



REQUEST FOR PROPOSALS

FOR

**SERVICES PROVIDING DATA MANAGEMENT AND
ESTABLISHING A CUSTOMER CALL CENTER**

RFP RELEASE DATE: August 23, 2017

RESPONSE DEADLINE: 2:00 PM on September 11, 2017

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Overview

Monterey Bay Community Power (“MBCP”) is seeking proposals for data management and customer service support functions necessary to operate its Community Choice Aggregation Program (“CCA Program” or “Program”). This Program will serve residential and commercial customers located within the majority of Monterey, Santa Cruz and San Benito Counties.

Through the Program, MBCP will provide two distinct retail service offerings to participating customers. The default service option will include a renewable energy content that exceeds the minimum procurement requirements established under California’s Renewables Portfolio Standard (“RPS”) program, supplemented with regionally produced hydroelectricity to provide a zero or very low carbon energy content. The retail generation rates associated with MBCP’s default service option are expected to be equivalent, if not identical, to the tariffs charged by the incumbent electric utility, Pacific Gas and Electric (“PG&E”). A voluntary service option comprised of 100% California-based, carbon-free electricity will be made available to interested MBCP customers at a modest cost premium relative to the MBCP default tariff.

Through this Request for Proposals process (“RFP”), MBCP is seeking proposals for the services required to: (1) manage MBCP customer account data; (2) exchange customer usage, rates, billing and payment data with PG&E; (3) respond to MBCP customer service calls; and (4) address MBCP customer service issues.

At full enrollment, peak demand for the MBCP Program is projected to be approximately 700 MW; annual energy requirements are projected to be approximately 3,800 GWh; and MBCP’s retail service accounts are expected to total approximately 270,000. These projections are based on an assumption that 5% of prospective MBCP customers will opt-out of (i.e., not participate in) the Program, electing to continue bundled service with PG&E instead.

MBCP anticipates enrolling prospective customers in two phases:

- Phase 1 (March 2018): all non-residential accounts, including commercial, industrial, agricultural and pumping, as well as street and outdoor lighting customers.
- Phase 2 (July 2018): all residential accounts and any remaining service accounts that may have been omitted from Phase 1.

Respondents *must* propose in accordance with the pricing requirements that are described within the Proposal Requirements section (below); responsive proposals *must* also address all specified services as described herein.

This RFP will be conducted in accordance with the schedule set forth below. Final selection will be contingent upon MBCP Board authorization.

RFP Schedule

Release RFP	Aug. 23, 2017
Deadline for Question Submittal	Aug. 30, 2017
Posting of Responses to Questions	Sept. 1, 2017
Proposals Due	Sept. 11, 2017
Notification of Short Listed Respondents	Sept. 15, 2017
Short List Interviews	Sept. 19, 2017
Begin Contract Negotiations	Sept. 20, 2017
Contract Approval and Execution	Nov. 1, 2017

Monterey Bay Community Power Background

Monterey Bay Community Power originated in 2013 as a region-wide collaborative partnership comprised of all 21 local governments within the greater Monterey Bay area, including the Counties of Santa Cruz, Monterey, San Benito and all 18 cities located within. The purpose of the project was to investigate the viability of establishing a local community choice energy joint powers agency within the region. To facilitate this evaluative effort, a Project Development Advisory Committee was formed, and each prospective participant was given the option of appointing a representative to overseeing this investigation. Key objectives of the prospective MBCP program included: 1) reducing greenhouse gas emissions related to the use of electricity in the Monterey Bay area and neighboring regions; 2) providing electric power and other forms of energy to customers at rates that would be competitive with the incumbent utility; 3) stimulating and sustaining the local economy by lowering electric rates and supporting local energy projects; and 4) promoting long-term electric rate stability and energy security, as well as system reliability, for program participants through local control of electric generation planning and procurement. A technical feasibility study was completed for the prospective CCA program in May 2016, and in February 2017 the Monterey Bay Community Power Joint Powers Authority was formed, the membership of which included the three noted counties and 16 of the cities located therein.

On August 16, 2017, the MBCP Board of Directors adopted an Implementation Plan for the MBCP program, and on August 17, the plan was submitted to the CPUC for certification, which is expected to occur no later than mid-November 2017. The Implementation Plan and other information regarding MBCP can be found at www.montereybaycca.org.

