



Energy Trust of Oregon **Request for Proposals:** **2017-2018 New Buildings** **Program Market Research**

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Proposals Due: December 15, 2017

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Introduction

Energy Trust of Oregon is soliciting proposals to conduct a participant market research project for its New Buildings program.

Since 2003, the New Buildings program (“the program”) has provided technical support to identify energy savings opportunities, cash incentives to implement electric or gas energy efficiency measures in new commercial buildings, and set a goal of market transformation. The program also has developed a training and education platform – Allies for Efficiency – in which a range of topics and educational opportunities are targeted toward influencing commercial building owners, developers and design professionals about advanced energy efficiency options and best-practice design. The program is delivered through tracks that address Oregon’s commercial new construction market. The program factors in the low cost of energy in the state, the mild climate and existing, stringent commercial costs for cost-effective offerings.

The program supports both commercial new construction and major renovations (NBE), including commercial multifamily (NBM) projects and is implemented by a Program Management Contractor (PMC) on behalf of Energy Trust with close communication with Energy Trust program management and marketing staff. Since 2013 the program has completed 1,318 commercial projects and 314 multifamily projects. A recent analysis of Dodge data and program data indicates that nearly half of the new construction projects in Energy Trust’s service territory participated in the program in 2014-2016.

Table 1. Sites Served and Savings Achieved, by Year

Program		2013	2014	2015	2016	2017 (to date)	Total N
NBE	Total kWh Savings	84,733,708	50,248,987	23,157,249	46,927,321	19,310,569	
	N Electric Projects	218	252	246	306	160	1,182
	Total Therm Savings	381,227	494,057	294,001	432,641	147,138	
	N Gas Projects	100	156	117	114	72	559
	Total Sites	240	288	275	337	178	1,318
NBM	Total kWh Savings	5,207,767	7,970,033	8,105,780	11,914,566	9,239,368	
	N Electric Projects	64	71	51	77	40	303
	Total Therm Savings	122,108	260,674	186,246	267,316	204,390	
	N Gas Projects	29	48	30	50	25	182
	Total Sites	68	73	53	79	41	314

About Energy Trust

In 1999, the Oregon legislature adopted, and the governor approved, a comprehensive amendment (Senate Bill 1149) to Oregon Revised Statute 757.612 establishing public purpose funding to be used for new cost-effective local energy conservation, new market transformation efforts, the above-market costs of new renewable energy resources, and new low-income weatherization. The Oregon Public Utility Commission (OPUC) was authorized to direct the manner in which the collected funds would be spent. Energy Trust was formed as a nonprofit corporation and, in November 2001, signed a grant agreement with the OPUC (the OPUC Grant Agreement). On March 1, 2002, Energy Trust began receiving approximately 74% of the total public purpose funds collected to invest in energy efficiency, renewable energy, and new market transformation. The OPUC Grant Agreement governs the manner in which Energy Trust receives and expends the collected public purpose funds. Energy Trust also has subsequent and separate agreements with NW Natural and Cascade Natural Gas and more recently Avista, in Oregon, to fund gas efficiency programs in their service territories in Oregon. Note that gas customers on transport rates are not eligible to receive Energy Trust gas incentives.

Some of Energy Trust's requirements in this RFP and in any subsequent negotiating and/or contracting phases are driven by the provisions of the OPUC Grant Agreement. Additional information concerning Energy Trust, including background information and a complete copy of the Grant Agreement, can be found on Energy Trust's website at www.energytrust.org.

Program Background & Research Objectives

The goal of this request for proposals ("RFP") is to select a researcher ("researcher") that has responded to this RFP to conduct certain market research. Energy Trust anticipates entering into a contract with the researcher for the researcher to obtain market research containing feedback and recommendations on program design and the participation process that can be used to improve the implementation of the program.

The New Buildings program provides a comprehensive set of services and financial incentives for project development, design, construction and post-occupancy. The program is interested in understanding the experience of both participants and allies (architects, engineers and contractors) working with the program and how to improve those experiences.

