Energy Trust of Oregon
Request for Proposals:
2020 Fast Feedback Survey
Administration

RFP Issued: January 16, 2020
Intent to Bid Due: January 31, 2020
Questions Due: January 31, 2020
Proposals Due: February 21, 2020

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About Energy Trust

Energy Trust of Oregon is an independent nonprofit organization, selected and overseen by the Oregon Public Utility Commission, to lead Oregon ratepayers in benefiting from saving energy and generating renewable energy. Our services, cash incentives, and solutions will help participating customers of Portland General Electric, Pacific Power, NW Natural, Cascade Natural Gas and Avista save $7.7 billion on their energy bills over time. The impact of our leadership since 2002 has been a contributing factor in our region’s low energy costs and in building a sustainable energy future. More information about Energy Trust’s background, funding sources, strategic and action plans, policies and programs are available on our website at www.energytrust.org/about.

Some of Energy Trust’s requirements in this Request for Proposals (RFP) and in any subsequent negotiating and/or contracting phases are driven by governing law, the provisions of our grant agreement with the OPUC (the OPUC Grant Agreement) and our funding agreements with each utility.

Introduction

Energy Trust conducts an ongoing survey of recent program participants, called Fast Feedback, to obtain timely information on customer satisfaction, decision-making, and feedback on specific measures and program areas of interest. Fast Feedback began as a pilot in mid-2009 in the Existing Buildings and Production Efficiency programs. The pilot yielded timely information to programs and participants were appreciative of the opportunity to provide feedback, so it was expanded in early 2010. Between 2010 and 2018, Fast Feedback was administered as a short phone survey, intended to gather feedback from participants within a few months of project completion. Each month, randomly selected participants from most major Energy Trust programs (except the new construction programs) were contacted by phone to complete surveys. The methods remained relatively consistent, with minor changes to questions and groups surveyed over time.

In 2018, Energy Trust tested several modifications to Fast Feedback and analyzed their impacts on response rates, cost per complete, and survey responses. The principal change that we studied was incorporating a web survey component with several different recruiting conditions. In addition, Energy Trust added questions about participant demographics (residential survey) and transferred sample preparation responsibilities to the survey vendor. A residential web survey with phone follow-up was fully adopted in 2019. Past Fast Feedback reports can be found on Energy Trust’s website at: www.energytrust.org/reports. In 2020, the residential survey will be a web survey of a random sample of recent participants with email recruitment and phone follow-up, using a completion incentive. The non-residential survey will continue to be a phone survey of a random sample of recent participants, with no incentive. The residential and non-residential versions of the survey are designed to take roughly five minutes to complete.
The survey instruments are customized for participants in certain programs, tracks, and measures.

For the 2020 survey, we have made some additional adjustments, primarily to the survey instrument and sample quotas. For both the residential and non-residential surveys, we significantly streamlined the survey instruments by removing a number of questions and simplifying the survey logic. The draft survey instruments are attached to this RFP in Appendices B and C. The changes to the instruments were partly driven by Energy Trust’s move away from reporting net savings in favor of gross savings, starting in 2020. As a result of this shift, there is no longer a need to estimate free ridership, so we will no longer be asking respondents counterfactual “what if” questions about their decision-making process. These questions were complex and difficult for respondents to answer. Instead, we will rely on a set of more direct questions about Energy Trust’s influence on energy upgrades to gauge and track market influence over time. The survey results will be used to compute an influence metric similar to Energy Trust’s satisfaction metric. For the non-residential programs, more disaggregated survey quota groups are needed to tie the influence results to specific markets. This will make the results more meaningful and actionable but required a significant redesign of the non-residential survey sample.

This RFP will be used to select a vendor to administer the 2020 Fast Feedback survey.

Research Objectives

Results from Fast Feedback help assess participant satisfaction, understand Energy Trust’s influence on customer decisions, and gather suggestions for program and process improvements. The overarching goals of the 2020 Fast Feedback surveys are to:

- Get accurate responses to key questions from program participants within three months of project completion;
- Obtain information about satisfaction with Energy Trust’s programs, incentives, and services;
- Obtain information about Energy Trust’s influence on participant projects;
- Collect feedback about specific residential contractors;
- Obtain information about the demographic and firmographic characteristics of surveyed residential and non-residential program participants;
- Provide an accessible mechanism through which a diverse set of program participants can provide feedback, including non-English speakers;
- Maximize response rates and minimize response bias so that respondents mirror the broader population of program participants;
- Identify specific program issues and refer to customer service and program staff for follow-up; and,
- Minimize the survey burden on respondents.

We have developed survey quotas based on the expected project volume for each quota group in each quarter, which are evenly divided into monthly quotas for survey fielding.
In 2020, we will attempt to conduct enough surveys to achieve 10% relative precision at 90% confidence (90/10 precision) for program-level satisfaction and influence results on a quarterly basis. At the quota group level, the survey quotas will achieve roughly 90/10 precision on an annual basis. The quarterly quotas to achieve this level of precision are presented in Table 1 through Table 4. Satisfaction and influence results and verbatim survey responses will be provided to program staff and to the Oregon Public Utility Commission on a quarterly basis. Full survey results will be summarized in a mid-year report, which is distributed internally, and in an annual report, which is released publicly.

**Tasks**

Energy Trust envisions that the selected vendor will conduct the Fast Feedback survey following the tasks outlined below. *Respondents should address each task in their proposals and describe their approach. In addition, respondents should identify any challenges they foresee in implementing these tasks and recommend solutions.*

**Task 1. Project Initiation and Work Plan**

The selected vendor will meet with Energy Trust staff by phone or in-person to review the scope and goals of the project and discuss the details of survey administration, including data transfer and management procedures, quota groups and quotas, sampling, recruiting, incentives, survey programming, Spanish translation and foreign language identification, reporting requirements, and schedule of tasks and deliverables. After the initiation meeting, the selected vendor will send out notes summarizing the discussion and documenting any decisions. Based on the discussion at the meeting, the selected vendor will develop a detailed work plan, including a project schedule, and provide it to Energy Trust for review and approval.

**Deliverables:**
- Participate in project initiation meeting
- Project initiation meeting notes
- Detailed work plan

**Task 2. Review and Program Survey Instruments**

There will be two separate survey instruments and surveys: one for residential participants (single-family homes) and one for non-residential (industrial, commercial, and multifamily) participants. Within each of these surveys, there are slightly different questions for particular customers (based on program, quota group, or other project information). These customer groups don’t necessarily align with the quota groups shown in Tables 1 through 4, below. The selected vendor will review updated versions of the residential and non-residential survey instruments, particularly the wording of questions and answer choices, and suggest improvements, based on best practices and their experience with surveys. The draft 2020 survey instruments can be found in Appendices B and C of this RFP.
The non-residential survey instrument is designed for phone while the residential survey has two versions: one that is adapted for phone and one that is adapted for a web-based survey. The selected vendor will ensure that each version of the survey is optimized for its mode. They will also assess the comparability of questions across the two residential survey modes and adjust wording, as necessary. As noted above, multifamily participants are included in the non-residential survey. Although many of the program's customers are businesses, such as property management firms and building owners, some are residents. We have attempted to deal with this nuance through the survey logic, but it is an issue that the selected vendor may encounter.

The selected vendor will develop a short email recruitment message for the residential web survey, based on the survey introduction text, to invite participants to respond. The residential and non-residential phone survey instruments contain template phone scripts that may be modified or kept as-is. The selected vendor will provide copies of the final programmed survey instruments and email recruitment message to Energy Trust for review and approval.

The selected vendor will program the final survey instruments into their preferred survey application to support both web and computer-aided telephone surveys. They must fully test the instruments and their programming and skip logic before initiating the survey, to ensure that the surveys are properly administered. Task 4 provides more details on required testing.

No more than twice per year, Energy Trust staff may request changes to the survey instruments with sufficient notice to maintain the survey schedule. Changes will not substantially affect the length or complexity of the surveys. The selected vendor will make any needed changes to the survey instruments in both English and Spanish and implement them in their survey application. Changes must be fully tested before resuming surveys. Any time changes are made to the instruments, the selected vendor will provide copies of the most recent versions of the survey instruments to Energy Trust.

**Deliverables:**
- Programmed residential and non-residential survey instruments
- Email recruitment message for residential survey

**Task 3. Translate Survey Instruments into Spanish and Program**

The selected vendor will translate the residential and non-residential survey instruments into Spanish and fully test the translation of the instruments to ensure good readability, that the survey questions are intelligible in Spanish, and that their original meaning is retained. The email recruitment message will also be translated to Spanish, to be included in the residential survey invitation emails. The Spanish language instruments will be programmed into the selected vendor's survey application and must be fully tested before initiating the survey, to ensure that the programming and skip logic are correct and that the surveys are properly administered. Task 4 provides more details on required testing.
The residential web survey introduction must provide an obvious option to easily switch to Spanish, if desired. In addition, each page of the residential web survey should allow the respondent to easily switch to Spanish. The selected vendor will provide copies of the final programmed Spanish survey instruments to Energy Trust for review. When survey results are analyzed, the selected vendor will be responsible for translating the results from Spanish to English and combining the Spanish and English survey results (see Tasks 6 and 7).

In past years, Energy Trust has received very few Spanish responses to Fast Feedback. For budgeting and planning purposes, respondents should assume that they will receive five residential and five non-residential survey responses in Spanish for each survey year.

