

**CALIFORNIA ALTERNATIVE ENERGY AND
ADVANCED TRANSPORTATION FINANCING AUTHORITY**

***Consideration of Contract with Electric & Gas Industries Association for Universal
Contractor Management Services for the California Hub for Energy Efficiency Financing
(CHEEF) Programs in an Amount Not to Exceed \$2,800,000***

Tuesday, April 19, 2022

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REQUEST

Staff is requesting approval to enter into a contract (“Contract”) with Electric & Gas Industries Association (“EGIA,” “Provider,” or “Universal Contractor Manager”) to provide assistance to the Authority with the implementation of CAEATFA’s energy efficiency financing programs (collectively, “Programs”) under the California Hub for Energy Efficiency Financing (“CHEEF”), including the GoGreen Home Energy Financing Program (“GoGreen Home”) and the GoGreen Business Energy Financing Program (“GoGreen Business”).

More specifically, the Universal Contractor Manager will provide services including contractor recruitment, enrollment, and training; enrolled contractor engagement and support; strategic partnership development and engagement; project compliance and verification; data management, insights and reporting; and program design assistance.

Contract Amount. Not to exceed a total aggregate of \$2,800,000 over the entire Contract term, including the optional extensions.

Term of Contract. The initial Contract term will be three years for a maximum cost of \$1,800,000, after which CAEATFA may choose to execute two, one-year extensions for a value of up to \$500,000 each.

SUMMARY

CAEATFA administers the California Hub for Energy Efficiency Financing (CHEEF) and the associated GoGreen Financing Programs on behalf of the California Public Utilities Commission (“CPUC”). The GoGreen Programs utilize a credit enhancement in order to enable private finance companies to offer attractive rates and terms for financing for energy efficiency upgrades. Building contractors are essential to effective program delivery and utilization as they are usually the entity presenting energy efficiency options to customers and working with customers to determine what level of energy retrofit is financially feasible. The Universal Contractor Manager serves as a key program partner, assuming responsibility for contractor outreach and engagement, ensuring contractor compliance with program rules and providing technical and industry expertise with regard to Program design and implementation related to contractor participation.

Role of the Universal Contractor Manager. The Scope of Services broadly falls into six categories:

1. Initial contractor recruitment, enrollment and training;
2. Enrolled contractor engagement and support;
3. Strategic partnership development and engagement;
4. Compliance and verification;
5. Data management, insights and reporting; and
6. Program design assistance/task orders.

Request for Proposal Process. On February 28, 2022, CAEATFA staff (“Staff”) advertised a Request for Proposals (“RFP”) through the Department of General Services Contracts Register, as well as on the CAEATFA website. At the proposal deadline, March 22, 2022, the Authority received two proposals.

Staff developed an evaluation process that included an Evaluation Committee consisting of CAEATFA staff and management. The proposals were evaluated based on the characteristics and point values outlined below, for a maximum possible 100 points. EGIA’s proposal received a total score of 98.3 from the Evaluation Committee.

1. Firm Experience and Desired Qualifications: CAEATFA evaluated the degree to which the Firm meets CAEATFA’s Required Experience and Desired Qualifications and the Firm’s demonstration of ability to successfully complete the Scope of Work. (15 points)
2. Personnel Experience and Desired Qualifications: CAEATFA evaluated the degree to which Personnel meet CAEATFA’s Required Experience and Desired Qualifications and the Personnel’s demonstration of ability to successfully complete the Scope of Work. (20 points)
3. Approach: CAEATFA evaluated the Firm’s proposed approach to accomplish the tasks laid out in the Scope of Work. (35 points)
4. Fee Schedule (Cost): CAEATFA evaluated the actual fees proposed, including the reasonableness of rates, estimated cost detail and effectiveness (given value of services to be obtained), and cost effectiveness (given the experience and qualifications of firm and its personnel). (30 points)

After reviewing all proposals, CAEATFA’s evaluation team determined that EGIA was the most qualified proposer.