Over the past years the program has increased its focus on education and training, as well as marketing to increase demand for, rather than just awareness of, incentives and services. Currently the program has four major tracks: System Based, Whole Building, Market Solutions and Data Center. The System Based track encompasses both prescriptive and custom measures. The Whole Building track is for projects that conduct whole-building energy modeling. Incentives for this track are provided for energy savings beyond those specified in the Oregon Energy Efficiency Specialty Code. The

incentive structure is designed to escalate with increased percent savings greater than 15% better than code. Market Solutions offers a package of incentives have been developed and deployed for small-mid-size commercial customers; many of these packages base incentives on project square footage and offer good/better/best efficiency levels. The Data Center track addresses a range of stand-alone data centers locating in Oregon that can vary from enterprise to co-location facilities. There are still a few active projects that are in legacy tracks.

Table 2. Number of Active Projects and Projects Completed since 2016 (Jan 2016-present) by Track

Track	Active	Completed	Total
Legacy Tracks	27		27
Market Solutions	170	79	249
System Based	805	544	1,349
Whole Building	97	21	118
Data Center	6	3	9

Energy Trust is interested market research focused on the three large tracks: Systems Based, Whole Buildings and Market Solutions. The legacy tracks are no longer being actively offered by the program, and the Data Center track is focused on a small number of very idiosyncratic projects, but many customers served by the program are expected to utilize one of these tracks.

System Based projects comprise much of the Program's total projects, but for building types where the program could develop generalizable incentive packages that could scale based on building size, many the program is starting to see interest and uptake with projects interested and pursuing Market Solutions, though not all customers can be served this way and will be addressed through System Based.

Within each of these three program tracks there are some specific incentives and services that Energy Trust is interested in obtaining participant feedback. Path to Net Zero ("PTNZ") is one such service which offers enhanced incentives for buildings that meeting the Architecture 2030 challenge (currently 70% below of the regional average/median performance goal).

New Buildings has a primary audience of building owners / developers and the design firms that serve them, and each of these drive decision making in various project development stages. Several design industry movements are driving advanced design practices available today, but costs and perceptual barriers become real challenges when developing project goals – including energy goals. As owners find success with achieving their energy goals, the program develops success stories to drive awareness in a very dynamic and busy market where costs and trade-offs are a central theme.

Early Design Assistance is available to many projects enrolling in the New Buildings program at the schematic design phase or earlier. Participants are eligible to receive a set amount for completing an energy-focused early design meeting (similar to a

charrette) and delivering to the program a report that describes specific energy strategies for their building, systems selection opportunities and goals. A range of Technical Assistance options, including sometimes Energy Modeling Assistance, is offered to customers, pursuing the Whole Buildings track. Table 3 shows the relative number of projects that have received these three services that have either completed their building since 2016, or are still active.

Table 3. Number of Active Projects and Projects Completed since 2016 (Jan 2016-present) by Service Incentive

Service	Active	Completed	Total
Modeling Assistance	18	18	36
Early Design Assistance	196	83	279
PTNZ	49	6	54

Given the nature of commercial new construction, Energy Trust is interested in talking to participants who have recently received specific services and incentives. Also, most new construction projects involve multiple stakeholders who can be involved with one or more phases of a project. Projects that are part of this market research may need to survey/interview multiple stakeholders in a project to obtain accurate information and feedback on the project's interactions with the program. Energy Trust is interest in answering the following questions:

General Questions for all tracks:

Market Conditions

- What market actors and sectors participate?
- What are the drivers/and barriers to customer decisions to invest in energy efficient and renewable features?
- Where are participants and allies getting information about energy codes and meeting code? Is this information sufficient?
- Are participants and allies aware of approaching code changes or do they only become aware after a new code takes effect? Do they see any challenges in meeting the new code?
- What are the most significant challenges/opportunities with current market?

Program Participation

- How are customers learning about the program?
- How do customers decide what program services to use and to what level?
- What is motivating them to participate and tap into the program's offerings? What role does marketing and/or outreach play in decision-making? What are the main program features that motivate projects to enroll and to complete the program?

