

**Association of Bay Area Governments**  
**ABAG Administrative Committee**

**October 11, 2024**

**Agenda Item 9a**

**Contract - Bay Area Regional Energy Network (BayREN) Single Family Program Design  
and Implementation: Franklin Energy (\$22,100,000)**

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**Subject:**

Authorization to negotiate and enter into a contract with Franklin Energy in an amount not to exceed \$22,100,000 to support the development and implementation of the Bay Area Regional Energy Network's (BayREN) Single Family program through December 31, 2027.

**Background:**

Since 2013, the Bay Area Regional Energy Network (BayREN) has implemented a portfolio of energy efficiency programs across the region. The Association of Bay Area Governments (ABAG) serves as the program administrator and lead agency for a 10-member unincorporated association of local government entities. The California Public Utilities Commission (CPUC), in Decision (D.) 12-11-015, first authorized funding for BayREN. On July 3, 2023, the CPUC issued D.23-06-055, which, among other things, approved BayREN's strategic business plan for eight years (2024-2031) and four-year program portfolio for 2024-2027, with an accompanying budget of approximately \$157 million.

In 2022, BayREN initiated a redesign process for the single-family program to better achieve the goals of health, comfort, safety, and savings through energy upgrades for moderate-income residents. BayREN's Home+ program will sunset to introduce the new Efficiency and Sustainable Energy (EASE) Home program, which will offer moderate-income customers low-cost upgrades and expert guidance to simplify the process of improving home performance. The program will issue over \$18 million in energy efficiency and electrification incentives over the course of the contract.

ABAG, on behalf of BayREN, has contracts with member agencies and with third-party consultants to assist in the implementation of the programs. ABAG issued a Request for Proposals (RFP) on August 1, 2024, for the new single-family program design and implementation services. A notice of the RFP was sent via Constant Contact to 5,444 firms. Staff held a Proposer's conference on August 8, which was attended by 27 people representing 14

vendors, and also posted written responses to questions received during and immediately after the conference. The RFP was downloaded 59 times, and ABAG received three proposals by the deadline on September 5, which were evaluated by a panel of three members made up of in-house staff and staff from one BayREN member agency (Solano County). The firms were invited to participate in interviews on September 26, and the scoring was updated to reflect the results of the interviews. The final evaluation panel scores and Small Business Enterprise (SBE) points for the proposals received are shown in the table below.

<b>Proposer</b>	<b>Total Score /100 pts</b>	<b>SBE Program /10 pts</b>	<b>Final Score /110 pts</b>
Franklin Energy	89	10	99
The Ortiz Group	75.5	10	85.5
CLEARresult	64	0	64

Based on this scoring, staff recommends that the contract for this work be awarded to Franklin Energy for an amount not to exceed \$22,100,000, of which over \$18,000,000 are customer incentives.

**Issues:**

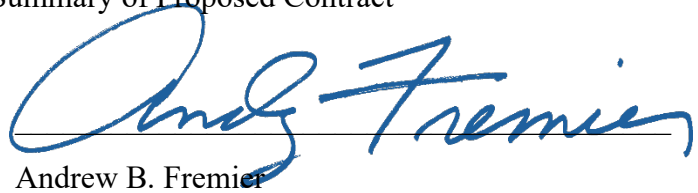
None identified.

**Recommendations:**

The Administrative Committee, acting for the Executive Board, is requested to authorize the Executive Director of the Metropolitan Transportation Commission on behalf of the Association of Bay Area Governments and the Bay Area Regional Energy Network, to negotiate and enter into a contract with Franklin Energy in an amount not to exceed \$22,100,000 to support the development and implementation for the Bay Area Regional Energy Network's (BayREN) Single Family program through December 31, 2027.

**Attachments:**

- Attachment A: Disadvantaged Business Enterprise and Small Business Enterprise Status
- Request for Committee Approval - Summary of Proposed Contract



Andrew B. Fremier

**Disadvantaged Business Enterprise and Small Business Enterprise Status**

	<b>Firm Name</b>	<b>Role on Project</b>	<b>DBE* Yes / No</b>	<b>If DBE Yes, List #</b>	<b>SBE** Yes / No</b>	<b>If SBE Yes, List #</b>
Prime Contractor	Franklin Energy	Program Administration	No	N/A	No	N/A
Subcontractor	Enso Building Solutions	Efficiency, Electrification, Remediation	Yes	51391	No	N/A
Subcontractor	ID360	Strategic Marketing	No	N/A	Yes	1752701
Subcontractor	CCES, Inc. (Central Coast Energy Services)	Efficiency, Electrification, Remediation	No	N/A	No	N/A
Subcontractor	Alcal Specialty Contracting, Inc. (Unionized Installation Services)	Efficiency, Electrification, Remediation	No	N/A	No	N/A

\*Denotes certification by the California Unified Certification Program (CUCP).

\*\*Denotes certification by the State of California.

## Request for Committee Approval

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### Summary of Proposed Contract

Work Item No.: 1721 (NFSN 2307)

Consultant: Franklin Energy  
Port Washington, WI

Work Project Title: BayREN Single Family Program Design and Implementation

Purpose of Project: To develop and implement BayREN's Single Family Program.

Brief Scope of Work: Provide BayREN's Single Family Program with program management, program design, workforce development, program data and reporting, regional marketing and outreach, and moderate-income direct install implementation.

Project Cost Not to Exceed: \$22,100,000

Funding Source: PG&E (ratepayer funds) as directed by the CPUC

Fiscal Impact: Funds programmed in FY 23-24, 24-25, 25-26, 26-27 Budgets

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract with Franklin Energy for the development and implementation for the Bay Area Regional Energy Network's (BayREN) Single Family program through December 31, 2027 described above and in the Administrative Committee Summary Sheet dated October 11, 2024 and that the Chief Financial Officer is authorized to set aside \$22,100,000 for such contract.

ABAG Administrative  
Committee:

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Belia Ramos, Chair

Approved: October 11, 2024