	11
Attachment A: Required Response Information	13
Attachment B: Respondent Services Agreement	14

STATEMENT OF WORK

The Local Development team at East Bay Community Energy (EBCE) is seeking proposals for an Induction Cooking Education and Awareness community outreach program, a Community Innovation Grants opportunity.

Supporting EBCE Customers by providing electrification education and awareness events, and encouraging action towards replacing gas use, is an integral part of meeting climate goals and addressing the health and safety consequences that result from the combustion of fossil fuels in residential homes.

Induction cooking technology exists and is readily available to address gas combustion for cooking. However, several barriers such as lack of information and familiarity with the technology have led to slow uptake through traditional market approaches.

Additionally, unlike most end-use cases of gas combustion, conventional gas cooking continues to hold the attention of professionals and home cooks alike due to the emotional connection and familiarity individuals have with the technology.

East Bay Community Energy seeks responses from proposers on program designs for a service-territory induction cooktop education program including:

- consumer education: consumer awareness of induction technology
- training: increase hands-on experience and motivate consumer action
- customer enablement and giveaways: promotional equipment, materials, and information

One recipient will be awarded a grant of up to \$300,000.00, over three years, to run an Induction Cooking Education and Awareness Program. Funds may be used for the purposes of, yet not limited to, purchasing equipment and materials necessary to meet goals and objectives outlined in Section 3 of this document and the Grant Agreement.

1. BACKGROUND

EBCE is a not-for-profit public agency that operates a Community Choice Energy program for Alameda County and fifteen incorporated cities, serving more than 1.5 million residential and commercial customers. EBCE initiated service in June 2018 and is one of 19 community choice aggregation (CCA) programs operating in California. CCAs are expediting the climate action goals of their communities and those of California. EBCE is committed to providing clean power at competitive rates while reinvesting in our local communities. For more information about East Bay Community Energy, visit <https://ebce.org/>

East Bay Community Energy serves as the default provider of electric generation service to over 1.5 million people in Alameda County and the City of Tracy. The City of Stockton will begin taking electricity service from EBCE in January of 2025. To understand and effectively impact consumer behavior towards induction use over gas, it's important to understand the EBCE Population:

Alameda County	San Joaquin County
33% of Alameda County residents are foreign born, with 46% of households reporting speaking a language other than English at home. ¹	23% of San Joaquin County residents are foreign born, with 41% of households reporting speaking a language other than English at home. ¹
Population Demographics ² : <ul style="list-style-type: none"> • Asian (non-Hispanic) 31% • White (non-Hispanic) 31% • Hispanic 22% <ul style="list-style-type: none"> ○ Other Hispanic 11%, ○ White Hispanic 7%, ○ Multiracial Hispanic 3% • Black/African American (non-Hispanic) 10% • Multiracial (non-Hispanic) 5% • Native Hawaiian/Other Pacific Islander (non-Hispanic) 0.8% • Other (non-Hispanic) 0.4% • American Indian/Alaska Native (non-Hispanic) 0.3% 	Population Demographics ² : <ul style="list-style-type: none"> • Hispanic 42% <ul style="list-style-type: none"> ○ White Hispanic 21%, ○ Other Hispanic 10%, ○ Multiracial Hispanic 10% • White (non-Hispanic) 31% • Asian (non-Hispanic) 16% • Black/African American (non-Hispanic) 7% • Multiracial (non-Hispanic) 4% • Native Hawaiian/Other Pacific Islander (non-Hispanic) 0.6% • Other (non-Hispanic) 0.3% • American Indian/Alaska Native (non-Hispanic) 0.2%
Of EBCE's total customer base, about 20% of all customers are on CARE , California Alternate Rates for Energy rates, representing a total 2020 usage of 524 MWh. Low-income customers that are enrolled in the CARE program receive a 30-35 percent discount on their electric bill and a 20 percent discount on their natural gas bill. ³	

Formed by local governments (i.e. cities, towns, and counties) as a Joint Powers Authority (JPA), CCAs are governed by locally elected public officials and have a unique relationship with public sector customers.

CCAs manage interaction with customers, have access to all customer interval data, and use data to inform development of unique customer programs that help meet local community and environmental goals.