As described in the Implementation Plan and consistent with the laws and regulations governing CCAs, all current PG&E electric customers within MBCP's jurisdictional boundaries will be automatically enrolled in the CCA Program and served by MBCP, except for those customers who affirmatively elect to "opt-out" of the CCA Program and remain bundled service customers of PG&E. Following MBCP service commencement, PG&E will continue to provide distribution, metering and billing services to MBCP customers.

The requested services under this solicitation are described below.

Scope of Work

1. Electronic Data Exchange Services

- a. Process CCA Service Requests (“CCASRs”) from/to PG&E which specify the changes to a customer's choice of service(s), such as enrollment in CCA programs, customer initiated returns to bundled utility service or customer initiated returns to direct access service (814 Electronic Data Interchange Files).
- b. Obtain all customer usage data, including hourly interval usage data at billing level quality, from PG&E's Metered Data Management Agent (“MDMA”) server to allow for timely billing (according to PG&E requirements) of each MBCP customer (867 Electronic Data Interchange Files).
- c. Maintain and communicate the amount to be billed by PG&E for services provided by MBCP (810 Electronic Data Interchange Files).
- d. Receive and maintain all data related to payment transactions toward CCA charges, as received from PG&E, after payment is received by PG&E from CCA customers (820 Electronic Data Interchange Files).
- e. Provider shall participate in the Customer Data Acquisition Program (“CDA”) beta testing for SmartMeter data sharing as MBCP's Data Manager.

2. Qualified Reporting Entity (“QRE”) Services

- a. Consistent with terms and conditions included in the Qualified Reporting Entity Services Agreement(s) between MBCP and Data Management Provider, serve as QRE for certain locally situated, small-scale renewable generators supplying electric energy to MBCP through its feed-in tariff (FIT) and/or other local renewable generation programs.
- b. Submit a monthly generation extract file to the Western Renewable Energy Generation Information System (“WREGIS”) on MBCP's behalf, which will conform to the characteristics and data requirements set forth in the WREGIS Interface Control Document for Qualified Reporting Entities.
- c. Provider shall receive applicable electric meter data from PG&E for projects participating in MBCP's FIT program, consistent with PG&E's applicable meter servicing agreement, and shall provide such data to MBCP for purposes of performance tracking and invoice creation.
- d. Provide MBCP with a copy of the Data Management Provider's intended form of QRE Services Agreement, which shall be subject to MBCP's review and prospective, mutually agreeable revisions.

3. Customer Information System

- a. Establish an operational Customer Relationship Management System within 30 days of contract execution, and establish an operational Customer Information System within 60 days of contract execution.
- b. Maintain an accurate database of all eligible accounts which are located in the MBCP service area and identify each account's enrollment status (opt out, program

- enrollment), rate tariff election(s), payment history, collection status, on-site generating capacity, if applicable, and any correspondence with customer as well as other information that may become necessary to effectively administer the MBCP Program as mutually agreed to by parties from time to time.
- c. Allow MBCP to have functional access to the online database for purposes of adding comments related to customer interactions and other account notes.
 - d. Allow MBCP to view customer email or written letter correspondence within an online database.
 - e. Maintain and provide as-needed historical usage data on all customers for a time period equal to the lesser of either (a) the start of customer service to present or (b) five years.
 - f. Until a cloud-based storage solution for SmartMeter historical usage data is implemented, Provider will store SmartMeter historical usage data, as received by the MDMA, for a 48-hour window.
 - g. Maintain viewing access, available to appropriate MBCP staff, to view PG&E bills for MBCP customers, including supporting the intuitive parsing and labeling of PG&E provided files. Maintain accessible archive of billing records for all MBCP customers from the start of MBCP Service or a period of no less than five years.
 - h. Maintain and communicate as-needed records of customers who have been offered service with MBCP but have elected to opt out, either before or after starting service with MBCP.
 - i. Maintain and communicate as needed records of Net Energy Metering credits and generation data for customers to be posted on bill and settled at least annually.
 - j. When requested by MBCP, place program charges on the relevant customer account, identified by Service Agreement ID (“SAID”).
 - k. Identify customers participating in various MBCP programs in the database.
 - l. Include various program payment information in all relevant reports.
 - m. Perform quarterly MBCP program reviews to assess appropriate customer charge levels.
 - n. Maintain all customer data according to MBCP’s customer privacy policy and the requirements of relevant California Public Utilities Commission Decisions, including D.12-08-045, as well as completion of a daily backup process.
 - o. Maintain a Data Management Provider Security Breach Policy.

