



ASSOCIATION
OF BAY AREA
GOVERNMENTS

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September 3, 2026

NOTICE OF UPCOMING OPPORTUNITY:

**REQUEST FOR PROPOSAL (RFP)
2027 BAYREN WORKFORCE DEVELOPMENT IMPLEMENTATION**

PLEASE TAKE NOTICE of the above-titled upcoming contract opportunity. The upcoming project is described more fully in Attachment A, Preliminary Project Description and Attachment A-1, Preliminary Scope of Work. **All details included in this notice are preliminary and subject to change.**

Proposers are responsible for checking the ABAG's procurement website (<https://mtc.bonfirehub.com>) for the official procurement documents for the opportunity when it is posted. Please register as a Document Taker now to receive notices of any changes to the procurement by downloading a document under the Files tab, or by submitting a question about this opportunity through Bonfire's message system. The message system can be accessed under the Messages tab → Opportunity Q&A field. Responses to the procurement must be submitted in accordance with the instructions set forth in the official procurement documents when published.

For further information, please submit a question through Bonfire or contact the point of contact listed below.

Point of Contact:

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Thank you for your interest.

Best regards,

Noah Cohen

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Contract Specialist

*Susan Adams,
President*
Councilmember, City of Rohnert Park

Wanda Williams, Vice President
Supervisor, County of Solano

Belia Ramos, Past President
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*Wanda Williams, Vice Chair,
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*Pat Eklund, Chair,
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Councilmember, City of Novato

*Lisa Motoyama, Vice Chair,
ABAG Finance Committee*
Councilmember, City of El Cerrito

*Ken Carlson, Chair,
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Supervisor, County of Contra Costa

*Carlos Romero, Chair,
ABAG Housing Committee*
Councilmember, City of East Palo Alto

*Lisa Motoyama, Vice Chair,
ABAG Housing Committee*
Councilmember, City of El Cerrito

ATTACHMENT A
PRELIMINARY PROJECT DESCRIPTION

AGENCY: Association of Bay Area Governments (ABAG)

ANTICIPATED RELEASE DATE: September 2026

ANTICIPATED PROJECT TIMELINE: January 1, 2027 – December 31, 2027

MINIMUM QUALIFICATIONS: Proposals must demonstrate that the firm submitting the proposal (“Proposer”) meets the following Minimum Qualifications to be eligible for consideration for this project.

1. Implementation of at least two workforce development programs (preferably energy efficiency related) targeting residents of disadvantaged communities, and/or are otherwise from communities that are hard to reach or underserved over the past seven years.
2. Experience with at least two previous projects conducting outreach to residents in priority equity communities, and/or are otherwise from communities that are hard to reach or underserved.
3. Proof that the firm has an active PG&E Third Party Security Review (TSR) certification. The firm must retain an active certification throughout the term of the contract.

DESIRED QUALIFICATIONS: The following qualifications are not required in order for a Proposer to be determined eligible for consideration, but Proposers will be scored on these qualifications under Section VIII. Proposal Evaluation, Subarticle C. Evaluation Panel and Evaluation Criteria.

1. Experience designing residential energy efficiency programs, preferably focused on underserved markets.
2. Experience implementing residential energy efficiency programs preferably in California.
3. Experience with developing and implementing program outreach to diverse populations.
4. Technical expertise with respect to California regulatory and legislative mandates related to residential energy efficiency programs.
5. Experience working with community partners on projects with similar scope.
6. Dedicated and appropriately staffed bilingual personnel (at least Spanish and preferably also Chinese) for both customer and contract support.
7. Knowledge of and ability to comply with CPUC reporting requirements for resource programs.

PROJECT DESCRIPTION: ABAG announces a Request for Proposal (RFP) seeking qualified firm(s) to provide program implementation and regional marketing for BayREN’s workforce, education and training program - Climate Careers.

