



Central Coast Community Energy

**70 GARDEN CT
MONTEREY, CA 93940
(831) 641-7222**

**REQUEST FOR INFORMATION FOR:
Demand Side Management Solutions**

Responses are due by 11:59 PM (PST) on July 13, 2023

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Table of Contents

1	INTENT.....	4
2	BACKGROUND	4
3	CALENDAR OF EVENTS	5
4	POINTS OF CONTACT.....	6
5	QUESTIONS.....	7
6	SUBMITTAL PACKAGE REQUIREMENTS	8
7	SUBMITTAL INSTRUCTIONS & CONDITIONS	9

1 INTENT

- 1.1 Central Coast Community Energy, hereinafter referred to as 3CE, is seeking information from a qualified organization(s), hereinafter referred to as “RESPONDENT(S),” to provide information and insight regarding Demand Side Management (DSM) solutions and market opportunity within the 3CE service area.
- 1.2 This Request for Information (“RFI”) is not a solicitation for services, is not intended to create or contemplate any service agreement and is for information gathering only. 3CE may or may not solicit for DSM solutions and/or program implementation in the future through a formal RFP process.
- 1.3 3CE intends to develop programs for the deployment of DSM within its service area over the next several years. We are seeking information to further our program development efforts and identify potential partners.

2 BACKGROUND

- 2.1 3CE is a Community Choice Aggregator (“CCA”) established in 2017 pursuant to Public Utilities Code Section 366.2 and operating as a joint powers authority pursuant to Government Code section 6500 et seq. 3CE currently serves residential, commercial and agricultural/industrial customers in communities located within the unincorporated areas of the Monterey, San Benito, Santa Cruz, and Santa Barbara Counties, as well as the cities of Arroyo Grande, Buellton, Capitola, Carmel, Carpinteria, Del Rey Oaks, Gonzales, Greenfield, Goleta, Grover Beach, Guadalupe, Hollister, Marina, Monterey, Morro Bay, Pacific Grove, Paso Robles, Pismo Beach, Salinas, Santa Maria, San Juan Bautista, San Luis Obispo, Sand City, Santa Cruz, Scotts Valley, Seaside, Soledad, Solvang, Watsonville.
- 2.2 DSM supports electrical grid reliability and is a critical component in California’s push to increase incremental grid resources in response to increasing peak energy demand challenges. 3CE values flexibility in program design and is seeking to understand the currently shifting role and nature of DSM in the CAISO energy markets.
- 2.3 Examples of Demand Side Management solutions include, but are not limited to:
 - Managed EV charging
 - DER aggregation and management (e.g. Virtual Power Plant)
 - Demand Response
 - Energy Efficiency
 - Distributed generation and storage

3 CALENDAR OF EVENTS

3.1	Issue RFI	June 1, 2023
3.2	Deadline for written questions to 3CE regarding RFI	June 15, 2023
3.3	3CE provides responses to questions on 3CE's website	June 29, 2023
3.4	Deadline to submit RFI responses	July 13, 2023

This schedule is subject to change as necessary.

FUTURE ADDENDA: RESPONDENTS who received notification of this RFI by means other than through a Central Coast Community Energy email should contact 3CE (see section 4) to request to be added to the mailing list. Inclusion on the email contact list is the only way to ensure timely notification of any addenda and/or information that may be issued prior to the submittal date.

4 POINTS OF CONTACT

4.1 Questions and correspondence regarding this RFI shall be directed to:

Primary Contact for 3CE:

Name: Daniel Bertoldi, Manager of Energy Programs

Address: 70 Garden Ct. STE 300 Monterey CA, 93404

Email: dbertoldi@3ce.org

4.2 All questions regarding this RFI shall be submitted digitally via email. RESPONDENT should include the title of this RFI in the subject line.

4.3 The deadline for submitting written questions regarding this RFI is June 15, 2023.

5 QUESTIONS

RESPONDENTS should consider statewide policy in their answers, as it relates to DSM. This consideration may include current CPUC deliberations and proceedings regarding emergency reliability and emergency load response programs, and residential Time of Use (“TOU”) rates.

