

CONTRACT REQUEST FORM (CRF)

CEC-94 (Revised 10/2015)

CALIFORNIA ENERGY COMMISSION

A) New Agreement 300-18-001 (To be completed by CGL Office)

ERDD		Rachel Salazar	51	916-445-5316																														
Gladstein, Neandross & Associates LLC			95-4749713																															
Technology Transfer for EPIC Research Projects																																		
	5/10/2019	3/31/2022	\$ 3,788,265																															
<input type="checkbox"/> Operational agreement (see CAM Manual for list) to be approved by Executive Director <input type="checkbox"/> ARFVTP agreements under \$75K delegated to Executive Director.																																		
Proposed Business Meeting Date	4/10/2019	<input type="checkbox"/> Consent	<input checked="" type="checkbox"/> Discussion																															
Business Meeting Presenter	Lorraine Gonzalez	Time Needed: 5 minutes																																
Please select one list serve. EPIC (Electric Program Investment Charge)																																		
Agenda Item Subject and Description																																		
GLADSTEIN, NEANDROSS & ASSOCIATES LLC. Proposed resolution approving agreement 300-18-001 with Gladstein, Neandross & Associates for a \$3,788,265 contract to fund a range of technology transfer services that ensure results of projects funded through the Electric Program Investment Charge Program (EPIC) are effectively disseminated and communicated to stakeholders, industry leaders, and the general public. Specifically, the contract team will 1) redesign the Energy Commission's Energy Innovation Showcase website to improve its effectiveness and usefulness; 2) plan and facilitate up to nine forums across California, discussing key topics affecting the electricity sector; and 3) plan and facilitate all aspects for two EPIC Symposiums. Contact: Rachel Salazar (Staff presentation: 5 minutes).																																		
1. Is Agreement considered a "Project" under CEQA? <input type="checkbox"/> Yes (skip to question 2) <input checked="" type="checkbox"/> No (complete the following (PRC 21065 and 14 CCR 15378)): Explain why Agreement is not considered a "Project": Agreement will not cause direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment because the project includes: 1) making enhancements to an existing website, and 2) planning and execution of public events that will be held at existing conference facilities located across California.																																		
2. If Agreement is considered a "Project" under CEQA: <input type="checkbox"/> a) Agreement IS exempt. (Attach draft NOE) <input type="checkbox"/> Statutory Exemption. List PRC and/or CCR section number: _____ <input type="checkbox"/> Categorical Exemption. List CCR section number: _____ <input type="checkbox"/> Common Sense Exemption. 14 CCR 15061 (b) (3) Explain reason why Agreement is exempt under the above section: _____ <input type="checkbox"/> b) Agreement IS NOT exempt. (Consult with the legal office to determine next steps.) Check all that apply <input type="checkbox"/> Initial Study <input type="checkbox"/> Environmental Impact Report <input type="checkbox"/> Negative Declaration <input type="checkbox"/> Statement of Overriding Considerations <input type="checkbox"/> Mitigated Negative Declaration																																		
<table border="1"> <thead> <tr> <th>Legal Company Name:</th> <th>Budget</th> <th>SB</th> <th>MB</th> <th>DVBE</th> </tr> </thead> <tbody> <tr> <td>Frontier Energy, Inc.</td> <td>\$ 482,806</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Larta Institute</td> <td>\$ 416,247 (Match \$115,372)</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Sensis Agency</td> <td>\$ 370,493 (Match \$22,889)</td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Casamar Group</td> <td>\$ 228,012</td> <td><input checked="" type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td></td> <td>\$</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </tbody> </table>					Legal Company Name:	Budget	SB	MB	DVBE	Frontier Energy, Inc.	\$ 482,806	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Larta Institute	\$ 416,247 (Match \$115,372)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sensis Agency	\$ 370,493 (Match \$22,889)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Casamar Group	\$ 228,012	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		\$	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Legal Company Name:			
Funding Source	Funding Year of Appropriation	Budget List No.	Amount
EPIC	17-18	301.001E	\$3,788,265
			\$
R&D Program Area: EDMFO: EDMF			\$
Explanation for "Other" selection			
Reimbursement Contract #:		Federal Agreement #:	
Name: JoAnne Golden-Stewart		Name: JoAnne Golden-Stewart	
Address: 2525 Ocean Park Blvd Ste 200		Address: 2525 Ocean Park Blvd Ste 200	
City, State, Zip: Santa Monica, CA 90405-5286		City, State, Zip: Santa Monica, CA 90405-5286	
Phone: 310-314-1934 /	Fax: - -	Phone: 310-314-1934 /	Fax: - -
E-Mail: JoAnne.Golden@gladstein.org		E-Mail: JoAnne.Golden@gladstein.org	
<input checked="" type="checkbox"/> Solicitation Select Type Solicitation #: <u>RFP-18-802</u> # of Bids: <u>5</u> Low Bid? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes <input type="checkbox"/> Non Competitive Bid (<i>Attach CEC 96</i>) <input type="checkbox"/> Exempt Select Exemption (see instructions)			
<input checked="" type="checkbox"/> Private Company (<i>including non-profits</i>) <input type="checkbox"/> CA State Agency (<i>including UC and CSU</i>) <input type="checkbox"/> Government Entity (<i>i.e. city, county, federal government, air/water/school district, joint power authorities, university from another state</i>)			
If yes, check appropriate box:			<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes
			<input checked="" type="checkbox"/> SB <input type="checkbox"/> MB <input type="checkbox"/> DVBE
<input type="checkbox"/> Not Applicable (Agreement is with a CA State Entity or a membership/co-sponsorship) <input type="checkbox"/> Public Resources Code 25620, et seq., authorizes the Commission to contract for the subject work. (PIER) <input checked="" type="checkbox"/> The Services Contracted: <input type="checkbox"/> are not available within civil service <input type="checkbox"/> cannot be performed satisfactorily by civil service employees <input checked="" type="checkbox"/> are of such a highly specialized or technical nature that the expert knowledge, expertise, and ability are not available through the civil service system. <input type="checkbox"/> The Services are of such an: <input type="checkbox"/> urgent <input type="checkbox"/> temporary, or <input type="checkbox"/> occasional nature that the delay to implement under civil service would frustrate their very purpose.			
Justification:			
The contractor will provide technology transfer services and expertise to ensure that the results of projects funded through EPIC are effectively disseminated and communicated to stakeholders. This work requires a contractor with a unique combination of qualifications and expertise in clean energy technologies and themes, planning, promoting, and managing events, and creating and executing digital technology transfer strategies to effectively reach a diverse range of stakeholders. If civil service staff were to conduct these tasks, the effectiveness of knowledge transfer would be significantly diminished due to the amount and complexity of work required to produce such events and digital platforms. While Energy Commission staff are knowledgeable about the research projects themselves, the specific expertise required to disseminate the results to facilitate technology transfer activities does not exist within civil service.			

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**P) Payment Method**

- ☒ A. Reimbursement in arrears based on:
- ☒ Itemized Monthly ☐ Itemized Quarterly ☐ Flat Rate ☐ One-time
- ☐ B. Advanced Payment
- ☐ C. Other, explain:

1. Is Agreement subject to retention? ☐ No ☒ Yes
- If Yes, Will retention be released prior to Agreement termination? ☐ No ☒ Yes

The Evaluation Committee that scored the proposal found the rates to be comparable to other firms in the respective fields of expertise, and are acceptable for this agreement. Thirty percent of the points in the RFP's scoring criteria, were devoted to cost.

1. ☐ Exempt (Interagency/Other Government Entity)
2. ☒ Meets DVBE Requirements DVBE Amount:\$ 228,012.00 DVBE %: 6
- ☐ Contractor is Certified DVBE
- ☒ Contractor is Subcontracting with a DVBE: Casamar Group
3. ☐ Contractor selected through CMAS or MSA with no DVBE participation.
4. ☐ Requesting DVBE Exemption (attach CEC 95)

1. Will there be Work Authorizations? ☒ No ☐ Yes
2. Is the Contractor providing confidential information? ☒ No ☐ Yes
3. Is the Contractor going to purchase equipment? ☒ No ☐ Yes
4. Check frequency of progress reports
- ☒ Monthly ☐ Quarterly ☐ _____
5. Will a final report be required? ☐ No ☒ Yes
6. Is the agreement, with amendments, longer than a year? If yes, why? ☐ No ☒ Yes

The Department of General Services allows agreements with a term up to three years.