Overview of EGIA. Electric & Gas Industries Association has 20 years of experience and qualifications in contractor recruitment, training and program engagement; building high-performance contractor networks; as well as finance program desktop review and installation verification. EGIA has extensive experience in contractor management and financing program administration implementing numerous high visibility and technically complex programs. Synergy Companies, as a subcontractor, will provide compliance and verification operational support.

Agenda Item – 4.B
Resolution No. 22-04-4.B

EGIA has been providing energy efficiency and renewable energy financing contractor management and financing program administrative services in support of utility and government sponsored programs for over two decades. During the past 10 years alone, through its sponsored and contractor direct programs EGIA has facilitated financing of over 400,000 residential and business projects valued in excess of \$4.5 billion. Over this period, EGIA has administered financing programs for nearly 20 utility companies and state agencies, nationwide.

EGIA and Synergy have established relationships with all of California’s Investor-Owned utilities Regional Energy Networks (RENs), trade associations, numerous community-based organizations and other potential channel partners for advancing the GoGreen Home and GoGreen Business financing programs.

EGIA was selected out of the two proposals received by demonstrating a nuanced and sophisticated understanding of contractor business models and needs, particularly related to sales and financing. EGIA’s implementation plans showed an ability and capacity to help CAEATFA really scale the programs. Finally, EGIA brings significant in-house marketing and IT capacity which will facilitate improvements in program communications and operational processes for contractors.

Contract Terms. The initial Contract term will be three years, after which CAEATFA may choose to execute two, one-year extensions valued at up to \$500,000 each, at the discretion of the Executive Director, for a maximum Contract term of five years. The compensation amount shall not exceed \$2,800,000 for the term of the Contract, including any extensions.

The Authority will compensate the Provider for services satisfactorily rendered, and upon receipt and approval of invoices pursuant to the approved Fee Schedule. Invoices shall be provided to CAEATFA monthly and in arrears, and costs for specific deliverables will be controlled through task orders.

Recommendation. Staff recommends adoption of a resolution authorizing execution of a contract with EGIA as Universal Contractor Manager for the California Hub for Energy Efficiency Financing (CHEEF) Programs in an amount not to exceed \$2,800,000 over five years.

**RESOLUTION OF THE CALIFORNIA ALTERNATIVE ENERGY AND ADVANCED
TRANSPORTATION FINANCING AUTHORITY AUTHORIZING THE EXECUTION
OF A CONTRACT WITH ELECTRIC & GAS INDUSTRIES ASSOCIATION (EGIA) AS
UNIVERSAL CONTRACTOR MANAGER FOR THE CALIFORNIA HUB FOR
ENERGY EFFICIENCY FINANCING (CHEEF) PROGRAMS**

April 19, 2022

WHEREAS, the California Alternative Energy And Advanced Transportation Financing Authority (the “Authority”), a public instrumentality of the State of California, is authorized and empowered by the provisions of the California Alternative Energy And Advanced Transportation Financing Authority Act (Division 16 (commencing with Section 26000) of the California Public Resources Code) (the “Act”);

WHEREAS, the Authority has determined it requires a universal contractor manager to assist it with the implementation of the Programs under the California Hub for Energy Efficiency Financing (“CHEEF”);

WHEREAS, the Authority has undergone a competitive process to identify an appropriate contractor to perform universal contractor manager functions, with knowledge of and experience with program administration; energy efficiency financing; marketing, education, and outreach campaigns; development and provision of contractor training; development and utilization of online application portals; compliance verification; and reporting;

NOW, THEREFORE, BE IT RESOLVED by the Authority, as follows:

Section 1. The Authority hereby authorizes the execution of a contract in an amount not to exceed \$2,800,000 to retain EGIA to provide universal contractor management services and other actions related thereto in connection with the Programs under the California Hub for Energy Efficiency Financing (“CHEEF”).

Section 2. The term of the contract will commence upon its execution and will continue for three years with an option for the Authority to extend for two additional one-year extensions valued at up to \$500,000 each, unless earlier terminated by the Authority.

Section 3. The Chair of the Authority and Executive Director are hereby authorized for and on behalf of the Authority to obtain universal contractor management services, with the form and substance of said contracts to be reviewed and approved by legal counsel of the Authority.

Section 4. This resolution shall take effect immediately upon its approval.