Please provide answers to the questions applicable to your organization.

- 5.1 How would you approach market characterization and understanding the total addressable market (TAM) within 3CE’s service area for DSM, considering a 2035 horizon?
- 5.2 What specific analytical tools and resources would you utilize to estimate value streams, return on investment, and load impact derived from DSM for 3CE and 3CE customers?
- 5.3 Do you have experience and/or willingness in financing any of the following: residential or commercial electrification (appliance replacements), energy efficiency improvements, solar PV, battery/energy storage?
- 5.4 How have you solved potential challenges in deploying DSM solutions such as: lack of internet access, low or slow enrollment, customer call center, customers already enrolled in mutually exclusive programs, conflicting rate designs, high costs of deployment, low market value for kWh, volt-VAR, and other grid resources delivered via the DSM platform?
- 5.5 What is the optimal program design serving the variety of stakeholders in the 3CE service territory. I.e., what program design is most likely to deliver the best value, and help 3CE achieve its goals of: GHG emission reductions, reliable power, stable rates (low customer cost), and local economic stimulus?
- 5.6 What program design and delivery approaches have you employed to ensure DSM program success in an unbundled energy procurement/delivery market scenario (such as a community participating in a CCA)?
- 5.7 Please describe no more than three (3) current DSM deployments/partnerships your organization has worked on, with an emphasis on load serving entities (LSE), if applicable. Please include details regarding contracting/fee structure.
- 5.8 Provide high-level details explaining how fees and contracts are typically structured for DSM services/solutions described.
- 5.9 Please describe how your solution/program is integrated with the CAISO. Which market participation pathways has your organization taken and how do you expect that to evolve over time? Additionally, what are key challenges to CAISO market participation and how have you dealt with those challenges?
- 5.10 At a high level, what is your recommended path (describe each step), including a timeline, for 3CE to create a fully functional DSM program delivering value to 3CE and its customers. This timeline should be around five years and not exceed 10 years. Please indicate the three most important steps.

6 SUBMITTAL PACKAGE REQUIREMENTS

- 6.1 **CONTENT AND LAYOUT:** RESPONDENT should provide the information as requested and as applicable to the proposed goods and services. The Response package shall be organized as per the table below; headings and section numbering utilized in the Response package shall be the same as those identified in the table. Response packages shall include at a minimum, but not limited to, the following information in the format indicated:

Response Package Layout Organize and Number Sections as Follows:	
Section 1	COVER LETTER, (INCLUDING CONTACT INFO)
Section 2	QUESTIONS & ANSWERS
Section 3	APPENDIX

Section 1 – Organization

Cover Letter: All responses must be accompanied by a cover letter not exceeding one page and should provide firm information and contact information as follows:

Contact Info: The name, address, telephone number, and email address of RESPONDENT’s primary contact person(s) during the solicitation process through to potential contract award.

Organization Info: Description of the type of organization and how many years it’s been in existence.

Section 2 – Questions & Answers

Include written answers/responses to key questions as outlined in Section 5.0 of this RFI.

Section 3 - Appendix:

If applicable, provide any additional information to this response package in an Appendix section.

- 6.2 **CONFIDENTIAL OR PROPRIETARY CONTENT:** Any page of the response package that is deemed by RESPONDENT to be a trade secret shall be clearly marked “CONFIDENTIAL INFORMATION” or “PROPRIETARY INFORMATION” at the top of the page.

7 SUBMITTAL INSTRUCTIONS & CONDITIONS

- 7.1 **Electronic Submission:** All responses must be submitted electronically through email form with the appropriate attached documents combined into a single .pdf document not to exceed 150 MB to the following email address: kmiller@3ce.org. RESPONDENT should include the title of this RFI and the name of their organization in the subject line of the email.
- 7.2 **Ownership:** All submittals in response to this RFI become the property of Central Coast Community Energy.