- | | | |
|---|---|--|
| 1. Exhibit A, Scope of Work | <input type="checkbox"/> N/A | <input checked="" type="checkbox"/> Attached |
| 2. Exhibit B, Budget Detail | <input type="checkbox"/> N/A | <input checked="" type="checkbox"/> Attached |
| 3. CEC 96, NCB Request | <input checked="" type="checkbox"/> N/A | <input type="checkbox"/> Attached |
| 4. CEC 30, Survey of Prior Work | <input checked="" type="checkbox"/> N/A | <input type="checkbox"/> Attached |
| 5. CEC 95, DVBE Exemption Request | <input checked="" type="checkbox"/> N/A | <input type="checkbox"/> Attached |
| 6. CEQA Documentation | <input checked="" type="checkbox"/> N/A | <input type="checkbox"/> Attached |
| 7. Resumes | <input type="checkbox"/> N/A | <input checked="" type="checkbox"/> Attached |
| 8. CEC 105, Questionnaire for Identifying Conflicts | | <input checked="" type="checkbox"/> Attached |

Agreement Manager

Date

Office Manager

Date

Deputy Director

Date

EXHIBIT A SCOPE OF WORK

I. TASK ACRONYM/TERM LISTS

TASK LIST

Task #	Task Name
1	Contract Agreement Management
2	Digital Technology Transfer Strategy for EPIC
3	Plan, Produce, and Manage Forums Across California
4	Plan, Produce, and Manage Two EPIC Symposiums

ACRONYMS/GLOSSARY

Specific acronyms and terms used throughout this scope of work are defined as follows:

Acronym	Definition
CAM	Commission Agreement Manager
CAO	Commission Agreement Officer
CPR	Critical Project Review
CPUC	California Public Utilities Commission
EPIC	Electric Program Investment Charge
IOU	Investor-owned Utility
Showcase	Energy Innovation Showcase
TAC	Technical Advisory Committee

II. PURPOSE OF AGREEMENT, PROBLEM/SOLUTION STATEMENT, AND GOALS AND OBJECTIVES

A. Purpose of Agreement

The purpose of this Agreement is to fund technology transfer services to ensure that the results of projects funded through the Electric Program Investment Charge (EPIC) are effectively disseminated and communicated to stakeholders.

B. Problem/ Solution Statement

Problem

Public funding for energy innovation plays a critical role in accelerating the development and adoption of new, clean energy technologies. A major factor is that the results from publicly-funded research and development projects are made publicly available. Technology transfer activities are needed to ensure that these publicly-available results are effectively disseminated to energy stakeholders – including investors, technology developers, customers, local governments and policymakers – that can act upon these results to accelerate commercialization of new energy technologies.

“Technology transfer” can be described as transferring technology from an original source to a wider distribution among more people and places. Often it occurs by concerted effort to share skills, knowledge or technologies among governments or universities and other institutions to ensure that scientific and technological developments are accessible to a wider range of users who can then further develop and exploit the technology into new products, processes, applications, materials, or services.

EXHIBIT A SCOPE OF WORK

Successful technology transfer activities require both expertise in the energy sector as well as a proficiency in developing web materials and conducting forums to bring the right stakeholders and experts together. Furthermore, California Public Utilities Commission (CPUC) Decision 12-05-037 requires the four EPIC administrators (the Energy Commission, Pacific Gas and Electric Co., San Diego Gas & Electric Co., and Southern California Edison Co.) to consult with interested stakeholders no less than twice a year. CPUC Decision 15-04-020 requires one of these two annual workshops to be an Electric Program Investment Charge Innovation Symposium (EPIC Symposium) intended to achieve the following: share progress, results, and future plans; improve coordination and understanding among administrators, parties, and the CPUC; raise awareness and visibility of EPIC investments; and promote program transparency.

Solution

The contractor will provide a wide range of technology transfer activities to facilitate shared learning, leading to the development of collaborative solutions for complex energy and climate issues. Shared learning can encourage research replication and further innovation throughout the state, supporting the integration of clean energy technologies at local, utility, and state levels.

C. Goals and Objectives of the Agreement

Agreement Goals

The goal of this Agreement is to increase the impact of the EPIC Program by ensuring information on EPIC-funded projects is effectively disseminated and communicated to stakeholders, industry leaders, and the general public.

Agreement Objectives

The objectives of this Agreement are to:

- Develop and implement a digital technology transfer strategy for EPIC, including redesigning and increasing the functionality of the Energy Commission-owned Energy Innovation Showcase website to improve its effectiveness and usefulness as a technology transfer tool.
- Conduct up to nine high profile forums discussing key topics affecting the electricity sector. These forums will provide opportunities to:
 - Discuss innovative solutions for technology development and costs and barriers to implementing technology advancements.
 - Identify opportunities for the EPIC program to make an impact and overcome issues related to achieving California's energy goals.
 - Share results of topical research projects.
- Plan, produce, and manage the annual EPIC Symposium in 2020 and 2021. The symposium will:
 - Showcase EPIC-funded projects to connect research and technologies to investors, customers, local governments, policymakers, and other stakeholders capable of transferring the results into market and policy actions.
 - Share and disseminate key findings, results, and lessons learned from EPIC-funded projects to raise awareness of those investments and promote EPIC program transparency.

EXHIBIT A
SCOPE OF WORK

- Encourage broad and diverse participation from underrepresented groups – including DVBEs and minority-, women-, and LGBT-owned businesses - in the EPIC Program.
- Coordinate the symposium with the three investor owned utilities EPIC administrators and the Energy Commission.

EXHIBIT A SCOPE OF WORK

III. TASK 1 Contract Agreement Management

The Contractor shall manage a team capable of undertaking all work assignments identified in this Scope of Work (SOW).

All project work performed by the Contractor team shall be directed by and coordinated with the CAM. Work performed by the Contractor or its subcontractors beyond the term end date of the contract will not be reimbursed for payment.

Subtask 1.1 Procedure for Submitting Deliverables to the CAM

The goal of this subtask is to establish the requirements for submitting project deliverables (e.g., reports, summaries, and presentation materials). Unless otherwise specified by the Commission Agreement Manager (CAM), the Contractor must provide deliverables as required below by the dates listed in the **Schedule of Deliverables (Part V)**. Deliverables that require a draft version are indicated by marking “(draft and final)” after the deliverable name in the “Deliverables” section of the task/subtask. If “(draft and final)” does not appear after the deliverable name, only a final version of the deliverable is required. With respect to due dates within this SOW, “days” means working days.

The Contractor shall:

For deliverables that require a draft version, including the Final Report Outline and Final Report

- Submit all draft deliverables to the CAM for review and comment in accordance with the Schedule of Deliverables (Part V). The CAM will provide written comments to the Contractor on the draft deliverable within 15 days of receipt, unless otherwise specified in the task/subtask for which the deliverable is required.
- Consider incorporating all CAM comments into the final product. If the Recipient disagrees with any comment, provide a written response explaining why the comment was not incorporated into the final deliverable.
- Submit the revised deliverable with responses and comments within 10 days of notice by the CAM, unless the CAM specifies a longer time period, or approves a request for additional time.

For deliverables that require a final version only

- Submit the deliverable to the CAM for acceptance. The CAM may request minor revisions or explanations prior to acceptance.

For all deliverables

- Submit all data and documents required as deliverables in accordance with the following:

Instructions for Submitting Electronic Files and Developing Software:

o **Electronic File Format**

Submit all data and documents required as deliverables under this Agreement in an electronic file format that is fully editable and compatible with the Energy Commission’s software and Microsoft (MS)-operating computing platforms, or with any other format approved by the CAM. Deliver an electronic copy of the full text of any Agreement data and documents in a format specified by the CAM, such as memory stick or CD-ROM.

EXHIBIT A SCOPE OF WORK

The following describes the accepted formats for electronic data and documents provided to the Energy Commission as deliverables under this Agreement, and establishes the software versions that will be required to review and approve all software deliverables:

- Data sets will be in MS Access or MS Excel file format (version 2007 or later), or any other format approved by the CAM.
- Text documents will be in MS Word file format, version 2007 or later.
- Documents intended for public distribution will be in PDF file format.
- The Contractor must also provide the native Microsoft file format.
- Project management documents will be in Microsoft Project file format, version 2007 or later.

○ **Software Application Development**

Use the following standard Application Architecture components in compatible versions for any software application development required by this Agreement (e.g., databases, models, modeling tools), unless the CAM approves other software applications such as open source programs:

- Microsoft ASP.NET framework (version 3.5 and up). Recommend 4.0.
- Microsoft Internet Information Services (IIS), (version 6 and up) Recommend 7.5.
- Visual Studio.NET (version 2008 and up). Recommend 2010.
- C# Programming Language with Presentation (UI), Business Object and Data Layers.
- SQL (Structured Query Language).
- Microsoft SQL Server 2008, Stored Procedures. Recommend 2008 R2.
- Microsoft SQL Reporting Services. Recommend 2008 R2.
- XML (external interfaces).

Any exceptions to the Electronic File Format requirements above must be approved in writing by the CAM. The CAM will consult with the Energy Commission's Information Technology Services Branch to determine whether the exceptions are allowable.

Subtask 1.2 Kick-off Meeting

The goal of this subtask is to establish the lines of communication and procedures for implementing this Agreement. The meeting will be held in Sacramento, CA and the CAM will designate the specific location, or via Web-Ex or teleconference. The administrative and technical aspects of this Agreement will be discussed at the meeting.

The Contractor shall:

- Attend a "kick-off" meeting with the CAM, the Contracts Agreement Officer (CAO), and a representative of the Accounting Office. The Contractor shall include their Project Manager, Contracts Administrator, Accounting Officer, and others designated by the CAM in this meeting. The administrative and technical aspects of this Agreement will be discussed at the meeting.

The administrative portion of the meeting will include discussion of the following:

- Terms and conditions of the Agreement;
- Administrative deliverables;
- Project meetings and briefings;
- Match fund documentation (if applicable);
- Permit documentation (if applicable);
- Subcontracts; and any other relevant topics.

