

Energy Trust of Oregon 2020 Customer Insights Study

Responses to Questions about the RFP

Proposals Due: **November 15, 2019**

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Response to Questions from Bidders

Question 1: We would appreciate some clarification of the discussion of sampling on p. 8. Specifically, the discussion of the “core sample” (in numbered paragraph 1) says that stratification by Diversity Index will be done “proportionally to the distribution of Energy Trust households across Diversity Index categories” but also says that “Some groups of Census tracts ... will be oversampled to achieve minimum quotas for the DEI Baseline Validation.” Can you clarify whether the oversample discussed here is separate from the “communities of color” oversample discussed in numbered paragraph 2?

Response: *The oversample discussed in the Core Sample section is separate from the Communities of Color oversample. The Core Sample has a built-in oversample of households in tracts at the extreme ends of the racial diversity and income diversity indices developed by Energy Trust and described in our 2018 DEI Data and Baseline Study report, referenced in the RFP. The goal of the oversample within the Core Sample is to provide larger sample sizes from Census Tracts at the “ends” of the Racial Diversity and Income Diversity Indices (e.g., scores of 1 or 5) to support the validation of the DEI Baseline Study. This oversample within the Core Sample will be done across all across the state, providing a very large sample of households to draw from (see the 2018 DEI Data and Baseline Study report for the counts and distributions of tracts at each “end” of the Income and Racial Diversity Indices). The purpose and approach are distinct from the purpose of the Communities of Color oversample. The Communities of Color oversample will target 10-20 specific Census Tracts.*

Question 2: In all columns of Table 4 (non-participant and participant low and high scenarios), the total of the target counts for the three groups included in the oversample is much smaller than the oversample size. Please clarify the reason for this.

Response: *In Table 4 of the RFP, the rows below the “Target counts of households of color” heading are estimates of the total number of households of color that might respond to the survey, **given the sample design and prevalence of people of color in tracts included in the Core sample and Communities of Color oversample.** Even in the Communities of Color oversample, which is geographically-based, many of the respondents are likely to be white and non-Hispanic, given the demographics of Oregon. Since we cannot determine in advance which households in the Census Tracts selected for the Communities of Color oversample may identify as specific racial or ethnic groups, many households invited to take the survey may not fit into the racial or ethnic groups we are targeting (the four rows under “Target Counts of Households of Color”). As such, the rows under the “Target counts of households of color” and “Top and bottom quintiles...” headings represent only specific subsets of the overall sample. The estimated number of respondents under the “Overall sample” heading is the total number of respondents, including respondents of all races and ethnicities.*

There is also small error in Table 4. The Overall sample size for Non-participants, High scenario should read 1,880, the sum of the Core Sample and Communities of Color Oversample totals.

Question 3: Can the target counts of households (Table 4) be met with the core sample and oversample of households of color together?

Response: *Yes, that is the intent. The two samples should be combined to achieve the overall sample size targets.*

Question 4: To help prospective vendors in preparing proposals, will Energy Trust please provide a dataset showing Diversity Index by Census tract for the Energy Trust service territory or at least, a list of Census tracts within the Energy Trust service territory?

Response: *Yes. Such a dataset has been posted on Energy Trust's website along with the RFP information.*

Question 5: We understand that Energy Trust is working with ILLUME Advising to develop and test the survey instrument and expects the survey administration vendor to make only very limited changes to the instrument. However, will Energy Trust entertain suggestions for questions to include in the instrument if they may shed light on effective survey recruitment and/or program messaging?

Response: *We anticipate that the survey instrument and recruiting materials will be essentially final when we hand them over to the selected survey administrator. The instrument and materials will go through cognitive testing and will be translated into Spanish prior to the hand-off to the selected survey administrator. However, we will entertain suggestions for small modifications or additional questions if deemed valuable by Energy Trust and in line with the goals of the study.*

Question 6: Is ILLUME Advising excluded from competing for this contract?

Response: *Yes.*

Question 7: Was any other contractor besides ILLUME involved in helping Energy Trust develop this RFP? If so, is that contractor excluded from competing for this contract?

Response: *No other contractor was involved in helping Energy Trust develop this RFP.*

Question 8: Regarding the participant sample frame

- a. What is the total number of records on the participant frame?

Response: *The sample frame will not be completed until the end of 2019 and participation status can be assessed through the end of the year. As a placeholder value, based on participation data to date, we estimate that the*

number of recent residential participants (2013-2017) is approximately 350,000 households and that the number of current participants (2018-2019) is approximately 100,000 households, including direct and indirect participants in single- and multifamily dwellings.

- b. What proportion of these [participant] records has a telephone number?

Response: *See Table 5 in RFP. Approximately 85%.*

- c. What proportion of these [participant] records has an email address?

Response: *See Table 5 in RFP. Approximately 95%.*

- d. What proportion of the [participant] telephone numbers are cell phones?

Response: *Based on responses from our ongoing participant satisfaction survey, Fast Feedback, we have found that our phone contact information for residential customers is roughly 65% cell phones.*

- e. What proportion of these [participant] records are flagged "Do Not Contact"?

Response: *Approximately 0.1% of participants are flagged as Do Not Contact.*

Question 9: Regarding the nonparticipant sample frame

- a. What is the total number of records on the nonparticipant sample frame?