Multiple cities in EBCE's service area have adopted local Reach Code ordinances pushing for all-electric new construction and the Bay Area Air Quality Management District will begin phasing out appliances that emit Nitrous Oxides in 2027.

While induction cooking provides significant advantages over conventional natural gas cooking, including higher performance, quicker cooking times, and indoor air quality health benefits, many customers remain reluctant to install induction cooking in their homes due to a lack of experience with the technology.

EBCE sees hands-on experience with induction, supported with proper training on cooktop operation, as a key strategy for helping customers realize the benefits of electrification and supporting the phase out of natural gas appliances.

2. TERM OF AGREEMENT

One recipient will be awarded a grant of up to \$300,000.00, over three years, to run an Induction Cooking Education and Awareness Program. Funds may be used for the purposes of, yet not limited to, purchasing equipment and materials necessary to meet goals and objectives outlined in Section 3 of this document and the Grant Agreement.

Proposed Payment Schedule:

Date Awarded	Amount Awarded
October, 2023-2024	Up to \$100,000.00
July, 2024-2025	Up to \$100,000.00
July, 2025-2026	Up to \$100,000.00
Total Amount Awarded:	Up to \$300,000.00

3. STATEMENT OF REQUIREMENTS

The successful proposal submittal(s) must demonstrate that the Grantee has the appropriate professional and technical background to fulfill the stated scope of work. Grant recipient will possess capacity (both in staff and fiscal responsibility) to manage grant funds and provide education and awareness through induction cooking demonstrations, including but not limited to the goals outlined in Section 3.

3.1. Program Coverage

- In-person events will be distributed across EBCE’s service territories to provide access to interested EBCE customers
- Grantee may propose online events not exceeding 20% of the events scheduled per calendar year
- Grant dollars to cover entrance fees at events, staffing, booth set-up and breakdown, cooking demonstration (including food and preparation) and distribution of samples
- EBCE prioritizes outreach to and enrollment from residents in [Equity Priority Communities](#).⁴ Grant applications that show an ability to reach these Communities will be prioritized.

3.2. Program Goals

Goal	Outcomes
<p>Induction Cooking Demonstrations (Education)</p> <p>Year 1: 10-12 events per year Year 2: 14-18 events per year Year 3: 16-24 events per year</p>	<p>Identify opportunity for event, plan/design event, execute event. Educate and increase awareness of induction.</p> <p>Highlight Benefits:</p> <ul style="list-style-type: none"> • Better temperature control, faster cooking, easier cleaning • Safer operation • Healthier alternative, better indoor air quality
<p>Community Impact & Outreach (Education + Awareness)</p> <p>Impression: website, social media posts or verbal interaction Registration: participant registration Attendee: participated in event Applicants: applied to ICLP** (successful lending sessions)</p>	<p><u>Year 1:</u> 10-12 events per year yielding: Interactions/Impressions: 2,000-2,400 (recommended) Impressions (web-related information) (Not used) Registrations: 500-600 (recommended) *Attendees: 300-360 Applicants: 48-58 (recommended)</p> <p><u>Year 2:</u> 14-18 events per year yielding: Impressions: 2,800-3,600 (recommended) Registrations: 700-900 (recommended) *Attendees: 420-540 Applicants: 68-86 (recommended)</p> <p><u>Year 3:</u> 16-24 events per year yielding: Impressions: 3,200-4,800 (recommended) Registrations: 800-1,200 (recommended) *Attendees: 480-720 Applicants: 76-116 (recommended)</p> <p>Track Awareness: How many people already knew about EBCE? How is this is changing (or not), based on sign-up/registration sheets and customer participation etc.</p>
<p>EBCE Content/Program Information (Awareness)</p>	<p>Share information about green energy programs and energy services at EBCE</p> <ul style="list-style-type: none"> • Pamphlets • Trifolds • Postcards • Stickers and/or other swag

EBCE's [Induction Cooktop Lending Program \(ICLP\)**](#):

- Provide participants with information about EBCE's ICLP
- Encourage participants and provide registration form for the ICLP
- Applied to ICLP, meaning completion of lending sessions

3.3. Program Concepts (examples)

Induction Cooking Demonstration events can include, though are not limited to:

- farmers markets, community vendor events
- cooking demonstrations, cooking classes, cooking competitions
- community fairs or other events as proposed

4. QUALIFICATIONS

Service-oriented organizations with an established track record of public outreach and community engagement within the EBCE service territory are eligible and encouraged to apply.