- How do customers perceive the program? Does this perception change, and how, as they work through the program and their project? Are there differences associated by what types of services the customers use or track they are in (e.g. Early Design Assistance, Market Solutions or Path to Net Zero)?
- How satisfied are participants and/or design firms with their experience in the program?
- What program elements do participants and design firms see the most value with and why?
- What has the market actors experience been with specific offerings that they have used and perception of those that they have considered? (e.g. transparency, certainty of support provided or incentives, quality of support, level of innovation, satisfaction etc.)
- How is the program addressing current market needs?
- What types of energy efficiency and renewables features were considered?
- As customers go through the program are there design changes?
 - What types or level of change?
 - What are the causes and drivers for these design changes?
 - What are the outcomes of these changes?
- How do customers view the program's support with solar PV in projects? Does program support increase the uptake of solar/solar-ready design?
- Do customers switch to different program offerings? As a result of this change do they pursue more or less aggressive options? What are the drivers to this decision?
- Do design firms and their customers find that Energy Trust is able to address many of their project needs? Are the gaps the program's not currently addressing or needs to strengthen?
- Is the program structure, with tiered incentives to encourage maximum energy efficiency, effective? Do participants understand how their incentives are calculated?
- Do participants receive the incentives they expect? How can the program reduce uncertainty about incentives?
- Is the program providing enough information on meeting and exceeding code?
- Is the program providing enough information on how what target energy use for a typical building of their type?
- How are design firms and contractors bringing customers into the program? How do these firms view the value the program brings? What types of projects do they connect the program into and which types do they not connect with the program?
- What benefits do architects, engineers and similar professionals see the program providing in the future? What challenges are they hoping to overcome in achieving high performance and net zero energy buildings?
- Are there other markets actors or sectors that could benefit from the program offerings?
- Do the customers have any specific needs regarding commissioning or post occupancy phase of the project?

Early Design Assistance and Modeling Assistance questions:

- Who participates?
- What types of design features were considered?
- What are the outcomes of the Early Design Assistance?
 - Design features that were pursued?
 - What were the reasons for selecting specific design features?
- Satisfaction with this offering
- Any suggestions on how the offering could be improved (e.g. changes or additions, timing)
-

PTNZ questions:

- Who participates?
- What types of energy efficiency and renewables features were initially considered?
- What efficiency and renewables features are currently being pursued (for active projects) or were installed (for completed projects)? What was the decision process for selecting these features?
- Feedback on technical assistance and program support as well as overall satisfaction with PTNZ
- Any suggestions on how the offering could be improved (e.g. changes or additions, timing)

Tasks

Energy Trust anticipates that it will require the researcher to undertake the following major tasks, and submitted proposals should address these topics:

Task 1. Conduct Study Kick-off Meeting, Review Program Documents and Data, and Develop Work Plan

The researcher will meet with Energy Trust and PMC staff to present the proposed market research methodologies, data collection, analysis, report preparation, and other activities.

The researcher will review important documents, including past evaluations, the program implementation manual, marketing and action plans, monthly reports and other documents on the workings of the program. Energy Trust will also provide a database of program activity for 2013-2017 as well as a dataset for active projects that are various stages of development and construction. The researcher will use this information as background for participant and ally interviews, and to develop a summary of program operations and make recommendations on ways to improve the program.

Based on the discussion at the kick-off meeting and the document and data review, the researcher will fine tune research questions and the sampling plan.

Based on comments and discussion during the kick-off meeting, the researcher will develop a work plan that will be the basis for all evaluation activities. The work plan will contain:

- Research goals
- Research methodologies
- Sampling plans for participant and ally interviews
- Schedule of tasks and deliverables

A draft work plan will be presented to the Energy Trust Evaluation Project Manager for review before finalizing.

