

Energy Trust of Oregon Request for Proposals: Impact Evaluation of 2021-2023 Home Energy Reports

RFP Issued: March 14, 2023

Intent to Bid and Questions Due: March 31, 2023

Proposals Due: April 19, 2023

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About Energy Trust

Energy Trust of Oregon is an independent nonprofit organization dedicated to delivering energy efficiency and renewable power benefits to 2 million utility customers. We are funded by and serve Oregon customers of Portland General Electric, Pacific Power, Cascade Natural Gas and Avista, and Oregon and Washington customers of NW Natural. A non-stakeholder board of directors guides our work with input from three advisory councils, and we are overseen by the Oregon Public Utility Commission. Since 2002, our technical services, cash incentives and energy solutions have helped participating customers save \$5.3 billion on their utility bills. The cumulative impact of our leadership has been a contributing factor in keeping our state's energy costs as low as possible, adding renewable power to the grid from small and medium-scale projects, and 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 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 is soliciting a third-party evaluation contractor to conduct an impact evaluation of its home energy report initiative delivered by Bidgely.

In 2021, Pacific Power, in coordination with Energy Trust, engaged Bidgely to distribute digital home energy reports (HERs) by email to their residential electricity customers in Oregon. This initiative was an expansion of Pacific Power's deployment of Bidgely HERs in Washington. In 2022, the Oregon effort was expanded to include another round of digital HERs. In 2023, a separate round of paper HERs was launched with reports mailed to customers' homes that weren't able to receive the digital reports. Digital HER recipients receive roughly two reports per month, while paper HER recipients receive them quarterly. The HERs save energy by providing information to customers about their monthly energy use, disaggregation of energy use, comparisons of energy use to neighbors, tips and recommendations for saving energy, and information about Energy Trust incentives, all of which encourage energy saving behaviors and actions. All Pacific Power residential customers are potentially eligible, including single-family, multifamily, and manufactured homes.

The implementation of these efforts uses a randomized controlled trial design so that Bidgely can compute and report the energy savings achieved back to Pacific Power and Energy Trust. The treatment group is provided with HERs, unless they opt out, while the control group does not receive HERs. Energy Trust claims electricity savings quarterly, based on the total number of customers enrolled in the treatment group, the number opting out each month, and a deemed savings value per customer. Energy Trust estimated the deemed savings value based on past studies, electricity loads in Oregon,

and additional analysis by Bidgely. Energy Trust is not currently claiming any gas savings for these efforts, although many of the Pacific Power customers enrolled likely have natural gas service and may be saving gas as well as electricity.

In 2021, digital HERs were delivered to between 140,000 and 160,000 customers, depending on the month and the number of customers that opted out. Based on its deemed savings, Energy Trust claimed nearly 17 million kWh of electricity savings for these efforts, roughly one-quarter of the electricity savings for the entire Residential portfolio that year. After the first year of digital HERs were completed, Bidgely conducted an analysis of electricity billing data from Pacific Power that showed much lower than expected energy savings. They found the reports saved about 6 million kWh over the year, resulting in a savings realization rate of just 36 percent. This poor result caused Energy Trust to immediately adjust its deemed savings values for future efforts to ensure that HER savings were not overclaimed to that degree again. The deemed annual electricity savings per home for the digital and paper HERs by program year are listed in Table 1, below. The assumed measure life for HER savings is one year.

Table 1: Deemed first year electricity savings for Bidgely HERs

Report Type	Program Year	Deemed Savings per Home (kWh)
Digital	2021	110.3
	2022	37.8
Paper	2023	33.0

Due to the outsize influence of HERs on the Residential program’s electricity savings goals, and the difficulty in predicting how much energy savings the reports will realize, this initiative poses somewhat of a risk to Energy Trust. Thus, Energy Trust decided that it would be warranted to conduct an independent impact evaluation of the Bidgely HERs. This evaluation is designed to provide an independent validation of the energy savings claimed by Energy Trust and reported by Bidgely for the digital and paper HERs efforts. In addition, the study will allow us to quantify and subtract any double-counted savings for Energy Trust-funded residential measures from the HER savings estimates. We will also survey customers to understand if the HERs are helpful and how customers are responding to them to save energy.

