



**PENINSULA  
CLEAN ENERGY**

**2025 Financial Services Partner for  
Residential Electrification**

**Request for Proposals**

**Q&A Responses**

***Updated: September 19, 2025***

**Proposal are due October 16 at 5 PM Pacific Time (PT)**

#	Question	Answer
<b>Partnership and Contract Structure</b>		
1	Does PCE intend to select a single financial services partner, or is there an opportunity for multiple providers (e.g., a primary provider and a backup/turn-down option)?	The intention is to make a single selection that ultimately would become a region-wide platform. However, each agency will make its own decision and multiple selections are possible if there are compelling reasons.
2	Section 9 allows other CCAs (CleanPowerSF, SVCE, SJCE, SCP) to piggyback. If that occurs, would the financial partner contract directly with each participating CCA, or would PCE manage a master contract?	Each agency will contract separately.
3	Confirm territory scope – are other CCAs participating? If so, which territories?	Participating agencies are: Peninsula Clean Energy, CleanpowerSF, The City of Palo Alto, San Jose Clean Energy, Silicon Valley Clean Energy, Sonoma Clean Power
4	In Approach 5.2, can you confirm the Scope of Work referenced is in Section 13.5?	Correct. There is an error in the original RFP. The Scope of Work is in Section 13.
<b>Program Operations and Technology</b>		
5	The RFP specifies targets such as 60-second credit decisions and 48-hour contractor funding. Are these strict requirements or aspirational goals that can be phased in over time?	These are targets, not strict requirements. Meeting them will result in more favorable consideration as part of the overall evaluation.
6	How is “≤ 48 hr contractor funding” measured—upon install verification or utility interconnection?	In general, because utility interconnection timelines can be challenging, payment after verification is preferred however, proposers may offer an approach with justification.
7	The RFP requests that proposers provide a borrower-facing web and mobile portal. Would PCE consider a phased implementation approach, where initial application channels (such as phone or contractor-assisted applications) are available at launch, with the borrower	Each proposer may propose approaches and timelines for meeting the desired goals. The core objective is ensuring an exceptional customer experience.

	portal introduced subsequently?	
8	One of the key metrics listed on the RFP Section 13.3 is the ability to deliver automated decisions in under 60 seconds. As our general focus is on serving people of modest means, we believe that our manual underwriting approach is important to serving LMI folks so that we really take the time to understand their financial position and the stories / circumstances that surround them. My question is, if we are not able to deliver a rapid, automated decision would this immediately take us out of the running in the RFP process?	The primary objective of the RFP is a streamlined customer experience and improved terms for general market customers. This is not focused on LMI customers. There may be some interest in supporting LMI customers over time and/or by our peer agencies and proposers could propose tiered services.
9	Can an applicant focus on a specific technology set within the home improvement space, or would this limit eligibility if not addressing the full scope of whole home improvement?	The objective of the RFP is to have a complete solution for customers. Bidders may propose partial solutions and this will be evaluated in the context of the full range of proposals received however, partial solutions are likely to be given lower consideration. Multiple selections are possible though not planned.
<b>Financial Terms and Credit Enhancement</b>		
10	Is there a minimum loan size preference?	No
11	Is On-Bill Repayment required, preferred, or optional?	On-Bill Repayment is strictly optional.
12	In the context of designing an on-bill repayment program, does each participating CCA utilize the same/a shared billing system?	On-bill repayment (OBR) is optional. Most agencies utilize Calpine for back office bill management. If OBR is implemented with several agencies utilizing Calpine, a common structure will likely be feasible.
13	What APR benchmarks define "better-than-market"? (PACE, HELOC, unsecured solar loans?)	Proposers may provide benchmarks they deem most appropriate. The core objective is ensuring superior financial terms for the customer. Superior terms are desired independent of any credit enhancement.
14	Will PCE fund rate buy-downs or only offer the \$10M credit enhancement?	As specified in the RFP, PCE will not fund credit enhancements that operate solely as an incentive. The credit enhancement structure must be revenue generating.
15	Are contractor dealer fees included? Is there a cap?	All fees a customer or contractor would pay must be identified. Minimizing customer and contractor friction will be a consideration in the evaluation.