The sampling plan will include:

- A representative set of projects, from each of the three tracks, completed in 2017.
- A set of recent projects (active or completed) that received Modeling Assistance
- A set of recent projects (active or completed) that received Early Design Assistance
- A set of completed PTNZ projects
- A representative set of active PTNZ projects

Anticipated Deliverables:

- Kick-off meeting
- Draft and final work plan and detailed evaluation schedule
- Sampling plan

Task 2. Conduct Surveys/Interviews with Participants and Allies

The researcher will complete interviews/surveys with a representative sample of participants from each track (owners or owners' representatives) who completed a project in 2017. These interviews will gather information about participant satisfaction, program processes and incentives, and how decisions are made about energy efficient features and equipment.

In addition, the researcher will complete interviews with participants and allies with active or recently completed projects. These interviews will focus on experiences in the early and intermediate phases of design and construction, early design and technical assistance from the program, participation in the PTNZ, and the relationship with program representatives. Along with owners and project managers, program allies such as architects and engineers; mechanical, electrical and general contractors; and solar and lighting designers may be interviewed, based on their involvement with the active projects.

The researcher will develop separate interview guides/survey instruments for completed projects and active projects that consider the differences between specific tracks and offerings. Interviews should explore the issues laid out above and any others identified through discussion with staff.

Anticipated Deliverables:

- Draft and final interview guides/ survey instruments
- Section in final report summarizing findings from all participant and ally surveys/interviews

Task 3. Analysis and Reporting

The researcher will provide the Energy Trust project manager with a market research report in draft form. This draft will be reviewed and commented on by Energy Trust and other parties deemed appropriate by Energy Trust. Based upon these comments, the researcher will make revisions and deliver to Energy Trust a final version of the report. Achieving an acceptable final report might take more than one iteration between the researcher and Energy Trust. Where applicable, data, phone conversations, non-confidential sources, publications, and other media used in the report will be referenced and cited. (Energy Trust anticipates that researcher will promise any respondents or sources confidentiality in terms of attribution of responses.) Findings and conclusions shall be based on the information collected by the researcher and referenced in the report. The use of tables and graphs is recommended for material that does not lend itself well to narrative form, as well as for important findings. All evaluation reports should include, at a minimum, executive summary, methodologies, findings, and recommendations sections.

The researcher will be required to submit monthly status reports presenting (1) a summary of accomplishments during the previous month, (2) current month's activities/plans; (3) variances in schedule and budget, including any necessary explanations; and if applicable, (4) issues or concerns to be addressed with proposed solutions. These reports are due by the 10th of every month and must accompany the invoice, starting with the first month after the final work plan has been delivered.

Anticipated Deliverables:

- Draft and final evaluation report
- Monthly status reports

Schedule

Energy Trust anticipates holding the kick-off meeting with the researcher approximately 2 weeks after Energy Trust enters into a contract with the researcher. The researcher would deliver a draft report to Energy Trust by April 13, 2018. The researcher would deliver a final report within two weeks of having received all comments and edits on the

submitted draft. The researcher would be required to provide a monthly evaluation update to Energy Trust on the 10th of every month.

Budget

It is anticipated that the budget for the scope as described in this RFP will be about \$90,000; however, Energy Trust reserves the right to revise budget assumptions at any time. The proposal should be bid as a time-and-materials, “not-to-exceed” type contract.

Proposal Guidelines

Respondents’ proposals should contain:

1. Proposal Information

- 1) A description of the firm’s qualifications to conduct this market research of a new commercial construction energy efficiency program.
- 2) A technical proposal, not to exceed 8 pages.
- 3) A management plan and proposed schedule of deliverables. This should include a kick-off meeting scheduled within two weeks of awarding the contract and a provision for a “final” statement of work, if warranted by the kick-off meeting.
- 4) A detailed budget broken out by task and individual. Key individuals should be identified by name, with billing rates for each.
- 5) Resumes of key staff and subcontractor team members who will be executing the work scope. NOTE: Current Energy Trust contractors do not need to submit new qualifications, except for new staff or subcontractors not previously identified.

2. Conflict of Interest Disclosure

Respondents should disclose any direct or indirect, actual or potential conflicts of interest Respondents may have with Energy Trust in its proposal. A “direct or indirect conflict” is defined as any situation in which an individual or a member of their family or close business or personal acquaintance, is employed by Energy Trust or the OPUC, or may be reasonably construed to have a direct or indirect personal or financial interest in any business affairs of Energy Trust, whether because of a proposed contract or transaction to which Energy Trust may be a party or may be interested or is under consideration, or whether such conflict is purely conceptual, because of similarity of business interests or affairs.