ATTACHMENT A-1
PRELIMINARY SCOPE OF WORK

TASK 1 - WORKFORCE DEVELOPMENT IMPLEMENTATION:

As a regional energy network, BayREN is charged with offering programs that serve hard to reach communities and that also fill gaps in the market. Services in this category will include implementing BayREN's workforce, education and training program - Climate Careers. Currently, this workforce development program targets expanding workforce development offerings to youth 15-24 years of age— particularly those that are hard to reach and/or are in underserved communities – and provides active skills training, professional development and employment opportunities. In addition, the audience these youth serve are also residents from disadvantaged communities in all nine Bay Area counties.

Calendar Year 2027 Tasks include:

- a. Implement an energy efficiency workforce development program, including active skills training (soft and hard) focused on underserved populations (i.e. from disadvantaged communities, non-native English speakers, disconnected from educational or labor opportunities, etc.).
 - ***Youth Workforce Recruitment:*** Hire at least 54 youth participants between ages 15-24. Priority participants are those who come from low-income and disadvantaged households and/or equity priority communities. The program participants will go through a minimum one weeklong intensive training and will complete in-person residential energy and water efficiency services. These services aim to provide a pathway for residential homeowners and renters to participate in further upgrades, electrification measures and education.
 - ***Youth Workforce Education & Training:*** Develop curriculum for program training on the proper installation of energy efficiency measures and professional development, eco-literacy and financial literacy. This education should add up to more than 40 hours of learning and hands-on experience.
 - ***Youth Internship Opportunities:*** Place of at least three quarters of the hired youth in an internship or job opportunity beyond the in-person Green House Calls. Establish relationships with the existing energy-efficiency workforce to allow for employment opportunities for the youth participants. Placement opportunities should emphasize energy and/or climate related work.
 - ***Bay Area Residential Home Service Delivery:*** In 2027, train and direct youth participants to complete a minimum of 1,200 in-person Green House Calls (described in Task 4) within six of the Bay Area counties. Green House Calls priority population will be low to moderate income households, seniors, households whose first language is not English, multifamily residents and other hard-to-reach communities.
- b. Consultant will open up to 6 offices located within six counties. In calendar year 2027, in-person offices will serve Alameda, Contra Costa, Napa, San Francisco, Santa Clara and Sonoma counties.

Task 1 Deliverables:

- 1.1 Youth workforce recruitment
- 1.2 Youth workforce education and training curriculum

- 1.3 Youth training, minimum of 40 hours of learning and hands-on experience
- 1.4 Internship placements

TASK 2 – PROGRAM COORDINATION AND REPORTING:

Consultant will work with MTC-ABAG to transition program lead management responsibilities to MTC-ABAG and focus on program implementation, on behalf of BayREN. Consultant will establish program coordination and data collection methods to track contacts and program metrics.

- a. Develop a plan and timeline to transition program lead management responsibilities to MTC-ABAG by end of 2027.
- b. Set up an electronic customer relationship management (CRM) system and data exchange protocols for the Program. With BayREN, jointly define all the data elements to be captured.
- c. Provide programmatic details and progress reports to the ABAG Portfolio Administrator or BayREN Workforce Program Lead for reporting BayREN purposes.
 - Program progress reports will include at minimum: program performance towards goals and objectives, successes and challenges (e.g., technical problems, implementation barriers, or customer issues, if any), and next steps.
 - On a regular schedule, review service-level expectations (SLEs) and participant surveys collected by BayREN to assess performance of the program, Consultant and subcontractors, work completed, and recommend to BayREN program improvements.
- d. Allocate program resources to participate in or lead Program Circle meetings, as requested by the Program Lead.
- e. Assign program roles, monitoring role performance, providing feedback to enhance performance, and removing individuals or organizations from roles.
- f. Work in conjunction with the Program Lead to incorporate program priorities and strategies.
- g. Incorporate metrics to track and measure program success.
- h. Oversee determined program-specific marketing efforts and materials.
- i. Maintain a shared drive for all Circle members to access.
- j. Monitor and forecast budget, expenditures, and receivables.
- k. Assist in promotion of other BayREN programs, providing “warm” leads to the single-family program, etc.
- l. Collect and report out of data and sharing with other BayREN programs, member agencies, and consultants, as applicable.
- m. Develop and provide monthly expense reports, including all associated invoices, including by subcontractors, by a mutually determined day of the month to receive payment for services provided for the previous month.
- n. Cooperate with CPUC-directed evaluation, measurement, and verification (EM&V) activities including responding to CPUC issued data requests, contributing to annual and quarterly reporting, participating in Peer Review Groups, reviewing and providing comments on evaluation studies as requested by MTC-ABAG.