Response: *The sample frame will not be completed until the end of 2019 and participation status can be assessed through the end of the year. As a placeholder value, based on participation data to date, we estimate that the number of eligible residential non-participants in Energy Trust service territory is approximately 1,000,000 households. This estimate includes past participants (2002-2012) and single- and multifamily households that have never participated.*

- b. What proportion of these [nonparticipant] records has a telephone number?

Response: *See the Survey Implementation sub-section of the Assumptions for Study Scope of Work section in the RFP. The selected survey administrator will be responsible for obtaining and appending contact telephone numbers to non-participants records in the sample frame. Because nearly all of Energy Trust's customer contact information is obtained through program participation forms, the proportion of non-participant households with a contact phone number in our system is near zero. Contact information for past participants (2002-2012) is out of date and not reliable enough for use in this survey. Per the RFP, "Please document your assumptions about what percentage of non-participants will have each combination of contact information (each column of Table 5 above) after you or a third-party vendor appends or matches contact information (i.e., neither phone or email; only phone appended; only email appended; both appended)."*

- c. What proportion of these [nonparticipant] records has an email address?

Response: See the Survey Implementation sub-section of the Assumptions for Study Scope of Work section in the RFP. The selected survey administrator will be responsible for obtaining and appending contact email addresses to non-participant records in the sample frame. Because nearly all of Energy Trust's customer contact information is obtained through program participation forms, the proportion of non-participant households with a contact email address in our system is near zero. Contact information for past participants (2002-2012) is out of date and not reliable enough for use in this survey. Per the RFP, "Please document your assumptions about what percentage of non-participants will have each combination of contact information (each column of Table 5 above) after you or a third-party vendor appends or matches contact information (i.e., neither phone or email; only phone appended; only email appended; both appended)."

- d. What proportion of the [nonparticipant] telephone numbers are cell phones?

Response: Not applicable.

- e. What proportion of these [nonparticipant] records are flagged "Do Not Contact"?

Response: Approximately 0.4% of non-participants are flagged as Do Not Contact. However, it is difficult to estimate a precise value for non-participants until the sample frame dataset is complete and the universe of non-participants and related Do Not Contacts is fully defined.

Question 10: What proportion of customer records in the sample frame are primarily Spanish-speaking households?

Response: According to American Community Survey data for Oregon, approximately 1.5% of households in Energy Trust territory have limited English proficiency and primarily speak Spanish. We expect that these households are concentrated among non-participants, as past surveys of residential program participants have identified almost no primarily Spanish speaking households.

Question 11: What proportion of customer records in the sample frame are multi-family dwellings?

Response: According to the RBSA, there are approximately 415,000 multifamily dwellings in Oregon, including duplexes, triplexes, quadplexes, and townhomes. The vast majority of these are in Energy Trust service territory, so roughly 25-30% of households in Energy Trust territory are in a multifamily building of some kind. However, some types of multifamily buildings in Oregon may not be on residential utility rates (e.g. assisted living facilities, dormitories, group quarters, etc.), so some may be excluded from our sample frame. Once our sample frame dataset is complete, we will have record level information on building type **for a subset of Oregon households (primarily participants)**, identified through program participation forms, program staff account relationships, and third-party datasets (such as tax assessor data). Differentiation of multifamily dwellings from single-family homes in Energy Trust data systems is much more accurate among participants than non-participants. As such, we do not recommend using

indicators in the sample frame provided by Energy Trust to conclusively identify multifamily dwellings. The survey instrument will include questions to characterize the building type and size.

Question 12: Customers eligible for the survey can include homeowners, landlords, tenants, and home-based businesses (RFP, p. 8, second paragraph).

- a. Will these customer types be flagged on the sample frame?

Response: *No, we have no prior knowledge of the type of respondent. The intended target of the survey is the utility account holder for each dwelling unit, but Energy Trust has no information about their relationship to the dwelling. The survey instrument will include questions to characterize the respondents' relationship to the premise.*

- b. Will ETO be providing one survey questionnaire to cover all of these types of customers, or will there be multiple questionnaires? (The 2018 Customer Insights Survey report contains one questionnaire.)

Response: *There will be a single questionnaire, but it will contain survey logic and modified questions for each distinct group, so that each question is relevant to, and makes logical sense to, each type of respondent. There will be slightly different versions of the survey instrument for web and phone surveys, optimized to each mode. In addition, the web and phone versions of the survey will be translated into Spanish-language instruments. The selected survey administrator will be expected to collate the results from these different instruments. The 2018 survey differed substantially from the planned 2020 survey. Its sample frame contained only single-family homes and the eligible respondents were restricted to residents.*

Question 13: Table 2 on page 10 of the RFP, "Summary of Census tracts identified for communities of color oversample." The rightmost column of this table is labeled "Oversampling rate" and the text in the cells refers to a "contact rate" (e.g., "Contact 20-100% of premises"). Are these percentages referring to a sampling rate of premises in the Census tracts, a contact rate of those premises sampled, or something else?

Response: *The percentages in the "Oversampling rate" column of Table 2 in the RFP refer to the sampling rate of households within each of the selected oversample Census tracts. This is the percentage of households in each selected tract that may be contacted for survey recruitment. Per above, since we have no advance knowledge of the racial or ethnic identities of specific households, we plan to contact a random sample of households in each tract. In some cases, this may be close to 100% of households in the Census tract.*