



DESERT COMMUNITY ENERGY BOARD MEETING AGENDA

**Monday, September 16, 2019
2:30 PM**

**Coachella Valley Association of Governments
73-710 Fred Waring Drive, Suite 200, MSW*
Palm Desert, CA
760-346-1127**

*Please note change in meeting room.

THIS MEETING IS HANDICAPPED ACCESSIBLE.
ACTION MAY RESULT ON ANY ITEMS ON THIS AGENDA.

1. **CALL TO ORDER**
2. **ROLL CALL**
 - A. **Member Roster** [P3](#)
3. **PUBLIC COMMENTS ON AGENDA ITEMS**

Any person wishing to address the Desert Community Energy Board on items on this agenda may do so at this time. Please limit comments to 3 minutes.
4. **BOARD MEMBER / DIRECTOR COMMENTS**
5. **CONSENT CALENDAR**
 - A. **Approve Minutes from Board Meetings of June 17 and July 31, 2019** [P4](#)
6. **DISCUSSION / ACTION**
 - A. **CARE / FERA Enhanced Enrollment Program** – Benjamin Druyon [P11](#)

Recommendation: (1) Interview and select an organization to implement the CARE/FERA Enhanced Enrollment Program; and (2) Authorize the Executive Director to negotiate and execute the contract for services, based on deal points presented in the staff report, and execute all necessary agreements and documents to implement the CARE/FERA Enhanced Enrollment Program
 - B. **Amendment #2 to Joint Powers Agreement** – Tom Kirk [P46](#)

Recommendation: Approve Amendment #2 to the Joint Powers Agreement and authorize the Executive Director to proceed with actions necessary to effect this change

- C. **DCE Program Launch and Activities Update** – Katie Barrows [P48](#)
Recommendation: Information only
7. **INFORMATION**
- A. **Attendance Record** [P50](#)
- B. **Unaudited Balance Sheet & Financial Statement, April 2018 – June 2019** [P51](#)
- C. **Letter Outlining the Planned Scope and Timing of the Audit for Fiscal Year Ending June 30, 2019, Pursuant to Statements on Auditing Standards No. 114 (SAS 114)** [P53](#)
8. **PUBLIC COMMENTS ON NON-AGENDA ITEMS**
Any person wishing to address the Board on items not appearing on this agenda may do so at this time. Please limit comments to 2 minutes.
9. **ANNOUNCEMENTS**
Next DCE Board Meeting: October 21, 2019 at 2:30 pm
10. **ADJOURN**

ITEM 2A

**Desert Community Energy Board
Member Roster
2019-2020**



VOTING MEMBERS	
City of Cathedral City	Mayor Pro Tem John Aguilar <i>Alternate: Councilmember Raymond Gregory</i>
City of Palm Desert	Councilmember Sabby Jonathan, Chair <i>Alternate: Councilmember Kathleen Kelly</i>
City of Palm Springs	Mayor Pro Tem Geoff Kors, Vice Chair <i>Alternate: Councilmember Lisa Middleton</i>

NON-VOTING MEMBER	
City of Desert Hot Springs	Vacant

STAFF	
Tom Kirk, Executive Director	
Katie Barrows, Director of Energy & Environmental Resources	
Benjamin Druyon, Management Analyst	
Libby Carlson, Program Assistant	

ITEM 5A

Desert Community Energy Board Meeting Minutes June 17, 2019



1. CALL TO ORDER

The meeting of the DCE Board was called to order by Chair Jonathan at 2:30 pm.

2. ROLL CALL

Roll call was taken and a quorum was present.

Members Present

Mayor Pro Tem John Aguilar
Councilmember Sabby Jonathan, Chair
Mayor Pro Tem Geoff Kors, Vice Chair

Agency

City of Cathedral City
City of Palm Desert
City of Palm Springs

Others

Ryan Stendell
Patrick Tallarico
Heather Vaikona
Jovanna Rosen
Alan Carvalito
Alan Solomon
John Pick
Kim Floyd
Revone Bauwens
Shelley Kaplan
David Freedman
Brad Anderson

City of Palm Desert
City of Palm Springs
Lift to Rise
Lift to Rise
Cathedral City Resident
Palm Desert Resident
Palm Desert Resident
Sierra Club/Palm Desert Resident
Palm Desert Resident
Cathedral City Resident
Palm Springs Resident

DCE Staff & Consultants

Tom Kirk
Benjamin Druyon
Eric Felci
Libby Carlson
Don Dame

DCE Consultant

3. PUBLIC COMMENTS - None.

4. BOARD MEMBER / DIRECTOR COMMENTS - None.

5. CONSENT CALENDAR

A. Approve April 15, 2019 DCE Board Meeting Minutes.

IT WAS MOVED BY MAYOR PRO TEM AGUILAR AND SECONDED BY VICE CHAIR KORS TO APPROVE THE APRIL 15, 2019 DCE BOARD MEETING MINUTES.

THE MOTION CARRIED UNANIMOUSLY.

Mayor Pro Tem John Aguilar	Aye
Councilmember Sabby Jonathan, Chair	Aye
Mayor Pro Tem Geoff Kors, Vice Chair	Aye

6. DISCUSSION / ACTION

- A. CARE / FERA Program Update** - Heather Vaikona and Jovanna Rosen, Lift to Rise, presented a proposal for outreach and engagement activities to increase participation in the CARE and FERA financial assistance programs.

Brad Anderson, member of the public, addressed the Board in opposition to the staff recommendation.

Kim Floyd, Sierra Club, addressed the Board in support of referring the item to the Community Advisory Committee.

IT WAS MOVED BY VICE CHAIR KORS AND SECONDED BY MAYOR PRO TEM AGUILAR TO AUTHORIZE THE EXECUTIVE DIRECTOR TO PREPARE AND ISSUE A REQUEST FOR PROPOSALS FOR OUTREACH AND ENGAGEMENT TO INCREASE PARTICIPATION IN CARE/FERA PROGRAMS IN CONSULTATION WITH THE DESERT COMMUNITY ENERGY COMMUNITY ADVISORY COMMITTEE.

THE MOTION CARRIED UNANIMOUSLY.

Mayor Pro Tem John Aguilar	Aye
Councilmember Sabby Jonathan, Chair	Aye
Mayor Pro Tem Geoff Kors, Vice Chair	Aye

- B. Community Advisory Committee Update** – Benjamin Druyon provided background on the purpose, formation, recruitment, and next steps for the Community Advisory Committee.

Kim Floyd, member of the public, addressed the Board in support of diverse Committee membership.

IT WAS MOVED BY VICE CHAIR KORS AND SECONDED BY MAYOR PRO TEM AGUILAR TO APPOINT THE RECOMMENDED CANDIDATES TO THE DESERT COMMUNITY ENERGY COMMUNITY ADVISORY COMMITTEE.

THE MOTION CARRIED UNANIMOUSLY.

Mayor Pro Tem John Aguilar	Aye
Councilmember Sabby Jonathan, Chair	Aye
Mayor Pro Tem Geoff Kors, Vice Chair	Aye

- C. Desert Community Energy Fiscal Year 2019/2020 Budget** – Don Dame presented the proposed FY19/20 Budget, noting that it may need to be revised if the anticipated program launch date changes.

IT WAS MOVED BY MAYOR PRO TEM AGUILAR AND SECONDED BY VICE CHAIR KORS TO APPROVE THE DESERT COMMUNITY ENERGY FY2019/2020 BUDGET.

THE MOTION CARRIED UNANIMOUSLY.

Mayor Pro Tem John Aguilar	Aye
Councilmember Sabby Jonathan, Chair	Aye
Mayor Pro Tem Geoff Kors, Vice Chair	Aye

- D. Proposed Amendment to the Joint Powers Agreement** – Chair Jonathan requested that the amendment be revised to clarify that revenues generated will be reduced by direct expenses. Tom Kirk stated that the revised proposed amendment will be re-noticed for 30 days.

IT WAS MOVED BY MAYOR PRO TEM AGUILAR AND SECONDED BY CHAIR JONATHAN TO APPROVE THE AMENDMENT TO THE JOINT POWERS AGREEMENT, AS REVISED, AND AUTHORIZE THE EXECUTIVE DIRECTOR TO PROCEED WITH ACTIONS NECESSARY TO EFFECT THIS CHANGE.

THE MOTION CARRIED UNANIMOUSLY.

Mayor Pro Tem John Aguilar	Aye
Councilmember Sabby Jonathan, Chair	Aye
Mayor Pro Tem Geoff Kors, Vice Chair	Aye

Items 8 and 9 were addressed before Item 7.

8. INFORMATION

The following items were submitted for information only:

A. Attendance Record

B. Unaudited Balance Sheet & Financial Statements, April 2018 – May 2019

9. ANNOUNCEMENTS

The next DCE Board meeting is scheduled for Monday, July 15, 2019, at 2:30 pm.

7. CLOSED SESSION

No reportable action. The Board gave direction to staff.

10. ADJOURN - The meeting adjourned at 4:07 pm.

Respectfully submitted,
Libby Carlson

ITEM 5A

Desert Community Energy Board DRAFT Meeting Minutes July 31, 2019



The audio file for this committee can be found at: <http://www.cvag.org/audio.htm>

1. CALL TO ORDER

The meeting of the DCE Board was called to order by Councilmember Gregory at 2:32 pm at 73-710 Fred Waring Drive, Palm Desert, California.

2. ROLL CALL

Roll call was taken and it was determined that a quorum was present.

Members Present

Councilmember Raymond Gregory
Councilmember Lisa Middleton

Agency

City of Cathedral City
City of Palm Springs

Others Present

Charlie McClendon
Ryan Stendell
Rosario Avila
Elmer Diaz
Kim Floyd
David Freedman

City of Cathedral City
City of Palm Desert
Cathedral City Resident
IBEW 440
Sierra Club/Palm Desert Resident
DCE CAC/Palm Springs Resident

DCE Staff & Consultants

Tom Kirk
Katie Barrows
Benjamin Druyon
Libby Carlson
Don Dame (Phone)
Jeff Fuller (Phone)
Colin Cameron (Phone)
Ryan Baron (Phone) – *for closed session only*

DCE Consultant
The Energy Authority
The Energy Authority
BB&K

3. PUBLIC COMMENTS

Kim Floyd, Elmer Diaz, and Rosario Avila addressed the Board.

4. BOARD MEMBER / DIRECTOR COMMENTS

Tom Kirk reported that, per the Joint Powers Agreement, Ryan Stendell, City of Palm Desert Director of Community Development, would tentatively participate in the Board meeting as an alternate voting member, pending confirmation from the City of Palm Desert City Manager. It was determined after the meeting that Mr. Stendell was not officially designated as an alternate by the City and therefore, his votes would not be counted.

5. CONSENT CALENDAR

A. Approve June 17, 2019 DCE Board Meeting Minutes

ITEM 5A WAS CONTINUED AT THE REQUEST OF COUNCILMEMBER GREGORY.

- B. Approve Amendment #2 to the Consulting Services Agreement Between Desert Community Energy and Don Dame to Provide Implementation and Operations Support for Desert Community Energy, For an Amount Not to Exceed \$50,000**

IT WAS MOVED BY COUNCILMEMBER MIDDLETON AND SECONDED BY COUNCILMEMBER GREGORY TO APPROVE AMENDMENT #2 TO THE CONSULTING SERVICES AGREEMENT BETWEEN DESERT COMMUNITY ENERGY AND DON DAME.

THE MOTION CARRIED UNANIMOUSLY.

Councilmember Gregory	Aye
Councilmember Middleton	Aye

6. DISCUSSION / ACTION

A. Amendment #2 to the Joint Powers Agreement

The Board discussed additional revisions to Joint Powers Agreement Amendment #2.

IT WAS MOVED BY COUNCILMEMBER MIDDLETON TO CONTINUE ITEM 6A. MOTION FAILED.

ITEM 6A WAS CONTINUED AT THE REQUEST OF COUNCILMEMBER MIDDLETON.

B. Amendment to Resources Management Agreement with The Energy Authority

Katie Barrows noted revisions to the proposed amendment of the Resources Management Agreement and Task Order #2.

IT WAS MOVED BY COUNCILMEMBER MIDDLETON AND SECONDED BY COUNCILMEMBER GREGORY TO APPROVE REVISIONS TO THE RESOURCES MANAGEMENT AGREEMENT BETWEEN DESERT COMMUNITY ENERGY AND THE ENERGY AUTHORITY, AND ASSOCIATED TASK ORDERS 1 AND 2.

THE MOTION CARRIED UNANIMOUSLY.

Councilmember Gregory	Aye
Councilmember Middleton	Aye

IT WAS MOVED BY COUNCILMEMBER MIDDLETON AND SECONDED BY COUNCILMEMBER GREGORY TO RESUME DISCUSSION OF ITEM 6A.

THE MOTION CARRIED UNANIMOUSLY.

Councilmember Gregory	Aye
Councilmember Middleton	Aye

Discussion of Item 6A resumed following Item 6B.

In response to Charlie McClendon, Tom Kirk agreed to modify the DCE financial statement format as needed.

IT WAS MOVED BY COUNCILMEMBER MIDDLETON AND SECONDED BY COUNCILMEMBER GREGORY TO APPROVE AMENDMENT #2 TO THE JOINT POWERS AGREEMENT AND AUTHORIZE THE EXECUTIVE DIRECTOR TO PROCEED WITH ACTIONS NECESSARY TO EFFECT THIS CHANGE.

THE MOTION CARRIED UNANIMOUSLY.

Councilmember Gregory
Councilmember Middleton

Aye
Aye

C. Desert Community Energy Program Launch Plans

Katie Barrows gave an overview of steps needed to launch service in Palm Springs in September 2020, including the August 16th load forecast deadline. Staff recommended that Palm Desert and Cathedral City consider including municipal accounts in the load forecast which would allow those accounts to be launched in 2020. Ryan Stendell reported that Palm Desert City Council will consider the item on August 22nd. Councilmember Gregory reported that Cathedral City will consider the item in September.

Rosario Avila addressed the Board during public comment.

D. Community Advisory Committee Update

Benjamin Druyon reported on the first Community Advisory Committee meeting and current Committee vacancies.

Rosario Avila and Kim Floyd addressed the Board during public comment.

Tom Kirk clarified the role of the Committee.

The Board directed staff to reopen the Committee application.

E. CARE / FERA Program Update

Benjamin Druyon reported that the deadline for responses to the Request for Proposals for support to increase enrollment rates in the CARE and FERA programs is August 23rd.

F. DCE Pro Forma and Financial Model Scenario Analysis

Colin Cameron, The Energy Authority, gave an update on current financial projections. Tom Kirk commented on the significant positive impact that Palm Springs' decision to launch with a 100% clean energy default product will have on greenhouse gas reduction.