Applicants may include community kitchens, local chefs, restaurants, charitable and civic organizations, health and social service agencies, membership associations, social clubs, schools and educational institutions, faith institutions and other entities.

Organizations will be required to provide tax filing status documents along with the grant application.

4.1. Minimum Qualifications

Organizations will be required to provide tax filing status documents along with their proposal.

- If applying as a nonprofit, please provide a determination letter for your organization or your fiscal sponsor
- If working with a fiscal sponsor, your fiscal sponsor organization will need to provide:
 - Fiscal sponsorship letter taking responsibility for your organization's fiscal administration
 - Letter of request authorizing your organization to apply to EBCE for the amount you are requesting

5. Grant Agreement

- EBCE intends to award one Grant Agreement based upon the highest-ranked score for each area described in Section 4. The selected respondents shall comprise a shortlist of available respondents.

6. PROPOSED CALENDAR OF EVENTS

Date	Activity
Aug 15, 2023	Issuance of RFP Request for Applications issued and posted to EBCE website.
Aug 31, 2023	Deadline for questions/clarifications
Sept 18, 2023	Proposal Submission Deadline Applications are due 5PM PDT on Monday, September 18, 2023. Submit applications to hramirez@ebce.org
Sept 18-28, 2023	Proposal Evaluation Completed
Sept 29-Oct 9, 2023	Finalist Selection and Interviews EBCE will schedule interviews with selected parties
Oct 11-18, 2023	Award of Agreement by Board of Directors
Oct 20, 2023	Award Notification EBCE will notify the selected grantee(s) of award
Oct 23-31, 2023	Grant Agreement Execution EBCE receives approval to execute Grant Agreement with grantee at October Board of Directors meeting
Nov 1, 2023	Program Initiation

7. PROCEDURES, TERMS, AND CONDITIONS

GENERAL

Incurring Cost

This RFP does not commit EBCE to award or pay any cost incurred in the submission of the proposal, or in making necessary studies or designs for the preparation thereof, nor procure or contract for services or supplies. Further, no reimbursable cost may be incurred in anticipation of a Grant award.

Claims Against EBCE

Neither your organization nor any of your representatives will have any claims whatsoever against EBCE or any of its respective officials, agents, or employees arising out of or relating to this RFP or these RFP procedures, except as set forth in the terms of a definitive agreement between EBCE and your organization.

Guarantee of Proposal

Responses to this RFP, including proposal prices, will be considered firm and irrevocable for one hundred eighty (180) days after the due date for receipt of proposals.

Basis for Proposal

Only information supplied by EBCE in writing by the Contact in connection with this RFP should be used as the basis for the preparation of Respondent (s)'s proposal.

Form of Proposals

Proposals must be submitted electronically by e-mail to hramirez@ebce.org.

Amended Proposals

Bidders may submit amended proposals before the Deadline to Submit Proposals. Such amended proposals must be complete replacements for previously submitted proposals and must be clearly identified in a written format. The Contact will not merge, collate, or assemble proposal materials.

Withdrawal of Proposal

Bidders may withdraw their proposals at any time prior to the Deadline to Submit Proposals. The Respondent (s) must submit a written withdrawal request signed by the Respondent (s)'s duly authorized representative addressed to and submitted to the Contact.

Late Responses

To be considered, proposals must be received electronically by email by 6pm on Monday, September 18, 2023. No late responses will be considered.