4. Customer Call Center

- a. Provide professional Interactive Voice Response (“IVR”) recordings for the CCA customer call center.
- b. Provide an option for IVR self-service and tracking of how many customers start and complete self-service options without live-agent assistance.
- c. Staff a call center, during any CCA Statutory Enrollment Period, 24 hours a day, 7 days a week to process opt out requests.

- d. Staff a call center during Non-Enrollment Periods between the hours of 8 AM and 5 PM PPT Monday through Friday, excluding MBCP and PG&E holidays (“Regular Business Hours”).
- e. Provide sufficient call center staffing to meet the requirements set forth herein, including designating MBCP specific agents, to the extent needed to provide for full call center functionality, and a call center supervisor that will serve as the main point of contact between MBCP and the customer call center staff.
- f. Provide a sufficient number of Data Manager Experts available to manage escalated calls during Regular Business Hours.
- g. Adhere to the following performance standards during Non-enrollment Periods:
 - i. A minimum of 75% of all calls will be answered within 20 seconds.
 - ii. A minimum of 98% of all calls will be answered within 3 minutes.
 - iii. 100% of voicemail messages answered within one (1) business day.
 - iv. 100% of emails receive an immediate automated acknowledgement.
 - v. 95% of emails receive a customized response within one (1) business day.
 - vi. 100% of emails receive a customized response within three (3) business days.
 - vii. Achieve a no greater than 5% abandon rate for all calls.
- h. Adhere to the following performance standards during Enrollment Periods:
 - i. A minimum of 75% of all calls will be answered within 60 seconds.
 - ii. A minimum of 95% of all calls will be answered within 3 minutes.
 - iii. 100% of voicemail messages answered within one (1) business day.
 - iv. 100% of emails receive an immediate automated acknowledgement.
 - v. 95% of emails receive a customized response within one (1) business day.
 - vi. 100% of emails receive a customized response within three (3) business days.
 - vii. Achieve a no greater than 10% abandon rate for all calls.
 - viii. Provide monthly reports that demonstrate whether performance standards have been met. Failure to meet performance standards will result in liquidated damages for which the Provider shall be liable.
- i. Provide callers with the estimated hold time, if applicable. Provide an automated ‘call back’ option for callers who will be put on hold for an estimated five minutes or longer.
- j. Record all inbound calls and make recordings available to MBCP staff upon request. Maintain an archive of such recorded calls for a minimum period of 24 months.
- k. Track call center contact quality with criteria including:
 - Use of appropriate greetings and other call center scripts
 - Courtesy and professionalism
 - Capturing key customer data
 - Providing customers with correct and relevant information
 - First-contact resolution
 - Accuracy in data entry and call coding
 - Grammar and spelling in text communication (email and chat)

- l. Evaluate customer satisfaction through voluntary customer surveys that ask general questions about call quality, call resolution, and how satisfied the customer was with the service received.
- m. Respond to customer inquiries received through email, fax, or web-portal.
- n. Receive calls from MBCP customers referred to Provider by PG&E and receive calls from MBCP customers choosing to contact Provider directly without referral from PG&E.
- o. Provide the call center number on all PG&E invoices. Collect and/or confirm current email, mailing address and phone number of customers and add to or update database during inbound call.
- p. Collect permission (via voice recording, email request, or electronic form submittal) from customers to send electronic correspondence instead of printed mail.
- q. Respond to telephone inquiries from MBCP customers using a script developed and updated quarterly by MBCP. For questions not addressed within the script, refer inquiries either back to PG&E or to MBCP.
- r. Respond to customer inquiries within 24 hours, excluding weekends and holidays, including inquiries received either through telephone calls, email, fax or web-portal.
- s. Offer bi-annual cross training to PG&E call center in coordination with MBCP.
- t. Participate in coordination meetings, at MBCP's request, to promote the resolution of any customer service issues. Such meetings may include MBCP management/staff and may require on-site participation by Provider's management/staff.
- u. Ensure monthly status reports are provided during the first week of each month.
- v. Provide weekly status reports during Statutory Enrollment Periods.
- w. Use commercially reasonable efforts to make Spanish speaking call center staff available to customers during Regular Business Hours.
- x. Provide translation services for inbound calls for at least the following languages: Spanish.
- y. Create and maintain online and downloadable forms for the MBCP website so that customers may perform program related tasks including but not limited to changing their account status to enroll or opt out of various MBCP programs. These program changes will be integrated into the Customer Relationship Management system during an hourly sync process
- z. Host MBCP meetings with call center management and representatives on a bi-monthly basis.