If no conflict is identified by Respondent, the proposal will explicitly provide such a statement in their RFP response. The determination of whether a conflict or interest exists is left to the sole discretion of Energy Trust.

3. Representations and Signatures Page

In order for Energy Trust to consider a proposal in response to this RFP, the proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal; respondent's duly authorized officer or agent must sign **Appendix A** certifying to the representations stated on **Appendix A**.

Proposal Selection Criteria

Energy Trust anticipates judging proposals on the following criteria and on any other factors that Energy Trust deems relevant:

- Technical approach
- Management plan
- Experience of proposed staff
- Experience of firm
- Proposed budget

Schedule & Administration of Proposal Selection Process

RFP Schedule:

- **November 17, 2017** RFP issued
- **November 27, 2017** Intents to bid due
- **December 1, 2017** Questions/requests for additional information due
- **December 5, 2017** Responses to questions sent no later than
- **December 15, 2017** Proposals due to Energy Trust

Requests for Additional Information and Proposal Submission

Any questions and/or requests for clarification or additional information regarding this RFP, as well as statements providing intent to bid on the project, should be submitted via email to the contact named below by **December 1, 2017**. Stating intent to bid does not obligate a respondent to submit a proposal, but Energy Trust anticipates considering proposals only from parties submitting a statement of intent to bid by this deadline. Energy Trust anticipates accepting only electronically submitted proposals (in PDF form); not faxed or print proposals. A signed letter of transmittal (cover letter) should be included, but can be scanned and submitted along with the proposal. Respondents should submit proposals by 5pm PST on **December 15, 2017**. Energy Trust will not be obligated to consider information received outside this time interval for the purposes of this RFP. Please submit proposals to:

Phil Degens
Evaluation Manager
Energy Trust of Oregon
Phone: 503.445.7620

Email: phil.degens@energytrust.org

Revisions to RFP

If it becomes necessary to revise any part of this RFP, an addendum will be issued by Energy Trust and will be posted on the website. Respondents should contact Energy Trust if they find any inconsistencies or ambiguities to the RFP. Clarification given by Energy Trust may become an addendum to the RFP.

Withdrawal and Modification of Proposals

Respondents may withdraw their proposal and submit a revised proposal prior to the response deadline. After the response deadline, Energy Trust is not obligated to accept respondent-initiated changes. Respondents may withdraw proposals from consideration at any time.

Proposal Evaluation and Notification for Negotiations

Energy Trust will review the proposals as received and will initiate any contract negotiations with a respondent or respondents.

RFP GOVERNING PROVISIONS

All submitted proposals are subject to the following additional provisions.

Right to Accept or Reject Proposals, Multiple Awards

Energy Trust reserves the right to make multiple awards, reject any and all proposals and to waive any nonconformity in proposals received, to accept or reject any or all of the items in a proposal, and award the contract in whole or in part as it is deemed in Energy Trust's best interest. Energy Trust may also choose to negotiate any of the details of proposals prior to contracting.

Confidentiality

Respondents may clearly identify those portions of their proposals that they do not want revealed to third parties and label such portions as "Confidential Information". Except as required under law or for regulatory purposes, Energy Trust will maintain confidentiality of such information. Energy Trust may not accept proposals or other documents that are marked to indicate the entire document is the confidential or proprietary information of the sender or that restricted handling is required. Normal business practices will be observed in handling proposal materials.

Ownership and Return of Proposals

All materials submitted in response to this RFP will become the property of Energy Trust and will not be returned to the respondent.

No Verbal Addendums

No verbal agreement or conversation made or had at any time with any officer, agent, or employee of Energy Trust, nor any oral representation by such party shall add to, detract from, affect or modify the terms of this RFP, unless specifically included in a written addendum issued by Energy Trust.