California Public Records Act (CPRA)

All proposals become the property of EBCE, which is a public agency subject to the disclosure requirements of the California Public Records Act ("CPRA"). If Respondent (s) proprietary information is contained in documents submitted to EBCE, and Respondent (s) claims that such information falls within one or more CPRA exemptions, Respondent (s) must clearly mark such information "CONFIDENTIAL AND PROPRIETARY," and identify the specific lines containing the information. In the event of a request for such information, EBCE will make best efforts to provide notice to Respondent (s) prior to such disclosure. If Respondent (s) contends that any documents are exempt from the California Public Records Act (CPRA) and wishes to prevent disclosure, it is required to obtain a protective order, injunctive relief, or other appropriate remedy from a court of law in Alameda County, before EBCE's deadline for responding to the CPRA request. If Respondent (s) fails to obtain such remedy within EBCE's deadline for responding to the CPRA request, EBCE may disclose the requested information.

Respondent (s) further agrees that it shall defend, indemnify, and hold EBCE or its agents, harmless against any claim, action, or litigation (including, but not limited to, all judgments, costs, fees, and attorney's fees) that may result from EBCE's assertion of an exemption or privilege as a basis for withholding any information marked confidential by the Respondent (s).

DO NOT MARK YOUR ENTIRE BID CONFIDENTIAL. ONLY MARK THOSE PAGES THAT YOU BELIEVE CONTAIN PROPRIETARY INFORMATION.

Confidentiality

All data and information obtained from or on behalf of EBCE by the Respondent (s) and its agents in this RFP process, including reports, recommendations, specifications, and data, shall be treated by the Respondent (s) and its agents as confidential. The Respondent (s) and its agents shall not disclose or communicate this information to a third party or use it in advertising, publicity, propaganda, or in another job or jobs, unless written consent is obtained from EBCE.

Generally, each proposal and all documentation, including financial information, submitted by a Respondent (s) to EBCE is confidential until a contract is awarded, when such documents become public record under State and local law, unless exempted under CPRA.

Electronic Mail Address

Most of the communication regarding this procurement will be conducted by electronic mail (e-mail). Potential Bidders agree to provide the Contact with a valid e-mail address to receive this communication.

EBCE Rights

EBCE and its Contact reserve the right to do any of the following at any time:

- a. Reject any or all proposal(s), without indicating any reason for such rejection;
- b. Waive or correct any minor or inadvertent defect, irregularity, or technical error in a proposal or the RFP process, or as part of any subsequent Grant negotiation;
- c. Request that Bidders supplement or modify all or certain aspects of their proposals or other documents or materials submitted;
- d. Terminate the RFP, and at its option, issue a new RFP;
- e. Procure any equipment or services specified in this RFP by other means;

- f. Modify the selection process, the specifications or requirements for materials or services, or the contents or format of the proposals;
- g. Extend a deadline specified in this RFP, including deadlines for accepting proposals;
- h. Negotiate with any or none of the Bidders;
- i. Modify in the final agreement any terms and/or conditions described in this RFP;
- j. Terminate failed negotiations with any Respondent (s) without liability, and negotiate with other Respondent (s)(s);
- k. Disqualify any Respondent (s) on the basis of a real or apparent conflict of interest, or evidence of collusion that is disclosed by the proposal or other data available to EBCE;
- l. Eliminate, reject, or disqualify a proposal of any Respondent (s) who is not a responsible Respondent (s) or fails to submit a responsive offer as determined solely by EBCE or its representative; or
- m. Accept all or a portion of a Respondent (s)'s proposal.

Supplier Diversity

Pursuant to California Senate Bill 255, Community Choice Aggregators (CCAs) are required to report to the California Public Utilities Commission on their diverse suppliers, as defined by CPUC General Order 156. Consistent with the California Public Utilities Code and California Public Utilities Commission policy objectives, Bidders that execute a Grant with EBCE will be required to complete a Supplier Diversity Questionnaire. EBCE will not consider race, sex, color, ethnicity, or national origin in procurement decisions; providing such information will not impact the selection process or good standing of executed Grants.

EBCE encourages all eligible parties to get certified with the CPUC as a women, minority, disabled veteran and/or LGBT owned business enterprise (WMDVLGBTBE).

For overview information on the CPUC Supplier Diversity Program, please visit the program homepage (<https://www.cpuc.ca.gov/supplierdiversity/>). For information on the certification process and requirements, please visit the Certifications page (<https://www.cpuc.ca.gov/Certifications/>).