5. **Billing Administration**

- a. General
 - i. Review application of MBCP rates to customer accounts to ensure that rates are properly applied to such accounts.
 - ii. Use commercially reasonable efforts to remedy billing errors for any customer in a timely manner, no more than two billing cycles.

- iii. Provide customer mailing list to MBCP designated printer for new move-in customer notices and opt out confirmation letters routinely within 7 days of enrollment or opt out.
- iv. Send an MBCP provided letter to customers that are overdue. If no payment is received from the customer after a certain amount of time (consistent with applicable MBCP policy), issue a CCASR to return customer to PG&E.
- b. Bill Ready Service Option
 - i. Maintain a table of rate schedules offered by MBCP to its customers.
 - ii. Send certain MBCP program charges for non-MBCP customers, when supported by PG&E, based on information provided to Provider by MBCP.
 - iii. Send certain MBCP program charges as a separate line item to PG&E for placement on monthly bill during term of repayment.
 - iv. Apply PG&E account hourly interval usage data for all MBCP customers against applicable rate to allow for customer billing.
 - v. Timely submit billing information for each customer to PG&E to meet PG&E's billing window.
 - vi. Assist with settlement process for Net Energy Metering customers on at least an annual basis and potentially monthly by identifying eligible customers, providing accrued charges and credits, and providing mailing list to MBCP designated printer.
- c. Rate Ready Service Option
 - i. Maintain a table of rate schedules offered by MBCP to its customers and provide to PG&E for use in billing.
 - ii. Monitor pending PG&E rate changes, and adjust MBCP rates to maintain relative rate levels, subject to MBCP approval.
 - iii. Assist with settlement process for Net Energy Metering customers on at least an annual basis and potentially monthly by identifying eligible customers, ensuring that PG&E provides accrued charges and credits, and providing mailing list to MBCP designated printer.

6. Reporting

Report	Frequency	Delivery Method
Aging	Weekly, Monthly	SFTP
Call Center Stats	Weekly, Monthly	Email
Cash Receipts	Weekly, Monthly	SFTP
Invoice Summary Reports	Monthly	SFTP
Days To Invoice	Weekly, Monthly	SFTP
Program Opt Up with Address	Weekly, Monthly	SFTP
Utility User Tax (UUT) where applicable	Monthly	Email
Invoice Summary Report	Weekly, Monthly	SFTP
Invoice Summary Report – Mid Month	Monthly	SFTP
Monthly Transaction Summary	Monthly	Email
Opt Out with Rate Class	Weekly, Monthly	SFTP
Retroactive Returns	Monthly	Email
Sent to Collections	Monthly	Email
Snapshot	Weekly	SFTP
Snapshot with Addresses	Weekly	SFTP
Unbilled Usage	Monthly	SFTP
Full Volume Usage by Rate Class	Monthly	SFTP

Provider shall also assist MBCP, as needed, in compiling various customer sales and usage statistics that may be necessary to facilitate MBCP's completion of requisite external reporting activities. Such statistics will likely include annual retail sales statistics for MBCP customers, including year-end customer counts and retail electricity sales (expressed in kilowatt hours) for each retail service option offered by MBCP.

7. Settlement Quality Meter Data

- a. Provider shall provide MBCP or MBCP's designated Scheduling Coordinator ("SC") with Settlement Quality Meter Data ("SQMD") as required from SC's by the California Independent System Operator ("CAISO").
- b. Upon MBCP's request, Provider shall submit the SQMD directly to the CAISO on behalf of MBCP or MBCP's designated SC.