Research Objectives

This impact evaluation aims to address the following primary research objectives:

- Obtain independent and reliable estimates of electricity and natural gas savings and electricity demand savings from Bidgely HERs sent to residential Pacific Power customers in Oregon from 2021 to 2023
 - Estimate annual, heating, and cooling electricity savings totals and average savings per treated home in kWh, and as a percentage of usage, by report type (digital vs. paper), report wave (starting 2021, 2022, or 2023), and year of treatment
 - Determine electricity savings realization rates by report type, report wave, and year of treatment

- Estimate electricity demand savings totals and average per treated home in kW, and as a percentage of demand, including for each season, day of week, hour of day, and for utility summer and winter peak periods, by report type
- Estimate annual and heating natural gas savings totals and average savings per treated home in therms, and as a percentage of usage, by report type, report wave, and year of treatment
- Verify annual customer attrition rate and factor into savings estimates
- Identify any differences in the above metrics between homes with and without gas service, between homes inferred to use gas heat, electric heat, or other heating fuels, and between homes on income-qualified utility bill rates and standard rates
- Identify increased Energy Trust program activity due to HERs and remove double-counted program savings from HER savings estimates
 - Determine lift in adoption of Energy Trust funded measures attributable to HER treatment compared to control group
 - Compute double-counted savings from deemed measures and subtract from HER savings totals and metrics
- Understand customer satisfaction with HERs and their impacts on customers
 - Determine portion of customers that report opening and reviewing HERs
 - Assess customer recall of and satisfaction with the HERs and customer perception of the usefulness of information presented
 - Understand customer actions to save energy taken in response to HERs
 - Assess impact of HERs on Energy Trust program awareness and knowledge of offers
 - Assess whether HER recipients would be receptive to messages related to utility demand response efforts in their HERs
 - Assess the demographics of HER recipients and those that recall them

As noted above, the outcomes of interest for energy and demand savings include electricity and natural gas savings in kWh and therms, and as a percentage of usage, electricity and natural gas savings realization rates (RRs), and electricity demand savings in kW and as a percentage of demand. These outcomes of interest will be analyzed for a variety of scenarios, as summarized in Table 2, below.

Table 2: Matrix of savings analyses for outcomes of interest

Report Type	Savings Fuel	Gas Service	Savings Unit	Report Wave	Treatment Year	Additional Slices	Outcomes of Interest
Digital	Electricity	All	Total, Per home	2021	First	Gas service, heating fuel, bill rate	kWh, heating kWh, cooling kWh, % kWh, RR, kW, % kW
					Second		
					Third		
	Gas	Yes	Total, Per home	2022	First	Heating fuel	therms, heating therms, % therms
					Second		
					Third		
Paper	Electricity	All	Total, Per home	2023	First	Gas service, heating fuel, bill rate	kWh, heating kWh, cooling kWh, % kWh, RR, kW, % kW

Tasks

To achieve the research objectives listed above, this impact evaluation will use a variety of methods, including billing analysis, analysis of Energy Trust project data, and a customer survey. The evaluation approach depends on data from a variety of sources including Energy Trust databases, Pacific Power, and Bidgely. We expect that the selected evaluator will undertake the following tasks to successfully complete the study. ***Respondents should address each task in their proposals and describe their approach. In addition, proposals should identify any challenges they foresee in implementing these tasks and recommend solutions.***

Task 1. Study Kick-off Meeting

The selected evaluator will host a virtual kick-off meeting to meet with Energy Trust, PMC, Pacific Power, and Bidgely staff to establish points of contact, ask questions about the implementation of the HERs, present the evaluation framework and schedule, and discuss data requests and points of coordination. The selected evaluator will describe the proposed research methodologies, answer questions, and solicit input. Any necessary changes to the approach will be incorporated into the project work plan. The evaluator will describe the datasets needed to complete the study and the nature and timing of the data requests that will be made to each organization. Primary points of contact at each organization will be established to coordinate the data requests and other work related to the study. In addition, the evaluator will discuss protocols for requesting, transferring, and storing data. The selected evaluator will hold follow-up meetings, as needed, with Energy Trust staff or other primary points of contact to work out the details of the research methodologies and data requests.