Proposal Costs

Each proposal prepared in response to this RFP will be prepared at the sole cost and expense of the respondent and with the express understanding that there will be no claims whatsoever for reimbursement from Energy Trust.

Waiver of Claims

By submitting a proposal, respondent waives any right it might otherwise have to bring any claim, whether in damages or equity, against Energy Trust or its officers, directors, employees, or agents, with respect to any matter arising out of any process associated with this RFP.

Energy Trust Rights Reserved

Energy Trust reserves the right, in its sole discretion, to reject any or all proposals in whole or in part, to waive any minor irregularities or informalities in a proposal, and to enter into any agreement deemed to be in its best interest. In addition to any other enumerated reserved rights and/or options as stated in this RFP, Energy Trust may in its sole discretion do any one or more of the following:

- Determine which proposals are eligible for consideration in response to this RFP.
- Disqualify proposals that do not meet the guidelines set forth in this RFP, in the sole determination of Energy Trust.
- Negotiate with any respondent to amend any proposal.
- Select and negotiate and/or enter into agreements with respondents who, in Energy Trust's sole judgment, are most responsive to the RFP and whose proposals best satisfy the interests of Energy Trust, in its sole discretion, and not necessarily on the basis of price alone or any other single factor.
- Issue additional subsequent solicitations for proposals, including withdrawing this RFP at any time and/or issuing a new RFP that would supersede and replace this one.
- Vary any timetable or schedule, add or change any provisions discussed herein.
- Conduct any briefing session or further RFP process on any provisions of this RFP.
- Suspend or modify the RFP process at any time.

- Enter into contractual relationships with more than one respondent.

Resulting Contract

Energy Trust will require the selected respondent to execute a written contract with Energy Trust to perform the evaluation work. No award will be considered a commitment, and no obligations to provide payment for any evaluation work or any other services will exist until a final and binding contract has been executed by and between Energy Trust and a respondent. Time is of the essence with regard to this program, and prolonged contract negotiations will not be undertaken. In general, Energy Trust strongly prefers contracts that are consistent with Energy Trust's standard terms and conditions; negotiations for such contracts can generally be completed quickly. In some cases, a few terms and conditions may need to be substituted or waived, in accordance with contract negotiations. Any party involved in these contract discussions can terminate negotiations at any time and for any reason. If it appears that contract negotiations are not proceeding in a timely manner, Energy Trust may opt to terminate the discussions and select another respondent.

APPENDIX A – REPRESENTATIONS AND SIGNATURE PAGE

I, the undersigned declare that;

1. I am an authorized agent of the respondent and have authority to submit this proposal on behalf of the respondent.
2. The information provided in this proposal is true and correct to the best of my knowledge.
3. I have read this Request for Proposals in its entirety and agree unconditionally to all of its conditions and requirements.
4. The respondent has not directly or indirectly induced or solicited any other respondent to submit a false or sham proposal.
5. The respondent has not solicited or induced any other person, firm, or corporation to refrain from proposing.
6. The respondent has not sought by collusion to obtain for itself any advantage over any other respondent or Energy Trust.
7. The respondent's proposal is genuine; not made in the interest of, or on behalf of, any undisclosed person, firm, or corporation; and is not submitted in conformity with an agreement of rules of any group, association, organization, or corporation.
8. I understand and accept that the approval or rejection of respondent's request is within the sole discretion of Energy Trust and that there is no legal commitment until all due diligence has been performed and a properly authorized contract has been duly and properly executed.
9. I authorize the representatives of Energy Trust to investigate the business and personal financial credit history of respondent, its affiliates, and all associated partners, principals and management and authorize the release of all said information.
10. I agree that I will report immediately in writing to Energy Trust any changes to the information contained herein at any time while I am under consideration for funding.

The information contained in this proposal and any part thereof, including its exhibits, schedules, and other documents and instruments delivered or to be delivered to Energy Trust is true, accurate, and complete. This proposal includes all information necessary to ensure that the statements therein do not in whole or in part mislead Energy Trust as to any material fact.

Date: _____

Authorized Signature: _____

Name and Title: _____

(please print)