**Deliverables:**

- Spanish versions of residential and non-residential survey instruments
- Spanish version of email recruitment message for residential survey
- Programmed Spanish residential and non-residential survey instruments

**Task 4. Survey Testing**

The selected vendor will review and conduct technical testing of each version of the programmed Fast Feedback survey instrument (English and Spanish, residential and non-residential, and phone and web versions), to ensure wording and answer choices are correct, and that the survey logic makes sense and works as intended. The web survey must function properly with all mobile and tablet devices, as well as with all common web browsers for desktop and laptop computers. The web survey should be tested in each environment to ensure compatibility. The selected vendor will provide Energy Trust staff with access to test the web survey. In addition, the selected vendor will arrange for Energy Trust staff to participate in monitoring calls for a mix of residential and non-residential phone surveys, if desired.

Prior to beginning the first month of surveys in 2020, the selected vendor will pre-test each version of the survey with a small sample of 30-40 respondents covering both residential and non-residential participants and a variety of quota groups and project types. Both English and Spanish versions must be pre-tested. The pre-test may be conducted with 2020 participants that were not sampled, 2019 participants who were not previously surveyed, or volunteers. The selected vendor will analyze the pre-test results to identify any potential anomalies in the surveys. These results will not be counted towards the quarterly quotas or combined with 2020 survey response data.

The goal of these testing and monitoring activities is to identify opportunities to improve the survey questions and wording, identify any issues with the survey programming or skip logic, and provide feedback to the phone interview staff. The selected vendor will make any changes to the survey instruments, programming, or fielding, that are identified and deemed necessary by Energy Trust. Once testing is complete and the programmed instruments have been revised and updated, the selected vendor will summarize the testing findings, describe any changes made, and confirm that the surveys are ready to be fielded in a short memo to Energy Trust. In
addition, final versions of the instruments will be provided to Energy Trust if any changes are made.

**Deliverables:**
- Review and technical testing of all versions of survey
- Pre-test of all versions of survey with non-sampled participants or volunteers
- Updates to programmed surveys to resolve issues identified during testing
- Short memo summarizing testing and confirming survey ready to field

**Task 5. Conduct Sampling and Create Recruitment Lists**

Each month, beginning in March 2020 and going through February 2021, Energy Trust staff will provide the selected vendor with a dataset of recent, residential and non-residential participants that are eligible for the survey. The dataset will include Energy Trust identifiers, along with contact information, quota groups, and other project information needed to carry out the survey. The selected vendor will clean the participant data prior to creating the survey recruitment lists. This includes but is not limited to summarizing key project information, removing duplicates, identifying incomplete records, identifying the best contact and contact information, and removing ineligible projects and contacts. The data cleaning logic may need to be updated periodically to adjust to changes to Energy Trust data systems over time.

In addition, the selected vendor will aggregate participant data such that customer contacts that participated in more than one program or project are assigned to take only one survey and asked about only one project. For residential participants, if a customer completed more than one type of measure within a project, one measure will be randomly selected to be asked about in the survey. For non-residential participants, projects often have multiple measure types, so respondents will simply be asked non-specific questions about the improvements they made. If a non-residential project spans several sites, a single address must be selected for the survey. For both the residential and non-residential surveys, there are many cases where a participant may be assigned to more than one quota group. Overlapping quota groups are noted in Tables 1 through 4 below. In these cases, completing a survey with one participant will count towards two (or more) survey quotas.

Only a subset of participants are included in the Fast Feedback sample frame. The selected vendor will need to develop a process to exclude certain participants from the Fast Feedback sample frame. The exclusion criteria may need to be updated periodically to adjust to changes to Energy Trust programs and data systems over time. A summary of the current exclusion criteria is below:

- For the residential survey, customers that purchase a new home, new manufactured home, midstream or retail buy-down measure, or receive a free service, such as direct install, energy saver kit, or free manufactured home air and duct sealing, are excluded from Fast Feedback surveys.
• For the non-residential survey, New Buildings program participants, special promotions, pilot projects, midstream or buy-down measures, green motor rewind service, building operator training, strategic energy management projects, and technical studies are excluded.

• In addition, services and incentives that don’t result in energy savings are excluded from both surveys.

After the monthly participant data have been prepared, the selected vendor will randomly sample eligible participants from each quota group and create recruitment lists for both the residential and non-residential surveys. Energy Trust has developed quarterly quotas for the surveys, shown in Tables 1 through 4 below, based on the expected quarterly project volume in each quota group. The selected vendor will use the quarterly quotas to set monthly survey completion targets. These quotas ensure that enough surveys are completed to achieve 90/10 precision for each quota group on an annual basis and each program on a quarterly basis. The selected vendor will sample enough participants from each quota group to ensure that the monthly targets and quarterly quotas for completed surveys are met, except in cases where the number of eligible participants is limited by a small number of completed projects. As noted above, the selected vendor will ensure that each customer contact is asked questions.

Tables 1 through 4 provide approximate numbers of quarterly projects completed in each quota group, which were used to determine the survey quotas. These estimates are based on the 2019 program year. However, project volumes may vary significantly from one year to the next, quarter to quarter, and month to month. In addition, there are several new measures and services in 2020 for which we have no history to predict the project volume. Typically, the highest incentive volume is in the month of December and the lowest is in January. In addition, the number of participants eligible for a survey in a given month will be lower than the number of completed projects due to several factors:

• A project may have no contact identified;
• A project may not be included in one of the survey quota groups or may have one or more of the exclusion criteria listed above;
• A contact may be associated with multiple projects but may only be surveyed regarding one project;
• A contact may have been recently surveyed by Energy Trust (residential participants are not surveyed more than once per year and non-residential participants are not surveyed more than every six months);
• A contact may be on Energy Trust’s Do Not Contact list; or
• A contact may have no valid contact information.

Energy Trust may adjust the survey quota groups or quotas periodically during the year to adapt to program changes and account for fluctuating project volumes, which affects the number of participants eligible for Fast Feedback.
As noted in Tables 1 through 4, below, there are several quota groups that partially or entirely overlap with other quota groups. Therefore, completing surveys with one of these quota groups will also count towards another quota group. However, the selected vendor will need to draw additional sample for the overlapping quota groups to ensure they achieve the target number of completes. This overlap between quota groups is also an important consideration for reporting; participants in one quota group may not be mutually exclusive from other quota groups.

The selected vendor will use the randomized residential and non-residential recruiting lists of recent program participants to recruit for monthly surveys, as outlined in Tasks 6 and 7, below. If survey completion rates are lower than expected, the selected vendor will draw additional sample and continue recruiting until the quota is achieved for each quota group or the number of eligible customer contacts is exhausted. The selected vendor will document their sampling methods and the creation of the survey recruitment lists in the mid-year and annual reports.

**Deliverables:**
- Monthly residential and non-residential survey recruiting lists
- Sections in mid-year and annual reports documenting sampling methods and creation of survey recruiting lists

Table 1: Residential participant quota groups and quarterly survey quotas for 2020

<table>
<thead>
<tr>
<th>Program</th>
<th>Quota/Reporting Group</th>
<th>Quarterly Quota</th>
<th>Estimated Quarterly Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential - Oregon</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Smart Thermostats</td>
<td>17</td>
<td>1,300</td>
</tr>
<tr>
<td></td>
<td>Heat Pump Advanced Controls</td>
<td>16</td>
<td>300</td>
</tr>
<tr>
<td></td>
<td>Ceiling Insulation</td>
<td>16</td>
<td>200</td>
</tr>
<tr>
<td></td>
<td>Other Insulation</td>
<td>15</td>
<td>150</td>
</tr>
<tr>
<td></td>
<td>Ducted Heat Pumps</td>
<td>16</td>
<td>150</td>
</tr>
<tr>
<td></td>
<td>Ductless Heat Pumps</td>
<td>17</td>
<td>500</td>
</tr>
<tr>
<td></td>
<td>Central Air Conditioners*</td>
<td>16</td>
<td>250</td>
</tr>
<tr>
<td></td>
<td>Windows</td>
<td>17</td>
<td>1,100</td>
</tr>
<tr>
<td></td>
<td>Gas Fireplaces</td>
<td>17</td>
<td>350</td>
</tr>
<tr>
<td></td>
<td>Gas Furnaces</td>
<td>17</td>
<td>450</td>
</tr>
<tr>
<td></td>
<td>Spa Covers</td>
<td>15</td>
<td>100</td>
</tr>
<tr>
<td><strong>Sub-Total</strong></td>
<td><strong>179</strong></td>
<td><strong>4,850</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Moderate Income†</strong></td>
<td>17</td>
<td>350</td>
<td></td>
</tr>
<tr>
<td><strong>Rental Properties†</strong></td>
<td>15</td>
<td>125</td>
<td></td>
</tr>
</tbody>
</table>
### Program Quota/Reporting Group Quarterly Quota Estimated Quarterly Projects

**Fixed-Price Promotions**<sup>†</sup> 15 100

**Instant Incentives**<sup>†</sup> 17 500

**Pay for Performance Pilot**<sup>‡</sup> 25 100

**Oregon Sub-Total** 204 4,850

**Residential - WA**

**Washington Participants** 41 200

**Residential Solar**

**Residential Solar PV** 42 250

**TOTAL** 287 5,300

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* New measure/program delivery channel, so estimated project volumes are uncertain.