Items 8 and 9 were addressed before Item 7.

8. INFORMATION

The following items were submitted for information only:

A. Attendance Record

B. Unaudited Balance Sheet & Financial Statement, April 2018 – June 2019

C. Transfer of Funds to a Higher Interest Earning Account with River City Bank

9. ANNOUNCEMENTS

The next DCE Board meeting is scheduled for Monday, September 16, 2019, at 2:30 pm.

Legal counsel Ryan Baron joined the meeting by phone at 4:00 pm.

The Board entered closed session at 4:00 pm.

7. CLOSED SESSION

Conference with Legal Counsel – Anticipated Litigation

Initiation of Litigation Pursuant to Government Code Section 54956.9(d)(4)

Number of Cases: One

No reportable action. The Board gave direction to staff.

The Board reconvened at 4:30 pm.

10. ADJOURN - The meeting was adjourned at 4:30 pm.

Respectfully submitted,
Libby Carlson

ITEM 6A

Desert Community Energy Board September 16, 2019



STAFF REPORT

Subject: CARE/FERA Enhanced Enrollment Program Interviews

Contact: Benjamin Druyon, Management Analyst, Energy & Environmental Resources
(bdruyon@cvag.org)

Recommendation:

- 1. Interview and select an organization to implement the CARE/FERA Enhanced Enrollment Program.**
- 2. Authorize the Executive Director to negotiate and execute the contract for services, based on the deal points in this staff report, and to execute all necessary agreements and documents to implement the CARE/FERA Enhanced Enrollment Program.**

Background: At the June 17 Board meeting, the Board directed DCE staff to proceed with the release of a Request for Proposals to find a qualified organization to assist with increasing participation in the CARE and FERA programs in DCE's service territory. Through CARE (California Alternate Rates for Energy) and FERA (Family Electric Rate Assistance) qualifying low-income households receive approximately 30% and 18% discounts, respectively, off their electric bills. These programs are authorized by the California Public Utilities Commission (CPUC) and funded through local distribution surcharges to non-low-income customers.

As directed by the Board, a Request for Proposals (RFP) was released on July 19. The RFP was distributed to 6 marketing firms and 12 non-profit/charitable organizations and posted on both CVAG and DCE websites. Five organizations each submitted a bid with cost proposals ranging from \$150,000 to \$456,000 for a two-year program.

A subcommittee consisting of four Community Advisory Committee members, at least one from each city, one member of DCE staff, and one outside volunteer involved in low-income work reviewed the proposals. Proposals were scored based on experience, qualifications, description of their approach to accomplishing the program goals, and the proposed budget for accomplishing the tasks. Each proposal had strengths for implementing the enhanced enrollment program, but two proposals stood out. The proposals from Richard Heath & Associates and Lift To Rise scored highest. These organizations will attend the September 16th meeting to be interviewed by the DCE Board. Some excerpts describing each of the two organizations are listed below.

Richard Heath & Associates, Inc. (RHA) has been in business for 39 years, providing energy efficiency, outreach and enrollment program development and implementation to California utilities and other clients. RHA is headquartered in Fresno, CA. They also have offices in the City of Industry, San Diego and Chico. RHA is a certified Minority Business Enterprise with nearly 200 employees statewide.

RHA has decades of experience managing large-scale outreach campaigns to reach ethnically, culturally, socioeconomically and other diverse populations, and drive them to action. Through

this work they have established a robust and trusted network of grassroots organizations and local community partners who effectively reach the communities they serve.

RHA is a program design and management firm that develops and administers small- and large-scale programs, delivering assistance and energy efficiency solutions, reaching over two million low-income households, and providing measurable results for utilities and other clients. RHA's marketing, outreach and enrollment experience includes:

- Administration of low-income residential energy efficiency programs for utility clients
- Customer outreach and enrollment campaigns for various government and low-income programs
- Program development, implementation and management

RHA proposes a two-year budget of \$306,919.

Lift To Rise, located in Palm Desert, launched as an independent nonprofit organization in 2018 and partners with local institutions, government and grassroots organizations. They leverage these relationships to advance their vision: "All Coachella Valley Families are Healthy, Stable, and Thriving." Lift To Rise nurtures these relationships to bring community leaders and partners from diverse agencies, nonprofits and the private sector to work together to achieve their goals.

Lift to Rise has demonstrated their ability to increase enrollment in utility low-income programs and provide Coachella Valley families with greater financial stability by implementing a pilot program in Oasis and Mountain View mobile home parks, meeting their goal of enrolling 150 families in 2018 during a three-month period. The targeted communities were faced with challenges in accessing beneficial programs, such as immigration status and language barriers.

Lift To Rise's marketing, outreach and enrollment experience includes:

- Implementation of low-income residential utility programs, focusing on housing stability, community health and social connection in the Coachella Valley.
- Coordination of outreach campaigns with other organizations targeting low-income programs
- Program development, implementation and management

Lift To Rise proposes a two-year budget of \$456,000 with the stated intent to exceed the enrollment goals set forth in the RFP by 100% during the first 2 years.

The selected consultant will be asked to sign DCE's standard services agreement. The key deal points are as follows:

- *Performance goals –*
 - *Develop strategy for reaching 10% estimated enrollment participation the first year*
 - *Develop strategy for reaching 15% estimated enrollment participation the second year*
- *Performance metrics, annual review*
 - *Assess success of strategy within first year and adjust as needed*
 - *DCE Board to determine contract extension after first year*
- *Incentives – proposed compensation for two-year performance*
 - *Lump sum – every 25, 50, 100 approved applications*
 - *Per approved application*
 - *Percentage based*
- *Strategy for enrollment beyond two-years – sustainable program*

Both organizations will attend the September DCE meeting. The interviews for each organization will consist of a 15-minute presentation to the DCE Board followed by 15-minutes of questions

from the Board. The Board will then have an opportunity to discuss the matter and then select the organization they believe is best suited to implement the CARE/FERA Enhanced Enrollment Program. The staff recommendation includes authorization for the Executive Director to negotiate and execute a contract with the selected organization based on deal points and direction from the Board.

Fiscal Analysis: Costs for this two-year program will be covered with DCE reserve funds. The contract amount will be determined during contract negotiations and will not exceed selected organizations submitted proposal amount.

Attachments:

1. Request for Proposals – DCE enhanced enrollment program
2. Richard Heath & Associates proposal
3. Lift To Rise proposal



Cleaner electricity • Local control • Competitive rates

REQUEST FOR PROPOSALS

ENHANCED ENROLLMENT PROGRAM: CALIFORNIA ALTERNATE RATES for ENERGY (CARE) AND FAMILY ELECTRIC RATE ASSISTANCE (FERA)

Interested bidders should submit proposals to:

DESERT COMMUNITY ENERGY
ATTN: BENJAMIN DRUYON
73-710 FRED WARING DRIVE, SUITE 200
PALM DESERT, CA 92260

**Proposals must be received by DCE by 3:00 pm (local time) August 23, 2019
Late proposals will not be accepted.**

Technical questions regarding this Request for Proposals should be directed to
Benjamin Druyon, (760) 346-1127, bdruyon@cvag.org.

REQUEST FOR PROPOSALS

ENHANCED ENROLLMENT PROGRAM: CALIFORNIA ALTERNATE RATES for ENERGY (CARE) AND FAMILY ELECTRIC RATE ASSISTANCE (FERA)

DESERT COMMUNITY ENERGY

1.0. INVITATION

Desert Community Energy (DCE) is seeking proposals from qualified organizations to assist with increasing enrollment of eligible low-income electricity customers in the CALIFORNIA ALTERNATE RATES for ENERGY (CARE) and FAMILY ELECTRIC RATE ASSISTANCE (FERA) programs in the cities of Palm Springs, Palm Desert, and Cathedral City. This enhanced enrollment program would be implemented on behalf of these Desert Community Energy member agencies served by Southern California Edison (SCE) in the Coachella Valley.

This RFP includes a scope of work for implementation and outreach tasks necessary to achieve the goals of this enhanced enrollment program. It also includes an option for a performance incentive based on meeting annual performance goals.

Please submit your organization's proposal by email no later than 3 pm on Friday, August 23, 2019. Proposals should be submitted to the attention of Benjamin Druyon, bdruyon@cvag.org. You will receive a return email confirming receipt so please allow adequate time for your email submittal to be received and confirmed.

Desert Community Energy reserves the right to reject all proposals or to split or award the contract in any manner determined to be the most advantageous to DCE. As a result of the RFP process, DCE may select one or more consultants to complete the various tasks described in the scope of work.

Desert Community Energy would like to have a local organization take the lead on development, implementation and outreach for this enhanced enrollment program. This organization would work in collaboration with Southern California Edison and SoCal Gas representatives as well as other local firms, organizations, and entities with common interests in enhancing participation in low-income programs. The roles of the consultant are further identified in Part III – Scope of Work. Cooperation and coordination among the various participants will be required to provide a cohesive program.

I. BACKGROUND AND GENERAL DESCRIPTION

Desert Community Energy (DCE) is a Joint Powers Authority (JPA) formed by Cathedral City, Palm Desert, and Palm Springs to offer a Community Choice Aggregation (CCA) program. Community Choice Aggregation (CCA) allows cities and counties to pool or aggregate their buying power to purchase electricity on a region-wide basis, to offer competitive rates to their consumers with the option of purchasing power from greener sources. Desert Community Energy is scheduled to start serving customers ("launch") in Palm Springs in 2020, with other cities likely to launch in 2021. DCE contracts with Coachella Valley Association of Governments (CVAG) for administrative services and staff.

A Community Choice Aggregation program is consistent with ongoing regional efforts to promote cleaner, greener energy at competitive rates; energy efficiency and renewable energy; climate action goals; and regional collaboration. Through DCE, local governments and their constituents can achieve a powerful range of objectives:

- Enhance local control of electricity rate structure, and sources of power;
- Provide electric power and other forms of energy to customers at a competitive cost;
- Reduce greenhouse gas emissions related to the use of power and provide an electricity supply with a lower carbon footprint;
- Carry out programs to reduce energy consumption and increase the use of renewable energy;
- Stimulate and sustain the local economy by developing local jobs in renewable and conventional energy; and
- Promote long-term electric rate stability, energy security and reliability for residents through local control of electric generation resources.

As Desert Community Energy considers launch dates for its member agencies – beginning in 2020 – we are exploring ways to maximize the benefits to the community. Through the California Alternative Rates for Energy (CARE) and Family Electric Rate Assistance (FERA) programs, there is potential for as much as 30 percent savings for low-income customers who are not currently enrolled. According to data from SCE’s annual reports from 2013 to 2018, the average participation rate for CARE low-income assistance programs in Edison’s service territory is 88%. Using data from SCE annual reports and census data, DCE staff conducted an analysis and has determined:

- There are 18,000+ customers currently signed up for CARE in the three DCE cities. Desert Community Energy staff estimates over 6,000 customers are eligible for CARE and FERA enrollment, but not currently signed up.
- If even 25% of those potential new CARE and FERA customers were enrolled, the collective benefit would be nearly \$900,000 in annual savings on their utility bills. This could amount to an average savings of \$864 per eligible customer.

Table 1. Estimate of eligible customers not enrolled in CARE or FERA for each DCE City and economic benefit for various levels of enrollment.

City	Total CARE Accts	Max New CARE Electric	Max New CARE Gas	Max New FERA Electric	Annual Combined Incremental Benefit if Enroll Given % of New CARE and FERA Customers			
					25%	50%	75%	100%
Cathedral City	7145	1163	582	1353	\$341,370	\$682,741	\$1,024,111	\$1,365,482
Palm Springs	4943	805	402	936	\$236,164	\$472,329	\$708,493	\$944,657
Palm Desert	6173	1005	502	1169	\$294,931	\$589,861	\$884,792	\$1,179,723
Total	18261	2973	1486	3458	\$872,465	\$1,744,931	\$2,617,396	\$3,489,861

Estimated Annual Billing Savings/Year/CARE Electric Account: \$744 (Average CARE account pre credit electric bill of \$147/mo based on 977 kWh/month x \$0.21/kWh x 30% credit = \$62/month credit, or **\$744/year**)

Estimated Annual Billing Savings/Year/CARE Gas Account: \$120 (Average gas bill of \$50/month based on consuming 35 therms; CARE credit of 20% or \$10/month, or **\$120/year**)

Estimated Annual Billing Savings/Year/FERA Electric Account: \$318 (Average FERA account pre credit electric bill of \$147/mo based on 977 kWh/month x \$0.21/kWh x 18% credit = \$36.93/month credit, or **\$443/year**)

In April 2016, the Coachella Valley Association of Governments (CVAG) Executive Committee provided direction to explore a Community Choice Aggregation program through completion of a feasibility study. In the summer of 2017, Desert Community Energy was formed as a Joint Powers Authority; the three member cities joined by vote of their respective city councils. In December 2017, Desert Community Energy submitted an Implementation Plan to the California Public Utilities Commission (CPUC), a requirement for a new CCA. The Implementation Plan is available on the DCE website at:

https://desertcommunityenergy.org/wp-content/uploads/2018/05/DCE_Implementation-Plan.pdf.

For more background on Community Choice Aggregation, please see <http://www.leanenergyus.org/>.

DCE has also formed a Community Advisory Committee (CAC) at the direction of the Board. The CAC will meet on a regular basis to assist and provide input to the Board. The CAC consists of 15 members, 5 from each of DCE's member cities, who will act as liaisons of their respective communities. One of the first assignments of the CAC will be to assist DCE staff and the selected consultant with the process of implementing a CARE & FERA enhanced enrollment program and seeing it through to success. The CAC is available to assist with outreach to low-income customers to educate and inform them about this program and the benefits it can offer.

II. PURPOSE

The purpose of the program is to increase enrollment of eligible low-income customers in programs to help them save money on their electric bills. California Alternate Rates for Energy (CARE) and Family Electric Rate Assistance (FERA) are two low-income assistance programs that Southern California Edison offers. SoCal Gas offers a CARE program and coordinates efforts to enroll customers with SCE. CARE customers receive a savings reduction of up to 30% of their energy bill, while FERA customers can save up to 18%. To qualify for CARE or FERA, customers need to meet criteria based on their household income or have someone in their household who already participates in a public assistance program, such as CalWorks or Medi-Cal. For more background on the CARE & FERA programs, please see <https://www.sce.com/residential/assistance/care-fera>.

In a recent data request from SCE, it was reported that participation rates for Cathedral City, Palm Desert and Palm Springs are well below 88% (see Table 2). One way investor owned utilities such as SCE increase participation rates, is to enlist capitation contractors to seek out and enroll new customers into their respective low-income programs and pay them a fee for each application they secure. In the annual report, SCE lists only two capitation contractors in the Coachella Valley area, Desert Arc and Senior Advocates of the Desert. These agencies display applications at their place of business but do not actively pursue new customers.