EXHIBIT A SCOPE OF WORK

The technical portion of the meeting will include discussion of the following:

- The CAM's expectations for accomplishing tasks described in the SOW;
- An updated Project Schedule;
- Technical deliverables;
- Progress reports and invoices;
- Final Report;
- Technical Advisory Committee meetings; and
- Any other relevant topics.

- Provide an *Updated Schedule of Deliverables*, and *List of Match Funds* as needed to reflect any changes in the documents.

The CAM shall:

- Arrange the meeting including scheduling the date and time.
- Provide an agenda to all potential meeting participants prior to the kick-off meeting.

Contractor Deliverables:

- Updated Schedule of Deliverables (*if applicable*)
- Updated List of Match Funds (*if applicable*)

CAM Deliverable:

- Kick-off Meeting Agenda

Subtask 1.3 Invoices

The goal of this subtask is to ensure that invoices contain all required information and are submitted in the appropriate format.

The Contractor shall:

- Prepare monthly *Invoices* for all reimbursable expenses incurred performing work under this Agreement in compliance with the Exhibit B of the Terms and Conditions of the Agreement and in the format provided by the CAM. In addition, each invoice must document and verify:
 - Energy Commission funds received by California-based entities
 - Energy Commission funds spent in California (if applicable)
 - Match fund expenditures (if applicable)
- Invoices shall be submitted monthly together with progress reports (task 1.4), within 15 calendar days after the end of the preceding month (billing period). Invoices must be submitted to the Energy Commission's Accounting Office.

Note: Retention will not be calculated on the following costs incurred under this contract: forum and symposium expenses; and additional equipment/materials/miscellaneous (e.g., meeting expenses, facility rental, equipment, and other costs for staging public events). Please see Section 10.f of the EPIC Contract Terms and Conditions for additional information about retention.

Deliverables:

- Invoices

EXHIBIT A SCOPE OF WORK

Subtask 1.4 Progress Reports

The goal of this task is to periodically verify that satisfactory and continued progress is made towards achieving the objectives of this Agreement.

The Contractor shall:

- Prepare *Progress Reports* that summarize all Agreement activities conducted by the Contractor and any subcontractors for the monthly reporting period, including an assessment of the ability to complete the Agreement within the current budget and any anticipated cost overruns. Each progress report is due within 15 calendar days after the end of the preceding month (reporting period). The CAM will provide the format for the progress reports.

Deliverables:

- Progress Reports

Subtask 1.5 Manage Subcontractors

The goal of this task is to ensure quality products, to enforce subcontractor Agreement provisions, and in the event of failure of the subcontractor to satisfactorily perform services, recommend solutions to resolve the problem.

The Contractor shall:

- Manage and coordinate subcontractor activities. The Contractor is responsible for the quality of all subcontractor work and the Energy Commission will assign all work to the Contractor. If the Contractor decides to add new subcontractors, they shall 1) comply with the Terms and Conditions of the Agreement, and 2) notify the CAM who will follow the Energy Commission's process for adding or replacing subcontractors.

Deliverables:

- Subcontracts, if requested by CAM

Subtask 1.6 Project Meetings and Briefings

The goal of this subtask is to determine whether any modifications must be made to the tasks, products, schedule, or budget. Project meetings provide the opportunity for frank discussions between the Energy Commission and the Contractor. As determined by the CAM, discussions may include project status, challenges, successes, findings, project goals and benefits, recommendations, and final report preparation. Participants will include the CAM and the Contractor, and may include the Commission Agreement Officer (CAO) and any other individuals selected by the CAM to provide support to the Energy Commission.

The Contractor shall:

- Attend or participate in program support and project-related meetings or discussions in person or via WebEx or conference call, as requested by the CAM.
- Respond to e-mails or other written communication requests regarding project management status and issues, as requested by the CAM.
- Prepare meeting notes for each formal meeting that: (1) discusses the progress of the Agreement toward achieving its goals and objectives; and (2) includes recommendations and conclusions regarding continued work on the project, as requested by the CAM.
- Submit the meeting notes to the CAM for review and approval.

EXHIBIT A SCOPE OF WORK

Contractor Deliverables:

- Responses to written requests on project status.
- Meeting notes for each formal meeting.

Subtask 1.7 Technical Advisory Committee (TAC)

The goal of this subtask is to create an advisory committee for this Agreement. For purposes of this contract, the TAC will provide input into the symposiums and forums, including suggested speakers and topics; use their networks and communication channels to promote the events and to help ensure information is effectively communicated to key audiences. The contractor, CAM, and TAC members participate in TAC meetings. Typically, TAC meetings run between 1-3 hours. It is expected there can be as many as one meeting per quarter, resulting in up to 12 hours per year. TAC meetings are typically held in addition to coordination meetings with the CAM.

Contractors are responsible for proposing a list of TAC members for the CAM's review and approval. Additionally, the contractor will: (1) invite potential TAC members to participate in the TAC, (2) finalize the list of members, and (3) coordinate with the CAM to schedule and plan the TAC meetings, including all logistics. TAC members will serve at the CAM's discretion.

The Contractor shall:

- Prepare a *List of Potential TAC Members* for CAM review and approval. This shall include the names, companies, email addresses, and phone numbers of potential members. The list will be discussed at the Kick-off meeting, and a schedule for recruiting members and holding the first TAC meeting will be developed.
- Recruit TAC members. Ensure that each individual understands member obligations and the TAC meeting schedule developed in subtask 1.8.
- Prepare a *List of TAC Members* once all TAC members have committed to serving on the TAC.
- Submit *Documentation of TAC Member Commitment* (such as Letters of Acceptance) from each TAC member to the CAM.

Deliverables:

- List of Potential TAC Members
- List of TAC Members
- Documentation of TAC Member Commitment

Subtask 1.8 TAC Meetings

The goal of this subtask is for the TAC to provide strategic guidance for the project by participating in regular meetings, which may be held via teleconference.

The Contractor shall:

- Discuss the TAC meeting schedule with the CAM at the Kick-off meeting. Determine the number and location of meetings (in-person and via teleconference) in consultation with the CAM.
- Prepare a *TAC Meeting Schedule* that will be presented to the TAC members during recruiting. Revise the schedule after the first TAC meeting to incorporate meeting comments.
- Prepare a *TAC Meeting Agenda* and *TAC Meeting Back-up Materials* for each TAC meeting.
- Organize and lead TAC meetings in accordance with the TAC Meeting Schedule. Changes to the schedule must be pre-approved in writing by the CAM.

EXHIBIT A SCOPE OF WORK

- Prepare *TAC Meeting Summaries* that include any recommended resolutions of major TAC issues.

Deliverables:

- TAC Meeting Schedule (draft and final)
- TAC Meeting Agendas (draft and final)
- TAC Meeting Back-up Materials
- TAC Meeting Summaries

Subtask 1.9 Final Report

The goal of this subtask is to prepare a written Final Report that incorporates a comprehensive description of the project and approach, and presents detailed findings and results of the work completed under this Agreement. It must also include a summary of all data collected, technology transfer approach, analysis of the effectiveness of methods and metrics used, and identification of challenges encountered and lessons learned.

The Final Report shall be prepared in language easily understood by the public or layperson with a limited technical background.

The Final Report must be completed before the termination date of the Agreement in accordance with the Schedule of Deliverables.

The Final Report shall be a public document. If the Contractor's work on all or part of this project has obtained confidential status from the Energy Commission, then the Contractor must prepare both a public and a confidential version of the Final Report, and the Contractor shall perform the following subtasks for both the public and confidential versions of the Final Report.

When creating the Final Report, the Contractor must use the Style Manual and Final Report Template provided by the CAM.

Subtask 1.9.1 Final Report Outline

The Contractor shall:

- Prepare and submit a draft *Final Report Outline*.
- Submit the draft *Final Report Outline* to the CAM for review and approval. The CAM will provide written comments to the Contractor on the draft outline. The Contractor shall review the comments and discuss any concerns regarding the recommended changes with the CAM.
- Prepare and submit the final *Final Report Outline*, incorporating the CAM's comments.

Contractor Deliverables:

- Final Report Outline (draft and final)

CAM Deliverables:

- Comments on Draft Final Report Outline
- Style Manual
- Final Report Template
- Approval of Final Report Outline

EXHIBIT A SCOPE OF WORK

Subtask 1.9.2 Final Report

The Contractor shall:

- Prepare a *Final Report* for this Agreement in accordance with the approved Final Report Outline, Style Manual, and Final Report Template provided by the CAM.
- Submit the draft *Final Report* for review and comment. The CAM will provide written comments to the Contractor. The Contractor shall review the comments and discuss any issues with the recommended changes with the CAM.
- Prepare and submit the *Final Report*, incorporating CAM comments.

Deliverables:

- Final Report (draft and final)
- Written Responses to Comments on the Draft Final Report

CAM Deliverable:

- Written Comments on the Draft Final Report

Subtask 1.10 Final Meeting

The goal of this subtask is to discuss closeout of this Agreement and review the project. The meeting will be held in Sacramento, CA and the CAM will designate the specific location, or via Web-Ex or teleconference. The administrative and technical aspects of Contract closeout will be discussed at the meeting.