† Participants in these program delivery-based quota groups are also included in the other, measure-based quota groups and the quotas will likely be achieved without any additional sampling. However, if the minimum quotas are not achieved through filling the measure-based quotas, then additional sample will be drawn to meet these program delivery-based quotas (for 2020, we assumed 5 additional participants per quarter to fill each of these quota groups).
Table 2: Commercial participant quota groups and quarterly survey quotas for 2020

<table>
<thead>
<tr>
<th>Program</th>
<th>Quota/Reporting Group*</th>
<th>Quarterly Quota</th>
<th>Estimated Quarterly Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Existing Buildings - Oregon</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assembly/Religious</td>
<td>12</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Auto Services</td>
<td>14</td>
<td>70</td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td>13</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Government</td>
<td>14</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>Grocery</td>
<td>13</td>
<td>60</td>
<td></td>
</tr>
<tr>
<td>Healthcare</td>
<td>10</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>Higher Education</td>
<td>7</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Hospitality</td>
<td>12</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>Office</td>
<td>15</td>
<td>110</td>
<td></td>
</tr>
<tr>
<td>Other Commercial</td>
<td>5</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Recreation</td>
<td>11</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>Restaurant</td>
<td>15</td>
<td>140</td>
<td></td>
</tr>
<tr>
<td>Retail</td>
<td>15</td>
<td>140</td>
<td></td>
</tr>
<tr>
<td>Warehouse</td>
<td>14</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td><strong>Sub-Total</strong></td>
<td><strong>170</strong></td>
<td><strong>900</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Direct Install (DI)</strong></td>
<td><strong>15</strong></td>
<td><strong>100</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Lighting (Non-DI)</strong></td>
<td><strong>17</strong></td>
<td><strong>500</strong></td>
<td></td>
</tr>
<tr>
<td><strong>TLED Giveaway</strong></td>
<td><strong>15</strong></td>
<td><strong>100</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Oregon Total</strong></td>
<td><strong>185</strong></td>
<td><strong>900</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Existing Buildings - WA</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Washington Total</strong></td>
<td><strong>5</strong></td>
<td><strong>10</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Commercial Solar</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial Solar</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PV</td>
<td>8</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>198</strong></td>
<td><strong>925</strong></td>
<td></td>
</tr>
</tbody>
</table>

* The Existing Buildings Oregon quota groups are based on building types. Because only one site is selected for each project, there is no overlap between the building type quota groups.

** Participants in these program delivery-based quota groups are also included in the building type quota groups and the quotas will likely be achieved without any additional sampling. However, if the minimum quotas are not achieved through filling the building type quotas, then additional sample will be drawn to meet these program delivery-based quotas (for 2020, we assumed 5 additional participants per quarter to fill each of these quota groups).
Table 3: Multifamily participant quota groups and quarterly survey quotas for 2020

<table>
<thead>
<tr>
<th>Program</th>
<th>Quota/Reporting Group*</th>
<th>Quarterly Quota</th>
<th>Estimated Quarterly Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Multifamily</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Appliances</td>
<td>15</td>
<td>150</td>
<td></td>
</tr>
<tr>
<td>Direct Install**</td>
<td>16</td>
<td>180</td>
<td></td>
</tr>
<tr>
<td>Hot Water</td>
<td>14</td>
<td>90</td>
<td></td>
</tr>
<tr>
<td>HVAC</td>
<td>16</td>
<td>170</td>
<td></td>
</tr>
<tr>
<td>Insulation &amp; Windows</td>
<td>15</td>
<td>110</td>
<td></td>
</tr>
<tr>
<td>Lighting (non-DI)</td>
<td>15</td>
<td>130</td>
<td></td>
</tr>
<tr>
<td>Other Measures</td>
<td>5</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Products</td>
<td>15</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong>*</td>
<td><strong>118</strong></td>
<td><strong>890</strong></td>
<td></td>
</tr>
</tbody>
</table>

* The Multifamily quota groups are based on measure categories. Because participants often complete more than one type of measure in a project, these quota groups overlap somewhat. For example, a customer that completes a project with an HVAC measure and a hot water measure would be counted in both groups.

** Direct Install projects are a separate program track using a different delivery mechanism. These projects are mutually exclusive with all other Multifamily quota groups.

*** The number of distinct projects in the Total row may be less than sum of projects in each quota group, due to overlap between groups.
Table 4: Industry and agriculture participant quota groups and quarterly survey quotas for 2020

<table>
<thead>
<tr>
<th>Program</th>
<th>Quota/Reporting Group*</th>
<th>Quarterly Quota</th>
<th>Estimated Quarterly Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Production Efficiency</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agriculture</td>
<td>13</td>
<td>60</td>
<td></td>
</tr>
<tr>
<td>Compressed air</td>
<td>10</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>HVAC and controls</td>
<td>6</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Lighting</td>
<td>15</td>
<td>120</td>
<td></td>
</tr>
<tr>
<td>Other industrial measures</td>
<td>14</td>
<td>70</td>
<td></td>
</tr>
<tr>
<td>Pumps and Motors**</td>
<td>11</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>Refrigeration</td>
<td>8</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td><strong>Sub-Total</strong>*</td>
<td>77</td>
<td>310</td>
<td></td>
</tr>
<tr>
<td>TLED giveaway†</td>
<td>10</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>Custom projects†</td>
<td>13</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td><strong>Standard projects†</strong></td>
<td>16</td>
<td>270</td>
<td></td>
</tr>
<tr>
<td>Agriculture sector†</td>
<td>15</td>
<td>120</td>
<td></td>
</tr>
<tr>
<td><strong>Food &amp; beverage sector†</strong></td>
<td>11</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td><strong>High tech sector†</strong></td>
<td>6</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td><strong>Metals sector†</strong></td>
<td>10</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td><strong>Wood &amp; paper sector†</strong></td>
<td>10</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong>*</td>
<td>101</td>
<td>440</td>
<td></td>
</tr>
</tbody>
</table>

* The Production Efficiency quota groups are primarily based on measure categories. Because participants often complete more than one type of measure in a project, these quota groups overlap somewhat. For example, an industrial customer that completes a project with an HVAC measure and a Refrigeration measure would be counted in both groups.

** Excludes green motor rewind measures.

*** The number of distinct projects in the Total rows may be less than sum of projects in each quota group, due to overlap between groups.

† Participants in these program track and sector-based quota groups are also included in the above, measure category-based quota groups and the quotas will likely be achieved without any additional sampling. However, if the minimum quotas are not achieved through filling the measure category-based quotas, then additional sample will be drawn to meet these program track and sector-based quotas (for 2020, we assumed 3 additional participants per quarter to fill each of these quotas).

**Task 6. Conduct Monthly Residential Surveys**

The selected vendor will conduct monthly Fast Feedback surveys of residential customers participating in Energy Trust programs in 2020 within three months of project completion (date project recognized in Energy Trust systems) and within one month of initiating the monthly wave of surveys. The residential survey will be
administered first on the web, with phone follow-up to non-respondents. The selected vendor will attempt to recruit every eligible customer randomized to the monthly recruiting list, using the contact information provided by Energy Trust, with a goal of maximizing response rates and minimizing bias.

At the beginning of the monthly wave of surveys, a recruitment email will be sent to all residential customers on the recruiting list with a valid email address. In past years, about 85% of eligible participants have had a valid email address. The email will contain the short recruitment message developed in Task 2, in both English and Spanish, along with the survey web link. The selected vendor will administer the web-based survey and collect survey responses through their survey application. The selected vendor will send email reminders to non-respondents approximately one week after initial contact. Customers that do not respond to the survey within approximately one week of the reminder will be queued for phone follow-up. Customers that do not have a valid email address on file will be immediately advanced to the phone survey.

The selected vendor will then make phone calls to the remaining residential customers on the monthly survey recruiting list. The selected vendor will dial each customer on the recruiting list up to five times to obtain a completed interview until the monthly quota is achieved or the monthly recruiting list is exhausted. As noted above, if the monthly target for a quota group is not achieved and the recruiting list has been exhausted, the selected vendor will randomly draw additional sample and continue recruiting. The selected vendor will continue sampling and recruiting until either the monthly target for completed surveys is achieved for each quota group or the number of eligible customer contacts is exhausted. Each quarter, the selected vendor will aim to complete 287 surveys with residential respondents, although this may be adjusted during the year, depending on changes to programs, project volumes, quota groups, or measures.

The selected vendor will enhance their recruitment efforts and motivate customers to complete the surveys by offering a small cash incentive upon completion of the survey. In past years, we have experimented with $5 and $10 gift cards as incentives and had a better response to the higher incentive level. The details of the survey incentives will be described to customers in the recruitment emails and in the introductions to the web and phone surveys. The selected vendor will coordinate and deliver the survey incentives to all customers that respond to the survey. The selected vendor will be responsible for all tax reporting associated with the survey incentives.

At the start of the web survey, the survey application will present respondents with an option to switch from English to Spanish. In addition, the selected vendor will have a Spanish speaking interviewer available to complete phone surveys with Spanish speaking respondents, when needed. During the monthly phone surveys, when a Spanish speaker is encountered who cannot (or prefers not to) complete the survey in English, the selected vendor will flag them for a Spanish language interview. A Spanish speaking interviewer will either complete the survey in Spanish immediately or call the respondent back and attempt to complete it later. Spanish survey responses will be translated and recorded in English and combined with the English survey
responses. To the extent possible, the selected vendor will record incidents where the respondent cannot complete the survey in English or Spanish due to a language barrier and record the respondent’s primary language. The selected vendor will report on the frequency of surveys completed in Spanish and other non-English speaking respondents, by primary language spoken, in the monthly survey dispositions and in the mid-year and annual reports, described in Task 8.

The selected vendor will track any customer requests not to be contacted and/or surveyed by Energy Trust. In addition, the selected vendor will track customer requests for follow-up with an Energy Trust representative, and other issues reported by respondents, such as problems with incentive payments or a participant not recalling the project or measure in question. The selected vendor will report these issues to Energy Trust staff, using a standard template provided by Energy Trust, within one week of the survey, as noted in Task 8.