Table 2. CARE & FERA participation rates per zip code for DCE cities

TABLE 2		
Zipcode/City	Participation Rate	
	CARE	FERA
92234 - Cathedral City	76.9%	9.3%
92260 - Palm Desert	58.4%	6.4%
92211 - Palm Desert	41.6%	7.8%
92262 - Palm Springs	57.5%	3.9%
92264 - Palm Springs	47.9%	7.5%
*CARE/FERA data is as of February 2019		
*Estimated eligible is based on 2018 Athens Research data		

Goal:

To increase enrollment participation rates in the CARE and FERA low-income programs in Cathedral City, Palm Desert, and Palm Springs over a 2-year period, with progress to be evaluated based on the annual goals listed in Table 3.

Table 3. Annual goal for increased CARE/FERA enrollment of eligible customers

		CARE	FERA
	estimated eligible	2973	3458
yr.1	10%	297	346
yr.2	15%	446	519
2 yr. total	25%	743	865

III. SCOPE OF WORK

Through this Request for Proposals (RFP), DCE is seeking a marketing and community outreach partner to assist with development and implementation of a CARE & FERA enhanced enrollment program in the cities of Palm Springs, Cathedral City, and Palm Desert. Proposals submitted should identify your organization's proposed strategy, recommendations, and budget to implement a comprehensive program to increase enrollment of eligible customers in CARE & FERA. The proposal should address the following tasks.

- **TASK ONE: Outreach Plan**

Design and Implement an outreach plan specific to CARE/FERA eligible enrollees in Palm Springs, Cathedral City, and Palm Desert.

- Plan for Outreach should:

- Identify key agencies, charitable organizations, faith-based organizations, community-based organizations, and other stakeholders to engage to accomplish the Goal.
 - Describe ideas for best use of outreach tools, social media, events, and other forms of outreach to encourage participation
 - Identify how proposed outreach will enhance DCE brand recognition.
 - Outline strategy for coordination with Southern California Edison and Southern California Gas Company, leveraging their utility resources and communication with customers
 - Describe opportunities for outreach through DCE member agencies (Palm Springs, Cathedral City, and Palm Desert)
 - Identify how DCE's Community Advisory Committee can assist with CARE/FERA outreach
 - Describe recommendations for other ways to reach and enroll additional eligible customers
 - Provide all program materials in English and Spanish and address the needs of non-English speaking customers

- **TASK TWO: Coordinate Application Process**

DCE is in the process of applying to become a capitation contractor.

- If DCE becomes a capitation contractor, consultant will gather all DCE applications and submit to SCE on a weekly basis.
- If DCE cannot become a capitation contractor, consultant will actively seek to enroll new capitation contractors and notify any new capitation contractors of their responsibility to submit applications to SCE. Consultant will check in with new capitation contractors on a weekly basis to ensure applications are being submitted.

- **TASK THREE: Tracking and Reporting Progress**

Develop strategy/timeline to reach 1-year goal, 2-year goal

- Plan to reach 10% first year (based on Table 2)
 - Develop timeline for year one
 - Coordinate with SCE to track progress on submitted applications
- Plan to reach 15% second year
 - Develop timeline for year two
 - Provide tracking spreadsheet with progress toward goal
- Strategy for beyond 2nd year
 - Evaluate effectiveness of outreach program in first 2 years
- Prepare monthly reports for DCE's Community Advisory Committee and DCE Board on progress toward goal
- Two months prior to end of year 1, assess progress toward goal and revise outreach plans as needed
- Submit final report on Program successes, outcomes, suggestions for the future
 - Describe in detail any methods that were successful in increasing number of enrollees
 - Describe in detail any methods that weren't successful in increasing number of enrollees and methods that should be avoided
 - Describe how the successful methods used can be replicated on a larger scale
 - Offer suggestions for making outreach strategies sustainable for ongoing enrollment

IV. SCHEDULE

Item	Date
1. Release of Request for Proposals	Friday, July 19, 2019
2. Submittal of Questions	On or before Friday, August 9, 2019 (Responses to questions will be posted on DCE website by 5 pm on August 16, 2019)
3. Deadline for Receipt of Proposals	Friday, August 23, 2019 (3:00 pm)
4. Potential Interviews (tentative)	Between August 27-30, 2019
5. Expected contract award	September 2019

Location:
Coachella Valley Association of Governments
73-710 Fred Waring Dr., Suite 200
Palm Desert, CA 92260

DCE anticipates awarding a two-year contract which may be extended at the sole discretion of DCE.

V. PROPOSAL REQUIREMENTS

The requirements of this section are mandatory and failure to comply completely will deem the proposal non-responsive. Proposals must contain the following sections:

- A. Introduction/Executive Summary
 - 1. Describe your organization and why you are suited to provide the marketing and outreach services for this CARE & FERA enhanced enrollment program. Provide brief qualifications summary and identify team members.
- B. Qualifications
 - 1. Describe qualifications, experience and expertise of principal team members.
 - 2. Describe up to three projects your organization has completed in the past five years related to CARE & FERA, low-income programs, or experience that demonstrates your organization's ability to implement programs with similar goals and focus.
- C. Organization Profile. This section of the Proposal is designed to establish the bidder as an entity with the skills and experience necessary to complete the tasks outlined in the RFP. The Organization Profile should be concise and clear and include descriptive information regarding skills and experience relevant to this program. The following information must be provided:
 - 1. Organization name.
 - 2. A brief history of the organization, including the number of years in operation under the present organization name, as well as prior names and number of years' experience providing the proposed, equivalent, or related services.
 - 3. Organizational chart, including staffing structure.
 - 4. Organization size – total number of personnel and proposed number of personnel that could be available to provide services.
 - 5. Describe the organization's experience in performing work of a similar nature to that solicited in this RFP, and the participation in such work by the key personnel proposed for assignment to this Program. Highlight the organization's and key personnel's experience relevant to formation and implementation of a low-income assistance or enhanced enrollment program.
 - 6. Describe experience in working with the various agencies that may be stakeholders that could help DCE achieve the goals and complete the tasks specified in this RFP. Please include specialized experience and professional competence in areas directly related to this RFP.
 - 7. Explanation of capability and commitment to cooperate with other consultants and organizations in a collaborative setting; please cite specific examples.
 - 8. Existing agreements with other agencies to provide similar services.
 - 9. References - names, current phone numbers for existing and past clients.

10. A listing of proposed project personnel, including personal experiences and individual resumes for prime personnel. If subconsultants are to be used, identify the responsibility and qualifications of each.
- D. The submittal will be concise, well organized and clearly demonstrate the skills and experience of the consultant team. The submittal will not exceed 10 pages (size 8 ½" x 11") including the organizational chart and appendices, excluding the cover letter. You may refer us to your website for organization history, resumes, and other background information.
- E. Please submit the proposal by email in Adobe Printable Document Format (pdf), identified in the subject line as "DCE CARE/FERA Enhancement Program RFP" to Benjamin Druyon at bdruyon@cvaq.org . The total size of the submitted file(s) must not exceed 5 MB due to server limitations.
- F. The proposal will include the name of the consultant submitting proposal, mailing address, telephone number, email address, and the name of the individual to contact if further information is desired.
- G. The prospective consultant will designate the project manager by name. The selected consultant will not substitute the project manager or other members of the project team without prior approval of DCE.
- H. The Consultant shall obtain city business license(s) if required.
- I. All proposals must be received by email in DCE offices by 3:00 pm Friday, August 23, 2019. Late proposals will not be accepted. Proposals must be submitted to:

Desert Community Energy
Attn: Benjamin Druyon
bdruyon@cvaq.org

- J. Each Proposal must include the following items:

Technical Proposal:

1. Describe the approach and work plan for completing the tasks specified in the Scope of Work. The work plan shall be of such detail to demonstrate ability to accomplish the project objectives and overall schedule.
2. Outline sequentially the activities that would be undertaken in completing the tasks and specify who in the organization would perform them.
3. Furnish a Project schedule for each task and subtask in terms of elapsed weeks from commencement dates.
4. Identify methods that will be used to ensure quality control as well as budget and schedule control for the Project.
5. Identify any special issues or problems that are likely to be encountered during this Project and how will they be addressed.
6. Proposers are encouraged to propose creative enhancements or innovations to the Scope of Services that do not materially deviate from the objectives or required content of the Project.

Cost Proposal:

Proposers shall provide a detailed cost proposal, identified as Exhibit B, which should include a description of consultant costs by task, including but not limited to job titles, estimated hours

per person, hourly rates, travel time/costs, and other expenses related to these tasks. As part of the Cost Proposal, consultants may propose an option for a performance incentive based on enrollment success.

- K. All proposals submitted in response to this RFP will remain valid until December 31, 2019.

Any questions, technical or otherwise, pertaining to this request for RFP **must be submitted via email by Friday, August 9, 2019 and directed to:**

Benjamin Druyon
Management Analyst for Environmental Resources
Desert Community Energy/Coachella Valley Association of Governments
73-710 Fred Waring Drive, Suite 200
Palm Desert, CA 92260
Ph. (760) 346-1127
Email: bdruyon@cvaq.org

Responses to such questions will be posted at www.desertcommunityenergy.org by August 16, 2019.

VI. RESPONSIBILITY OF CONSULTANT

If it is found that a consultant is not responsible (i.e., has not paid taxes, is not a legal entity, submitted a proposal without an authorized signature, falsified any information in the proposal package, etc.), the proposal will be rejected.

VII. CONSULTANT SELECTION

- A. Each proposal will be reviewed by an evaluation group to determine if it meets the proposal requirements. Failure to meet the requirements of the Request for Proposals may be cause for rejection of the proposal.
- B. The evaluation group may ask for formal oral presentations by the selected consultants. The number one ranked consultant(s) will then proceed to fee negotiation.
- C. The prospective consultant is advised that should this Request for Proposals result in award of a contract, the contract will not be in force until it is approved and fully executed by the DCE Board.
- D. The selected consultant(s) will work closely with DCE staff through the duration of the project. The following non-exclusive list of factors may be considered in the selection of consultant(s) for final negotiation of a contract:
 1. *Project understanding*: Degree of understanding of the project and familiarity with the area.
 2. *Scope of Work*: Proposed approach to the project including the expected time commitment of key personnel and technical approach to the project.
 3. *Project Managers/Staff Qualifications*: Qualifications of the staff assigned to manage and conduct the project.
 4. *Demonstrated understanding* of key issues involved in successfully implementing energy efficiency and low-income assistance programs.
 5. *Organization Qualifications/Consultant References*: Previous experience in projects related to the outlined Scope of Work.
 6. *Project Cost*: Ability to deliver project services at a fair and reasonable cost.

VIII. GENERAL CONDITIONS

- A. DCE shall not, in any event, be liable for any pre-contractual expenses incurred by the consultant. Pre-contractual expenses are defined as expenses incurred by the consultant in:
 - Preparing the Proposal;
 - Submitting the Proposal to DCE; and,
 - Any other expenses incurred by the consultant prior to an executed agreement
- B. DCE reserves the right to withdraw this RFP at any time without prior notice.
- C. Any contract awarded for this role will be made to the organization that, in the opinion of DCE, is best qualified.
- D. DCE reserves the right to reject all proposals if it determines, in its sole discretion, that adequate services cannot be obtained at a fair and reasonable cost that is within the budget available for the project.
- E. DCE further reserves the right to waive any irregularities in the proposals received in this response for Request for Proposals (RFP).
- F. DCE reserves the right to split or award the contract in any manner determined to be the most advantageous to DCE.
- G. DCE makes no representations that any Agreement will be awarded to any organization responding to this RFP. DCE expressly reserves the right to postpone reviewing the Proposal for its own convenience and to reject any and all Proposals responding to this RFP without indicating any reasons for such rejection(s).

IX. INSURANCE

Before signing a contract or commencing work on this project, the contractor shall provide evidence that the following insurance requirements are in place. Please indicate if your organization would be able to provide proof of the DCE insurance requirement as follows:

- A. Worker's Compensation as required by law;
- B. A One Million Dollar (\$1,000,000) comprehensive general liability policy;
- C. Professional Liability.

Each policy of insurance required by this section shall provide for no less than 30 days advance notice to DCE prior to cancellation. Each policy shall be endorsed to waive all right of subrogation against DCE by reason of any payment made for claims under the above coverage. DCE will work with the selected consultant(s) to confirm that appropriate insurance requirements are met.

August 22, 2019

Desert Community Energy
Attn: Benjamin Druyon
73-710 Fred Waring Drive, Suite 200
Palm Desert, CA 92260

RE: Enhanced Enrollment Program – California Alternate Rates for Energy (CARE) and Family Electric Rate Assistance (FERA)

Dear Mr. Druyon:

Richard Heath & Associates, Inc. (RHA) is pleased to submit this response to the Request for Proposals for the Desert Community Energy Enhanced Enrollment Program: California Alternate Rates for Energy (CARE) and Family Electric Rate Assistance (FERA).

RHA has decades of experience managing large-scale outreach campaigns to reach ethnically, culturally, socioeconomically and other diverse populations, and drive them to action. Through this work we have established a robust and trusted network of grassroots organizations and local community partners who effectively reach the communities they serve.

We believe our extensive network and experience successfully engaging with low-income customers is invaluable to the outreach and enrollment services requested by Desert Community Energy.

We appreciate the opportunity to submit a response to this Request for Proposal.

Sincerely,



Cynthia Bruno Rafferty, Chief Executive Officer
cbrafferty@rhainc.com | (559) 573-3544
Richard Heath & Associates, Inc.



INTRODUCTION/EXECUTIVE SUMMARY

Richard Heath & Associates, Inc. (RHA)

RHA is a program design and management firm that develops and administers small- and large-scale programs, delivering assistance and energy efficiency solutions, reaching over two million low-income households, and providing measurable results for utilities and other clients. Improving lives is RHA's mission, and we are dedicated to delivering on this mission by providing access to the monetary savings of the Enhanced Enrollment Program on behalf of Desert Community Energy. RHA's marketing, outreach and enrollment experience includes:

- Administration of low-income residential energy efficiency programs for utility clients
- Customer outreach and enrollment campaigns for various government and low-income programs
- Program development, implementation and management

Qualifications Summary

Richard Heath & Associates, Inc. (RHA) has successfully managed some of the most expansive outreach campaigns in California. As a result of this experience in strategic consumer outreach program development, RHA has significant knowledge of California's distinct populations and understands their geographic, cultural and linguistic diversity. In the arena of low-income programs, RHA is unparalleled in our ability to identify challenges early and develop multi-faceted and diverse solutions in response.

