



# REQUEST FOR CONCEPTS PITCH DAY 2025

## RESPONSE TO BIDDER QUESTIONS

March 17, 2025

1. **Is there a cost-effectiveness target for Pitch Day pilots?**
  - a. No. Cost-effectiveness may be a scoring metric, but pilots do not need to hit a specific target.
2. **Do submissions have to follow the submission format in Appendix A?**
  - a. Yes. Submissions must provide the requested information found in the submission format in Appendix A, but do not have to use the exact table formatting.
3. **Can pilot concepts target customers already served by a program?**
  - a. Yes. Pilot concepts can serve customers already eligible for a program, but coordination with the existing implementer is required and the delivery approach cannot duplicate existing efforts.
4. **Is there a limit to the number of concepts that can be submitted? Can applicants lead on one application and act as support on other applications?**
  - a. Applicants may submit up to one concept paper per category. Applicants may lead one application and serve in support roles on other applications in the same category.
5. **Is there a budget template that we would need to fill out to detail the staffing plan?**
  - a. No. There is not a budget template. Applicants can indicate rates and pricing as they wish, but should, at minimum, indicate incentive and non-incentive budgets and whether outside funding will be leveraged. Note, a staffing rate table is not required at the time of submission.
6. **Can a concept that addresses demand flexibility combined with electrification as opposed to energy efficiency be submitted?**
  - a. Electrification projects need to achieve energy savings to be considered in this Pitch Day.

7. **Are trade allies required to be official partners?**
  - a. No. However, it is preferred that potential partners become Trade Allies, as applicable.
8. **Is there an actual cash award for the project? Are projects paid through a refund model or upfront model?**
  - a. Concepts selected for funding will go through a procurement period. In this period, budget structures are determined and agreed upon. However, all Pitch Day projects are paid upon completion of work. An example budget table can be found in the [Sample Implementation Contract Template](#).
9. **Who would be giving 'the pitch'? The project lead(s)?**
  - a. If the concept is selected for Pitch Day, it is expected that the project leads will pitch the idea to a panel of judges.
10. **Is Focus on Energy looking to fund "installation and study" of technologies or could a "planning study" for the respective technologies also funded?**
  - a. Pitch Day aims to fund projects that could involve all three- planning study, installation, and study of technologies. However, project concepts should be scalable and be able to serve additional customers.
11. **Is renewable energy eligible or are you entirely focused on energy efficiency?**
  - a. This Pitch Day is not looking for ideas related to renewable energy.
12. **Does thermal energy storage count as 'energy efficiency'?**
  - a. Pitch Day will consider ideas that meet Focus on Energy's definition of "energy efficiency measure". As written in the [Focus on Energy Policy Manual](#), an 'energy efficiency measure' is "a product, equipment, audit, or practice that will result in measurable, reduced energy usage at a comparable level of service."
13. **What expenses could be reimbursed by the Focus on Energy grant? – staff, consultants, technologies?**
  - a. Reimbursable project expenses are detailed in the [Focus on Energy Policy Manual](#)
14. **How many awards does the panel of judges' plan to make?**
  - a. There is not a set number of concepts that judges will award.
15. **Is there an amount of funds set aside specifically for the higher education portion of projects?**
  - a. No. The total amount of funds allocated to Pitch Day is \$1,000,000 which includes projects in both categories.
16. **Are we able to provide matching dollars if selected for this project?**
  - a. There is no expectation of matching dollars, but partnerships are always encouraged.
17. **Would a concept that includes management of customer-sited battery storage qualify for Pitch Day?**

- a. Battery storage is eligible for this category. However, batteries are not specifically energy efficiency or renewable energy. Concepts involving a battery storage component should be clearly and directly paired with a utility-led pilot program and support their demand reduction efforts.