**Deliverables:**
- Complete monthly web and phone surveys in English and Spanish
- Achieve monthly quotas for completed surveys by quota group
- Translate and record Spanish survey completes and combine with English survey responses
- Record language barrier incidents, including primary language of respondents
- Deliver survey incentives to respondents
- Track customer requests not to be contacted and/or surveyed
- Track customer requests for follow-up with an Energy Trust representative
- Track other issues reported by respondents

**Task 7. Conduct Monthly Non-Residential Surveys**

The selected vendor will conduct monthly Fast Feedback surveys of non-residential customers participating in Energy Trust programs in 2020 within three months of project completion (date project recognized in Energy Trust systems) and within one month of initiating the monthly wave of surveys. The non-residential survey will be administered by phone. The selected vendor will attempt to recruit every eligible customer randomized to the monthly recruiting list, using the contact information provided by Energy Trust, with a goal of maximizing response rates and minimizing bias.

For each monthly survey, the selected vendor will call and attempt to complete a phone survey with all non-residential customers on the monthly survey recruiting list. The selected vendor will dial each customer on the recruiting list up to five times to obtain a completed interview until the monthly quota is achieved or the monthly recruiting list is exhausted. As noted above, if the monthly target for a quota group is not achieved and the recruiting list has been exhausted, the selected vendor will randomly draw additional sample and continue recruiting. The selected vendor will continue sampling and recruiting until either the monthly target for completed surveys is achieved for each quota group or the number of eligible customer contacts is
exhausted. Each quarter, the selected vendor will aim to complete 417 surveys with non-residential respondents, although this may be adjusted during the year, depending on changes to programs, project volumes, quota groups, or measures.

The selected vendor will have a Spanish speaking interviewer available to complete phone surveys with Spanish speaking respondents, when needed. During the monthly phone surveys, when a Spanish speaker is encountered who cannot (or prefers not to) complete the survey in English, the selected vendor will flag them for a Spanish language interview. A Spanish speaking interviewer will either complete the Spanish survey immediately or call the respondent back and attempt to complete it later. Spanish survey responses will be translated and recorded in English and combined with the English survey responses. To the extent possible, the selected vendor will record incidents where the respondent cannot complete the English or Spanish version of the survey due to a language barrier and record the respondent’s primary language. The selected vendor will report on the frequency of surveys completed in Spanish and other non-English speaking respondents, by primary language spoken, in the monthly survey dispositions and in the mid-year and annual reports, described in Task 8.

The selected vendor will track any customer requests not to be contacted and/or surveyed by Energy Trust. In addition, the selected vendor will track customer requests for follow-up with an Energy Trust representative, problems with incentive payments, and other issues, such as a participant not recalling the project or measure in question. The selected vendor will report these issues to Energy Trust staff, using a standard template, within one week of the survey, as noted in Task 8.

**Deliverables:**
- Complete monthly phone surveys in English and Spanish
- Achieve monthly quotas for completed surveys by quota group
- Translate and record Spanish survey completes and combine with English survey responses
- Record language barrier incidents, including primary language of respondents
- Deliver survey incentives to respondents
- Track customer requests not to be contacted and/or surveyed
- Track customer requests for follow-up with an Energy Trust representative
- Track other issues reported by respondents

**Task 8. Analysis and Reporting**

**Requests for follow-up.** If a respondent expresses any dissatisfaction with their program experience, they are asked whether they would like a follow-up phone call with an Energy Trust representative. This offer is also made to phone respondents if they sound upset, angry, have a specific complaint, or mention an issue with their incentive check. Occasionally respondents will also request not to be contacted by Energy Trust. The selected vendor must send all requests for follow-up, complaints, do not contact requests, reports of problems with incentives, and other issues reported
by respondents, to Energy Trust in a timely manner—less than one week from completion of the survey. Energy Trust staff will provide a spreadsheet template for reporting follow-up requests. Energy Trust customer service staff follow-up as soon as possible after the request is received.

**Data.** Within one week of the completion of each month’s phone and web surveys, the selected vendor will send Energy Trust staff a list of dispositions for all participant contacts sampled in the monthly recruiting lists. The list of contact dispositions should include name, phone number, email address, survey disposition, survey date (if applicable), survey length (if applicable), language spoken (if other than English), and two Energy Trust identification numbers (project ID and contact ID). Energy Trust will record each respondents’ survey date to ensure they are not called again within 12 months for residential participants or six (6) months for non-residential participants. This information will be used to generate subsequent call lists.

After surveys for a given quarter are completed, the selected vendor will have one month to provide a spreadsheet containing all open-ended question verbatim comments, split by residential and non-residential surveys. At this time, the selected vendor will also provide complete datasets of survey responses from that period (one for residential and one for non-residential) to Energy Trust. The verbatim comments and survey response datasets must include the two primary Energy Trust identification numbers (project ID and contact ID). Project ID and contact ID are used by Energy Trust only to prevent respondents from being contacted too frequently, for analytical purposes, and to track potential problems with contractors, forms, or other administrative matters. Individual survey results and respondent identities are kept confidential and securely stored.

After surveys for a given quarter are completed, the selected vendor will have one month to provide a spreadsheet of tabulated results for Energy Trust’s quarterly reporting to the Oregon Public Utility Commission. These tables should contain overall satisfaction, satisfaction with program representative (for non-residential) and program influence metrics at the program level. These results should be weighted by quota group and survey mode so that results better represent the population of program participants.

**Mid-year and annual reports.** The selected vendor will produce two reports summarizing Fast Feedback survey results—a mid-year report and an annual report. Energy Trust staff will provide a reporting template, which the selected vendor may modify or improve upon with Energy Trust approval. In cases where the survey differs from past years, Energy Trust staff will provide direction to the selected vendor on how results should be displayed.

Each report will present the full survey results for the residential and non-residential surveys separately, summarizing the responses to all relevant survey questions. Screening questions and questions used only for the survey logic may be omitted. Overall satisfaction and satisfaction with program representatives are key results that will be highlighted in the reports, including charts showing trends over time. The program influence metric is also a key result that will be highlighted in the reports,
including charts showing trends over time. Program-level results should be tabulated and summarized for all relevant survey questions. Key results should be further tabulated by quota group. The distinct programs and quota groups that will be reported on in 2020 are listed in Tables 1 through 4.

The selected vendor will also summarize information for the residential and non-residential surveys, such as number of surveys completed, response rates, number of Spanish language surveys, number of phone and web surveys (for residential only), and respondent demographics and/or firmographics. The selected vendor will also summarize the cleaning and aggregation of the participant data, as well as sampling procedures. Energy Trust staff will provide the selected vendor with any historic survey data or past reports necessary to produce the mid-year and annual reports. All program-level results should be weighted by quota group and survey mode so that results better represent the population of program participants.

Draft reports will be provided to Energy Trust within three weeks of delivery of the survey response data needed to produce the reports. Energy Trust staff will provide comments or suggested edits to the selected vendor, and they will provide a final report back to the Energy Trust within two weeks. Achieving an acceptable final report may take more than one iteration.

**Invoicing.** The selected vendor will submit monthly invoices by the 10th of each month following the month in which services were performed. The selected vendor 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 must accompany the invoice, starting with the first month after surveys begin.

**Deliverables:**
- Complaints, requests for follow-up, requests to not be contacted, reports of problems with incentives, and other issues reported by respondents, within one week, on an ongoing basis
- Spreadsheets containing survey contact dispositions, within one week after completion of the month’s surveys
- Open-ended question verbatim comments, within one month after completion of a quarter’s worth of surveying
- Datasets of survey responses, within one month after completion of a quarter’s worth of surveying
- Tabulated satisfaction and influence results by program, within one month after completion of a quarter’s worth of surveying
- Mid-year report of survey results (draft and final)
- Annual report of survey results (draft and final)
- Monthly invoices and status reports
Schedule

A draft 2020 mid-year report will be delivered to Energy Trust no later than October 30, 2020. A draft 2020 annual report will be delivered to Energy Trust no later than April 30th, 2021. All final reports must be delivered within two weeks of receiving feedback from Energy Trust on the draft reports.

Respondents should provide a timeline for the tasks above. It is expected that Energy Trust will enter into a contract with the selected vendor beginning in March 2020 and going through May 2021. The selected vendor will implement Fast Feedback surveys for 2020 Energy Trust participants.

Budget

The selected vendor will be paid on a time-and-materials basis for their services and will be reimbursed for direct costs related to the project, such as phone survey administration and survey incentives. All direct costs must be substantiated with invoices or receipts. The estimated budget for this project is in the range of $90,000 to $110,000.

Respondents should provide a detailed budget, breaking out the estimated hours and costs by task and by staff member. Budget proposals should describe the underlying assumptions and may identify drivers of cost that can be modified without compromising the integrity of the survey. Respondents should describe any cost drivers or options and their estimated budget impact.

Proposal Requirements

Proposal must contain the following information. There is a 22-page limit for proposals, not including résumés, insurance coverage information, conflict of interest disclosure, or representations and signature page.