After the kick-off meeting, the selected evaluator will complete a project work plan that describes the evaluation methodologies and tasks in detail and includes a schedule of activities and deliverables.

Deliverables:

- Host kick-off meeting
- Evaluation work plan

Task 2. Document Review and Summary

Energy Trust will provide the selected evaluator with relevant documents to review related to the Bidgely HER initiative. These documents will include initiative plans, measure approval documents, HER report templates and examples, Energy Trust savings claims, and Bidgely's summary of savings and drivers of lower-than-expected savings in Oregon. The selected evaluator will review these documents as background information and context for other tasks. In addition, the selected evaluator will summarize the HER initiative and key dates, the Energy Trust HER measure assumptions, assumed savings, and savings claimed by the program, and the key takeaways from Bidgely documents. This summary will be included in the background section of the evaluation report to provide context.

Deliverable:

- Section in report describing summarizing document review

Task 3. Data Acquisition, Management, and Quality Control

The selected evaluator will put together data requests detailing the data required from each organization. They will first request data from Bidgely to obtain details about each wave of HERs, including key dates, lists of customers in the treatment and controls groups, customer utility account, site, and contact information, customer attrition, and dates that HERs were sent to each treatment group customer. Next, they will request hourly electricity AMI data for all treatment and control customers from Pacific Power going back at least one year prior to the initiation of HERs. These data should include information about solar net metering (to potentially exclude) and utility bill rate, so the results can be differentiated by income level.

Energy Trust will provide project tracking data to the evaluator, detailing all Energy Trust funded measures completed by customers in the treatment and control groups. Energy Trust staff will also provide monthly gas utility billing data for all customers, plus any additional site or contact information available in their data systems. Lastly, Energy Trust will provide daily NOAA weather data and TMYx¹ typical weather year data, for all customers in the treatment and control groups going back at least one year prior to the initiation of HERs. The selected evaluator will work with Energy Trust

¹ The TMYx data from [Climate.OneBuilding.org](https://climate.onebuilding.org) are developed using similar methods to the TMY3 dataset and provided in a similar format, but are based on more current weather data through 2021 and annual updates to TMYx are expected.

to procure any additional datasets necessary to complete the analyses described below.

The selected evaluator will receive all datasets through secure data transfer means, store them securely, compile all of the datasets, and thoroughly review and clean the data. Data review and cleaning should include identifying and flagging any anomalies, removing duplicate records, coding and properly handling missing observations, among other activities. The evaluator will also recode and clean up variables and compute new variables, as needed, for the various analyses. One such step will be for the evaluator to infer the heating fuel of each home in the dataset from its gas and electricity usage patterns and create a new variable to record one of three categories: gas heat, electric heat, and other heating fuel. Similarly, utility bill rate information will be used to create a new customer income category variable that will include income-qualified and standard rate categories.

As part of the data review and cleaning, the evaluator will also assess the equivalency of the treatment and control group homes to prior to the intervention with respect to baseline period energy use. If any significant mismatch or bias is detected, then the composition of the groups may be altered slightly or the bias may be corrected for in the analysis. Once these steps are completed, all datasets should be merged together and readied for analysis.

After receiving the first round of required datasets, a preliminary analysis will be completed (Tasks 4, 5, and 6). The results of this preliminary savings analysis will be briefly summarized in an interim memo (Task 8). Towards the end of the project, once the preliminary analysis has been completed, the selected evaluator will make a second round of data requests to obtain the most recent data available for the same group of customers. Data update requests will be made to Bidgely, Pacific Power, and Energy Trust. Each entity should be made aware of the second request when the first data request is made. After receiving the updated data and running basic QC checks, all analysis datasets will be updated, cleaned, merged, and used to update the analyses described in the tasks below. The selected evaluator will re-run all analyses using the most recent data available with the same procedures and analysis code. It is anticipated that the energy savings analyses for HER activities in 2023 will be based on partial year data. The results from this updated, final analysis will be used in the final evaluation report.

Proposals should describe respondent's approach to data acquisition, management, review, and cleaning for the different types of datasets received. They should also describe how they will assess equivalency between the randomized treatment and comparison groups and how to address non-equivalency, if it is detected.