The Contractor shall:

- Meet with Energy Commission staff prior to the term end-date of this Contract. This meeting will be attended by the Contractor Project Manager and the CAM. The CAM will determine any additional appropriate meeting participants. Present findings, conclusions, and recommended next steps (if any) for the Agreement, based on the information included in the Final Report.
- Prepare a written document of meeting agreements and unresolved activities.
- Prepare a schedule for completing the closeout activities for this Agreement, based on determinations made during the meeting.
- Provide ALL Draft and Final written deliverables provided under this Contract on a CD-ROM or USB memory stick, organized by the tasks in the Contract.

Deliverables:

- Final Meeting Agreement Summary (*if applicable*)
- Schedule for Completing Agreement Closeout Activities
- All Draft and Final Written Deliverables

Subtask 1.11 Match Funds (if applicable)

The goal of this subtask is to ensure that the Contractor obtains any match funds planned for this Contract and applies them to the Contract during the Contract term.

While the costs to obtain and document match funds are not reimbursable under this Contract, the Contractor may spend match funds for this task. The Contractor may only spend match funds during the Contract term, either concurrently or prior to the use of Energy Commission funds. Match funds must be identified in writing, and the Contractor must obtain any associated commitments before incurring any costs for which the Contractor will request reimbursement.

EXHIBIT A SCOPE OF WORK

The Contractor shall:

- If match funds were a part of the proposal that led to the Energy Commission awarding this Contract, prepare a *Match Funds Status Letter* that documents the match funds committed to this Contract and includes:
 - A list of the match funds that identifies:
 - The amount of cash match funds, their source(s) (including a contact name, address, and telephone number), and the task(s) to which the match funds will be applied.
 - The amount of each in-kind contribution, a description of the contribution type (e.g., property, services), the documented market or book value, the source (including a contact name, address, and telephone number), and the task(s) to which the match funds will be applied. If the in-kind contribution is equipment or other tangible or real property, the Contractor must identify its owner and provide a contact name, address, telephone number, and the address where the property is located.
 - A copy of a letter of commitment from an authorized representative of each source of match funding that the funds or contributions have been secured.
- At the Kick-off meeting, discuss match funds and the impact on the project if they are significantly reduced or not obtained as committed. If applicable, match funds will be included as a line item in the progress reports and will be a topic at project meetings and briefings.
- Provide a *Supplemental Match Funds Notification Letter* to the CAM if receipt of additional match funds is obtained.
- Provide a *Match Funds Reduction Notification Letter* to the CAM if existing match funds are reduced during the course of the Contractor. Reduction of match funds may trigger a project meeting.

Deliverables:

- Match Funds Status Letter
- Supplemental Match Funds Notification Letter *(if applicable)*
- Match Funds Reduction Notification Letter *(if applicable)*

IV. TECHNICAL TASKS

For all applicable deliverables under these tasks, the CAM will work with the Energy Commission's Media and Public Communications Office and the Energy Commission Webmaster to ensure that contractor deliverables align with the Energy Commission's communication guidelines and strategies.

Note: Deliverables, including videos, graphics, computer animations, screenshots, emails, web analytics, web portal, web content are considered "Intellectual Property" pursuant to Exhibit D, paragraph 25 and are owned by the Energy Commission.

*Deliverables that require a draft version are indicated by marking "(draft and final)" after the deliverable name in the "Deliverables" section of the task/subtask. If "(draft and final)" does not appear after the deliverable name, only a final version of the deliverable is required. **Subtask 1.1 (Deliverables)** describes the procedure for submitting deliverables to the CAM.*

TASK 2: Digital Technology Transfer Strategy for EPIC

The goal of this task is to develop and implement a digital technology transfer strategy to effectively communicate the results and benefits of EPIC-funded projects to potential technology

EXHIBIT A SCOPE OF WORK

adopters as well as to broader stakeholder groups. Technology transfer activities are needed to ensure that these publicly available results are effectively disseminated to energy stakeholders - including other researchers, investors, technology developers, customers, local governments and policymakers – that can act upon these results to accelerate commercialization of new energy technologies.

The digital technology transfer strategy shall include the following:

- A web platform that serves as the central hub for technology transfer materials developed through this contract.
- A portal that enables EPIC recipients to electronically submit upcoming events, media materials, and news articles related to EPIC research projects to be published through the various digital technology transfer mediums.
- The ability to curate and push content to users based on their preferences and areas of interest, such as technology topic and geographic location.

The Energy Commission-owned Energy Innovation Showcase website (hereafter referred to as the “Showcase,” at <http://innovation.energy.ca.gov>) will serve as the central hub. The Contractor will work with the CAM to revamp the Showcase as part of the overall digital technology transfer strategy. The CAM will work with the Energy Commission Webmaster to ensure all changes meet the Energy Commission’s guidelines. The Energy Commission will define, direct, and approve the contents and overall look and feel of the Showcase.

The Showcase will include at a minimum:

- Technology topic-based content (e.g. microgrids, demand response, advanced energy communities) that includes:
 - Overview of technology topic, including showing how the technology topic fits into the larger picture of potential adopter markets and missions.
 - Identification of challenges/barriers in each area.
 - Visualization strategies, such as interactive infographics, schematics, and/or computer animations that are beyond the expertise of the Energy Commission’s in-house staff to create. Creation of these infographics requires technical knowledge of electricity infrastructure design as well as energy technology systems (e.g. heat pumps, anaerobic digesters, battery storage) and the key components that make up these technology systems. Graphics should provide general information accessible to non-experts as well as more specific and technical details.
 - Example: An interactive graphic of an electric heat pump system with the ability for the user to “drill down” from a system overview into specific technology components such as the heat exchanger and identify EPIC projects to advance heat exchanger performance.
 - Portfolios of related EPIC research projects, highlighting the impacts and important takeaways from each set of projects, and how the projects are addressing the challenges and barriers in each area.
 - A “news feed” of curated and regularly updated links relevant to each technology topic. These links should include the timeliest and important news items, articles, resources, and events in each technology topic.
- Information on events conducted under this contract, including but not limited to:
 - Event information, location, topics, nearby accommodations, etc.
 - Speaker biographies
 - Agendas

EXHIBIT A SCOPE OF WORK

- A place to register attendees for EPIC forums and symposiums conducted under this contract.
- Functionality for visitors to indicate interest in an event and follow it to receive email alerts when there are updates.
- Media content from previous topics and forums conducted under this contract.
- A searchable, online project database function for users to find Energy Commission EPIC research projects by category and other means, similar to the current functionality of the existing Showcase. Upgrades will include, but are not limited to:
 - Interface to display media items for each project that have been uploaded in the Energy Commission project database and submitted through the EPIC recipient portal and approved (photos, off-site articles, project websites, etc.)
 - Ability for visitors to indicate interest in a project and follow it to receive email alerts when there are updates.
 - Improved search functionality with various intuitive methods for browsing EPIC research projects (e.g. topic, region, recently updated, featured in upcoming or recent events).

Task 2.1: Design and Implementation of Digital Technology Transfer Strategy

The goal of this subtask is to design and conduct the initial implementation of the digital technology transfer strategy.

The Contractor shall:

- Develop and submit a draft *Digital Technology Transfer Strategy*, to be reviewed by the CAM, which includes but is not limited to:
 - Identification of target stakeholder groups,
 - Planned methods to drive engagement including Search Engine Optimization,
 - Identification of outbound channels and strategies to effectively distribute curated content,
 - 4-6 proposed topics to feature in topic-based content pages on the Showcase.
- Develop and submit final *Digital Technology Transfer Strategy*, addressing comments and edits from the CAM.
- Develop and submit a draft *Email Content Update Template*, to be reviewed by CAM, showing how content update alert emails will display for visitors who have subscribed to updates on a particular technology topic, project, or event.
- Develop and submit a final *Email Content Update Template*, addressing comments and edits from the CAM.
- Develop and submit a draft *Overview of EPIC Recipient Portal Specifications*, to be reviewed by CAM, including at a minimum:
 - Ability for Energy Commission EPIC grant recipients to electronically submit events, media materials including photo attachments, and news articles.
 - Login functionality so only approved users can submit events, links, and attachments.
 - Approach and portal functionality for ensuring submitted items are reviewed and approved by the Energy Commission prior to publishing on the Showcase.
 - Identification of suggested methods of integration between EPIC Recipient Portal, the Energy Commission's project database, and the Showcase website to streamline and improve update process.
- Develop and submit a final *Overview of EPIC Recipient Portal Specifications*, addressing comments and edits from the CAM.
- Create and submit a Test EPIC Recipient Portal, for the CAM to conduct quality assurance and user testing.