1. Proposal Information

   Qualifications

   Provide a description of your firm’s qualifications, including key staff, to conduct the type of research and tasks described in this RFP. Proposals should describe the respondent’s experience doing similar work and identify specific aspects of the survey where the respondent’s experience will be particularly relevant or important. Sampling, weighting, analytical, and reporting experience will be as important as survey recruiting and fielding experience. **Should not exceed 3 pages.**

   Technical proposal

   Provide a detailed technical proposal describing respondent’s proposed approach to survey administration overall and to the specific tasks identified in the “Tasks” section above. The Tasks section provides the requirements for the project and detailed
guidance on the anticipated scope and activities included in survey administration. Identify any potential challenges or methodological issues that seem likely to come up and propose solutions. **Should not exceed 14 pages.**

**Staffing plan**

Describe the project team, role of each team member, and the management plan. **Should not exceed 1 page.**

**Schedule**

A proposed schedule should include approximate dates of major activities and deliverables. Assume a project kick-off meeting will be scheduled within two weeks of awarding the contract. **Should not exceed 1 page.**

**Budget**

Provide a detailed budget proposal with details about the assumptions underlying the budget and the drivers of cost. Proposals may provide options for specific activities or choices that will impact the budget. Assume that billing will be on a time and materials basis, up to a not-to-exceed budget cap. Proposals should summarize the budget in a table, breaking out the estimated hours and costs by task and by staff member (please use the budget template provided below). Key staff should be identified by name, with billing rates for each, listed in the table. **Should not exceed 2 pages.**

Budget template:

<table>
<thead>
<tr>
<th>Staff Name</th>
<th>Hourly Rate</th>
<th>Hours Per Task</th>
<th>Total Hours</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Task 1</td>
<td>Task 2</td>
<td>Etc.</td>
</tr>
<tr>
<td>Name1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name2</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Total Hours Per Task</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Cost Per Task</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Diversity, equity, and inclusion**

Describe your firm’s specific efforts and experiences in integrating diversity, equity and inclusion internally at your firm, including both staffing and contracting for services. Note whether your firm is Oregon COBID-listed and/or whether your firm is woman or minority-owned. **Should not exceed 1 page.**

**Insurance information**

Energy Trust requires its contractors to maintain, at a minimum, workers compensation insurance, adequate commercial general liability insurance coverage, and automobile liability insurance. Cyber liability coverage may also be required for contractors handling sensitive data. Provide a description of the insurance coverage provided by your firm for administering this survey, including:

- Whether such coverage is on a “comprehensive” or “commercial” form
• Whether such coverage is on a “claims made” or “occurrence” basis
• All endorsements excluding coverage of any nature, if any
• All limits, including aggregate limits and the current remaining coverage amounts under those limits
• Effective date

No page limit.

Résumés

Provide résumés of key staff and subcontractor team members who will be executing the work scope. No page limit.

2. Conflict of Interest Disclosure

Disclose any direct or indirect, actual or potential conflicts of interest your firm 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 potential conflict is identified by the respondent, the proposal will explicitly provide such a statement in this section. The determination of whether a conflict of interest exists is left to the sole discretion of Energy Trust. No page limit.

3. Representations and Signatures Page

Proposals must contain the signature of a duly authorized officer or agent of the company submitting the proposal. Respondent’s duly authorized officer or agent shall sign Appendix A certifying to the representations stated in Appendix A.

Administration of RFP and Schedule

Proposal Selection Criteria

Proposals will be judged on the following criteria, and any other factors deemed relevant by Energy Trust:

• Strength of technical proposal
• Qualifications of firm and proposed staff (including subcontractors)
• Budget proposal
• Diversity, equity, and inclusion information
RFP Schedule

- **January 16, 2020**  RFP issued
- **January 31, 2020**  Intent to bid due
- **January 31, 2020**  Questions/request for additional information due
- **February 7, 2020**  Response to questions sent no later than
- **February 21, 2020**  Proposals due

Questions and Requests for Additional Information

Any questions and/or requests for clarification or additional information regarding this RFP must be submitted in writing, via email, according to these instructions and received by Energy Trust by **January 31, 2020**. Send questions and/or requests for clarifications via email to Dan Rubado at [dan.rubado@energytrust.org](mailto:dan.rubado@energytrust.org).

These emails must be clearly labeled with a subject line "Request for Clarification—RFP". Questions submitted by email and received prior to the stated deadline will be answered on Energy Trust’s website by the date shown in the schedule. Energy Trust staff is not available for verbal conversations with individual respondents and will not respond to additional requests for information after the date listed in the schedule.

Intent to Respond and Proposal Submission

A statement of intent to respond to this RFP must be submitted, via email to the contact named below, by **January 31, 2020**. Stating intent to bid does not obligate a respondent to submit a proposal. However, if an intent to respond is not received by the deadline, then Energy Trust may not accept a submitted proposal from the respondent.

Only electronically submitted proposals (in PDF form) will be accepted; faxed or print proposals will not. A signed Representations and Signature Page (Appendix A) is required and should be scanned and submitted as part of the proposal. All proposals must be received by 5pm PST on **February 21, 2020**. Energy Trust will not be obligated to consider information received outside this time interval for the purposes of this RFP. Please submit proposal to:

- Dan Rubado
- Evaluation Project Manager
- Energy Trust of Oregon
- Email: [dan.rubado@energytrust.org](mailto:dan.rubado@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, Respondent initiated changes will not be accepted. Respondents may withdraw their proposal from consideration at any time.

Proposal Evaluation and Notification for Negotiations

Energy Trust will review the proposals as received and will initiate negotiations with the leading respondent.

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 the 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 shall clearly identify only 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 will 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 shall become the property of Energy Trust and shall 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 the 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

Respondent waives any right it may 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 their best interests. 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 requirements of 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 terms and conditions.
- Suspend or modify the RFP process at any time.
- Enter into relationships with more than one Respondent.

Resulting Contract

The selected vendor will be required to execute a written contract with Energy Trust to perform an agreed upon work scope. No award will be considered a commitment, and no obligations or legal relations shall exist between Energy Trust and the selected respondent until a final and binding contract has been executed by and between Energy Trust and the contractor. Time is of the essence with regard to this project, 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 contract negotiations are not proceeding in a timely manner, Energy Trust may opt to terminate discussions and select another vendor.
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)
Appendix B

2020 Residential Fast Feedback Web Survey Instrument

READ-INS

**Measure:**

<table>
<thead>
<tr>
<th>Measure</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spa Cover</td>
<td>3</td>
</tr>
<tr>
<td>Thermostat</td>
<td>4</td>
</tr>
<tr>
<td>Ceiling Insulation</td>
<td>5</td>
</tr>
<tr>
<td>Floor Insulation</td>
<td>6</td>
</tr>
<tr>
<td>Wall Insulation</td>
<td>7</td>
</tr>
<tr>
<td>Windows</td>
<td>8</td>
</tr>
<tr>
<td>Heat Pump</td>
<td>9</td>
</tr>
<tr>
<td>Ductless Heat Pump</td>
<td>10</td>
</tr>
<tr>
<td>Gas Furnace</td>
<td>11</td>
</tr>
<tr>
<td>Gas Fireplace</td>
<td>12</td>
</tr>
<tr>
<td>Air Conditioner</td>
<td>13</td>
</tr>
<tr>
<td>Solar PV System</td>
<td>14</td>
</tr>
</tbody>
</table>

**Measure2:**

<table>
<thead>
<tr>
<th>Measure</th>
<th>IF MEASURE IS…</th>
</tr>
</thead>
<tbody>
<tr>
<td>You purchased and installed your new thermostat</td>
<td>4</td>
</tr>
<tr>
<td>You purchased and installed your new gas fireplace</td>
<td>12</td>
</tr>
<tr>
<td>The services or work were performed</td>
<td>5-11, 13-14</td>
</tr>
</tbody>
</table>

**Measure4:**

<table>
<thead>
<tr>
<th>Measure</th>
<th>IF…</th>
</tr>
</thead>
<tbody>
<tr>
<td>new &lt;Measure&gt;</td>
<td>Instant Incentive = 1 OR Third Party Solar = 1</td>
</tr>
<tr>
<td>Participation with Energy Trust</td>
<td>Instant Incentive = 0 AND Third Party Solar = 0</td>
</tr>
</tbody>
</table>

**Action1**

<table>
<thead>
<tr>
<th>Measure</th>
<th>IF MEASURE IS…</th>
</tr>
</thead>
<tbody>
<tr>
<td>purchased your clothes washer</td>
<td>1</td>
</tr>
<tr>
<td>purchased your clothes dryer</td>
<td>2</td>
</tr>
<tr>
<td>purchased your spa cover</td>
<td>3</td>
</tr>
<tr>
<td>purchased your thermostat</td>
<td>4</td>
</tr>
<tr>
<td>purchased your gas fireplace</td>
<td>12</td>
</tr>
<tr>
<td>purchased your system</td>
<td>14</td>
</tr>
<tr>
<td>had the services or work performed</td>
<td>5-11, 13</td>
</tr>
</tbody>
</table>
### Action2:

<table>
<thead>
<tr>
<th>Measure</th>
<th>IF MEASURE IS…</th>
</tr>
</thead>
<tbody>
<tr>
<td>purchasing your clothes washer</td>
<td>1</td>
</tr>
<tr>
<td>purchasing your clothes dryer</td>
<td>2</td>
</tr>
<tr>
<td>purchasing your spa cover</td>
<td>3</td>
</tr>
<tr>
<td>purchasing your thermostat</td>
<td>4</td>
</tr>
<tr>
<td>purchasing your gas fireplace</td>
<td>12</td>
</tr>
<tr>
<td>purchasing your system</td>
<td>14</td>
</tr>
<tr>
<td>having services or work performed</td>
<td>5-11, 13</td>
</tr>
</tbody>
</table>

### Action3:

<table>
<thead>
<tr>
<th>Measure</th>
<th>IF MEASURE IS…</th>
</tr>
</thead>
<tbody>
<tr>
<td>purchase your clothes washer</td>
<td>1</td>
</tr>
<tr>
<td>purchase your clothes dryer</td>
<td>2</td>
</tr>
<tr>
<td>purchase your spa cover</td>
<td>3</td>
</tr>
<tr>
<td>purchase your thermostat</td>
<td>4</td>
</tr>
<tr>
<td>purchase your gas fireplace</td>
<td>12</td>
</tr>
<tr>
<td>purchase your system</td>
<td>14</td>
</tr>
<tr>
<td>have services or work performed</td>
<td>5-11, 13</td>
</tr>
</tbody>
</table>

### Self-Installation of Measure

<table>
<thead>
<tr>
<th>Option</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td>0</td>
</tr>
</tbody>
</table>

### Heat Pump Upgrade

<table>
<thead>
<tr>
<th>Option</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td>0</td>
</tr>
</tbody>
</table>

### Instant Incentive

<table>
<thead>
<tr>
<th>Option</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td>0</td>
</tr>
</tbody>
</table>

### Third Party Solar

<table>
<thead>
<tr>
<th>Option</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td>0</td>
</tr>
</tbody>
</table>
WEB INVITATION

SUBJECT LINE: Rate your Energy Trust experience

Dear <CONTACT>,

You recently participated in an Energy Trust program, which provides services and cash incentives for energy efficiency and renewable energy improvements such as the <MEASURE> installed at <SITEADDRESS>. As part of its commitment to continuous improvement, Energy Trust would like to get your feedback about your experience with Energy Trust and the <MEASURE>.