16	Which credit enhancement structure does PCE prefer (LLR, participation, subsidy)?	PCE is open to concepts proposers may suggest. PCE's objective is to deliver financial terms further improved beyond "better than market" while generating some revenue for PCE to sustain the program.
17	Who controls loan loss reserve disbursements?	Specifics of the operation of a loan-loss reserve or other credit enhancement would be negotiated.
18	What is the Partner recourse if the reserve is depleted?	No
<b>Distributed Energy Resources (DER) and Data</b>		
19	What is the scope of DER dispatch rights PCE expects (emergency-only, wholesale market, DRAM participation)?	<p>PCE expects to retain dispatch rights for systems where we are directly supporting the installation, such as in cases where we offer incentives, financing support, or customer acquisition. For systems where PCE has the dispatch rights, we presently only have a dispatch strategy for battery storage (BESS), and not for other DERs.</p> <p>The dispatch strategy for BESS is highly dependent on the total projected customer economics for that customer's systems. In cases where the customer value prop is weak or negative, we will prioritize bill savings optimization. In cases where the customer value proposition is strong, we will do a hybrid optimization that factors in both customer bill savings as well as PCE coincident peak shaving ("Load modification"). And in rare instances, we will focus exclusively on PCE coincident peak shaving. For BESS, we will keep part of the energy capacity in reserve for unplanned outages (20-30%). We will also evaluate participation in a supply-side DR programs (ex. DSGS, etc.).</p> <p>The above strategy is subject to change. Proposers may propose specific parameters and details may be negotiated.</p>
20	How will PCE compensate homeowners AND lenders for DER dispatch?	Lenders benefit from the program through reduced acquisition costs. Customers benefit through improved financial terms. Supply-side value streams are limited and volatile. No additional compensation is planned.
21	How will data sharing obligations interact with CCPA/CPRA compliance?	All applicable laws and regulations must be adhered to. Proposers may suggest approaches. For example, customer information could be captured by PCE up-front and/or a customer disclosure waiver could be included in materials for customer signature. In any case, PCE would maintain strict privacy practices in relation to any customer data.
22	For Scenario 6.1.1., is PCE necessarily excluding Third-Party Ownership models?	For third-party owned solar, please review the Residential Solar Developer RFP: <a href="https://www.peninsulacleanenergy.com/solicitations/developer-for-residential-solar-storage/">https://www.peninsulacleanenergy.com/solicitations/developer-for-residential-solar-storage/</a>
<b>Customer Acquisition, Marketing &amp; Branding</b>		
23	What are the expected annual volumes under each scenario?	There is not a projected volume for each scenario however proposers may estimate volumes based on the project metrics provided in the RFP.

24	How will PCE generate and route leads—direct referrals, common app, or contractors?	PCE anticipates both direct referrals and contractor referrals will be the primary means for lead generation.
25	Will PCE fund or co-fund marketing campaigns?	PCE will fund its own marketing within its service territory. Joint efforts may be proposed.
26	What's the customer relationship/branding—joint?	PCE will be the lead brand within its service territory and co-branding is anticipated but not required. Details of co-branding or white-labeling may be negotiated.
27	Does the program have any requirements or targets regarding lending to low-to-moderate income borrowers or Disadvantaged Communities (DACs)?	For PCE, not at this time. The program is focused on general market needs with scale as the primary objective. Other agencies may have LMI/DAC objectives.
<b>Governance, Compliance &amp; Risk Management</b>		
28	Given PCE's obligations under the California Public Records Act, will PCE provide a secure mechanism for submitting confidential and proprietary financial information (e.g., data room or secure portal)?	PCE, like all public agencies, is subject to the Public Records Act and must provide responsive documents, with the exception of customer identifiable information. No information will be disclosed proactively. Proposers may, on their own basis, defend information deemed proprietary.
29	Are audited financials a requirement or a nice to have? As a privately-held company, our Board hasn't required audited financials yet. We're happy to provide our unaudited financials as well as the time of our external CFO/CPA. At this point, it's not possible to provide audited financials by October 16th.	Best available financial details should be provided.
30	As noted in section 13.5.6, PCE retains the right to 'support limited pilot of services to evaluate customer interest and experience.' What protections, if any, exist for the program administrator—regarding any agreed-upon program fees, loans issued, loss reserve coverage, etc.—if PCE cancels the program before the	Details for any pilot period would be negotiated as part of a contract. However, PCE does not anticipate providing funding for program fees. The program must be self-sufficient. If credit enhancements are included, contract terms will need to be defined for the relevant duration of supported loans in accordance with the structure of the credit enhancement.

	contracted period concludes?	
31	What role/support will PCE and the participating CCAs provide in the execution of the guidelines provided in 13.5.3 Eligibility and Program Requirements Enforcement?	PCE anticipates defining certain installation requirements such use of efficient electric appliances and no gas appliances. PCE can provide contractor training on program requirements. Separate but complementary PCE project incentives for electrification such as HPWHs will include project verification. Operationally it may be possible to link PCE's incentive verification with loan approvals. This may be negotiated.