EXHIBIT A SCOPE OF WORK

- 1 • Submit *Test EPIC Recipient Portal Access Instructions and Screenshots* to the CAM for
- 2 review and comment.
- 3 • Deploy the Live EPIC Recipient Portal after approval from the CAM.
- 4 • Submit *Live EPIC Recipient Portal Access Instructions and Screenshots* to the CAM.
- 5 • Work with the CAM to manage the web hosting details for the upgraded Showcase.
- 6 ○ The upgraded Showcase must be hosted in a Tier III data center as designated
- 7 by the California Department of Technology and will be accessed through a
- 8 hyperlink on the energy.ca.gov website. The upgraded Showcase must comply
- 9 with the State's web policy and hosting provisions, including using the latest
- 10 version of the CA.gov state website template and complying with Section 508
- 11 and WCAG 2.0 web accessibility standards, found at <https://webtools.ca.gov>.
- 12 • Develop and submit a draft *Wireframe of the Upgraded Energy Innovation Showcase* to
- 13 the CAM for review and comment.
- 14 • Incorporate comments and edits from the CAM into final *Wireframe of the Upgraded*
- 15 *Energy Innovation Showcase*.
- 16 • Develop and submit draft *Featured Graphics for Technology Topic Pages* (one per
- 17 technology topic approved in *Digital Technology Transfer Strategy*, for a total of 4-6
- 18 *Topic Pages*) to the CAM for review and comment. Graphics may be an infographic,
- 19 computer animation, or interactive diagram, with the option for the Contractor to propose
- 20 alternative types of featured graphics (subject to approval from CAM). Creation of these
- 21 infographics requires technical knowledge of electricity infrastructure design as well as
- 22 energy technology systems (e.g. heat pumps, anaerobic digesters, battery storage) and
- 23 the key components that make up these technology systems. Graphics should provide
- 24 general information accessible to non-experts as well as more specific and technical
- 25 details.
- 26 ○ Example: An interactive graphic of an electric heat pump system with the ability
- 27 for the user to "drill down" from a system overview into specific technology
- 28 components such as the heat exchanger and identify EPIC projects to advance
- 29 heat exchanger performance.
- 30 • Develop and submit final *Featured Graphics for Technology Topic Pages*, incorporating
- 31 comments and edits from the CAM.
- 32 • Develop and submit draft *Screenshots of Final Design with Initial Content for the*
- 33 *Upgraded Energy Innovation Showcase*, providing screenshots to the CAM for review
- 34 and comment.
- 35 • Incorporate the comments and edits from the CAM and submit final *Screenshots of Final*
- 36 *Design with Initial Content for the Upgraded Energy Innovation Showcase*.
- 37 • Create a Staging Environment of the upgraded Showcase for the CAM to conduct quality
- 38 assurance and user testing, including testing functionality, data integrity, and compliance
- 39 with State of California website design, usability, and accessibility standards.
- 40 • Submit *Instructions on Accessing Staging Environment* to the CAM.
- 41 • Perform function, integration, performance, and security testing on the upgraded
- 42 Showcase; track, fix, and retest all discovered issues with CAM approval prior to going
- 43 live.
- 44 • Deploy the "go-live" public version of the Upgraded Showcase Website into the
- 45 production environment when approved, and submit *Screenshots of Deployed Upgraded*
- 46 *Energy Innovation Showcase Website* to the CAM.

Deliverables:

- 49 • Digital Technology Transfer Strategy (draft and final)
- 50 • Email Content Update Template (draft and final)
- 51 • Overview of EPIC Recipient Portal Specifications (draft and final)

EXHIBIT A SCOPE OF WORK

- Test EPIC Recipient Portal Access Instructions and Screenshots
- Live EPIC Recipient Portal Access Instructions and Screenshots
- Wireframe of the Upgraded Energy Innovation Showcase (draft and final).
- Featured Graphics for Technology Topic Pages (draft and final)
- Screenshots of Final Design with Initial Content for the Upgraded Energy Innovation Showcase (draft and final).
- Instructions on Accessing Staging Environment
- Screenshots of Deployed Upgraded Energy Innovation Showcase Website

Task 2.2: Updates and Management of Digital Technology Transfer Strategy

The goal of this subtask is to establish the schedule and process for managing and updating the digital technology transfer strategy during the contract term. These updates will include incorporating EPIC project updates provided by the CAM, maintaining information about upcoming and past EPIC forums and symposiums developed under this contract, and regular updates to the technology topic content sections of the Showcase to keep the curated content of links to news, tools, and resources up-to-date and engaging.

The Contractor shall:

- Update the Showcase to keep content links current.
- Submit draft *Screenshots of Monthly Updates to the Showcase* to the CAM for review and comment at least once per month while the upgraded Showcase is deployed.
- Prepare and submit final *Screenshots of Monthly Updates to the Showcase*, addressing CAM input, for approval to post.
- Push content updates to stakeholders through channels identified in *Digital Technology Transfer Strategy* developed in subtask 2.1.
- Provide *Monthly Emails Sent Report*, including but not limited to recipients, message contents, and analytics such as open and click-through rates. Include email addresses and contact information for any new contact lists that are developed under this agreement.
- Provide *Monthly Web Analytics Report* when the upgraded Showcase is active, summarizing the past month's traffic to the Showcase and identifying any Search Engine Optimization adjustments made.

Deliverables

- Screenshots of Monthly Updates to the Showcase (draft and final).
- Monthly Emails Sent Reports
- Monthly Web Analytics Reports

Task 2.3 Knowledge Transfer of Digital Technology Transfer Strategy

The goal of this subtask is to transfer management of the Digital Technology Transfer Strategy, including but not limited to the Showcase, EPIC Recipient Portal, email marketing campaigns, and web analytics, to the Energy Commission at the end of the contract term by conducting in-person training sessions and providing a training handbook. For the Showcase, the training sessions and the handbook should include information on the overall website design, how to use and build upon the navigation and file structure, how to use and modify website templates to build new pages and ensure website continuity, and how to report and resolve web server hosting issues.

The Contractor shall:

- Provide two in-person knowledge transfer sessions with Energy Commission staff.

EXHIBIT A SCOPE OF WORK

- If the CAM determines that additional sessions are needed, additional sessions may be web-based.
- Develop and submit a *Training Handbook* documenting knowledge transfer.
- Relinquish all control and management of the Digital Technology Transfer Strategy, including the Showcase, EPIC Recipient Portal, email marketing campaigns, and web analytics, to the Energy Commission at the end of the contract term.

Deliverables

- Training Handbook

TASK 3: Plan, Produce and Manage Forums across California

The goal of this task is to plan, produce, and manage up to three (3) public forums annually, from 2019 to 2021 (up to nine in total), on key topics affecting California's electricity sector in investor-owned utility (IOU) service territories. Forums will be one-day gatherings that are strategically located throughout the state to encourage broad and diverse participation, including members of disadvantaged communities. Forums will focus on a specific topic or set of topics that have regional relevance. Additionally, each forum will provide opportunities for grantees, stakeholders, non-profit organizations, and others to 1) learn how EPIC research projects are contributing towards achieving California's clean energy goals; and 2) discuss innovative solutions for technology development, the costs and barriers to implementing technology advancements, and how to affect adoption rates of successful technologies.

Examples of forum topics include but are not limited to:

- Energy efficiency opportunities in California's existing commercial and multi-family buildings.
- Development of zero-net energy buildings in disadvantaged communities.
- Saving water and energy to increase California's drought resiliency.
- Preferred resource flexibility needs to support and integrate 50 percent renewable energy by 2030.
- Energy storage targets.
- Strategies to commercialize microgrids.

Forums will be held at various locations throughout the state. These forums do not need to be held in different IOU service territories; however they should be strategically located throughout California to encourage broad and diverse participation, including participation by members of disadvantaged communities.

The Contractor shall develop and oversee these events to promote EPIC research projects and programs. Technology transfer activities should be the major component of these events, with an emphasis on bringing impactful clean energy technologies to potential adopters. The contractor shall work with the TAC and other technical experts to identify and propose scope, themes, topics and speakers for each event.

Note: All equipment, materials and miscellaneous costs such as meeting costs, facility rental, equipment, and other costs for staging public events will not be included in calculating retention. Please see Section 10.f of the EPIC Contract Terms and Conditions for additional information about retention.

EXHIBIT A SCOPE OF WORK

Task 3.1: Pre-Event Management

The goal of this subtask is to identify and prepare all details and logistics in advance of each forum event. When preparing lists of topics, contractor shall leverage technology, marketing, and policy experts to identify priority items for discussion. The elements of this subtask are critical to the successful administration of public events. The activities listed in this subtask will be performed, and listed deliverables will be submitted, for each forum.