With an emphasis on public relations and grassroots outreach, RHA has access to an extensive network of more than 13,000 local community partners. These trusted messengers have inspired 13 million Californians to embrace services, including health and auto insurance, and energy efficiency upgrades. RHA's network of community-based organizations, government agencies, and local influencers make it easy for our clients to get their message out.

Team Members

For this work, RHA has identified a Southern California-based team comprised of:

- Elizabeth Catanesi, Senior Program Manager
(will serve as Project Manager)
- Val Jacobo, Program Supervisor
- Jaime Madrigal, Outreach Specialist

QUALIFICATIONS

Elizabeth Catanesi, MMPA, PMP | Senior Program Manager

With over 20 years of experience, Elizabeth has managed public programs and services that target diverse communities. Throughout her career, she has worked in partnership with various stakeholders and organizations to connect hard-to-reach populations with valuable resources.

Val Jacobo, MPA | Outreach Supervisor

Val has over 19 years of experience in program execution and managing workforces, and has served as RHA's Outreach Specialist Supervisor for the California Low Cost Auto insurance program since 2015. Val has extensive experience in multi-segment marketing, outreach, education and enrollment, messaging and communications, and stakeholder solicitation.

Jaime Madrigal, MPH | Outreach Specialist

Jaime has over six years of experience conducting concentrated outreach and education to hard-to-reach populations, specifically low-income Latinos, Millennials, and Latino males aged 24-36. As a native Spanish speaker, Jaime develops culturally and linguistically sensitive strategies, and effectively reaches the communities he serves.

Resumes for the RHA's staff, with applicable experience, are included at the end of the proposal.

RHA Projects

San Diego Gas & Electric Company (SDG&E) | Energy Savings Assistance (ESA) Program | 1991- Present

As the principal outreach contractor for the SDG&E ESA program, RHA is responsible to provide over 95% of all customer enrollments – approximately 18,000 annually. Outreach staff market through door-to-door canvassing and scheduled appointments in the primarily urban areas of SDG&E territory. RHA outreach staff screen and enroll customers, perform energy assessments and install energy efficiency measures, as well as provide CARE applications at the time of ESA enrollment. RHA's efforts touch over 35,000 customers annually.

California Department of Insurance | California Low Cost Auto (CLCA) Insurance Program | 2014-Present

RHA designed and manages customized outreach and advertising to increase awareness, knowledge and participation in the CLCA program. We provide grassroots outreach and targeted marketing campaigns to hard-to-reach segments, such as culturally and linguistically diverse, limited English proficient, low-income and seniors. Our strategy blends outreach efforts that leverage an extensive network of community partners with focused advertising to reach target populations. Since 2014, RHA outreach staff have conducted 1,903 presentations, attended 814 community events and recruited 1,677 uncompensated partners who provide pro-bono outreach.

California Health Benefit Exchange | Covered California | 2013-2017

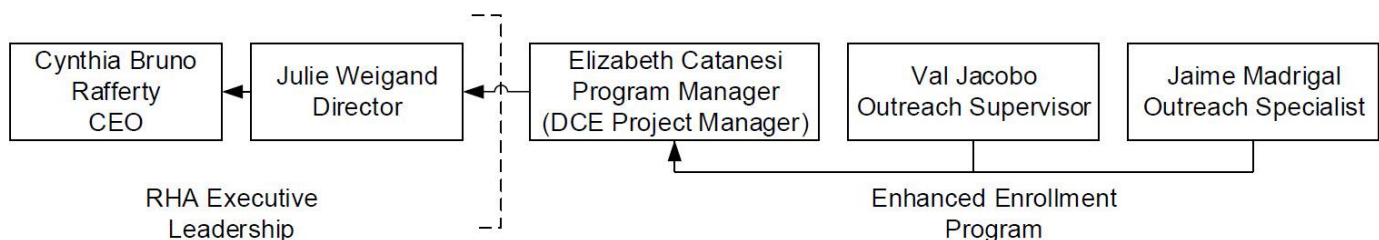
RHA provided program design and operations to Covered California to increase the number of medically insured Californians. We designed and managed grant programs that 1. funded a network of organizations to educate and inform the public about Covered California, and 2. built and trained a grassroots network of trusted organizations to assist the uninsured public with enrollment. We also designed and managed the In-Person Assistance Program, a network of Certified Enrollment Counselors who provided in-person education and enrollment assistance to consumers. The results included recruiting nearly 1,100 Certified Enrollment Entities with 8,900 affiliated Counselors to provide enrollment assistance; and managing 435 grantees and subcontractors to provide outreach, education and enrollment support. These efforts reached 24 million consumers with 581,000 enrollments.

ORGANIZATION PROFILE

About RHA

Richard Heath & Associates, Inc. (RHA) has been in business for 39 years, providing energy efficiency, outreach and enrollment program development and implementation to California utilities and other clients. RHA is headquartered in Fresno, CA. We also have offices in the City of Industry, San Diego and Chico. RHA is a certified Minority Business Enterprise with nearly 200 employees statewide. We have identified 3 team members to support the Enhanced Enrollment Program, with access to other experienced RHA's employees, as needed.

Below is the proposed staff for the Enhanced Enrollment Program and RHA Executive Leadership who would support the program pro-bono, if required.



Our Experience

Our primary experience related to this work is detailed above in RHA Projects. However, we also have managed other programs with a marketing, outreach or enrollment component, including:

- [Pacific Gas & Electric | Energy Savings Assistance Program | 2002-Present](#) - As Program Administrator of PG&E's no-cost, low-income ESA program, RHA coordinates the efforts of a network of approximately 30 subcontractors delivering services in densely populated and rural communities located in 48 of California's 57 counties. Throughout our history, RHA has overseen energy efficiency upgrade to over 1.5 million low-income consumers, and has referred customers to other assistance programs, including CARE.
- [Southwest Gas/Liberty Utilities | Energy Savings Assistance Program | 2002-Present](#) - As Program Administrator, RHA coordinates the efforts of four subcontractors, operating in nine primarily rural counties, and conducts inspections, training and provides technical support. The program serves 2,200 low-income customers annually, providing in-home energy assessment and installation of energy efficiency measures.
- [Pacific Gas & Electric | Complete Home Energy Solutions \(CHES\) Program | 2010-Present](#) - RHA administers the CHES program serving customers that are hard-to-reach due to a language, income, geographic or homeownership barrier. We oversee program operations and subcontractors who deliver outreach, energy assessments, customer education, referrals to FERA and other PG&E programs, and direct installation of no-cost energy efficiency measures.
- [California Public Utilities Commission | California LifeLine Program | 2004-2014](#) - RHA leveraged a network of over 75 CBOs and 2,000 other entities statewide for outreach and education messaging. RHA provided CBOs with training, technical assistance, collateral and coaching to educate over 160,000 consumers annually.
- [California Department of Health Services | Healthy Families / Medi-Cal for Children | 1998-2003](#) - RHA recruited 4,500 organizations that worked with the low-to-moderate income population and trained over 31,000 individuals to become Certified Application Assistants. RHA successfully increased awareness and doubled enrollment of under-served populations who did not respond to traditional broad-based marketing.

Collaboration & Cooperation

One of our favorite parts of the job is the ability to work hand-in-glove with our clients to address program challenges, changes and improvements. We value our experience and take pride in our ability to contribute meaningfully by developing creative solutions and facilitating cohesive program implementation. RHA strives always to be great thought partners to our clients and other stakeholders.

RHA is a learning organization who empowers all stakeholders to surface areas of the program that are not working. Evaluation and redesign are core components of our approach, and we instill the importance of consistent documentation to facilitate data analysis and identification of trends. RHA will solicit and incorporate feedback from DCE, SCE and other stakeholders, and share best practices via ongoing communication.

RHA has designed and managed many complex programs involving multiple stakeholders. As such, we understand first-hand it is critical to coordinate efforts and have strong communication between stakeholders, and collaboration across organizations during program implementation. RHA is also adept at navigating any tension that presents itself between customers (end-users) and program regulations. We approach engagement with humility, in the spirit of utilizing our experience to add value and achieve successful outcomes for all stakeholders.

RHA's agreements to provide similar services is detailed in Recent RHA Projects and Our Experience.

References

California Low Cost Auto Camille Dixon, Director; 916-492-3537 California Department of Insurance	Complete Home Energy Solutions Paula Lewellyn; 415-973-6362 Pacific Gas and Electric Company
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SCOPE OF WORK

Outreach Plan

RHA's outreach plan is centered around building new, and leveraging existing, relationships with community partners. Core to this strategy is the Outreach Specialist whose role is to recruit and support partners, and deliver additional direct-to-consumer outreach.

What Makes Our Outreach Specialists Unique

RHA's Outreach Specialists are trusted in the communities they serve. With relevant education and grassroots experience, Outreach Specialists are competent and effective community collaborators in representing DCE and the CARE/FERA enhanced enrollment program. Outreach Specialists are highly sensitive to the cultural and language barriers that impact enrollment, as well as to today's social and political climate. Understanding that impoverished populations may be leery of government programs and reluctant to sign-up, Outreach Specialists are well-versed to educate consumers on program participation. Our Outreach Specialists have been recognized by consumers and community partners for their commitment to elevating the lives of others. Outreach Specialists are adept at building and nurturing relationships that helps foster goodwill, long-term program trust and sustainability – it is what they do. Outreach Specialists also become DCE energy experts and can dispel 'imposter representative' fears. It is because of these attributes of our Outreach Specialists that RHA will enhance DCE's brand recognition across the service delivery area.

Key Activities of Outreach Specialists

Our Outreach Specialist team sets RHA apart from other agencies, as we have dedicated staff who bring a 'boots on the ground' approach to the target areas, as opposed to working from an office. Outreach Specialists will serve as public-facing representatives of the Enhanced Enrollment program in the three communities. Their key responsibilities include:

- Recruiting and supporting Network Partners and capitation contractor(s), if required
- Monitoring and coordinating application submittals
- Conducting direct-to-consumer outreach

Recruit and Support Partners

RHA knows the importance of recruiting local, trusted partners, with established credibility. Key agencies in DCE's target communities include city government, county government, schools and colleges, CBO's and churches. In our previous work, RHA has established over 3,500 network partners exclusively for outreach. These network partnerships will be a driving force for successful enrollment into CARE/FERA.

Working from experience, it is critical to offer customized means for community partners to be involved in outreach efforts. Building from our experience, RHA will leverage existing partners and recruit new partners willing to provide outreach and enrollment for this campaign. These Network Partners ("partners") supplement outreach and education capacity, and interface with low-income and hard-to-reach communities, especially those who are their existing client focus or network. Partners include CBOs, nonprofits, social service agencies and others already serving DCE's target populations. Organizations in the target areas RHA has previously worked, and have current relationships, with include:

- Cathedral City Senior Housing, Inc.
- Catholic Charities Palm Desert Center
- Palm Springs Women, Infants, and Children (WIC)
- Riverside County Department of Public Social Services

Partners maximize their efforts by overlaying CARE/FERA with other low-income program eligibility requirements. When working with likely eligible populations, partners can offer information and referrals or help screen consumers while delivering their routine services. They are trusted storefronts where CARE/FERA collateral is

ENHANCED ENROLLMENT PROGRAM: CARE AND FERA

displayed in lobbies or at events, and highly visible. Partners are often a consumer's first introduction to the program and can effectively guide them in their journey to enrolling. Engagement activities are customized for each partner to maximize strengths and complement existing services. Partners may partake in the following engagement strategies:

- Outreach events
- Presentations to consumers
- Brochure placements
- Adding CARE/FERA web links to their websites and e-newsletters
- Securing pro bono radio or TV interview

Although RHA has existing partners to engage in CARE/FERA enrollment, RHA will also leverage **DCE member city governments** to help identify additional partners, events and outreach opportunities. City governments are experts in their communities and will play a vital role as key sources of information, and collaboration, for RHA.

Management and Support Plan for Network Partners

Recruitment and On-Boarding

RHA has a proven track record of developing and successfully managing community outreach networks. Our plan for outreach builds on an existing network and will utilize organizations that are already engaging CARE/FERA target populations, and who assist consumers with applications for other social service programs. Recruitment will focus on organizations that are:

- Located in cities of Palm Springs, Palm Desert, and Cathedral City or delivers services to these areas
- Able to engage consumers and achieve goals, specifically with experience completing applications
- Mission-aligned with existing relationships and proven success with the target population
- Employs culturally and linguistically appropriate staff

RHA researches the suitability and credibility of the organizations with which we partner. We complete a systematic assessment of their business or non-profit standing, community reputation, capacity, geographic location and mission-aligned programs with CARE/FERA.

Once an organization is identified, an Outreach Specialist negotiates the terms of the partnership. For some agencies, this includes on-site or on-demand training on program criteria and how the organization introduces, reinforces and promotes the program. Outreach Specialists will work with partners to identify a customized outreach plan and equip them with necessary knowledge, tools and resources.

Management

RHA has successfully managed highly complex contractual agreements with multiple entities. We are committed to providing oversight to the partners and increasing organizational capacity to conduct outreach services. These efforts, coupled with our plan for continuous program improvement, have proven successful time and again.

Partner Support

Outreach Specialists will provide consistent support to partners to facilitate maximum engagement. In our experience, ongoing communication of program information and updates is critical to successful outreach campaigns. Keeping CARE/FERA on the minds of partners and ensuring they are equipped with easy to access resources preserves their engagement. For example, RHA may develop and regularly distribute a partner newsletter to include program tips, updates, resources and training materials.

Outreach Specialists also engage and support partners via local collaboratives. In doing so, RHA establishes trust and credibility with mission-aligned partners. Collaboratives consist of members from various sectors, and leadership from nonprofits, government and business, all working together towards the common goal of improving their communities. Collaboratives offer access to resources such as research, data, studies, behavioral trends, member events and activities that are often not published or advertised. Collaboratives multiply our effectiveness when warm referrals are made by collaborative members to other partners. Members are typically

ENHANCED ENROLLMENT PROGRAM: CARE AND FERA

highly respected leaders and stakeholders with tremendous influence in the communities and regions they serve. Collaboratives have proven effective in the acceptance of our programs by target populations and the advancement of program goals.

DCE's Community Advisory Committee (CAC) is one such collaborative, as this already established group was developed to support DCE, by helping shape their efforts, collaborating with stakeholders, and supporting low-income customers and underserved community members. RHA will work closely with the CAC as trusted representatives of DCE and its objectives, to identify ways the CAC can best assist with outreach efforts.

