**133611 Small Business Outreach Request for Abstract**

# 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 a Small Business Outreach Program. This is the first stage of the solicitation process beginning in **July 2022**. The Small Business Outreach program will serve small commercial customers in SDG&E service territory, the majority of whom are classified as Hard-to Reach (HTR) or located in Disadvantaged Communities (DAC). This program will be classified as an Equity program to specifically target these customers who are typically underserved through traditional energy efficiency interventions. The Small Business Outreach sector includes two main market segments: Wholesale/Retail/Offices and Hospitality/Services.

The potential for savings is great for this market sector. Therefore, the Company is looking for an innovative and comprehensive solution that encourages engagement from hard-to-reach customers and reliably captures and documents energy (kWh, kW, and/or Therm) savings applicable to these customers. The focus of the new Equity program will be to drive persistent bill savings for Small Business customers through one-on-one energy management coaching to navigate the utility’s portfolio of rate options, bill management, load management, and energy savings programs. If the bidder submits a successful abstract, the bidder will be invited to participate in the RFP.

Stage 1 is a Request for Abstract (“RFA”), and Stage 2 is a Request for Proposal (“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 Small Business Outreach program. Key elements to consider when bidding on the Small Business Outreach RFA:

* Program Overview
* Program Design
* Program Operations
* Compliance
* Savings Potential
* Adherence to Requirements

If the abstract 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 Small Business Outreach program.**

All Bidders are **required** **to register in Power Advocate to access the RFA documents**, submit questions, and submit a ***Small Business Outreach*** Program Abstract. Bidders can register in Power Advocate using the following URL: ([https://www.poweradvocate.com](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: 133611 Small Business Outreach: Request for Abstract*

*Click “Continue”*

**PowerAdvocate Support**

[Support@poweradvocate.com](mailto: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 Small Business Solicitation RFA - Interested Organizations Form" linked form [here](https://forms.office.com/r/5aCw6ffDM2). This form will remain open until June 30, 2022.