The Contractor shall:

- Submit a draft *List of Forum Topics* (5-7 per forum) to the CAM for consideration.
- Prepare a final *List of Forum Topics* addressing comments and edits from the CAM.
- Submit a draft *List of Potential Forum Venues and Dates* (3-5 per forum) to the CAM for consideration.
- Prepare a final *List of Potential Forum Venues and Dates* addressing comments and edits from the CAM and identifying the selected venue and date.
- Submit a draft *List of Forum Keynote Speakers* (5-7 per forum) to the CAM for consideration.
- Prepare a final *List of Forum Keynote Speakers* addressing comments and edits from the CAM.
- Submit a draft *List of Forum Panel Topics with Speakers* to the CAM for consideration.
- Prepare a final *List of Forum Panel Topics with Speakers* addressing comments and edits from the CAM.
- After CAM authorization, confirm and book speakers and panelists.
- After CAM authorization, develop and manage attendee registration with online platform (e.g., Eventbrite).
- Participate in weekly conference calls with the CAM during forum planning, summarizing in *minutes of forum planning conference calls*.
- Conduct walkthroughs of at least 3 potential forum venues.
- Provide the CAM with information on the different venue options, as well as which vendor services are necessary, and all applicable costs, for consideration and final approval.
- Once the CAM has approved the venue, vendors, and relevant costs, execute the necessary agreements. This shall include, but not be limited to:
 - Executing the relevant rental agreements with the venue, contracts for any necessary A/V technology vendors, and Internet service companies, and verification of web conferencing and/or livestreaming capability, after consultation with the CAM, and provide *copies of executed rental and other agreements with symposium vendors*.
 - Note on A/V equipment: If it is more economical to purchase equipment once rather than rent for each event, it is preferred that A/V equipment be purchased (with CAM prior written approval). If A/V equipment is purchased, the Energy Commission shall own the A/V equipment (whether the value is over or under \$5,000). Contractor shall deliver ownership of the A/V equipment to the Energy Commission at the end of the contract term. See Exhibit D, paragraph 17.
 - When Energy Commission-owned livestreaming equipment is available, the contractor shall use the Energy Commission equipment rather than renting.
 - Note on livestreaming capability: contractor should assume livestreaming equipment and operations will be for general session panels only, and will not be used in additional breakout session rooms.

EXHIBIT A SCOPE OF WORK

Deliverables:

- List of Forum Topics (draft and final).
- List of Potential Forum Venues and Dates (draft and final).
- List of Forum Keynote Speakers (draft and final).
- List of Forum Panel Topics with Speakers (draft and final).
- Minutes of forum planning conference calls.
- Copies of executed rental and other agreements with forum vendors.

Task 3.2: Pre-Event Materials

The goal of this subtask is to identify and prepare the necessary material needed in advance of each forum event. The elements of this subtask are considered the framework for building a successful public event. The activities listed in this subtask will be performed, and listed deliverables will be submitted, for each forum.

The Contractor shall:

- Prepare a draft *Forum Agenda*, for CAM review.
 - Plan the overall structure and format of events.
 - Research technical program content for the forum.
 - Organize networking opportunities for entrepreneurs, investors, and stakeholders.
- Prepare a final *Forum Agenda* addressing comments and edits from the CAM.
- Design a draft *Forum "Save the Date" Announcement* for CAM review. CAM will share with Energy Commission Media and Public Communications Office; Contractor shall incorporate any additional comments and edits.
- Prepare a final *Forum "Save the Date" Announcement* addressing comments and edits from the CAM.
- Design draft *Forum Invitation* to be sent via email to potential attendees, for CAM review. CAM will share with Energy Commission Media and Public Communications Office; Contractor shall incorporate any additional comments and edits.
- Prepare final *Forum Invitation* addressing comments and edits from the CAM.
- Assist staff in preparing multiple draft *Listserve Notifications*, as directed by the CAM, to be sent out by the Energy Commission, leading up to the symposium.
 - Notifications may focus on new items becoming firmed up and/or available on the registration site, including but not limited to: lunch options, the agenda, keynote speakers, etc.
- Prepare finalized *Listserve Notifications*, as directed by the CAM, addressing comments and edits from the CAM.
- Write a draft *Forum Marketing Plan* to promote each forum, for CAM review and comment. CAM will share with Energy Commission Media and Public Communications Office; Contractor shall incorporate any additional comments and edits.
- The marketing plan shall include, but not be limited to:
 - Fact sheets about program speakers, panel topics, and venue.
 - Ideas to leverage publicity and increase attendance.
 - Identification of target stakeholder groups for each forum, with strategies to drive engagement and participation.
- Prepare a final *Forum Marketing Plan* addressing comments and edits from the CAM.
- Work with CAM to design signage and branding, as necessary, for the event materials.
- Design and produce draft *Forum Program* for CAM review. CAM will share with Energy Commission Media and Public Communications Office; Contractor shall incorporate any additional comments and edits.
- Prepare final *Forum Program* addressing comments and edits from the CAM.

EXHIBIT A SCOPE OF WORK

- Write draft *Forum Guidelines for Speakers and Panel Moderators* for CAM review that includes instructions on how to moderate a panel for efficient use of time.
- Prepare final *Forum Guidelines for Speakers and Panel Moderators* addressing comments and edits from the CAM.
- Submit a draft *List of Forum Moderator Discussion Questions* (7-10 per panel) to the CAM for consideration.
- Prepare a final *List of Forum Moderator Discussion Questions* addressing comments and edits from the CAM.
- Conduct a phone call with speakers, panel moderators, and CAM to review event details, schedule, and guidelines.
- Conduct a phone call with each panel, including the panel moderator, panelists, and CAM to review event details, the panel format, and panel questions to ensure everyone knows what they should be discussing during the panel session.
- Request and manage the presentations from speakers and panelists.
- Purchase any necessary supplies or materials for event (e.g., name badges).
- Draft *Forum Survey Questions* for feedback from attendees after the forum, for CAM review.
- Prepare final *Forum Survey Questions* addressing comments and edits from the CAM.

Deliverables:

- Forum Agenda (draft and final).
- Forum "Save the Date" Announcement (draft and final).
- Forum Invitation (draft and final).
- Listserve Notifications (draft and final).
- Forum Marketing Plan (draft and final).
- Forum Program (draft and final).
- Forum Guidelines for Speakers and Panel Moderators (draft and final).
- List of Forum Moderator Discussion Questions (draft and final).
- Forum Survey Questions (draft and final).

Task 3.3: Pre-Event Outreach

The goal of this subtask is to identify and prepare the necessary steps needed in advance of each forum event. This subtask is critical to developing diverse and broad forum attendance. The activities listed in this subtask will be performed, and listed deliverables will be submitted, for each forum.

The Contractor shall:

- Submit a draft *List of Forum Outreach Contacts* to the CAM indicating proposed contacts toward which outreach efforts will be made. Include email addresses and contact information for any new contact lists that are developed under this agreement.
- Prepare a final *List of Forum Outreach Contacts* addressing comments, edits, and suggested additions from the CAM.
- Conduct outreach to EPIC grantees, utility groups, local community groups, and state agencies, and summarize outreach in *Monthly Report on Forum Outreach Efforts*.
- Conduct outreach efforts to underrepresented organizations (DVBES; women-, LGBT-, and minority-owned businesses; and disadvantaged communities), and summarize outreach in *Monthly Report on Forum Outreach Efforts*.
- Develop a Forum Networking Event in conjunction with forum.
- Send email to promote attendance at the Forum Networking Event, after CAM approval of recipients, and manage responses.

EXHIBIT A SCOPE OF WORK

- Submit a *List of RSVPs for Forum Networking Event*.
- Include Networking Event information within the Forum Invitation email.
- Submit a draft *List of Attendees Receiving the Forum “Save the Date” Announcement* for CAM review and feedback.
- Submit a final *List of Attendees Receiving the Forum “Save the Date” Announcement*, incorporating suggestions from the CAM.
- Submit a draft *List of Attendees Receiving the Forum Invitation* for CAM review and feedback.
- Submit a final *List of Attendees Receiving the Forum Invitation*, incorporating suggestions from the CAM.
- Send out a “Save the Date” Announcement and *Forum Invitation* via e-mail, after CAM approval of recipients, and manage responses.

Deliverables:

- List of Forum Outreach Contacts (draft and final)
- Monthly Report on Forum Outreach Efforts.
- List of Attendees Receiving Forum “Save the Date” Announcement (draft and final)
- List of Attendees Receiving Forum Invitation (draft and final)
- List of RSVPs for Forum Networking Event.

Task 3.4: Day of Event Activities

The goal of this subtask is to identify and execute day-of event activities for each forum event. The activities listed in this subtask will be performed, and listed deliverables will be submitted, for each forum.

The Contractor shall:

- Set up, test, and run (if applicable) audio/visual and video streaming equipment.
- Produce a high-quality, live streaming video broadcast using web-based software for remote attendees.
- Submit a *Final List of Registered Forum Attendees*, based on online registrations, to the CAM.
- Conduct on-site registration.
- Check in all pre-registered attendees.
- Manage networking opportunities for entrepreneurs, investors, and stakeholders.
- Maintain and troubleshoot audio/visual equipment onsite.
- Serve as liaison and coordinator with venue personnel.
- Manage and conduct the set-up of equipment and materials in each area of the facility to ensure everything is ready before the event begins.
- Manage and conduct tear down of equipment, materials, and clean-up of the facility at end of event.

Deliverables:

- Final List of Registered Forum Attendees.

Task 3.5: Post-Event Management

The goal of this subtask is to identify the steps necessary to assess and evaluate each forum event. The activities listed in this subtask will be performed, and listed deliverables will be submitted, for each forum.

EXHIBIT A SCOPE OF WORK

The Contractor shall:

- Provide a *List of Forum Attendees* (both online and in-person attendees).
- Submit the *Forum Video broadcast recording on an external storage device*.
- Write a draft *Summary of Forum Panel Discussions, Speaker Presentations, and Highlights* for CAM review.
- Prepare a final *Summary of Forum Panel Discussions, Speaker Presentations, and Highlights* addressing comments and edits from the CAM.
- Send out *Forum Survey Questions* electronically.
- Compile *Forum Survey Results* and submit to the CAM.
- Prepare a *Handbook of Materials used to produce each forum*.