Task 2 Deliverables:

- 2.1 Customer Relationship Management system and data exchange method
- 2.2 Weekly, monthly, quarterly, annual, and ad hoc data and progress reports

- 2.3 Monthly expense reports
- 2.4 Responses to EM&V data requests
- 2.5 Development of program participant survey and associated data reports

TASK 3 - PROGRAM MARKETING:

Consultant will develop and implement an effective outreach strategy for attracting the targeted groups into the program. Consultant will work closely with BayREN's regional communications staff and county representatives.

- a. Work closely with BayREN staff to ensure alignment with existing marketing and communications practices, including but not limited to branding guidelines and writing styles.
 - Ensure that residential-facing program marketing materials and services are appropriately BayREN branded, as directed by the BayREN Workforce Program Lead
- b. Employ an outreach strategy that targets priority and hard-to-reach populations. Strategy includes grassroots and community-based outreach campaigns, partnerships with community-based organizations and local governments and social media engagement.
- c. Leverage county partnerships within BayREN's Climate Careers program to reach county residents via direct mailers and/or other strategies to target households and clients residing in more remote areas.
- d. Provide program participant data to BayREN to inform targeted marketing strategies for additional BayREN residential offerings.
- e. Coordinate with BayREN staff to produce one to four case studies per year throughout the program period. The case studies are intended for public distribution and will highlight successes, challenges, costs, and best practices for equitable energy upgrade programs.
- f. Establish a process to screen, enroll, and educate customers. This could entail:
 - Intake customer leads via process decided under Program Design.
 - Screen customer leads based on Program Manual.
 - Respond to customers by their preferred communication channel within three (3) business days to enroll them in the program.
 - Have the ability to manage all customer communications in English, Spanish, Mandarin/Cantonese, Vietnamese, at a minimum.
 - Provide customer with educational materials on home energy efficiency, weatherization, and electrification.
 - Engage tenants and property owners, including multifamily residences.
 - Where appropriate, refer customers to other relevant programs, such as electrification and home repair programs that customers may qualify for.

Task 3 Deliverables:

- 3.1 Marketing and outreach strategy, leveraging BayREN county partnerships
- 3.2 Marketing materials and collateral; BayREN-branded for residential-related materials
Case studies
- 3.3 Program participant data
- 3.4 Lead intake process

TASK 4 – RESIDENTIAL SERVICES PROGRAM DESIGN, IMPLEMENTATION, AND PILOTS

Consultant will implement a Bay Area residential home energy efficiency service available for renters and homeowners alike. It will also provide a pathway for residential property owners into further energy efficiency and electrification upgrades. These in-person services are currently called Green House Calls. In 2027, specific tasks include:

- Deliver 1,200 in-person Green House Calls within six of the Bay Area counties that include:
 - Installation of low-cost energy efficiency measures such as LED lightbulbs, faucet aerators, and portable induction cooktops.
 - A home energy- and water-efficiency assessment that helps the customer understand their existing home condition's impacts on resilience, health, safety, and energy affordability.
 - Education on available resources and programs to receive further upgrades, including BayREN's other residential offerings.
- Evaluate, determine, and implement Green House Call improvements to increase the conversion rate and uptake of residential sign-ups, in collaboration with BayREN. Ensure that program improvements continue to complement BayREN's programming and aligns well with BayREN's strategic vision.
- Identify and implement innovative pilot ideas that meaningfully serve renters, provide career readiness opportunities for youth participants, and have potential to scale up in the 2028-2031 period, in collaboration with BayREN stakeholders.
 - Pilots approved by the BayREN Workforce Program lead may move forth to implementation.
 - BayREN invites bidders to propose a residential pilot budget, either associated with initial ideas or as a placeholder.

Task 4 Deliverables:

- 4.1 Documentation of completed Green House Calls
- 4.2 Project data and metrics report(s)
- 4.3 Approved pilot project workplan and budget