Conducting Direct-to-Consumer Outreach

Events and Presentations

Real success comes from the expertise of our Outreach Specialists to effectively assist partners who reach consumers through events and presentations customized to audience demographics. Large, relevant resource fairs with 200 or more participants have proven to be successful for consumer outreach, as they are well branded, and enriched with educational and outreach resources in multiple languages. **Local events such as Palm Spring's Village Fest, Palm Desert's The Street Fair, and Cathedral City's Tejano Music Festival are ideal for outreach.**

Additionally, small group workshops, supported by an Outreach Specialist, may offer a more personal touch with consumers. Personally engaging with the historically underserved in their native language, in a safe and trusted environment, leads to enrollments. Paramount to this approach is being present and listening to the consumer's fears and concerns. We educate by dispelling myths, de-code complicated guidelines and help consumers make decisions, such as the importance of saving on home energy costs as part of financial well-being. Education and application assistance in these small group sessions is well received by underserved populations. **For example, RHA will work with local schools, libraries, and employers to coordinate consumer presentations. RHA will leverage Palm Springs Unified School District's (PSUSD) early education program (Head Start) that requires parents to attend monthly educational meetings. In addition, the Palm Springs main library hosts Family Movie Matinee, providing an ideal opportunity to present to parents.**

Other outreach strategies to be considered include:

- Grocery stores
 - Pop-up stand
 - Bulletin boards, i.e. Cardenas Markets, Rancho Grande Markets
- Energy bill inserts
- Door-to-door canvassing
- Facebook Live events
- Back-to-school activities
 - Backpack inserts
 - Parent meeting presentations
 - Back-to-school night tabling
- Pro bono ethnic radio and TV interviews

Outreach materials supplement outreach efforts by carrying, building and maintaining DCE's brand, while connecting consumers to the CARE/FERA program. Useful pieces may include rack cards, tear-off sheets, door hangers and posters. These resources provide best-fit choices for various partner and event types.

Monitoring and Coordinating Application Submittals

RHA will monitor the effectiveness of the partners to promote CARE/FERA and to submit applications weekly. We will utilize monthly production reports to measure performance, provide feedback and support partners. RHA will develop tracking tools, implement reminder protocols, and work closely with capitation contractors to ensure timely application submittals.

Tracking and Reporting Progress

RHA uses every source of program data to manage performance and provide regular feedback to ensure key milestones are met. RHA is known for clear analysis and actionable data that help meet program goals. We have in-house graphic design, and analytic, capability to develop a variety of reports. We understand the importance of providing detailed and valuable program reports in a user-friendly format. RHA's reporting standards will

ENHANCED ENROLLMENT PROGRAM: CARE AND FERA

allow DCE to measure and monitor performance, current and planned activities, and major program milestones for RHA and capitation contractors.

Monthly Progress Reports

The Monthly Progress Report will provide accurate and detailed information related to all outreach activities and completed applications, and will include the following information:

1. Status of objectives, goals, activities, deliverables, milestones, and benchmarks
2. Details of any variance of tasks, activities, and milestones from the planned schedule
3. Recommended corrective action to remove significant variances
4. Problems encountered and resolutions or recommendations/actions to resolve problems
5. Evaluation of outreach and advertising strategies and recommendation(s) of cost effective, creative, innovative approaches, techniques and methods to achieve outreach goals

Yearly Comprehensive Report

RHA will prepare an Annual Report that will provide detailed, accurate and comprehensive information that captures the accomplishments, substantiating data, qualitative insights about program elements, consumers, challenges, and recommendations for future program outreach and enrollment success.

RESUMES

ELIZABETH CATANESI - Senior Program Manager

EDUCATION

- Project Management Institute - Project Management Professional (PMP) Certification
- University of Phoenix - M.M.P.A., Master of Management Public Administration
- San Francisco State University - B.A., Recreation Administration

EXPERIENCE

Richard Heath and Associates, Inc., Senior Program Manager, 2015 – Present

- Provides leadership for the California Low Cost Auto insurance program, including program development, implementation, analysis, budgeting, and planning
- Manages all outreach efforts to network partners, program stakeholders, and consumers
- Directs work flow and client deliverables, including program data and reporting
- Manages outreach and marketing efforts

Richard Heath and Associates, Inc., Senior Program Manager, 2013 - 2015

- Managed the Covered California In-person Enrollment Assistance Program to develop a statewide network of Certified Enrollment Entities who provided one-on-one application assistance to the uninsured public
- Executed entity recruitment and marketing efforts, yielding 700+ entities
- Recruited, trained and managed team of 25 with skills to implement a successful statewide campaign
- Directing work flow and client deliverables
- Managed regular program updates to growing network of Certified Enrollment Entities and Certified Enrollment Counselors

First 5 Madera County, Family Resource Center Manager, 2004 – 2013

- Implemented the Family Resource Center Initiative to develop of a network of centers in Madera County to serve children and their families to promote the goal of early, optimal childhood development

ENHANCED ENROLLMENT PROGRAM: CARE AND FERA

- Provided annual strategic planning, goal setting, budget preparation and fiscal oversight
- Evaluated data collection and reporting
- Organized, conducted and evaluated events for up to 400 people
- Participated in funder site visits and ensured compliance
- Deployed outreach and education strategies related to programs, services, Proposition 10 and early optimal childhood development

VAL JACOBO - Outreach Supervisor

EDUCATION

- California State University, Long Beach, 1997 - M.P.A., Master of Public Administration, Emphasis in Urban Planning
- California State University, Long Beach, 1994 - B.S., Criminal Justice

EXPERIENCE

Richard Heath and Associates, Inc., Outreach Supervisor, 2015 – Present

- Supervise the field team responsible for outreach and education efforts for the California Department of Insurance Low Cost Auto Insurance Program
- Develop key relationships with external customers and stakeholders
- Plan and execute program priorities and timelines
- Facilitate and assist with field activities and events
- Train program specialist staff

Richard Heath and Associates, Inc., Outreach Specialist Supervisor, 2013 – 2015

- Supervise the field team responsible for the implementation and coordination of the Covered California Navigator Grants Program under the Affordable Care Act
- Facilitate program requirements for regional grantees under the Covered California Outreach and Education grant program
- Develop key relationships with external customers in the region
- Plan and execute program priorities and timelines
- Facilitate and assist with training of grantees for Outreach and Education modules
- Assist Supervisor in training and transitioning new Field Monitors

The Jasmar Group, Strategy Director/Owner, 2006 – 2013

- Provide consulting services on strategy development and execution for small business, foundations, political campaigns and non-profit organizations
- Plan and execute client's mission, goals and objectives through program design and effective implementation

JAIME MADRIGAL - Outreach Specialist

EDUCATION

- University of Edinburgh - M.P.H., Master of Public Health
- California State University Long Beach - B.S., Health Science- Community Health Education
- Bakersfield College - A.A., Communications

EXPERIENCE

Richard Heath and Associates, Inc., Outreach/Program Specialist, 2015 – Present

ENHANCED ENROLLMENT PROGRAM: CARE AND FERA

- Foster strategic community partnerships with local schools, community-based organizations, faith-based institutions and government agencies
- Plan and coordinate outreach activities and presentations to educate and raise program awareness
- Serve as lead specialist in recruitment initiative targeting male Latino's in underserved and disenfranchised communities
- Maintain database by entering and updating information in a timely manner
- Create reports using by using various software
- Participate in media Relations including on-air interviews
- Create and translate documents

Orange County Health Care Agency, Intern, 2013 – 2014

- Conducted observational surveys to assess compliance with California Smoke Free Workplace Law
- Developed relationships with organizations working with Latino community members to conduct formative research for a smoking cessation campaign
- Developed and schedule presentations at local mosques on the topic of hookah and its adverse health effects

WORKPLAN

ID	Task Name	Milestone	Duration	Start	Finish	Resource
1	Proposed implementation workplan for Enhanced Enrollment Program	No	515 days	9/4/2019	9/15/2021	
2	Key program dates	No	507 days	9/16/2019	9/15/2021	
3	Contract award (estimated)	Yes	1 day	9/16/2019	9/16/2019	
4	Conduct kick-off meeting with DCE/SCE	Yes	1 day	9/25/2019	9/25/2019	RHA Team
5	Develop partnerships to build capacity in achieving DCE/SCE goals	No	507 days	9/16/2019	9/15/2021	Outreach Team
6	Begin enrolling customers in CARE and/or FERA	Yes	1 day	10/16/2019	10/16/2019	Outreach Team
7	Program deliverables	No	515 days	9/4/2019	9/15/2021	
8	Task one : Outreach plan	No	21 days	9/16/2019	10/14/2019	
9	Design and Implement outreach plan	No	20 days	9/16/2019	10/11/2019	Project Manager (PM)
10	Design outreach plan to include the identified RFP sub tasks	No	20 days	9/16/2019	10/11/2019	PM
11	Submit final outreach plan to DCE/SCE	No	1 day	10/11/2019	10/11/2019	PM
12	Program material development (English and Spanish)	No	21 days	9/16/2019	10/14/2019	PM, Graphic Designer
13	RHA drafts materials for SCE review and feedback	No	20 days	9/16/2019	10/11/2019	PM, Graphic Designer
14	Send finalized program materials to print	No	1 day	10/14/2019	10/14/2019	SPM
15	Task two : Coordinate application process	No	515 days	9/4/2019	9/15/2021	
16	Scenario 1 : DCE is a capitation contractor	No	515 days	9/4/2019	9/15/2021	
17	RHA will support DCE submitting applications to SCE on a weekly basis	No	515 days	9/4/2019	9/15/2021	Outreach Team
18	Scenario 2 : DCE is not a capitation contractor	No	515 days	9/4/2019	9/15/2021	
19	RHA will actively seek to enroll new capitation contractors	No	20 days	9/4/2019	10/1/2019	Outreach Team
20	Notify new capitation contractors of their responsibility to submit applications to SCE	No	5 days	10/2/2019	10/8/2019	Outreach Team
21	RHA weekly check in with new capitation contractors to ensure application submissions	No	490 days	10/9/2019	9/15/2021	Outreach Team
22	Task three : Tracking and reporting progress	No	507 days	9/16/2019	9/15/2021	
23	Year 1 goal - reach 10 % eligible customers (CARE - 297 customers, FERA - 346 customers)	No	254 days	9/16/2019	9/15/2020	
24	Develop strategy to reach 1st year goal	No	22 days	9/16/2019	10/15/2019	RHA Team
25	Timeline to reach 1st year goal	No	232 days	10/16/2019	9/15/2020	RHA Team
26	Coordinate with DCE/SCE to track progress on submitted applications	No	232 days	10/16/2019	9/15/2020	PM
27	Assess progress toward goal and revise outreach plans as needed	No	5 days	7/9/2020	7/15/2020	PM
28	Year 2 goal - reach 15 % eligible customers (CARE - 446 customers, FERA - 519 customers)	No	274 days	8/17/2020	9/15/2021	
29	Develop strategy to reach 2nd year goal	No	20 days	8/17/2020	9/14/2020	RHA Team
30	Timeline to reach 2nd year goal	No	253 days	9/16/2020	9/15/2021	RHA Team
31	Provide tracking spreadsheet with progress toward goal	No	253 days	9/16/2020	9/15/2021	PM
32	Strategy for beyond 2nd year	No	15 days	8/18/2021	9/8/2021	
33	Evaluate effectiveness of outreach program in first 2 years	No	10 days	8/18/2021	8/31/2021	RHA Team
34	Provide outreach strategy recommendations to DCE/SCE for potential program extension	No	5 days	9/1/2021	9/8/2021	PM
35	Program performance reporting	No	485 days	10/16/2019	9/15/2021	
36	Submit monthly reports to DCE's CAC and Board on progress toward goal	No	485 days	10/16/2019	9/15/2021	PM
37	Submit final report on Program successes, outcomes, suggestions for the future	Yes	1 day	9/8/2021	9/8/2021	PM

EXHIBIT B - COST PROPOSAL

A. DIRECT LABOR**	Hours*/Rates			TOTAL
	2019	2020	2021	
1. Outreach Specialist	596	1,401	948	\$ 216,752
	\$ 72	\$ 73	\$ 75	
2. Outreach Supervisor	60	80	40	\$ 16,097
	\$ 89	\$ 89	\$ 91	
3. Graphic Designer	40	20	15	\$ 5,041
	\$ 65	\$ 68	\$ 71	
4. Project Manager	20	24	16	\$ 7,428
	\$ 122	\$ 124	\$ 126	
Subtotal A. DIRECT LABOR				\$ 245,319
B. Other Direct Costs				
1. Collateral materials				\$ 11,900
2. Translation services				\$ 2,500
3. Collateral shipping and storage				\$ 7,000
Subtotal B. OTHER DIRECT COSTS				\$ 21,400
GRAND TOTAL				\$ 266,719
Additional capitation fee for approved apps (OPTIONAL COST)***				\$ 40,200
OPTIONAL GRAND TOTAL				\$ 306,919

* Assumes contract duration of 9/4/2019 to 9/15/2021

** Includes overhead, benefits, and travel

*** \$25 supplemental fee for approved applications, in addition to the \$20 SCE compensation, for 1608 applications. In our experience, \$20 will not offset costs of securing an application.

The additional \$25 is designed to incentivize partners to earnestly secure and submit applications.

Costs by Task	Task 1	Task 2	Task 3	TOTALS
Outreach Specialist	\$ 173,402	\$ 32,513	\$ 10,838	\$ 216,752
Outreach Supervisor	\$ 12,073	\$ 1,610	\$ 2,415	\$ 16,097
Graphic Designer	\$ 5,041	\$ -	\$ -	\$ 5,041
Project Manager	\$ 1,486	\$ 371	\$ 5,571	\$ 7,428
Other Direct Costs	\$ 21,400			
GRAND TOTAL	\$ 213,402	\$ 34,494	\$ 18,823	\$ 266,719
Additional capitation fee (OPTIONAL)	\$ 40,200			
OPTIONAL GRAND TOTAL	\$ 253,602			\$ 306,919



Lift to Rise Proposal: DCE CARE/FERA Enhancement Program RFP

Consultant Name: Lift to Rise
Contact Person: Jocelyn Vargas
Director of External Relations
73-710 Fred Waring Drive, Suite 100
Palm Desert, CA 92260
E: Jocelyn@lifttorise.org | P: 760.668.1055

A. Introduction/Executive Summary

1. Describe your organization and why you are suited to provide the marketing and outreach services for this CARE & FERA enhanced enrollment program. Provide brief qualifications summary and identify team members.

Lift To Rise is uniquely positioned to advance this work. We are a collective impact initiative partnering with local institutions, government and grassroots organizations—and we leverage this strategic position to align activities to achieve scalable results that advance our vision: “All Coachella Valley Families are Healthy, Stable, and Thriving.” We call this vision our North Star. The CARE & FERA enhanced enrollment work is central to our mission. Our intent is to exceed the enrollment goals set forth in the RFP by 100% during the first 2 years.