Contract Term

The anticipated duration of the agreement will be for up to four (4) years, with the term of agreement tentatively commencing in October 2017 (prior to MBCP's anticipated commencement of customer service, which is expected to occur in March 2018).

Proposal Requirements

1. Proposals shall specify pricing as either a fixed monthly fee, fixed monthly fee per account, or a combination of both.
2. Proposals must include the full scope of requested services.
3. Pricing should be stated separately for both the Bill Ready and Rate Ready billing service options, as described above.
4. MBCP reserves the right to negotiate with any bidder and to engage in simultaneous negotiations with multiple bidders.
5. MBCP reserves the right to reject all responses received in relation to this RFP.

Evaluation Criteria

In addition to the aforementioned minimum proposal requirements, all of which are mandatory, bids will be evaluated based on the following non-exhaustive list of criteria:

- Qualifications and experience of the entity, including capability and experience of key personnel and experience with other public or private agencies to provide these services;
- Proposed approach, including clarity of understanding of the scope of services to be provided and appropriateness of the proposed solution/services;
- Customer service;
- Ability to meet any required timelines or other requirements;
- Compliance with MBCP's RFP and contractual requirements;
- History of successfully performing services for public and/or private agencies and other CCAs;
- Financial viability of the respondent;
- Cost to MBCP for the services identified in this RFP;
- Existence of and circumstances surrounding any claims and violations against the respondent, its representatives and/or partners; and
- Pertinent references.

MBCP reserves the right to consider factors other than those specified above and to request additional information from any/all respondents as part of the selection process. Through issuance of this RFP, MBCP makes no commitment to any bidder and provides no guarantee that a contract will be awarded. MBCP reserves the right to discontinue this RFP process at any time for any reason.

Financial and Operational Capabilities

The respondent must provide evidence of financial, technical and operational capabilities for the requested data management and call center services as well as the performance of such services.

The respondent or any guarantor must provide the following:

- Audited financial statements from the previous two years or a web-link where such information may be readily accessed by MBCP.
- If available, a credit rating from two of the following: Standard & Poor's, Moody's, or Fitch Investor Services from the most recent rating agency report.

Respondents should demonstrate their qualifications in providing similar services to similar entities (i.e., other CCA programs, other public agencies and/or Direct Access customers)

Respondents should provide a minimum of three (3) references for current and/or prior agreements under which the respondent provided similar services to load serving entities or retail customers, preferably within California.

Respondent Proprietary Information

Information submitted in response to this RFP will be used by MBCP or its designated representatives, including consultants, solely for the purpose of evaluating the proposals. Proprietary data should be specifically identified on every applicable page of the respondent's proposal; respondents should mark or stamp applicable pages as "Confidential" or "Proprietary." Reasonable care will be exercised so that information clearly marked as proprietary or confidential will be kept confidential, except as required by law or regulatory authority. MBCP, its employees and consultants will not be liable for the accidental disclosure of such data, even if it is marked.

Proposal Format

Proposal information should be organized into the following sections:

Introduction and Executive Summary - Briefly describe the firm, its organization, key personnel, and operations, and provide similar information for any third parties that will be relied upon to provide the proposed services.

Description of Proposed Services – Describe the proposed data management and customer call center services as specified in this RFP.

Pricing for Services – Describe the proposed pricing for all requested services.

Financial, Technical, and Operational Qualifications – Demonstrate the firm's financial viability, qualifications, and experience in providing the proposed services. Include supporting financial

statements, credit reports, references, description of sustainability practices and other relevant information.

Reservation of Rights

MBCP reserves the right to change the requirements, due dates, and other CCA Program requirements as may be necessary for the development of the overall CCA Program.

Proposal Delivery

Proposals must be received by 2:00 P.M. Pacific Standard Time on Sept. 11, 2017 through electronic submission and shall be directed to the following point of contact:

Monterey Bay Community Power
Attention: Tom Habashi
Email: Tom.Habashi@mbcommunitypower.org

AND

John Delassi
Email: John@pacificea.com

All inquiries regarding this RFP must be directed, in writing, to John Delassi at John@pacificea.com **AND** Kirby Dusel at Kirby@pacificea.com no later than August 30, 2017.