EVALUATION CRITERIA

Evaluations will be based upon the information provided in the proposals and such other information requested by Contact or EBCE, or as deemed appropriate by EBCE. Proposals must provide clear, concise information and sufficient detail to enable reviewers/evaluators to evaluate the responsiveness and quality of the proposals to all RFP requirements. Evaluators will also review the proposals for

format to ensure conformance with the RFP requirements. Proposals that fail to meet RFP requirements could be rejected. The Contact or EBCE may waive minor irregularities in proposals if doing so would be in the best interest of EBCE. Evaluators may recommend discontinuing evaluation of any proposal that is considered not in compliance with the RFP requirements.

The review/evaluation team will select the proposal that offers the greatest value to EBCE based on an analysis of the following criteria:

Grantee organizations will be selected by EBCE staff based on the following criteria:

Criteria	Weighting
<p>Quality of proposed plan to meet grant program goals, requirements, deliverables (Education and Awareness, EBCE Program Enrollment)</p> <ul style="list-style-type: none"> • Quality of the proposed plan to achieve Program Goals, including description of the Proposed demonstrations, types and quantity of events. • Expected number of residents reached, number of residents enrolled, and quality of the education. • The activities are likely to result in ICLP registrations. 	35%
<p>Organizational capacity, budget & history of meeting grant deliverables</p> <ul style="list-style-type: none"> • The proposed budget and workplan are reasonable and sufficient to achieve the proposed outcomes. • Existing or proposed staff • Budget for any equipment, events or grant deliverables are justified and reasonable 	20%
<p>Demonstrated capacity of delivering local community benefits</p> <ul style="list-style-type: none"> • Includes demonstrated experience and impact conducting outreach in EBCE’s service territory and with the target populations identified in the proposal. 	20%
<p>Prioritizing equity priority communities</p> <ul style="list-style-type: none"> • Preference for outreach plans focused on population 	12.5%
<p>EBCE Special Procurement Preferences</p> <p>The following four categories will receive extra points in EBCE’s evaluation</p> <ul style="list-style-type: none"> • Organization sited within Service Territory or employing at least 25% of the workforce residing in EBCE territory (5%) • Organizations sited within CalEnviroScreen 4.0 Disadvantaged Community (2.5%) • Organizations employing Union labor (2.5%) • Disabled Veteran Business Enterprises (2.5%) 	12.5%

In addition to these technical evaluation criteria, EBCE will also consider a set of Special Procurement Preferences, outlined in our Administrative Procurement Policy.

As reflected in the Evaluation Criteria, Grant award will be based on a combination of factors as determined to be in the best interest of EBCE.

EBCE's form of a Grant Agreement is attached as **Attachment B**. Bidders are expected to note any exceptions to the Grant Agreement in the Bidder's response and failure to do so may preclude consideration of any requested change at a later date.

After evaluating the proposals and discussing them further with the Finalists or the tentatively selected Respondent (s), EBCE reserves the right to further negotiate the proposed Grant and/or method and amount of compensation. EBCE further reserves the right to consider the changes made to the Grant Agreement in its evaluation and selection.

INSTRUCTIONS TO BIDDERS

EBCE CONTACT

The evaluation phase of the competitive process will begin upon receipt of bids until a Grant has been awarded. Bidders must not have any contact with EBCE personnel nor should they lobby evaluators or any member of the staff or Board of Directors during the evaluation process. Any communications outside of the procedures set forth in this RFP may result in disqualification of bidder.

All questions regarding these specifications, terms and conditions are to be submitted in writing, via e-mail, by 5:00 p.m. PST on Thursday, August 31, 2023 to:

Attn: Heidi, East Bay Community Energy
Induction Cooking Education Awareness Grant Proposal Questions
E-Mail: hramirez@ebce.org

The EBCE website will be the official notification posting place of all Requests for Interest, Proposals, Quotes and Addenda. Go to <http://www.ebce.org/solicitations> to view current opportunities.