Deliverables:

- Send first and second data requests for all necessary datasets
- Receive and store all necessary datasets securely
- Section in report describing datasets and methods for data review and cleaning
- Section in report summarizing findings

Task 4. Energy Savings Analysis Using Monthly Gas Billing Data

The selected evaluator will estimate weather normalized annual and heating natural gas savings attributable to Bidgely HERs, overall and per treated home, using monthly gas billing data. Energy savings will be estimated separately for each report type, report wave, and year of treatment, as noted in Table 2, and described in the Research Objectives. Also, as noted in Table 2, additional cuts of the results will include looking at savings by the inferred heating fuel, and utility bill rate type. In addition to annual energy savings, the selected evaluator will also compute savings as a percent of total usage. The savings analysis will use the existing randomized controlled trial program design study groups established by Bidgely, assuming they are shown to be equivalent and unbiased in the baseline period. This should yield robust, unbiased estimates of energy savings. Due to the randomized design of the program, we anticipate that minimal screening of customers and usage data will be necessary. However, attrition of sites out of the analysis for various reasons should be carefully tracked and reported on.

Weather normalized natural gas savings will be estimated using industry best practices for analyzing monthly energy usage data. We expect that the selected evaluator will use a multivariate, fixed effects panel regression model, or similar, with average daily energy usage as a function of study group, study period, and heating degree-days. Customer-level and month fixed effects terms will be used to account for grouping in the data and auto-correlation of the repeated measurements over time. Other variables may be entered as well, to model differences between report types, report waves, or year of treatment, for instance. Savings for different scenarios may also be investigated using separate models for different customer groups. The difference-in-differences savings will be estimated from the model coefficients and normalized to typical weather months or a typical weather year using TMYx data.

Because the COVID-19 pandemic started in the baseline period, and had ongoing effects in later years, the selected evaluator will need to test different model specifications and analysis strategies to minimize the impact of the pandemic on the energy savings results. The selected evaluator will first confirm whether the two randomized study groups are equivalent in their response to the pandemic. If they are, then the randomization scheme alone may be sufficient to remove the effects of the pandemic on the results. Otherwise, a post-only analysis, or other strategies, may be used to try to address this issue.

Proposals should describe how respondent will conduct the monthly gas billing analysis, what types of models will be used, how annual energy savings will be estimated, and the approximate levels of precision expected.

Deliverable:

- Section in interim memo summarizing monthly billing analysis findings
- Section in final report describing monthly billing analysis methods and findings

Task 5. Energy and Demand Savings Analysis Using Electricity AMI Data

This task will utilize hourly electricity AMI data obtained from Pacific Power to estimate weather normalized electricity savings as well as characterize the timing of energy savings. The selected evaluator will first aggregate the hourly data to daily energy use to estimate the annual, heating, and cooling electricity savings attributable to Bidgely HERs, overall and per treated home. Next, the selected evaluator will estimate kW demand savings per treated home, using hourly electricity data, by season, day of week, and hour of day, and for utility summer and winter peak periods and the hottest and coldest days of the year, as described in the Research Objectives.

As noted in Table 2, electricity energy and demand savings will be estimated separately for each report type, report wave, and year of treatment. Additional cuts of the results will include looking at demand savings by gas service, the inferred heating fuel, and utility bill rate type. In addition to annual energy and demand savings, the selected evaluator will also compute savings as a percent of total usage (or of average demand) and the realization rates compared to the deemed savings values claimed by Energy Trust and the savings reported by the Bidgely team. The savings analysis will use the existing randomized controlled trial program design study groups established by Bidgely, assuming they are shown to be equivalent and unbiased in the baseline period. This will yield robust, unbiased estimates of energy savings. Due to the randomized design of the program, we anticipate that minimal screening of customers and usage data will be necessary. However, attrition of sites out of the analysis for various reasons should be carefully tracked and reported on.

Weather normalized energy savings will be estimated using industry best practices for analyzing daily electricity usage data. We expect that the selected evaluator will use a similar multivariate, fixed effects panel regression model to that described above to estimate gas savings using monthly data, with adjustments to the specification to accommodate the daily data. Other variables may be entered as well, to model differences between report waves, report types, and year of treatment for instance. The difference-in-differences savings will be estimated from the model coefficients and normalized to typical weather months or a typical weather year using TMYx data.