To accomplish our work we have established Collaborative Action Networks (CANs) that bring community leaders and partners from diverse agencies, nonprofits and the private sector to work together to create and achieve evidence-based solutions. Our already existing Economic Opportunity CAN will be an important vehicle through which the work of this proposal is facilitated. Lift To Rise and our Economic Opportunity CAN were created in large part to undertake the kind of planning, implementation and evaluation work requested in the RFP. Through our Economic Opportunity CAN and our Housing CAN we already have many of the partnerships needed to conduct this work including developing robust outreach mechanisms that are trusted by the target population. A critical aspect of this grant is that we will invest heavily in the human capital of our coalition partners so that enrollment work can continue long after the expiration of this grant.

Lift to Rise has demonstrated organizational experience in executing strategies to increase enrollment in utility subsidy programs. Lift To Rise and Collaborative Action Network partners identified increasing enrollment in utility subsidies as an opportunity to provide Coachella Valley families with greater financial stability. Lift To Rise met its goal of enrolling 150 families 2018 during a three month period in communities of Oasis and Mountain View mobile home parks. The targeted communities faced challenges and barriers to access stabilizing supports including immigration status and language barriers.

Lift To Rise employs a “Plan- Do-Study-Act” (PDSA) framework of implementing test interventions. We implement tests of change in 6-week cycles to constantly measure progress and make rapid improvements in the efficacy of our implementation. We develop performance measures around 3 central questions: How much are we doing? How well are we doing it? What is the difference made? During year 1 we will examine multiple strategies to determine if they are effective, require tweaking, or should not be continued. We build interventions collaboratively using the CANs as incubators for ideas and refinement.

Lift To Rise has a core staff with outstanding organizing and communication skills and deep roots in the communities that will be served in addition to pre-existing relationships with government agencies, community organizations, local media, faith communities and opinion leaders. Importantly half of our staff are bilingual. All this makes it possible to exceed projected target goals.

Lift To Rise will dedicate a full time Agustin Arreola, Implementation Coordinator, a portion of time of the following staff: Araceli Palafox and Hector Sanchez Perez, Senior Implementation Managers, Christy Holstege, Director of Collective Impact, Jocelyn Vargas, Director of External Relations, Mariela Magana, Coordinadora Comunitaria (Community Coordinator), and Linda Martinez Policy Fellow. In addition, Lift to Rise has an agreement with the USC Price Center for Social Innovation who will help us evaluate the success of our strategies

Lift To Rise: California Alternate Rates for Energy (CARE) and Family Electric Rate Assistance (FERA) for increasing enrollment. In addition, Heather Vaikona President & CEO will be involved in the design and ongoing evaluation.

If DCE does not become a capitation contractor, then Lift To Rise and partner organizations will apply to become capitation contractors. Regardless, Agustin Arreola will have primary responsibility for Lift To Rise of managing all paperwork and enrollment for the purpose of tracking for this grant and evaluation.

B. Qualifications

1. Describe qualifications, experience and expertise of principal team members.

Lift To Rise has a diverse staff with a wide range of strengths and skills ensuring our success in increasing enrollment of utility subsidies. Lift To Rise will dedicate an Implementation and Engagement Coordinator, two Senior Implementation Managers, Director of Collaborative Impact and Director of External Relations.

Christy Gilbert Holstege Director of Collective Impact would manage the overall implementation of this proposal. As Director she leads three cross-cutting Collaborative Action Networks advancing population change in the policy areas of Housing, Health and Social Connectedness. Prior to joining Lift to Rise, Christy worked for nearly a decade as a social justice attorney, aiding underserved communities throughout the Coachella Valley. She obtained public benefits for hundreds of people with disabilities at Gilbert & Bourke in Palm Springs. In November 2017, Christy was elected to a four-year term on the Palm Springs City Council. She also serves on regional and statewide boards and commissions focusing on health, homelessness, and housing.

Lift To Rise has hired a full time Implementation Coordinator, Agustin Arreola who would own the implementation of this proposal. A native born Coachella Valley resident, Mr. Arreola has a strong understanding of the unique demographics and needs of residents. Mr. Arreola is a recent Graduate from UCLA with a double major in Political Science and Chicana and Chicano Studies. Previously, Mr. Arreola worked at One Future Coachella Valley where he assisted with data collection and planning, implementation and coordination of workshops for first generation college students. Mr. Arreola served as the Hiring Supervisor at the UCLA Police Department. In this role he demonstrated strong outreach skills through developing and disseminating marketing materials to reach 45,000 campus residents. He effectively worked collaboratively with various on campus departments including public relations. Mr. Arreola is bilingual and has extensive experience working in the Latino and other underserved communities.

Lift To Rise will also allocate the support from two Senior Implementation Managers, who manage our Housing and Economic Opportunity Collaborative Action Network. Ms. Araceli Palafox currently serves as our Housing CAN Senior Implementation Manager, where she oversees the development and implementation of strategies. Ms. Palafox received her Master's in Public Policy (MPP) from the USC Price School of Public Policy and prior to her current role provided research support to inform our strategies. Ms. Palafox has experience working with agencies and building partnerships. Ms. Palafox is proficient in both English and Spanish.

Hector Sanchez Perez recently joined the Lift To Rise team. He received his Master of Public Health (MPH) with a concentration in Sociomedical Sciences and a certificate in Health Policy and Practice from Columbia University. During his undergraduate years, Mr. Perez served as a caseworker for the Mobile Clinic Project at UCLA where he worked directly with vulnerable population in the greater Los Angeles area by connecting clients to needed medical and social services. His experience connecting residents with support services will be

Lift To Rise: California Alternate Rates for Energy (CARE) and Family Electric Rate Assistance (FERA) invaluable to develop effective outreach strategies to enroll residents to utility subsidies in Cathedral City, Palm Desert and Palm Springs.

As an organization Lift To Rise staff has extensive experience working with low income families, through numerous interventions. Our staff reflect the diverse demographics of the community, are proficient in English and Spanish, and have a wide range of educational and professional experiences making staff keenly aware and culturally adept to meet the unique needs of residents in the targeted cities. Nearly half of Lift To Rise staff are native Coachella Valley residents with a strong understanding of the community, demographics and successful strategies to approach residents.

In addition to dedicated staff listed above, Lift To Rise proposal will have the support of the Director of External Relations, Coordinadora Comunitaria, and a legal fellow. All three staff are proficient in both English and Spanish. Both the Director of External Relations and Coordinadora Comunitaria are long-time residents of the Coachella Valley.

Please refer to our [website](#) for full staff biographies.

2. Describe up to three projects your organization has completed in the past five years related to CARE & FERA, low-income programs, or experience that demonstrates your organization’s ability to implement programs with similar goals and focus.

Lift To Rise has successfully tested interventions to ensure Coachella Valley families are healthy, stable and thriving, including:

- 1. Enrollment in utility subsidies in the communities of Oasis and Mountain View mobile homes,
- 2. Implementation of nutritional educational programs at community Boys and Girls Clubs, and
- 3. Connecting residents to financial institutions. Our collaborative interventions target primarily low income families disproportionately impacted by poverty.

Lift To Rise has experience in creating and implementing successful strategies to increase enrollment in utility subsidies. In partnership with Imperial Irrigation District, and CAN partners we enrolled 153 households in Residential Energy Assistance Program (REAP) over the course of 3 months in the Eastern Coachella Valley.

Lift To Rise led this effort to increase enrollment in utility subsidies in the unincorporated community of Oasis, and Mountain View mobile home parks. Oasis is located in the far eastern portion of the Coachella Valley. Our goal to increase the enrollment of residents in REAP presented a number of challenges. Oasis had an estimated population of 6,890 residents based on 2010 census data. A large majority of residents identified as Hispanic or Latino, representing 95.2%. Over 53.9% of residents identified as foreign born. An overwhelming number of residents, 94.5% spoke a language other than English in the household. The median household income was \$22,817, with 42.9% of residents living in poverty. Our on the ground work led us to understand that many persons spoke P’urhepecha, an indigenous language, and our strategies had to be appropriately adjusted.

Lift To Rise staff implemented strategies and immediately evaluated the effectiveness of our approach using the “Plan- Do-Study-Act” (PDSA) framework of implementing test interventions. We assessed our initial plan making significant shifts as we better learned the particulars of each community. Dedicated staff to this project were bilingual, to address residents limited in English proficiency. Changes to our approach resulted in immediate increases in the number of people being enrolled. We were effective in streamlining the enrollment process for residents and increasing participation in REAP. With our strong PDSA framework we assessed the needs of residents with the use of data, identified strategies and interventions, implemented the strategies, we assessed the effectiveness of our strategies and identified challenges and areas of improvement.

Lift To Rise: California Alternate Rates for Energy (CARE) and Family Electric Rate Assistance (FERA)

Our experience working in Oasis has set a strong framework to approach enrollment of residents in Cathedral City, Palm Desert and Palm Springs. We have already invested hundreds of thousands of dollars in building and maintenance of our CANs and developing our evaluation capacity. One of the greatest strengths of this proposal is that we have built an organizing apparatus that is an in-kind contribution to this project including monthly meeting of stakeholders. Additional in-kind contributions are being made by Lift to Rise including communication and evaluation staff, and infrastructure.

C. Organization Profile.

1. Organization name: Lift to Rise

2. A brief history of the organization, including the number of years in operation under the present organization name, as well as prior names and number of years' experience providing the proposed, equivalent, or related services.

After incubating at Find Food Bank for 3 years, as a pilot site for the National Feeding America & Laura and John Arnold Foundation "Collaborating for Clients" initiative, in July 2018, Lift To Rise launched as an independent nonprofit organization, to mobilize and move forward the collective efforts of our partners. Today, Lift To Rise convenes private, public and nonprofit partners for collaborative action networks (CANs) focused on three indicator areas: housing stability, community health and economic opportunity in the Coachella Valley.

To see a brief history of Lift To rise can be found on our [website](#).

3. Organizational chart, including staffing structure.

Please see Exhibit A.

4. Organization size – total number of personnel and proposed number of personnel that could be available to provide services.

Total number of personnel: 9

Proposed number of dedicated personnel: 7

5. Describe the organization's experience in performing work of a similar nature to that solicited in this RFP, and the participation in such work by the key personnel proposed for assignment to this Program. Highlight the organization's and key personnel's experience relevant to formation and implementation of a low-income assistance or enhanced enrollment program.

Lift To Rise staff has extensive expertise in working with low income and disproportionately impacted families in the Coachella Valley. Lift To Rise will identify creative outreach strategies to increase enrollment of families in CARE and FERA utility subsidy programs.

One of the critical strengths of our staff is that the majority of us speak English and Spanish. Lift To Rise will create outreach materials, conduct presentations, and hold workshops in English or Spanish to meet residents needs. Lift To Rise has capacity and currently hold our Economic Opportunity CAN meetings concurrently in English and Spanish, and provide materials in both languages. As a result we have significantly increased the participation of residents.

Lift to Rise Staff is culturally competent to work with residents in Cathedral City, Palm Desert and Palm Springs. The Staff has extensive experience working with diverse and low income families

We work to have a strong understanding of all the contributing factors that pose obstacles in accessing information. For working class families we typically hold workshops in the evening hours, provide meals, and choose centralized, accessible locations. We will work with partners to identify key centralized locations in

Lift To Rise: California Alternate Rates for Energy (CARE) and Family Electric Rate Assistance (FERA)

Cathedral City, Palm Desert and Palm Springs to ensure that residents who rely on public transportation can access information on CARE and FERA.

Lift To Rise will work with DCE, CVAG and other partners to identify residents challenges to enrolling in CARE and FERA. Lift To Rise staff have extensive background in the implementation of community based outreach strategies, campaign building, and grassroots community engagement strategies. When designing outreach programs we work with partners to identify key community events that draw hundreds of residents including annual Dia de los Muertos event held at Cathedral City Forest Lawn, food pantry distribution events, and other community events and gathering places.

Lift To Rise is currently working to establish a Resident Leadership Table that engages residents across the Coachella Valley to build residents advocacy and leadership skills. One of the most effective strategies is the use of community promotores and promotoras. Promotores are trusted members in the community, they can be our neighbors, youth, or parents. We work with our CAN partners including Boys and Girls Club, School district parent liaisons, and healthcare promotores that will provide eligible residents with information on CARE and FERA.

Lift To Rise will utilize a combination of strategies and will assess bimonthly the effectiveness of each strategy to ensure our progress in meeting our enrollment benchmarks.

6. Describe experience in working with the various agencies that may be stakeholders that could help DCE achieve the goals and complete the tasks specified in this RFP. Please include specialized experience and professional competence in areas directly related to this RFP.

Answer to this question is indicated throughout this proposal. Lift to Rise has extensive relationships with Cathedral City, Palm Desert and Palm Springs, CVAG and the County of Riverside particularly through our affordable housing work.

7. Explanation of capability and commitment to cooperate with other consultants and organizations in a collaborative setting; please cite specific examples.

Lift To Rise has emerged as a key regional leader in results-based, and collective impact framework with demonstrated success working with low income residents, community based organizations and government agencies in the Coachella Valley. As collective impact organization Lift To Rise has mobilized around three issue areas: Housing, Economic Opportunity and Health. Over the last five years, Lift To Rise staff has been successful in building a strong collaborative framework with strong organizational capacity to support regional interventions. Lift To Rise successfully engages over 100 cross sector, regional partners in our CAN work. Partners in the Housing CAN include Riverside County Economic Development Agency Housing Authority, staff from cities across the Coachella Valley, housing developers, and community-based organizations. Our Housing CAN has gained regional and statewide recognition with our participation in the Center for Community Investment in partnership with the Riverside County Economic Development Agency. Our partnerships have been successful in identifying key interventions to address our need for affordable housing in Coachella Valley.

In the same manner, our Economic Opportunity CAN has established our results statement in collaboration with partners. We have engaged Coachella Valley residents, mental health service providers, financial institutions, and community-based organizations to narrow our results statement. We envision a Coachella Valley where all families have the economic opportunity to stable employment, and healthy and prosperous future. We have identified initial interventions to move the needle towards meeting our long term goals including the implementation of Lending Circles as well as the enrollment in stabilizing support strategies.

Lift To Rise has previously identified enrollment in utility subsidies as a strategy to provide residents with financial stability and intervention to improve economic opportunity. Lift To Rise has a proven track record in establishing strong collaborative partnership with agencies, nonprofit and service providers to execute effective

Lift To Rise: California Alternate Rates for Energy (CARE) and Family Electric Rate Assistance (FERA) community interventions. We are more than confident in our ability to effectively collaborate with Desert Community Energy Joint Power Authority, Coachella Valley Association of Governments and other partners to supersede our targeted resident enrollments.

8. Existing agreements with other agencies to provide similar services.

Yes, for more details please contact us due to confidentiality concerns.