SUBMITTAL OF PROPOSALS

All bids must be received at East Bay Community Energy by 6:00 p.m. on Monday, September 18, 2023. Bids will be received only at the addresses shown below any bid received after that time and date or at a place other than the stated address will not be considered and will be returned to the bidder unopened. **Electronic bids must be submitted in a non-alterable format such as a .pdf.**

1. Bidders **must** submit an electronic copy of their proposal via email to the following:
 - a. Heidy Ramirez, Reporting Analyst - EBCE: hramirez@ebce.org
2. Bidders are responsible for all of their costs required for the preparation and submission of a bid.
3. Only one bid response will be accepted from any one person, partnership, corporation, or other entity; however, several alternatives may be included in one response. For purposes of this requirement, “partnership” means, and is limited to, a legal partnership formed under one or more of the provisions of the California or other state’s Corporations Code or an equivalent statute.
4. All other information regarding the bid responses will be held as confidential until the Review Committee has completed its evaluation, a recommended award has been made by the EBCE Board of Directors, and the Grant has been fully negotiated.
5. California Government Code Section 4552: In submitting a bid to a public purchasing body, the bidder offers and agrees that if the bid is accepted, it will assign to the purchasing body all rights, title, and interest in and to all causes of action it may have under Section 4 of the Clayton Act (15 U.S.C. Sec. 15) or under the Cartwright Act (Chapter 2, commencing with Section 16700, of Part 2 of Division 7 of the Business and Professions Code), arising from purchases of goods, materials, or services by the bidder for sale to the purchasing body pursuant to the bid. Such assignment shall be made and become effective at the time the purchasing body tenders final payment to the bidder.
6. Bidder expressly acknowledges that it is aware that if a false claim is knowingly submitted (as the terms “claim” and “knowingly” are defined in the California False Claims Act, Cal. Gov. Code, §12650 et seq.), EBCE will be entitled to civil remedies set forth in the California False Claim Act. It may also be considered fraud and the Respondent (s) may be subject to criminal prosecution.
7. The undersigned Bidder certifies that it is, at the time of bidding, and throughout the period of the Grant, licensed by the State of California to do the type of work required under the terms of the Grant Documents. Bidder further certifies that it is regularly engaged in the general class and type of work called for in the Bid Documents.

8. It is understood that EBCE reserves the right to reject this bid and that the bid shall remain open to acceptance and is irrevocable for a period of one-hundred and eighty (180) days, unless otherwise specified in the Bid Documents.

RESPONSE FORMAT

1. Bid responses are to be straightforward, clear, concise and specific to the information requested.
2. **Objections for the form of Consulting Services Agreement:** Bidders must provide any and all specific objections to the Form Consulting Services Agreement in order for any changes to be considered. Stating an objection does not guarantee that EBCE will accept such changes.

REQUIRED DOCUMENTATION AND SUBMITTALS

All of the specific documentation listed below is required to be submitted in order for a bid to be deemed complete. Bidders shall submit all documentation, in the order listed below and clearly label each section with the appropriate title (i.e. Table of Contents, Letter of Transmittal, Key Personnel, etc.).

- 1. **Table of Contents:** Bid responses shall include a table of contents listing the individual sections of the proposal/quotation and their corresponding page numbers. Tabs should separate each of the individual sections.

- 2. **Letter of Transmittal:** Bid responses shall include a description of Bidder's capabilities and approach in providing its services to the EBCE and provide a brief synopsis of the highlights of the Proposal and overall benefits of the Proposal to the EBCE. This synopsis should not exceed three pages in length and should be easily understood.

- 3. **Key Personnel:** Bid responses shall identify the lead contact and include a complete list of all key personnel associated with the RFP. This list must include all key personnel, and a description of their qualifications, who will provide services/training to EBCE staff and all key personnel who will provide maintenance and support services. For each person on the list, the following information shall be included:
 - (a) The person's relationship with Bidder, including job title and years of employment with Bidder;
 - (b) The role that the person will play in connection with the RFP;
 - (c) Address, telephone, fax numbers, and e-mail address;
 - (d) Person's educational background; and
 - (e) Person's relevant experience, certifications, and/or merits.

- 4. **Supplemental Questionnaire:** Bidder shall include responses and supporting documentation for Attachment A: Supplemental Questionnaire

- 5. **Costs:** Bidder shall include bid costs in the following manner:
 - a) Component of project 1
 - b) Component of project 2, etc.