Weather normalized electricity demand savings will be estimated using methods similar to the Time of Week and Temperature piecewise regression model developed by Berkely Lab.² The model outputs will be normalized to a typical year using TMYx data and used to estimate demand savings for the various time periods and increments noted in Table 2 and the Research Objectives. This analysis will be completed using industry best practices for analyzing hourly electricity usage data and determining electricity demand impacts.

Because the COVID-19 pandemic started in the baseline period, and had ongoing effects in later years, the selected evaluator will need to test different model

² Mathieu JL, Price PN, Kiliccote S, Piette MA. (2011). Quantifying Changes in Building Electricity Use with Application to Demand Response. Lawrence Berkeley National Laboratory. Retrieved from: <https://eta-publications.lbl.gov/sites/default/files/LBNL-4944E.pdf>

specifications and analysis strategies to minimize the impact of the pandemic on the energy savings results. The selected evaluator will first confirm whether the two randomized study groups are equivalent in their response to the pandemic. If they are, then the randomization scheme alone may be sufficient to remove the effects of the pandemic on the results. Otherwise, a post-only analysis, or other strategies, may be used to try to address this issue.

Proposals should describe how respondent will conduct the AMI data analysis to quantify electric energy and demand savings attributable to the HERs, including models to be used. Proposal should describe the types of models to be used, how savings will be estimated, and the approximate levels of precision expected.

Deliverables:

- Section in interim memo summarizing electricity AMI analysis findings
- Section in final report describing electricity AMI analysis methods and findings

Task 6. Analysis of Measure Lift and Removal of Double-Counted Savings

The Bidgely HERs encourage customers to make energy upgrades to their homes and use Energy Trust incentives to help pay for them. Based on findings from past evaluations, we expect the HERs to cause a modest increase in the uptake of Energy Trust residential efficiency measures among treatment group customers. Because savings from these additional measures are claimed on a deemed basis by Energy Trust's Residential program, but will also be captured in the HER energy savings analyses described in the tasks above, they will be double-counted. To address the double-counting, we need to quantify the amount of program lift caused by the HERs and then subtract those deemed savings totals from the HER savings totals determined in Tasks 4 and 5. In addition, the degree of program lift is of interest in itself, as the Residential program has used the HERs to promote its services and incentives and would like to know how effective a marketing tool they are.

To determine the lift in program participation attributable to the HERs, the selected evaluator will match treatment and control group homes with Energy Trust program tracking data for 2021 through present. Efficiency and solar measures in both groups will be flagged and the deemed savings will be pro-rated within each analysis year based on the installation date. The count of efficiency measures and the deemed savings values will be summed across each analysis year and customer group to match the savings analyses described in Task 4 and 5. The site count, measure count, and deemed savings totals for the control group customers will then be subtracted from the treatment group totals, resulting in the net increase in Energy Trust-funded efficiency measures attributable to HERs.

The program lift analysis will be done for each report type, report wave, and year of treatment, in addition to more aggregated, overall results. This analysis will also be segmented by measure category to report on which types of efficiency measures have increased participation. In addition, the analysis will be segmented by gas service, inferred heating fuel, and utility billing rate type. Savings determined to be program lift

will be compared to the total HER energy savings estimates and reported as a percentage, to better understand the magnitude of the lift.

To address double-counted energy savings, the selected evaluator will subtract the net increase in deemed measure savings driven by the HERs from the HER energy savings totals calculated in Tasks 4 and 5. Then, the energy savings attributable to the HERs will be re-estimated for all the scenarios listed in Table 2. These final energy savings estimates, net of double-counted savings, will be documented in the interim memo and final evaluation report.

Proposals should describe how respondent plans to conduct the measure lift analysis and quantify and remove double-counted savings from the energy savings estimates.