Would you be willing to tell us about your experience with Energy Trust and the <MEASURE>? We’ll send you a $10 gift card as a thank you for your time!

The survey takes less than 5 minutes depending on your answers. Your responses will be treated confidentially.

When prompted, copy and paste your access code to access your survey: [CODE]

Click here to get started.

SECOND WEB INVITATION

SUBJECT LINE: You can still rate your Energy Trust experience

Dear <CONTACT>,

We recently contacted you to ask about your experience with an Energy Trust program that provided services and/or cash incentives for the <MEASURE> installed at <SITEADDRESS>. We have not yet reached our goal for number of responses to this survey – can you be one of the people who put us over the top?

Please tell us about your experience with Energy Trust and the <MEASURE>. We’ll send you a $10 gift card as a thank you for your time!

The survey takes less than 5 minutes depending on your answers. Your responses will be treated confidentially.

When prompted, copy and paste your access code to access your survey: [CODE]

Click here to get started.

THIRD WEB INVITATION

SUBJECT LINE: Don’t forget to rate your Energy Trust experience

Page 28 of 47
Dear <CONTACT>,

A few days ago, we sent you a request to provide feedback on your experience with an Energy Trust program that provided services and/or cash incentives for the <MEASURE> installed at <SITEADDRESS>. Can you help us reach our goal for number of survey responses by sharing your experience with us?

Please tell us about your experience with Energy Trust and the <MEASURE>. We’ll send you a $10 gift card as a thank you for your time!

The survey takes less than 5 minutes depending on your answers. Your responses will be treated confidentially.

When prompted, copy and paste your access code to access your survey: [CODE]

Click here to get started.

WEB INTRODUCTION

Thank you for agreeing to take this survey—we want to get your feedback about your experience with Energy Trust and your <MEASURE>. The survey takes less than 5 minutes, depending on your answers. Your responses will be treated confidentially. After each question, just click the right-arrow button.

Before you begin, please confirm that the information below is correct. If the information is incorrect, please re-enter the survey URL and input your access code again.

If the information is still incorrect, email <CONTRACTOR CONTACT> for additional guidance.

Name: <FirstName>, <LastName>
Address: <Site Street Address>, <Site City>
Measure installed: <MEASURE>

SCREENING QUESTIONS

S1: Screener 1 – Product Instant Discount
Ask if MEASURE = 1-4 AND Instant Incentive = 1

When you purchased your <MEASURE>, do you recall receiving a discount from Energy Trust on the purchase price?

Yes 1
No 2
Don’t know 98

**S2: Screener 2 – Contractor Instant Discount**  
Ask if MEASURE = 5-13 AND Instant Incentive = 1 OR MEASURE = 14

When you had work or services performed by your contractor, do you recall receiving a discount from Energy Trust on the total cost of the project?

Yes 1  
No 2  
Don’t know 98

**S3: Screener 3 – Third-Party Solar Instant Discount**  
Ask if MEASURE = 14 AND Third Party Solar = 1

When you had solar installed, do you recall receiving a discount on your costs because the system owner qualified for an incentive from Energy Trust?

Yes 1  
No 2  
Don’t know 98

**MAIN SURVEY**

**Q1A**  
Ask if MEASURE = 4  

Is the smart thermostat that you recently purchased still installed in your home?

Yes 1  
No, I removed it 2  
No, I haven’t installed it yet 3  
Don’t know (*Terminate: That’s all the questions we have for you. Thank you for your time.*) 98

**Q1B**  
Ask if Q1A = 2  

Why is the thermostat no longer installed? Please select the reasons that best apply to you.
Failed or was defective 1
Not compatible with heating or cooling system 2
Internet connection or WiFi problem 3
Made my home uncomfortable 4
Could not successfully install or wire thermostat 5
Could not properly setup or program thermostat 6
Could not successfully operate thermostat 7
Other reason (Please specify:__________________) 96
Don’t know [Exclusive answer] 98

[Terminate survey. That’s all the questions we have for you. Thank you for your time.]

Q2
Did you or anyone in your household visit the Energy Trust website or receive any printed materials before you <ACTION1>?

Yes 1
No 2
Don’t know 98

Q3
Did you or anyone in your household talk or e-mail with an Energy Trust representative regarding your <MEASURE4>?

Yes 1
No 2
Don’t know 98

Q4
Thinking of your <MEASURE4>, please rate your satisfaction with each of the following elements on a 5-point scale where 1 is not at all satisfied and 5 is very satisfied.

<table>
<thead>
<tr>
<th>Elements</th>
<th>Display if MEASURE =</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>A: Incentive application process</td>
<td>1-13 AND Instant Incentive = 0</td>
<td>1-5 scale with DK, Not applicable</td>
</tr>
<tr>
<td>B: Information and materials from Energy Trust</td>
<td>Q2 = 1</td>
<td>1-5 scale with DK, Not applicable</td>
</tr>
<tr>
<td>C: Interaction with Energy Trust representative</td>
<td>Q3 = 1</td>
<td>1-5 scale with DK, Not applicable</td>
</tr>
</tbody>
</table>
D: Performance of your new <MEASURE>

<table>
<thead>
<tr>
<th>MEASURE</th>
<th>Responses</th>
<th>1-5 scale with DK, Not applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL</td>
<td>1-5 scale with DK, Not applicable</td>
<td></td>
</tr>
</tbody>
</table>

E: Comfort of your home after <MEASURE2>

<table>
<thead>
<tr>
<th>MEASURE</th>
<th>Responses</th>
<th>1-5 scale with DK, Not applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-13</td>
<td>1-5 scale with DK, Not applicable</td>
<td></td>
</tr>
</tbody>
</table>

F: Time it took to receive your incentive

<table>
<thead>
<tr>
<th>MEASURE</th>
<th>Responses</th>
<th>1-5 scale with DK, Not applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-13 AND Instant Incentive = 0</td>
<td>1-5 scale with DK, Not applicable</td>
<td></td>
</tr>
</tbody>
</table>

G: Overall experience with Energy Trust

<table>
<thead>
<tr>
<th>MEASURE</th>
<th>Responses</th>
<th>1-5 scale with DK, Not applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL</td>
<td>1-5 scale with DK, Not applicable</td>
<td></td>
</tr>
</tbody>
</table>

[Only item Q4G will be counted towards Energy Trust’s satisfaction metric.]

Q5
Ask if: Q4A-G < 3

Please describe why you were dissatisfied.

[Open-ended response]

Q6
Ask if: MEASURE = 4-14 AND Self-Install = 0

How influential were the following elements on your decision to <ACTION3>? Please use a 5-point scale where 1 means it did not have any influence on your decision to <ACTION3> and 5 means it had a great influence.

<table>
<thead>
<tr>
<th>Elements</th>
<th>Display if :</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>A: The Energy Trust incentive</td>
<td>Instant Incentive = 0 OR S1 = 1 OR S2 = 1 OR S3 = 1</td>
<td>1-5 scale with DK, Not applicable</td>
</tr>
<tr>
<td>B: Information and materials from Energy Trust</td>
<td>Q2 = 1 OR Q3 = 1</td>
<td>1-5 scale with DK, Not applicable</td>
</tr>
<tr>
<td>C: The salesperson or retailer</td>
<td>MEASURE = 1-4, 12</td>
<td>1-5 scale with DK, Not applicable</td>
</tr>
<tr>
<td>D: Your contractor</td>
<td>MEASURE = 4-14 AND Self-Install = 0</td>
<td>1-5 scale with DK, Not applicable</td>
</tr>
<tr>
<td>E: Information from a solar workshop</td>
<td>MEASURE = 14</td>
<td>1-5 scale with DK, Not applicable</td>
</tr>
<tr>
<td>F: The energy efficiency rating of your new &lt;MEASURE&gt;</td>
<td>Ask if MEASURE = 8-13</td>
<td>1-5 scale with DK, Not applicable</td>
</tr>
</tbody>
</table>

[All influence items except Q6F will be counted towards Energy Trust’s influence metric.]
Q7
Ask if MEASURE = 4-14 AND Self-Install = 0

How did you find your contractor? Please select all that apply.

- Word of mouth 1
- Online service (Yelp, Angie’s List, Craigslist, HomeAdvisor, etc.) 2
- Web search 3
- An advertisement for the contractor 4
- Energy Trust website / Find a Contractor tool 5
- Energy Trust contractor referral service 6
- Not Applicable 97
- Don’t know 98

Q8
Ask if MEASURE = 4-14 AND Self-Install = 0

Thinking of your experience with your contractor, please indicate your satisfaction with the following service elements, using a 5-point scale where 1 is not at all satisfied and 5 is very satisfied.