Deliverables:

- List of Forum Attendees.
- Forum Video broadcast recording on an external storage device.
- Summary of Forum Panel Discussions, Speaker Presentations, and Highlights (draft and final).
- Forum Survey Results.
- Handbook of Materials used to produce each forum.

TASK 4: Plan, Produce, and Manage Two EPIC Symposiums

The goal of this task is to plan, produce, and manage one annual EPIC Symposium for the years 2020 and 2021 (two total). The EPIC Symposium: 1) showcases EPIC-funded research, development, demonstration, and deployment efforts and technologies; 2) facilitates greater communication, collaboration, and information sharing among stakeholders working to advance energy technologies and strategies that benefit California's IOU electric ratepayers; and 3) builds awareness of the Energy Commission's investments in innovation. Symposiums will be one to two day events with multiple concurrent sessions/tracks throughout AM and PM sessions, focusing on a variety of topics.

The symposiums are one to two day events expected to attract around 700-1000 attendees each. Each symposium will have an AM and PM session with multiple concurrent sessions/tracks focusing on a variety of topics. The selected facility for each symposium should be able to accommodate three concurrent sessions, as well as provide floor space for exhibits and networking.

For each symposium, the contractor may propose locations and dates outside of the timeframe suggested in this Agreement. However, Energy Commission staff has identified a number of benefits to holding symposiums in Sacramento during the February-April timeframe. The contractor will work with the CAM to determine the appropriate location and date for each event.

Technology transfer activities should be the major component of the symposiums, with an emphasis on bringing impactful clean energy technologies to potential adopters. The contractor shall work with the TAC and other technical experts to identify and propose scope, themes, topics and speakers for each symposium.

Note: All equipment, materials and miscellaneous costs such as meeting costs, facility rental, equipment, and other costs for staging public events will not be included in calculating retention. Please see Section 10.f of the EPIC Contract Terms and Conditions for additional information about retention.

EXHIBIT A SCOPE OF WORK

Task 4.1: Pre-Event Management

The goal of this subtask is to identify and take the necessary steps to hold successful EPIC Symposiums. The activities listed in this subtask will be performed, and listed deliverables will be submitted, for each symposium.

The Contractor shall:

- Prepare a draft *List of Potential Symposium Venues and Dates* (3-5 per symposium) for CAM review.
- Submit a final *List of Potential Symposium Venues and Dates* addressing comments and edits from the CAM and identifying the selected venue and date.
- Submit a draft *List of Symposium Topics and Tracks* (5-7 topics with 3-5 potential tracks each) to the CAM for consideration.
- Submit a final *List of Symposium Topics and Tracks* addressing comments and edits from the CAM.
- Submit a draft *List of Symposium Keynote Speakers* (5-7 per symposium) for CAM review. Keynote speakers should be nationally recognized thought leaders in clean energy transformation, who can offer a unique perspective on the future of clean energy development.
- Prepare a final *List of Symposium Keynote Speakers* addressing comments and edits from the CAM.
- Submit a draft *List of Symposium Panel Topics with Speakers* (8-10 per symposium) to the CAM for review. Typical panels include a mix of researchers, technology adopters, and policy makers.
- Prepare a final *List of Symposium Panel Topics with Speakers* addressing comments and edits from the CAM.
- Participate in weekly conference calls with the CAM during symposium planning, summarizing in *minutes of symposium planning conference calls*.
- Conduct walkthroughs of potential symposium venues.
- Provide the CAM with information on the different venue options, as well as which vendor services are necessary, and all applicable costs, for consideration and final approval.
- Once the CAM has approved the venue, vendors, and relevant costs, execute the necessary agreements. This shall include, but not be limited to:
 - Executing the relevant rental agreements with the venue, contracts for any necessary A/V technology vendors, and Internet service companies, and verification of web conferencing and/or livestreaming capability, after consultation with the CAM, and provide *copies of executed rental and other agreements with symposium vendors*.
 - Note on A/V equipment: If it is more economical to purchase A/V equipment once rather than rent for each event, it is preferred that A/V equipment be purchased (with CAM prior written approval). If A/V equipment is purchased, the Energy Commission owns the A/V equipment (whether the value is over or under \$5,000). Contractor shall deliver ownership of the A/V equipment to the Energy Commission at the end of the contract term. See Exhibit D, paragraph 17
 - When Energy Commission-owned livestreaming equipment is available, the contractor shall use the Energy Commission equipment rather than renting.
 - Note on livestreaming capability: contractor should assume livestreaming equipment and operations will be for general session panels only, and will not be used in additional breakout session rooms.
- After CAM authorization, confirm and book speakers and panelists.

EXHIBIT A SCOPE OF WORK

- After CAM authorization, develop and manage attendee registration with online platform (e.g., Eventbrite).

Deliverables:

- List of Potential Symposium Venues and Dates (draft and final).
- List of Symposium Topics and Tracks (draft and final).
- List of Symposium Keynote Speakers (draft and final).
- List of Symposium Panel Topics with Speakers (draft and final).
- Minutes of symposium planning conference calls.
- Copies of executed rental and other agreements with symposium vendors.

Task 4.2: Pre-Event Materials

The goal of this subtask is to identify and prepare the necessary material needed in advance of each symposium. The activities listed in this subtask will be performed, and listed deliverables will be submitted, for each symposium.

The Contractor shall:

- Write a draft *Symposium Marketing Plan* to promote the symposium. CAM will share with Energy Commission Media and Public Communications Office; Contractor shall incorporate any additional comments and edits from the CAM. The marketing plan shall include, but not be limited to:
 - Fact Sheets about program speakers, panel topics, and venue.
 - List of ideas to leverage publicity and increase attendance.
 - Identification of target stakeholder groups, with strategies to drive engagement and participation.
- Prepare a final *Symposium Marketing Plan* addressing comments and edits from the CAM.
- Prepare a draft *Symposium Agenda*.
 - Plan the overall structure and format of event.
 - Research technical program content for the symposium.
 - Organize networking opportunities for entrepreneurs, investors, and stakeholders.
- Prepare a final *Symposium Agenda* addressing comments and edits from the CAM.
- Design a draft *Symposium "Save the Date" Announcement*. CAM will share with Energy Commission Media and Public Communications Office; Contractor shall incorporate any additional comments and edits from CAM.
- Prepare a final *Symposium "Save the Date" Announcement* addressing comments and edits from the CAM.
- Design draft *Symposium Invitation* to be sent via email to attendees. CAM will share with Energy Commission Media and Public Communications Office; Contractor shall incorporate any additional comments and edits from CAM.
- Prepare final *Symposium Invitation* addressing comments and edits from the CAM.
- Assist staff in preparing multiple draft *Listserve Notifications*, as directed by the CAM, to be sent out by the Energy Commission, leading up to the symposium.
 - Notifications may focus on new items becoming firmed up and/or available on the registration site, including but not limited to: lunch options, the agenda, keynote speakers, etc.
- Prepare finalized *Listserve Notifications*, as directed by the CAM, addressing comments and edits from the CAM.

EXHIBIT A SCOPE OF WORK

- 1 • Design and test a draft (beta) version of an Interactive Online Agenda compatible with
2 both iOS and Android operating systems for symposium attendees.
3 The online agenda shall also provide access to information including, but not limited to:
 - 4 ○ EPIC symposium agenda
 - 5 ○ Speakers' bios
 - 6 ○ Exhibitor information
 - 7 ○ Direct links to social media (Twitter, Facebook, Instagram)
 - 8 ○ FAQs
 - 9 ○ EPIC symposium survey
- 10 • Submit a draft *Outline of Features and Functionalities of Interactive Online Agenda* to
11 the CAM for review, with access to the online agenda for testing. CAM will share with
12 Energy Commission Webmaster; Contractor shall incorporate any additional comments
13 and edits from the CAM. Agenda must be live at least 1 month prior to each symposium.
- 14 • Submit a final *Outline of Features and Functionalities of Interactive Online Agenda*
15 addressing comments and feedback from the CAM.
- 16 • Prepare and deploy a final version of the Interactive Online Agenda incorporating
17 comments and edits from the CAM.
- 18 • Work with CAM to design signage and branding, as necessary, for the event materials.
- 19 • Design and produce draft *Symposium Programs*.
- 20 • Prepare final *Symposium Programs* addressing comments and edits from the CAM.
- 21 • Write draft *Symposium Guidelines for Speakers and Panel Moderators* that include
22 instructions on how to moderate a panel for efficient use of time.
- 23 • Prepare final *Symposium Guidelines for Speakers and Panel Moderators* addressing
24 comments and edits from the CAM.
- 25 • Submit a draft *List of Symposium Moderator Discussion Questions* (7-10 per panel) to
26 the CAM for consideration.
- 27 • Prepare a final *List of Symposium Moderator Discussion Questions* addressing
28 comments and edits from the CAM.
- 29 • Conduct a phone call with speakers, panel moderators, and CAM to review event
30 details, schedule, and guidelines.
- 31 • Conduct a phone call with each panel, including the panel moderator, panelists, and
32 CAM to review event details, the panel format, and panel questions to ensure everyone
33 knows what they should be discussing during the panel session.
- 34 • Request and manage the presentations from speakers and panelists.
- 35 • Purchase any necessary supplies or materials for event (e.g., name badges).
- 36 • Draft *Symposium Survey Questions* for feedback from attendees after the symposium.
- 37 • Prepare final *Symposium Survey Questions* addressing comments and edits from the
38 CAM.