- 6. **Overview of the Organization**
 - a) Provide a brief description of your organization.

- 7. **References:**

Bidders are to provide a list of current clients/customers. References must be satisfactory as deemed solely by responsible EBCE staff. References should have similar scope, volume and requirements to those outlined in these specifications, terms and conditions.

References must include: company name, contact person (name and email), address, telephone number, date of services, and description of services provided. Bidders must verify the contact information for all references provided is current and valid.

Bidders are encouraged to notify all references that responsible EBCE staff may be contacting them to obtain a reference.

EBCE staff may contact some or all of the references provided in order to determine Bidder's performance record on work similar to that described in this request. EBCE staff reserves the right to contact references other than those provided in the Response and to use the information gained from them in the evaluation process.

Attachment A

Required Response Information

- A. Please provide an organizational description and qualifications including:
- a. Bidders general size, resources and organizational structure with respect to the proposal.
 - b. Audited financial statements for the past three (3) years
 - c. Listing of key staff and credentials
 - d. Listing of two (2) to three (3) similar engagements with reference information.
 - e. Six (6) page maximum.
- B. Please provide the approach as response to this proposal including:
- a. Presentation of well-conceived work plan
 1. Description of the types events you plan to attend or organize and the location of these events
 2. Description of your Induction Cooking Demonstrations and how they will meet the objectives of the Grant
 3. Description of target audience. Please specify if you plan to focus on specific geographic locations, communities with lower English proficiency, or other specific customer groups.
 4. A plan to track the number of participants or residents reached at each event. Examples include providing spreadsheets with details re: sign-in or registration contact information, providing analytics on open rates of email, newsletters, social media post interactions, and/or a sign-up sheet. EBCE can provide an online form for grantees to use, to assist with customer engagement and enrollment tracking.
 5. A list of any local organizations or groups that you plan to partner with and supporting letters, if available
- EBCE will collaborate with your organization to customize audience messaging, with EBCE providing creative content, collateral and email marketing as mutually agreed. EBCE expects grantee to follow COVID19 safety protocols for all events.
- b. Show how the work plan will meet and reach EBCE's objectives, requirements, audience, and schedule.
 1. Your organization's history of and demonstrated capacity to reach and effectively communicate with residents in EBCE territory. Where possible, please provide quantitative measures of outreach capacity specifically in Alameda County or the City of Tracy, such as number of local subscribers to your email newsletters, residents served, annual caseload, etc.
 - c. Suggestion of innovations, additional or modifications to the scope of this proposal including any additional value the Bidder can create to the scope of the proposal.
 - d. Four (4) page maximum.

- C. Additional required response:
 - a. Two (2) page maximum

- D. Please provide a schedule with key milestones or benchmarks along with required levels of EBCE staff time.
 - a. One (1) page maximum.

- E. Please provide cost estimates including:
 - a. Bidder fee structure
 - b. Direct and reimbursable expenses, if any
 - c. Details of cost by service for which the Bidder is responding to
 - d. Include costs for implementation and operations and maintenance post-implementation
 - i. Budget for implementing your proposed work plan, including staff time and cost, direct expenses such as cost of equipment, materials and printing costs and any additional funding requested
 - ii. EBCE expects to fund the Grant in annual payments to the grantee based on mutually agreed milestones between EBCE and the Grantee. Please confirm in the proposal that annual payments are agreeable. If annual payments are not feasible, please explain why they will not work and propose an alternative payment structure.
 - e. Cost for any innovative components added to the scope of the proposal
 - f. Three (3) page max

- F. EBCE Special Procurement Preferences
 - a. Does your organization have an office located in EBCE's service territory or does at least 25% of your workforce reside in EBCE's service territory?
 - b. Will your organization use union labor or union contractors for these services if selected?
 - c. Is your organization registered as a Disabled Veteran Business Enterprise with the California Department of General Services?
 - d. Is the office where work will primarily be conducted on behalf of EBCE for these services be located in a Disadvantaged Community as identified by the California Environmental Protection Agency's CalEnviroScreen Tool?

Attachment B
EBCE Grant Agreement