<table>
<thead>
<tr>
<th>Elements</th>
<th>Display if:</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>A: Quality of the installation work</td>
<td>ALL</td>
<td>1-5 scale with DK, Not applicable</td>
</tr>
<tr>
<td>B: Communication with the contractor</td>
<td>ALL</td>
<td>1-5 scale with DK, Not applicable</td>
</tr>
<tr>
<td>C: Information provided about Energy Trust incentives</td>
<td>Instant Incentive = 0 OR S1 = OR S2 = 1 OR S3 = 1</td>
<td>1-5 scale with DK, Not applicable</td>
</tr>
<tr>
<td>D: Assistance with the incentive application process</td>
<td>MEASURE = 4-13 AND Instant Incentive = 0</td>
<td>1-5 scale with DK, Not applicable</td>
</tr>
<tr>
<td>E: Overall experience with the contractor</td>
<td>ALL</td>
<td>1-5 scale with DK, Not applicable</td>
</tr>
</tbody>
</table>

DEMOGRAPHIC QUESTIONS

We are almost done with the survey, but first, we’d like to ask some questions about you. The information you provide will be used to help ensure that Energy Trust is serving all of its customers.
Q9A
Do you currently occupy the home at <Site Street Address> where the new <MEASURE> was installed?

Yes 1
No 2

Q9B
Ask if: Q9A = 1
Do you rent or own the home?

Rent 1
Own 2
Other 96

Q9C
Ask if: Q9A = 2
Are you the landlord or property manager for this home?

Landlord 1
Property manager 2
Other 96

Q10
What year were you born?

[Enter 4 Digit Year] 1900-2010

Q11
Regarding the home where the new <MEASURE> was installed, how many people currently live there full time? The total should include any children that live in the home.

[Drop-down box with options 0-12+]

Q12
Which of the following ranges describes your total 2019 household income before taxes?

Less than $30,000 1
$30,000 to under $50,000 2
$50,000 to under $70,000 3
$70,000 to under $100,000 4
$100,000 to under $200,000 5
$200,000 or more 6
Don’t know 98

Q13
Which of the following racial and ethnic backgrounds best describe you? Please select all that apply.

- White or Caucasian 1
- Black or African American 2
- Hispanic, Latino, or Spanish 3
- Asian or Asian Indian 4
- Native American or Alaska Native 5
- Middle Eastern or North African 6
- Native Hawaiian or other Pacific Islander 7
- Some other race, ethnicity, or origin (Please specify: ________________) 96
- Don’t know 98

Q14
Do you have any other feedback about your experience with Energy Trust or suggestions on how to improve their services?

[Open-ended response]

Q15A
Ask if: Q4A-G < 3

You mentioned earlier being less than satisfied with some aspect of your <MEASURE4>. Would you like to have a representative from Energy Trust call you to discuss this issue?

Yes 1
No 2

[If Q15A = 1 then complete a Study Action Form and return to Energy Trust within 24 hours]
Ask if: Q15A = 1

What information would you like us to share with the representative about this issue?
You won't receive a call back if you don't tell us a little bit about the issue.

[Open-ended response]

Q15C
Ask if: Q15A = 1

What is a good time to have someone call you?

[Open-ended response]

CONCLUSION

That concludes our questions. Thank you very much for your time. If you have any questions about Energy Trust or their services, please call 1-866-368-7878 or visit energytrust.org.

Thank you again for your time and feedback.
# Appendix C

## 2020 Nonresidential Fast Feedback Phone Survey Instrument

### READ-INS

**Program:**

<table>
<thead>
<tr>
<th>Measure</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing Buildings – Oregon Incentives</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Existing Buildings – Direct Install</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Existing Buildings – Washington</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Multifamily – Incentives</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Multifamily – Direct Install</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Production Efficiency</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Commercial Solar PV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>7</td>
</tr>
</tbody>
</table>

**Measure1:**

<table>
<thead>
<tr>
<th>IF PROGRAM IS…</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>participation with Energy Trust</td>
<td>1-7 AND Third Party Solar = 0</td>
</tr>
<tr>
<td>new solar PV system</td>
<td>7 AND Third Party Solar = 1</td>
</tr>
</tbody>
</table>

**Measure2:**

<table>
<thead>
<tr>
<th>IF PROGRAM IS…</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>energy efficiency improvements</td>
<td>1-6</td>
</tr>
<tr>
<td>solar PV system</td>
<td>7</td>
</tr>
</tbody>
</table>

**Measure3:**

<table>
<thead>
<tr>
<th>IF PROGRAM IS…</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>making energy efficiency improvements</td>
<td>1-6</td>
</tr>
<tr>
<td>installing a solar system</td>
<td>7</td>
</tr>
</tbody>
</table>

**Measure4:**

<table>
<thead>
<tr>
<th>IF PROGRAM IS…</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>make the energy efficiency improvements you did</td>
<td>1-6</td>
</tr>
<tr>
<td>install the solar system you did</td>
<td>7</td>
</tr>
</tbody>
</table>

**Third Party Solar**

<table>
<thead>
<tr>
<th>1</th>
<th>0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

**CONFIRMATION**

[Do not read] Please visually confirm that the record contains the correct information:

Name: <Contact Name>
Phone Number: <Contact Phone>
Company Name and Address: <Company Name> at <SITE ADDRESS>, <Site City>
Measures Installed: <MEASUR LIST>

[If record is incorrect, please go back to the opening page of the survey.]

**PHONE INTRODUCTION 1**
*Use If PROGRAM = 1-4, 7*

May I speak with <CONTACT>? [If blank or no longer with company, ask to speak to owner or project lead.]

Hello, I'm calling on behalf of Energy Trust of Oregon. You recently participated in an Energy Trust program, which provides financial incentives, information, and technical services for energy efficiency and renewable energy improvements. You recently received an incentive from Energy Trust for <MEASURE3> at <SITE ADDRESS>.

Are you the right person to talk to about this project and participating with Energy Trust?

[If Yes, then continue.]

[If No, then ask]: Can you please provide me with the name and phone number of someone I can discuss this project with? Can you transfer me?

I would like to ask you about your experience with Energy Trust and your <MEASURE2>. The survey takes about 5 minutes depending on your answers. Your responses will be treated confidentially. We appreciate your help.

**PHONE INTRODUCTION 2**
*Use If PROGRAM = 5*

May I speak with <CONTACT>? [If blank or no longer with company, ask to speak to owner or project lead.]

Hello, I'm calling on behalf of Energy Trust of Oregon. You recently participated in an Energy Trust program, which provides financial incentives, free services, information, and technical services for energy efficiency and renewable energy improvements. You recently received free energy efficiency services from Energy Trust at <SITE ADDRESS>.

Are you the right person to talk to about this project and participating with Energy Trust?

[If Yes, then continue.]
[If No, then ask]: Can you please provide me with the name and phone number of someone I can discuss this project with? Can you transfer me?

I would like to ask you about your experience with Energy Trust and your <MEASURE2>. The survey takes about 5 minutes depending on your answers. Your responses will be treated confidentially. We appreciate your help.

PHONE INTRODUCTION 3
Use If PROGRAM = 6

May I speak with <CONTACT>? [If blank or no longer with company, ask to speak to owner or project lead.]

Hello, I’m calling on behalf of Energy Trust of Oregon. You recently participated in an Energy Trust program, which provides financial incentives, information, and technical services for energy efficiency and renewable energy improvements. You received an incentive from Energy Trust for a(n) <SUBTYPE> project at <SITE ADDRESS>.

Are you the right person to talk to about this project and participating with Energy Trust?

[If Yes, then continue.]

[If No, then ask]: Can you please provide me with the name and phone number of someone I can discuss this project with? Can you transfer me?

I would like to ask you about your experience with Energy Trust and your <SUBTYPE> project. The survey takes about 5 minutes depending on your answers. Your responses will be treated confidentially. We appreciate your help.

Use for ALL
[If Needed]: We are not selling anything. This is strictly a survey for research purposes. I work for <CONTRACTOR>, an independent survey research firm that is part of a team that Energy Trust hired to do this research. If you would like to verify this call and get more information, you may call my supervisor at [NUMBER].

As part of its commitment to continuous improvement, Energy Trust is conducting an ongoing evaluation of its programs and services. Your responses will help Energy Trust improve their offerings for customers such as yourself. It is an opportunity to provide feedback to Energy Trust on your experience. This survey will take about five minutes. Energy Trust surveys a small number of customers to get feedback on their services and programs. You were randomly selected to participate in this survey. If you would like to contact Energy Trust of Oregon, please call 1-866-368-7878.
This project occurred at <SITE ADDRESS>. To help refresh your memory, I’ll read a list of the types of energy improvements that were made as part of the project: <MEASURE_LIST>. [If Program ≠ 2,5 then add: You likely received an incentive check from Energy Trust in <MONTH>.]

SCREENING QUESTIONS

CP1 – Cell Phone Screener 1
Before we begin, have we reached you on a cell phone?

Yes 1
No (Continue Survey) 2
Refused [Don’t Read] (Thank and Terminate) 99

CP2 – Cell Phone Screener 2
Ask if CP1 = 1

And are you in a safe place to speak, that is, not involved in any activity which needs your full attention, such as driving?

Unable to speak/call me later (Schedule callback) 1
Unable to speak/callback on landline (Schedule callback) 2
Safe to speak (Continue Survey) 3
Refused [Don’t Read] (Thank and Terminate) 99

Continue survey if CP1 = 2 OR CP2 = 3

S1: Screener 1 – Third-Party Solar Instant Discount
Ask if PROGRAM = 7 AND Third Party Solar = 1

When you had solar installed, do you recall receiving a discount on your costs because the system owner qualified for an incentive from Energy Trust?