9. References - names, current phone numbers for existing and past clients.

Celina Jimenez Grants Manager City of Coachella Address: 1515 Sixth Street, Coachella CA 92336 P: 7603983502

Kristal Granados Chief Executive Office United Way of the Desert Address: 73710 Fred Waring Dr. Ste 104, Palm Desert CA 92260 P: 760.323.2731

Lesly Figueroa, Policy Advocate, Leadership Counsel for Justice and Accountability, Address: 81730 Highway 111, Ste 25A Indio, CA 92201 P: 760.972.6337

Leticia De Lara, Executive Director, Regional Access Project Foundation Address: 41550 Eclectic St. Palm Desert CA 92260 P: 760.674.9992

Sergio Carranza Executive Director Pueblo Unido CDC Address: 78150 Calle Tampico, Ste 214 La Quinta, CA 92253 P: 760.771.0271

Technical Proposal:

Lift to Rise brings to the table both a strong set of organizations with whom we will partner through our Economic Opportunity and Housing CANs and its “Plan- Do-Study-Act” (PDSA) framework of implementing test interventions.

In the first two months of the plan we will work with the organizations and leaders who participate in the Economic Opportunity CAN to identify synergies and partnerships. We will develop a plan that maximizes the outreach and communication assets of our partners. And we will utilize the breadth of Lift To Rise’s and our partner’s relationships to bring in additional partners over time in accordance with the plan roll out. A critical part of our trainings for coalition partners will be to explain how the CARE and FERA programs would improve the lives of those served and how easily and quickly sharing information can be done. People don’t enroll because people are not asked to.

We will invite a representative(s) from the DCE’s Community Advisory Committee to participate in our Economic Opportunity CAN thereby creating an engagement loop. DCE brand recognition can be promoted at our outreach events, trainings and inclusion of logo or spoken word on our communication materials.

Significant money has been put into the plan for testing of strategies. Whenever possible this money will be utilized to engage partner organizations. For example, in the managing of community based or paid door knocking.

Below are our increased goals for enrollment. Our targeted monthly enrollment goal for Year I for CARE is 54 and FERA 63 starting in month 2. For Year II our monthly enrollment goal for CARE is 74 and FERA is 87.

	CARE	FERA	Lift To Rise: CARE Goal	Lift To Rise: FERA Goal
Estimated Eligible	2973	3458		
Year I	297	346	594	692
Year II	446	519	892	1038
2 yr. Total	743	865	1486	1730

The plan has several key components:

Traditional community organizing through outreach to organizations and the target population: Lift to Rise staff and the staff of allied organizations, once appropriately trained by program staff, meet with organizations, houses of worship, unions, business associations to promote the program. Informational meetings and opportunities to enroll for members of the target population will be planned often piggy backing off existing programs, meetings, festivals and worship services. There will be frequent and ongoing training so that we ensure that there are as many touch points as possible for eligible individuals to learn about the programs and enroll.

Testing outreach tactics and partnerships: Using our “Plan- Do-Study-Act” (PDSA) framework of implementing test interventions we will test the efficacy of a number of tactics that may include: 1) door to door canvassing in targeted neighborhoods, complexes, and trailer parks; 2) having organizers at places where the target population shop or congregate such as the dollar stores that have become ubiquitous in the Coachella Valley; 3) explore innovative ways to partner with business association and major employers to promote the programs and opportunities for enrollment because the 3 program cities have such a large hospitality and healthcare industries; 4) paid college fellowship for educating community college students about the program; 5) enrollment centers, community partners where staff can help enroll individuals and families.

Paid and earned media: In addition to developing collateral to facilitate the outreach and organizing tactics we will test several media tactics including radio advertisements including Spanish language radio and advertising on busses or bus shelters. We garner earned media in local TV, newspapers, and blogs. We will use digital channels like Next Door to promote the programs. We will develop a social media campaign that harnesses the power of our partners and their partners. Using the Plan-Do-study Framework we will further explore paid social media in English and Spanish to reach our target population. Paid media will begin around month 5 after there is a critical mass of stakeholders trained about the programs to facilitate enrollment.

Evaluation: Evaluation is baked into the ethos of Lift to Rise. The Equal Opportunity CAN meets monthly providing opportunity for reporting, accountability and evaluation. Monthly reports will be developed by the implementation manager. Measurable targets will be set and benchmarked against a timeline for each tactic: How many public information and enrollment meetings, how many trainings for stakeholder organizations, how many people trained to promote the programs. Through our process of continuous improvement culture and “plan do study act” evaluation of interventions we evaluate our strategies and tactics every 6 weeks.

Lift To Rise: Enrollment in CARE & FERA Plan of Action	
Month	Activities
1	<p>Engage CAN partners in design and preparation Outreach Action Plan for utility enrollment:</p> <ul style="list-style-type: none"> Assess, and review data, landscape analysis to inform interventions, targeted communities and opportunities for enrollment Develop intervention strategies to be tested Identify partner agencies, events, community meetings for presentations (ongoing) Develop timeline and set benchmarks and prepare tracking tools and measurements for success Set benchmarkable outreach goals that can be reported on at monthly CAN meetings. <p>Engage Partners in developing communications Action Plan:</p> <ul style="list-style-type: none"> Identify outreach tools Begin creation of media and communications material Meet with Southern California Edison to discuss how can collaborate to increase enrollment, invite them to send a representative to our Economic Opportunity CAN. Explore inserts in bills, direct mailing, marketing envelope etc. <p>Translate outreach materials for dissemination</p>

Lift To Rise: California Alternate Rates for Energy (CARE) and Family Electric Rate Assistance (FERA)

	<p>Training of staff and partners (ongoing)</p> <p>Monthly Economic Opportunity CAN Meeting</p> <p>Monthly reports to DCE's Community Advisory Committee begin (ongoing)</p>
2	<p>Training of staff and partners</p> <p>Start community Outreach meetings (ongoing)</p> <p>6 week Implementation of traditional outreach strategies</p> <p>Monthly Economic Opportunity CAN Meeting</p> <p>Production of materials to support traditional organizing strategies</p>
3	<p>Training of staff and partners</p> <p>Monthly Economic Opportunity CAN Meeting</p> <p>Bimonthly Evaluations Start: Evaluate Outreach Action Plan success, challenges, and changes to improve effectiveness of outreach strategies (ongoing)</p>
4	<p>Training of staff and partners</p> <p>Monthly Economic Opportunity CAN Meeting</p>
5	<p>Training of staff and partners</p> <p>PDSA Strategy I: 6 week Implementation</p> <p>Launch paid media campaign</p> <p>Provide public comment at city council meetings, monthly community meetings, school board meetings, etc.</p> <p>Monthly Economic Opportunity CAN Meeting</p> <p>Bimonthly Evaluation</p>
6	<p>Training of staff and partners</p> <p>Monthly Economic Opportunity CAN Meeting</p>
7	<p>PDSA Strategy II: 6 week Implementation</p> <p>Monthly Economic Opportunity CAN Meeting</p> <p>Bimonthly Evaluation</p>
8	<p>Monthly Economic Opportunity CAN Meeting</p>
9	<p>Training of staff and partners</p> <p>PDSA Strategy III: 6 week Implementation</p> <p>Community Canvassing</p> <p>Monthly Economic Opportunity CAN Meeting</p> <p>Bimonthly Evaluation</p>
10	<p>Monthly Economic Opportunity CAN Meeting</p> <p>Year I Major Program Evaluation: successes, outcomes, and progress towards goal</p>
11	<p>PDSA Strategy IV: 6 week Implementation</p> <p>Host informational workshops with institutional partners including school district parent centers, PTA, Boys and Girls Club</p> <p>Monthly Economic Opportunity CAN Meeting</p> <p>Bimonthly Evaluation</p>
12	<p>Training of staff and partners</p> <p>Monthly Economic Opportunity CAN Meeting</p>
13	<p>PDSA Strategy V: 6 week Implementation</p> <p>Engage with cross sector partners to identify opportunities for targeted interventions, ex. First 5, CAL Works and other stabilizing support programs to include Utility subsidy</p> <p>Engage partners in revising Outreach Action Plan to identify successful PDSA interventions implemented in year one and to replicate new strategies in year 2</p> <p>Monthly Economic Opportunity CAN Meeting</p> <p>Bimonthly Evaluation</p>
14	<p>Monthly Economic Opportunity CAN Meeting</p>
15	<p>Training of staff and partners</p> <p>PDSA Strategy VI: 6 week Implementation</p> <p>Monthly Economic Opportunity CAN Meeting</p>

Lift To Rise: California Alternate Rates for Energy (CARE) and Family Electric Rate Assistance (FERA)

	Bimonthly Evaluation
16	Monthly Economic Opportunity CAN Meeting Start of year two paid media campaign (approx)
17	PDSA Strategy VII: 6 week Implementation Monthly Economic Opportunity CAN Meeting Bimonthly Evaluation
18	Training of staff and partners Monthly Economic Opportunity CAN Meeting
19	PDSA Strategy VIII: 6 week Implementation Monthly Economic Opportunity CAN Meeting Bimonthly Evaluation
20	Monthly Economic Opportunity CAN Meeting Bimonthly Evaluation Engage CAN partners in developing Sustainability Plan for enrollment in utility subsidies beyond 2 year proposal Training to ensure sustainability of enrollment project (ongoing to end of project)
21	Training of staff and partners PDSA Strategy VIII: 6 week Implementation Monthly Economic Opportunity CAN Meeting Bimonthly Evaluation
22	Monthly Economic Opportunity CAN Meeting
23	PDSA Strategy IX: 6 week Implementation Monthly Economic Opportunity CAN Meeting Bimonthly Evaluation
24	Submit Final Report Monthly Economic Opportunity CAN Meeting

Cost Proposal: Proposers shall provide a detailed cost proposal, identified as Exhibit B, which should include a description of consultant costs by task, including but not limited to job titles, estimated hours per person, hourly rates, travel time/costs, and other expenses related to these tasks. As part of the Cost Proposal, consultants may propose an option for a performance incentive based on enrollment success.

Please refer to Exhibit B.

Lift To Rise: California Alternate Rates for Energy (CARE) and Family Electric Rate Assistance (FERA)

Exhibit A:

Organizational Chart

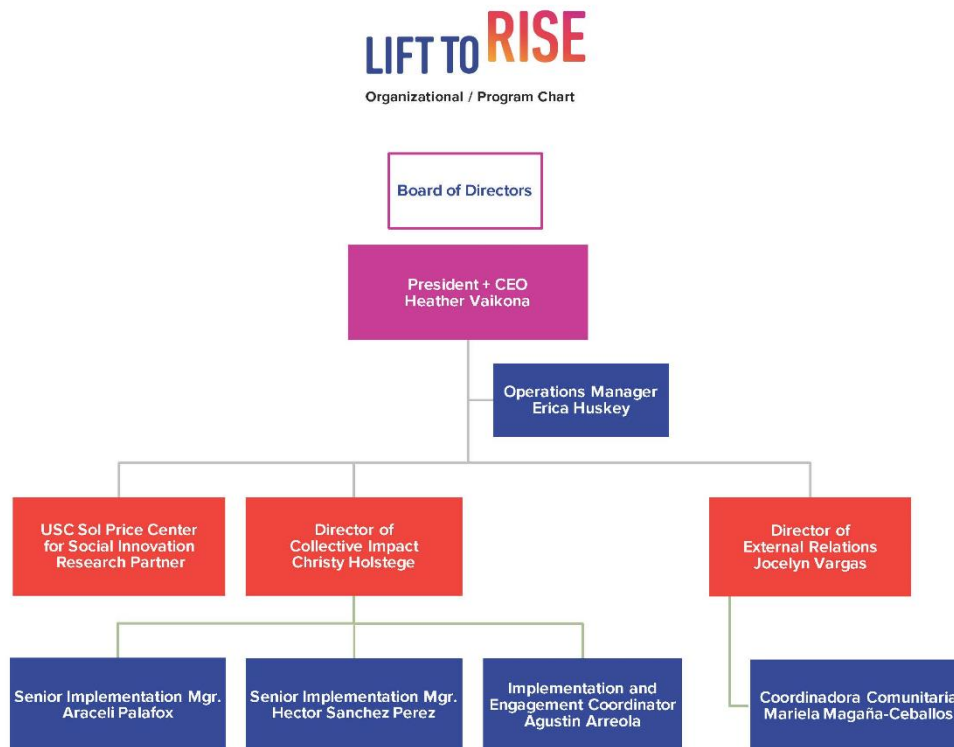


Exhibit B:

Cost Proposal

Staff	Yr. I	Yr. II
Implementation Coordinator (1FTE)	\$55,000	\$55,000
Coordinator Position Benefits (@30%)	\$17,000	\$17,000
Senior Implementation Managers (.2 FTE)	\$16,000	\$16,000
Total staffing (1.2 FTE + Benefits)	\$88,000	\$88,000
Project Expenses		
Coordinator and Partner Travel	\$5,000	\$5,000
Meetings, Workshops and Stipends	\$25,000	\$25,000
Community Interventions and Pilots	\$60,000	\$30,000
Communications and Marketing	\$40,000	\$50,000
Data Collection and Analysis	\$20,000	\$20,000
Total Community Support and Investment	\$150,000	\$130,000
Total Project Budget Per Year	\$238,000	\$218,000

Lift To Rise total 2 year proposal funding request \$456,000.

ITEM 6B

Desert Community Energy Board September 16, 2019



STAFF REPORT

Subject: Amendment #2 to Joint Powers Agreement

Contact: Tom Kirk, Executive Director (tkirk@cvag.org)

Recommendation: Approve Amendment #2 to the Joint Powers Agreement and authorize the Executive Director to proceed with actions necessary to effect this change.

Background: At the June 2019 meeting, the DCE Board supported the proposed amendments to the Joint Powers Agreement that have been under discussion since March. After publicly noticing the proposed amendments for 30 days, the item was placed on the July 31 meeting agenda for consideration. Since only two of the three members of the DCE Board were present at this meeting, Ryan Stendell, City of Palm Desert Director of Community Development, graciously agreed to participate in the Board meeting as an alternate voting member – in accordance with a stipulation in the Joint Powers Agreement that allows for alternates to be either elected officials or senior staff of the appointing Party. As noted for the record, Mr. Stendell's participation in a voting capacity was tentative pending confirmation from the City of Palm Desert City Manager. After discussing the proposed amendment at length, the motion to approve passed unanimously, including Mr. Stendell's vote. However, it was determined after the meeting that Mr. Stendell was not officially designated as an alternate by the City and, therefore, his votes could not be counted. Because Amendment #2 adds a requirement for a unanimous vote of all Directors, the item is being brought back for a vote of the full board.