Deliverables:

- 41 • Symposium Marketing Plan (draft and final).
- 42 • Symposium Agenda (draft and final).
- 43 • Symposium "Save the Date" Announcement (draft and final).
- 44 • Symposium Invitation (draft and final).
- 45 • Listserve Notifications (draft and final).
- 46 • Outline of Features and Functionalities of Interactive Online Agenda (draft and final).
- 47 • Symposium Programs (draft and final).
- 48 • Symposium Guidelines for Speakers and Panel Moderators (draft and final).
- 49 • List of Symposium Moderator Discussion Questions (draft and final).
- 50 • Symposium Survey Questions (draft and final).

EXHIBIT A SCOPE OF WORK

Task 4.3: Pre-Event Outreach

The goal of this subtask is to identify and prepare the necessary steps needed in advance of each EPIC symposium. This subtask is critical to developing a diverse and broad attendance. The activities listed in this subtask will be performed, and listed deliverables will be submitted, for each symposium.

The Contractor shall:

- Submit a draft *List of Symposium Outreach Contacts* to the CAM indicating proposed contacts toward which outreach efforts will be made. Include email addresses and contact information for any new contact lists that are developed under this agreement.
- Prepare a final *List of Symposium Outreach Contacts* addressing comments, edits, and suggested additions from the CAM.
- Conduct outreach to EPIC grantees, utility groups, local community groups, and state agencies, and summarize outreach in *Monthly Report on Symposium Outreach Efforts*.
- Conduct outreach efforts to reach underrepresented organizations (DVBES; women-, LGBT-, and minority-owned businesses; and disadvantaged communities), and summarize outreach in *Monthly Report on Symposium Outreach Efforts*.
- Produce a *Monthly Report on Symposium Outreach Efforts* for review by the CAM.
- Draft, for CAM review, a *Call for Posters email* invitation for EPIC grantees to participate in a poster session to share energy research findings.
 - The invite should include a schedule for submitting applications, guidelines and tips for how to create a good poster.
- Prepare a final *Call for Posters email* invitation incorporating feedback from CAM.
- Draft, for CAM review, a *Call for Videos email* invitation for EPIC grantees to participate in a poster session to share energy research findings.
 - The invite should include a schedule for submitting applications, guidelines and tips for how to create a good video.
- Prepare a final *Call for Videos email* invitation incorporating feedback from CAM.
- Prepare and submit a draft *List of EPIC Research Project Contacts* identifying the contact person to which the Call for Posters/Videos emails will be sent, and listing the related EPIC project numbers and titles.
- Prepare a final *List of EPIC Research Project Contacts*, addressing comments and edits from the CAM.
- After CAM authorization, send the *Call for Posters email* to EPIC grantees and manage responses.
- After CAM authorization, send the *Call for Videos email* to EPIC grantees and manage responses.
- Develop a draft *List of Selected Poster Session Projects* grouped by theme for the CAM to review, including which ones will be showing videos vs. posters, and information describing how projects were selected.
- Assist contractor applicants and coordinate with the CAM, as necessary, to ensure posters and videos are satisfactory for final evaluation.
- Prepare a final *List of Selected Poster Session Projects* grouped by theme that addresses comments from the CAM, and submit it for CAM approval.
 - Notify selected project contractors once the final list is approved by the CAM.
- Develop a Symposium Networking Event in conjunction with symposium.
- Send email to promote attendance at the Symposium Networking Event, after CAM approval of recipients, and manage responses.
- Submit a *List of RSVPs for Symposium Networking Event*.
- Include Networking Event information within the Symposium Invitation email.

EXHIBIT A SCOPE OF WORK

- Submit a draft *List of Attendees Receiving the Symposium “Save the Date” Announcement* for CAM review and feedback.
- Submit a final *List of Attendees Receiving the Symposium “Save the Date” Announcement*, incorporating suggestions from the CAM.
- Submit a draft *List of Attendees Receiving the Symposium Invitation* for CAM review and feedback.
- Submit a final *List of Attendees Receiving the Symposium Invitation*, incorporating suggestions from the CAM.
- Send out a *Symposium “Save the Date” Announcement* and *Symposium Invitation* via e-mail, after CAM approval of recipients, and manage responses.

Deliverables:

- List of Symposium Outreach Contacts (draft and final)
- Monthly Report on Symposium Outreach Efforts.
- Call for Posters email (draft and final).
- Call for Videos email (draft and final).
- List of EPIC Research Project Contacts (draft and final).
- List of Selected Poster Session Projects (draft and final).
- List of Attendees Receiving Symposium “Save the Date” Announcement (draft and final)
- List of Attendees Receiving Symposium Invitation (draft and final)
- List of RSVPs for Symposium Networking Event.

Task 4.4: Day of Event Activities

The goal of this subtask is to identify and execute day-of event activities for each symposium. The activities listed in this subtask will be performed, and listed deliverables will be submitted, for each symposium.

The Contractor shall:

- Set up, test, and run (if applicable) audio/visual and video streaming equipment.
- Produce a high-quality, live streaming video broadcast of the symposium general session panels, using web-based software for remote attendees.
- Submit a *Final List of Registered Symposium Attendees*, based on online registrations, to the CAM.
- Conduct on-site registration.
- Manage networking opportunities for entrepreneurs, investors, and stakeholders.
- Maintain and troubleshoot audio/visual equipment onsite as needed.
- Serve as liaison and coordinator with venue personnel.
- Manage and conduct the set-up of equipment and materials in each area of the facility to ensure everything is ready before the event begins.
- Manage and conduct tear down of equipment, materials, and clean-up of the facility at end of event.

Deliverables:

- Final List of Registered Symposium Attendees.

Task 4.5 Post-Event Management

The goal of this subtask is to identify the steps necessary to assess and evaluate each symposium. An online survey will be used to provide feedback to the event organizers. The activities listed in this subtask will be performed, and listed deliverables will be submitted, for each symposium.

EXHIBIT A SCOPE OF WORK

The Contractor shall:

- Provide a *List of Symposium Attendees* (both online and in-person attendees).
- Produce a draft *Promotional Symposium Video (electronic file)* (2-4 minutes) highlighting the symposium with post-production elements (music, graphics, and titles) for CAM review. CAM will share with Energy Commission Media and Public Communications Office for review; Contractor shall incorporate any additional comments and edits.
- Produce a final *Promotional Symposium Video (electronic file)* (2-4 minutes) highlighting the symposium with post-production elements (music, graphics, titles) addressing comments and edits from the CAM and Energy Commission Media and Public Communications Office.
- Provide the CAM with the complete *Symposium General Session Video Broadcast recording on an external storage device*.
- Write a draft *Summary of Symposium Panel Discussions, Speaker Presentations, and Highlights* for CAM review.
- Prepare a final *Summary of Symposium Panel Discussions, Speaker Presentations, and Highlights* addressing comments and edits from the CAM.
- Send out *Symposium Survey Questions* electronically.
- Compile *Symposium Survey Results* and submit to the CAM.
- Prepare a *Handbook of Materials used to produce the Symposium*.

Deliverables:

- List of Symposium Attendees.
- Promotional Symposium Video (electronic file) (draft and final).
- Symposium General Session Video Broadcast recording on an external storage device.
- Summary of Symposium Panel Discussions, Speaker Presentations, and Highlights (draft and final).
- Symposium Survey Results.
- Handbook of Materials used to produce the Symposium.

EXHIBIT A SCOPE OF WORK

1 V. PROJECT SCHEDULE

2

3 Please see the attached Excel spreadsheet.

STATE OF CALIFORNIA

STATE ENERGY RESOURCES
CONSERVATION AND DEVELOPMENT COMMISSION

RESOLUTION - RE: GLADSTEIN, NEANDROSS & ASSOCIATES LLC

RESOLVED, that the State Energy Resources Conservation and Development Commission (Energy Commission) adopts the staff CEQA findings contained in the Agreement or Amendment Request Form (as applicable); and

RESOLVED, that the Energy Commission approves Agreement 300-18-001 with Gladstein, Neandross & Associates LLC for a \$3,788,265 contract to fund a range of technology transfer services that ensure results of projects funded through EPIC are effectively disseminated and communicated to stakeholders, industry leaders, and the general public. Specifically, the contract team will 1) redesign the Energy Commission's Energy Innovation Showcase website to improve its effectiveness and usefulness; 2) plan and facilitate up to nine forums across California, discussing key topics affecting the electricity sector; and 3) plan and facilitate two EPIC symposiums; and

FURTHER BE IT RESOLVED, that the Executive Director or his/her designee shall execute the same on behalf of the Energy Commission.

CERTIFICATION

The undersigned Secretariat to the Commission does hereby certify that the foregoing is a full, true, and correct copy of a Resolution duly and regularly adopted at a meeting of the California Energy Commission held on April 10, 2019.

AYE: [List of Commissioners]

NAY: [List of Commissioners]

ABSENT: [List of Commissioners]

ABSTAIN: [List of Commissioners]

Cody Goldthrite,
Secretariat