Yes 1
No 2
Refused [Don’t Read] 99

S2: Screener 2 – Multifamily Resident or Owner
Ask if PROGRAM = 4-5

Our records indicate that this project was completed in a multifamily building. Do you reside in this building, or are you a property manager, landlord, etc?
Resident 1
Property manager / landlord 2
Refused [Don't Read] 99

MAIN SURVEY

Q1
Ask if Program = 2,4-5

Did Energy Trust program staff visit your property to assess energy efficiency opportunities? [If needed]: This is sometimes referred to as a walk-through survey and is used to identify a building’s energy efficiency opportunities. It does not include other technical services. [If Program = 4-5]: Afterwards, you would have received a walk-through survey report with energy efficiency recommendations.

Yes 1
No 2
Don’t know [Don’t Read] 98
Refused [Don’t Read] 99

Q2
Ask if Program = 1-3,6-7 OR S2 = 2

Did you receive a technical study, energy analysis, or other technical services funded by Energy Trust? [If needed]: This may have included an Energy Trust-funded technical study, building energy analysis, or other energy-related technical and engineering services. [If Program = 4-5]: This does not include walk-through surveys.

Yes 1
No 2
Don’t know [Don’t Read] 98
Refused [Don’t Read] 99

Q3
Thinking of your <MEASURE1>, please rate your satisfaction with each of the following elements on a 5-point scale where 1 is not at all satisfied and 5 is very satisfied.

<table>
<thead>
<tr>
<th>Elements</th>
<th>Display if…</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>A: Incentive application process</td>
<td>Third Party Solar ≠ 1 AND Program ≠ 5</td>
<td>1-5 scale with DK, Not applicable, and Refused</td>
</tr>
<tr>
<td><strong>B:</strong> Information and materials from Energy Trust</td>
<td>Third Party Solar ≠ 1</td>
<td>1-5 scale with DK, Not applicable, and Refused</td>
</tr>
<tr>
<td><strong>C:</strong> Site assessment or walkthrough survey</td>
<td>Q1 = 1</td>
<td>1-5 scale with DK, Not applicable, and Refused</td>
</tr>
<tr>
<td><strong>D:</strong> Energy Trust-funded technical services</td>
<td>Q2 = 1</td>
<td>1-5 scale with DK, Not applicable, and Refused</td>
</tr>
<tr>
<td><strong>E:</strong> Interaction with Energy Trust representative</td>
<td>Third Party Solar ≠ 1</td>
<td>1-5 scale with DK, Not applicable, and Refused</td>
</tr>
<tr>
<td><strong>F:</strong> The scheduling process to receive services</td>
<td>Program = 2,5</td>
<td>1-5 scale with DK, Not applicable, and Refused</td>
</tr>
<tr>
<td><strong>G:</strong> Turnaround time to receive your incentive</td>
<td>Third Party Solar ≠ 1 AND Program = 1,3-4,6</td>
<td>1-5 scale with DK, Not applicable, and Refused</td>
</tr>
<tr>
<td><strong>H:</strong> Performance of the &lt;MEASURE2&gt;</td>
<td>ALL</td>
<td>1-5 scale with DK, Not applicable, and Refused</td>
</tr>
<tr>
<td><strong>I:</strong> The vendor or installation contractor, if applicable</td>
<td>Third Party Solar ≠ 1 AND Program ≠ 5</td>
<td>1-5 scale with DK, Not applicable, and Refused</td>
</tr>
<tr>
<td><strong>J:</strong> Overall experience with Energy Trust</td>
<td>ALL</td>
<td>1-5 scale with DK, Not applicable, and Refused</td>
</tr>
</tbody>
</table>

[Only items Q3E and Q3J will be counted towards Energy Trust’s satisfaction metric.]

**Q4**  
Ask if: Q3A-Q3J < 3

Please describe why you were dissatisfied with the above item(s).

[Record verbatim response]

**Q5**  
How influential were each of the following elements on your decision to <MEASURE4>?
Please answer using a 5 point scale where 1 means it did not have any influence on your decision to <MEASURE4> and 5 means it had a great influence.
<table>
<thead>
<tr>
<th>Elements</th>
<th>Display if…</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>A: The Energy Trust Incentive</td>
<td>Third Party Solar ≠ 1 AND Program ≠ 5</td>
<td>1-5 scale with DK, Not applicable, and Refused</td>
</tr>
<tr>
<td>B: Information and materials from Energy Trust</td>
<td>Third Party Solar ≠ 1</td>
<td>1-5 scale with DK, Not applicable, and Refused</td>
</tr>
<tr>
<td>C: Services provided at no cost or greatly reduced cost</td>
<td>Program = 2, 5</td>
<td>1-5 scale with DK, Not applicable, and Refused</td>
</tr>
<tr>
<td>D: The Energy Trust program representative</td>
<td>Third Party Solar ≠ 1</td>
<td>1-5 scale with DK, Not applicable, and Refused</td>
</tr>
<tr>
<td>E: Site assessment or walkthrough survey</td>
<td>Q1 = 1</td>
<td>1-5 scale with DK, Not applicable, and Refused</td>
</tr>
<tr>
<td>F: Energy Trust-funded technical services</td>
<td>Q2 = 1</td>
<td>1-5 scale with DK, Not applicable, and Refused</td>
</tr>
<tr>
<td>G: The vendor or installation contractor, if applicable</td>
<td>Third Party Solar ≠ 1 AND Program ≠ 5</td>
<td>1-5 scale with DK, Not applicable, and Refused</td>
</tr>
</tbody>
</table>

Q6
Ask if (Program = 1-3,6-7 AND Third Party Solar ≠ 1) OR (Program = 4 AND S2 = 2)

In the absence of the Energy Trust incentives and services, would your firm or organization have made funds available to cover the entire cost of the <MEASURE2>?

Yes 1
No 2
Don’t know [Don’t Read] 98
Refused [Don’t Read] 99

FIRMOGRAFIC QUESTIONS

We are almost done with the survey, but first, we’d like to ask some questions about you [Add if S2 ≠ 1: and your firm or organization]. The information you provide will be used to help Energy Trust better understand its customers and ensure they are serving everyone.

Q7
Ask if S2 = 2
Approximately how many properties does your firm or organization currently own or operate in Oregon?

1-2 1
3-5 2
6-10 3
10-19 4
20-99 5
100+ 6
Not applicable 9
Don’t know [Don’t Read] 98
Refused [Don’t Read] 99

Q8A
Ask if Program = 1-3, 6-7

Does your firm or organization own or lease the space that it occupies at <SITE_ADDRESS>?

Own 1
Lease 2
Other (Specify and record verbatim) 3
Don’t know [Don’t Read] 98
Refused [Don’t Read] 99

Q8B
Ask if Q8A = 2

Does your firm or organization have the authority to make decisions about maintenance, upgrades and energy improvements to the space that you lease?

Yes, any type of upgrade 1
Yes, but only some types of upgrades 2
No 3
Don’t know [Don’t Read] 98
Refused [Don’t Read] 99

Q9
Ask if Program = 1-3, 6-7 OR S2 = 2
Approximately how many people does your firm or organization currently employ in Oregon? [If needed]: Your best guess is fine. Include yourself, full-time and part-time employees in the total.

1-5 1
6-9 2
10-19 3
20-99 4
100-499 5
500+ 6
Don’t know [Don’t Read] 98
Refused [Don’t Read] 99

Q10
Ask if Program = 1-3, 6-7 OR S2 = 2
Which of the following best describes your position at your firm or organization?

Owner 1
Executive or decision-maker 2
Manager 3
Employee 4
Other (Specify and record verbatim) 5
Don’t know [Don’t Read] 98
Refused [Don’t Read] 99

Q12
Ask if Q10 = 1 OR S2 = 1
Which of the following racial and ethnic backgrounds best describe you? [Multiple responses permitted]

White or Caucasian 1
Black or African American 2
Latino, Hispanic, or Spanish 3
Asian or Asian Indian 4
Native American or Alaska Native 5
Middle Eastern or North African 6
Native Hawaiian or other Pacific Islander 7
Some other race, ethnicity, or origin (Specify and record verbatim) 96
Refused [Don’t Read] 99
Q13
Do you have any other feedback about your experience with Energy Trust or suggestions on how to improve their services? [Probe: ANYTHING ELSE?]

[Record verbatim response]
No / Nothing / Can’t think of anything [Don’t Read] 98
Refused [Don’t Read] 99

Q14A
Ask if Q1A-Q1G or Q3B or Q4B < 3

You mentioned earlier being less than satisfied with some aspect of your <MEASURE1>. Would you like to have a representative from Energy Trust call you to discuss this issue?

Yes 1
No 2

[If Q14A = 1 then complete a Study Action Form and return to Energy Trust within 24 hours]

Q14B
Ask if: Q14A = 1

What information would you like us to share with the representative about this issue? [If needed]: You won’t receive a call back if you don’t tell us a little bit about the issue.

[Record verbatim response]

Q14C
Ask if: Q14A = 1

What is a good time to have someone call you?

[Record verbatim response]

CONCLUSION
That concludes my questions. Thank you very much for your time. If you’d like, I can provide you with a toll-free phone number and website for Energy Trust if you have any questions about them or their services. Would you like that number or website?
[If requested]: The number is 1-866-368-7878. The website is energytrust.ORG.

Thank you again for your time and feedback.

[INTERVIEWER’S NOTE: If the respondent asked for an Energy Trust follow-up, AND asked for or was given the Energy Trust phone number, let the respondent know that Energy Trust will follow-up with the respondent FIRST and allow Energy Trust a few days to reach out to the respondent.]