The proposed amendment includes the addition of Sections 5.3.5 language as follows:

Section 5.3.5 Accrual of Revenues When Program Launch Dates Vary. In the event that the Authority procures energy for and begins servicing load to ratepayers of one or more Members ("Active Members") before doing so for other Members ("Pending Members"), it shall implement an accounting system that records revenues generated by the Active Members. The Members agree that revenues generated by the Active Member(s), reduced by direct expenses, as well as Authority procurement obligations shall accrue solely to the ratepayers in the Active Member(s)' jurisdiction(s). At such time as all Members become active, revenues going forward will be treated as one and tracked accordingly. Notwithstanding the provisions of Section 3.17.5, amendment or excision of this Section 5.3.5 shall require a unanimous vote of the Authority Board.

As described in the April 19 notice, in order to cross-reference the unanimous vote addition in Section 5.3.5, a new Section 3.17.5(c) is proposed as follows:

Section 3.17.5 (c) Unanimous Voting Requirement Relating to Section 5.3.5. A decision to amend or remove Section 5.3.5 shall require a unanimous vote of all Directors.

Staff recommends the Board Approve Amendment #2 to the Joint Powers Agreement. With Board approval, the amendments will be incorporated in the JPA.

Fiscal Impact: None.

Attachment: June 26, 2019 Notice of Proposed Change to the DCE Joint Powers Agreement



NOTICE

TO: Desert Community Energy Member Agencies

FROM: Tom Kirk, Executive Director

SUBJECT: Proposed Change to Joint Powers Agreement (Amendment #2)

DATE: June 26, 2019

This is a follow-up to the notice provided to your city on April 19, 2019 regarding a proposed change to the Joint Powers Agreement (JPA) for Desert Community Energy (DCE). Following circulation of the April 19 notice, the DCE Chair, Palm Desert Councilmember Sabby Jonathan, contacted DCE staff with additional comments from Palm Desert on the proposed changes described in the notice. The proposed change to the JPA involves allocation of revenues in the event that one or more DCE members decide to launch prior to other members. The comment by Palm Desert related to addressing not just revenues but also how expenses incurred by the Active Member(s) would be treated. Pursuant to the DCE Joint Powers Agreement, we are providing you with the required 30-day notice in advance of a decision by the DCE Board.

As stated in Section 7.5 of the JPA, any change to the Agreement requires a written amendment approved by a vote of Board members as provided in Section 3.17.5. The DCE Board discussed the proposed amendment and comments expressed by Palm Desert at their June 17, 2019 meeting. The Board directed that the language to address the allocation of expenses, shown in underlined text, be included in the proposed amendment as follows:

Section 5.3.5 Accrual of Revenues When Program Launch Dates Vary. In the event that the Authority procures energy for and begins servicing load to ratepayers of one or more Members ("Active Members") before doing so for other Members ("Pending Members"), it shall implement an accounting system that records revenues generated by the Active Members. The Members agree that revenues generated by the Active Member(s), reduced by direct expenses, as well as Authority procurement obligations shall accrue solely to the ratepayers in the Active Member(s)' jurisdiction(s). At such time as all Members become active, revenues going forward will be treated as one and tracked accordingly. Notwithstanding the provisions of Section 3.17.5, amendment or excision of this Section 5.3.5 shall require a unanimous vote of the Authority Board.

As described in the April 19 memo, in order to cross-reference the unanimous vote addition in Section 5.3.5, a new Section 3.17.5(c) is proposed as follows:

Section 3.17.5 (c) Unanimous Voting Requirement Relating to Section 5.3.5. A decision to amend or remove Section 5.3.5 shall require a unanimous vote of all Directors.

The Board will consider the proposed Amendment #2 adding Section 5.3.5 to the Joint Powers Agreement at their next regular meeting that is at least 30 days after the date of this notice, either Monday, August 19 or Monday, September 17, 2019. Given summer meeting schedules, it is possible that the August meeting date may be moved or cancelled. The DCE Joint Powers Agreement is available by clicking here: [Joint Powers Agreement](#).

Please feel free to contact me (tkirk@cvag.org) or Katie Barrows (kbarrows@cvag.org) if you have any questions.

ITEM 6C

Desert Community Energy Board September 16, 2019



STAFF REPORT

Subject: DCE Program Launch and Activities Update

Contact: Katie Barrows, Director of Energy & Environmental Resources
(kbarrows@cvaq.org)

Recommendation: Information only.

Background: The following is a summary of some of the actions and activities that have occurred since the July meeting.

Schedule Status: As described at the July meeting, DCE staff have been working with Southern California Edison (SCE) to resolve issues related DCE's launch schedule and SCE's major upgrade to its billing software planned for spring 2020. For DCE to launch and start serving customers requires considerable support from SCE. SCE had indicated that launch of any CCA during the first six months of 2020 would be very difficult. An agreement between SCE and DCE was signed on August 12, 2019. As required, SCE filed an advice letter with the CPUC on August 22, 2019; this advice letter is pending approval by the CPUC. The agreement paves the way for DCE to launch accounts in the City of Palm Springs in September 2020.

Current Status: A load forecast for all accounts in Palm Springs was submitted to the CPUC by the August 16 deadline, a required step before DCE begins serving customers in 2020. This load forecast is used to identify DCE's resource adequacy (RA) obligation. Palm Springs accounts for approximately 40% of DCE's aggregated electricity load and is "big enough" to be viable. At the July 31 meeting, there was a question about whether Palm Desert and Cathedral City municipal electric accounts could be included in the load forecast, providing the option for them to launch in 2020. After consulting with The Energy Authority and legal counsel, it was determined that the August load forecast would be a final commitment to launch in 2020 and it was not advisable to include these accounts before either council had taken action.

Launch Timing – In preparation for Palm Springs launch in September 2020, staff will work with SCE, Palm Springs staff, and our partners to ramp up for that effort. Beyond community outreach efforts, the specific pre-launch activities require approximately six months. Letters to all Palm Springs customers will need to go out 60 days in advance of the September 1, 2020 launch date, in July and August. Since the initial 60-day period occurs during the hot summer months, a postcard letting Palm Springs residents know DCE is coming would be sent out in spring 2010.

Community Advisory Committee. The Community Advisory Committee held their first meeting on July 11. The Committee was provided with an orientation manual and received a presentation on the basics of Community Choice Energy. They had questions and a lively discussion about the benefits and opportunities for DCE. The Committee also reviewed and provided input to the scope of work for the CARE/FERA program Request for Proposals (RFP). Several members volunteered to assist with the review of the proposals received in response to the CARE/FERA RFP, as described in Item 6A. The Community Advisory Committee is planning to meet in later September or October depending on member availability. They will also establish a regular meeting schedule.

As discussed in July, there are currently three vacant positions on the Advisory Committee, two for Cathedral City and one for Palm Desert. The application is available on the DCE website at: <https://desertcommunityenergy.org/community-advisory-committee/>. Anyone interested in submitting an application may contact Benjamin Druyon (bdruyon@cvag.org) if they have questions.

Community Outreach: Community outreach and engagement efforts will begin to ramp up. Staff has revised and updated our outreach strategy. It will be discussed with the Community Advisory Committee at their next meeting to get their input and suggestions. An update on plans for outreach this fall and going forward will be provided to the DCE Board at a future meeting. Updates to the DCE website (www.DesertCommunityEnergy.org) have recently been made to reflect the 2020 launch in Palm Springs and to refresh the information and messages about DCE and Community Choice Energy. DCE outreach materials and messaging will need to be updated where appropriate. City-specific messaging will be developed. We will work with city staffs to update links to Desert Community Energy's website and DCE information will be developed for city newsletters. Key stakeholders and large commercial customers in Palm Springs will be contacted individually to let them know about DCE and answer any questions they may have about their account.

Fiscal Analysis: No Impact

ITEM 7A

**DESERT COMMUNITY ENERGY BOARD
FY2019-2020 ATTENDANCE RECORD**

Voting Members	JUL 31	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
City of Cathedral City	✓	*										
City of Palm Desert	✓	*										
City of Palm Springs	✓	*										
Non-Voting Member												
City of Desert Hot Springs		*										

Ex Officio / Absent
No Meeting

*

**DESERT COMMUNITY ENERGY
UNAUDITED BALANCE SHEET
FROM JULY 1, 2019 TO AUGUST 31, 2019**

ASSETS

River City Bank

- Operating Account	1,066.88
- Money Market Account	3,161,296.48
- ICS Account	1,288,096.00
- Lockbox Account	2.00

	4,450,461.36	
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Deposits/Bonds

- CPUC	100,000.00
- CA ISO	500,000.00

	600,000.00	
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TOTAL ASSETS

	5,050,461.36	
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LIABILITIES

Accounts Payable

	0.00	
--	------	--

TOTAL LIABILITIES

	0.00	
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FUND BALANCE

Fund Balance

	5,050,461.36	
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TOTAL LIABILITIES AND FUND BALANCE

	5,050,461.36	
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DESERT COMMUNITY ENERGY
UNAUDITED FINANCIAL STATEMENTS
FROM JULY 1, 2019 TO AUGUST 31, 2019

ASSETS

River City Bank		
- Operating Account	1,066.88	
- Money Market Account	3,161,296.48	
- ICS Account	1,288,599.98	
- Lockbox Account	2.00	
Total Cash		4,450,965.34

Deposits/Bonds	600,000.00	
TOTAL ASSETS		5,050,965.34

LIABILITIES

Accounts Payable	0.00	
TOTAL LIABILITIES		0.00

FUND BALANCE

Fund Balance	5,050,965.34	
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TOTAL LIABILITIES AND FUND BALANCE		5,050,965.34
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REVENUES

Electricity Sales	0.00	
Other Revenue	0.00	
Investment Income	16,449.11	
TOTAL REVENUES		16,449.11

EXPENDITURES

Cost of Electricity		
Electricity Purchase	0.00	
Low Carbon Settlement	0.00	
Renewable Energy Credit Settlement	0.00	
Market Charges	0.00	
Total Cost of Electricity		0.00
Accounting / Bank Services	259.57	
Legal Services	0.00	
Professional Services	2,880.00	
Consultants	1,150.00	
Postage	0.00	
Printing	0.00	
Registrations/Memberships	0.00	
Interest Expense	0.00	
TOTAL EXPENDITURES		4,289.57

Excess of Revenues over Expenditures	12,159.54	
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Fund Balance - Beginning of the Year	5,038,805.80	
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Fund Balance - End of the Year	5,050,965.34	
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Desert Community Energy Board
September 16, 2019



STAFF REPORT

Subject: Letter outlining the Planned Scope and Timing of the Audit for Fiscal Year Ended June 30, 2019, pursuant to Statements on Auditing Standards No. 114 (SAS 114)

Contact: Gary Leong, Deputy Executive Director (gleong@cvaq.org)

Recommendation: Receive and File.

Background: The American Institute of Certified Public Accountants (AICPA) issued SAS 114 to increase the effectiveness of two-way communication between independent auditors and their clients. SAS 114 provides a framework for the auditor's communication with those charged with governance and identifies some specific matters to be communicated. In particular, the auditor must communicate matters related to the financial statement audit that are, in the auditor's professional judgment, significant and relevant to the responsibilities of those charged with governance.

The principal purposes of communication with those charged with governance are to:

- 1) Communicate clearly the responsibilities of the auditor in relation to the financial statement audit and an overview of the scope and timing of the audit;
- 2) Obtain information relevant to the audit; and,
- 3) Provide timely observations arising from the audit that are relevant to the responsibilities in overseeing the financial reporting process.

The attached letter outlines the planned scope and timing of the audit, and satisfies the requirements set forth in SAS 114

Fiscal Impact: None.

July 24, 2019

To the Honorable Chair and Members of the Board
Desert Community Energy
Palm Desert, California

We are engaged to audit the financial statements of Desert Community Energy (DCE) for the year ended June 30, 2019. Professional standards require that we provide you with the following information related to our audit. We would also appreciate the opportunity to meet with you to discuss this information further since a two-way dialogue can provide valuable information for the audit process.

Our Responsibilities under U.S. Generally Accepted Auditing Standards, Government Auditing Standards

As stated in our engagement letter, our responsibility, as described by professional standards, is to express opinions about whether the financial statements prepared by management with your oversight are fairly presented, in all material respects, in conformity with U.S. generally accepted accounting principles. Our audit of the financial statements does not relieve you or management of your responsibilities.

Our responsibility is to plan and perform the audit to obtain reasonable, but not absolute, assurance that the financial statements are free of material misstatement. As part of our audit, we will consider the internal control of the DCE. Such considerations will be solely for the purpose of determining our audit procedures and not to provide any assurance concerning such internal control. We are responsible for communicating significant matters related to the audit that are, in our professional judgment, relevant to your responsibilities in overseeing the financial reporting process. However, we are not required to design procedures specifically to identify such matters.

As part of obtaining reasonable assurance about whether the DCE's financial statements are free of material misstatement, we will perform tests of its compliance with certain provisions of laws, regulations, contracts, and grants. However, providing an opinion on compliance with those provisions is not an objective of our audit.

We are responsible for communicating significant matters related to the audit that are, in our professional judgment, relevant to your responsibilities in overseeing the financial reporting process. However, we are not required to design procedures specifically to identify such matters.

Generally accepted accounting principles provide for certain required supplementary information (RSI) to supplement the basic financial statements. Our responsibility with respect to the management's discussion and analysis which supplement the basic financial statements, is to apply certain limited procedures in accordance with generally accepted auditing standards. However, the RSI will not be audited and, because the limited procedures do not provide us with sufficient evidence to express an opinion or provide any assurance, we will not express an opinion or provide any assurance on the RSI.

Planned Scope and Timing of the Audit

An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements; therefore, our audit will involve judgment about the number of transactions to be examined and the areas to be tested.



To the Honorable Chair and Members of the Board
Desert Community Energy
Palm Desert, California

Our audit will include obtaining an understanding of the entity and its environment, including internal control, sufficient to assess the risks of material misstatement of the financial statements and to design the nature, timing, and extent of further audit procedures. Material misstatements may result from (1) errors, (2) fraudulent financial reporting, (3) misappropriation of assets, or (4) violations of laws or governmental regulations that are attributable to the entity or to acts by management or employees acting on behalf of the entity. We will generally communicate our significant findings at the conclusion of the audit. However, some matters could be communicated sooner, particularly if significant difficulties are encountered during the audit where assistance is needed to overcome the difficulties or if the difficulties may lead to a modified opinion. We will also communicate any internal control related matters that are required to be communicated under professional standards.

We expect to issue our report on approximately December 15, 2019.

This information is intended solely for the use of the governing board and management and is not intended to be, and should not be, used by anyone other than these specified parties.

Very truly yours,

Lance, Solt & Lughard, LLP