Deliverable:

- Section in interim memo summarizing program lift findings
- Section in report describing program lift methods and findings

Task 7. Survey of Treatment Group Customers

The selected evaluator will conduct a survey with a representative sample of treatment group customers. As described in the Research Objectives, the survey will ask questions directed at the treatment group to assess customer satisfaction with the HERs and the perceived usefulness of the information presented, including the portion of customers that decide to open and review the HERs. Another set of questions will be asked to understand the type and frequency of customer actions taken to save energy in response to the HERs. The survey will also be used to assess the impact of the HERs on customer awareness of Energy Trust programs and knowledge of its service and incentives. Lastly, we will ask both treatment group customers a battery of standard demographic questions to determine which customer groups are being served by these efforts.

The selected evaluator will draw random samples of treatment group customers from each report type group. These customers will be invited to take a web survey and the selected evaluator will strive to minimize response bias. The selected evaluator will develop a sampling plan that should obtain responses from enough treatment group customers to achieve at least 10 percent relative precision at 90 percent confidence by report type for most survey items.

The selected evaluator will develop a survey instrument that should take most respondents 10 minutes or less to complete. The survey questions should pose clear and concise questions to customers that will help answer the stated research objectives. Energy Trust will review the survey instrument and provide feedback before it is finalized. In addition, the survey instruments will be translated into Spanish.

Once the survey instrument is complete, the selected evaluator will program it into their survey software to create the web survey. It is expected that the programmed survey will be thoroughly tested prior to deployment. This will ensure that the questions and response options make sense and appear on-screen correctly, that the

response options work properly, and that the survey navigation, including any skip logic or programming, functions as intended. The selected evaluator will also provide Energy Trust staff with a web link to review and test the survey prior to launch.

The survey will be primarily web-based, with recruiting materials using the same format as the HERs—email recruiting for the digital HER group and letter recruiting for the paper HER group. All recruiting materials will introduce the study and provide links to the web survey. They will also provide an option for customers to call-in during business hours to take the survey by phone, if preferred. In addition, the selected evaluator will follow-up with non-respondents by email or postcard, depending on the contact information available.

The selected evaluator will develop and design the recruiting and follow-up materials, including emails, letters, and postcards, and coordinate all printing and mailing. Recruiting materials will be translated into Spanish. To encourage customers to complete the survey, and to compensate them for their time, the selected evaluator will offer a survey completion incentive of \$10 or more and fulfill all survey incentives for respondents. The selected evaluator will be solely responsible for any necessary tax reporting associated with the incentives.

A soft launch with a small group of respondents will be conducted prior to fully launching the survey to check the initial responses for consistency and ensure that all survey systems are operating properly. Once the survey is launched, the selected evaluator will provide regular updates to Energy Trust on the timing of recruitment and reminder activities, number of completed surveys, and response rates. The recruiting efforts may be adjusted, as needed, to improve response rates and achieve the survey's completion targets.

The selected evaluator may also need to handle questions and complaints from customers about the survey and will need to escalate issues that require a direct response from Energy Trust. Once the survey is closed, the selected evaluator will compile and analyze the response data to address all the relevant research objectives. The survey results will be reported separately for each report type.

Proposals should describe respondent's approach to designing and fielding the survey. Proposals should also provide a draft sampling plan for the survey, the anticipated response rate and total completed surveys, and the approximate levels of precision expected.

Deliverables:

- Final versions of web survey in English and Spanish
- Final versions of recruiting materials in English and Spanish
- Delivery of survey incentives to respondents
- Weekly survey updates to Energy Trust during fielding
- Respond to customer inquiries and escalate matters that require a direct response from Energy Trust
- Section in report describing survey methods and findings

Task 8. Reporting

The selected evaluator will briefly summarize the preliminary findings in an interim memo once the preliminary data analysis activities have been completed. These preliminary findings will include all savings analysis results listed in Table 2, as well as the program lift results and removal of double-counted savings. The memo should make use of tables to present numeric results with accompanying text to explain the meaning of the results. The memo should not exceed 4 pages and should emphasize the preliminary findings with only a brief summary of methods.

Prior to producing a full report, the selected evaluator will provide a report template for Energy Trust to review and approve, including examples of key charts and tables. The selected evaluator will then produce a final evaluation report after all evaluation tasks are completed, not to exceed 40 pages (excluding appendices), summarizing the research methods, evaluation findings, conclusions, and recommendations. Key findings will be highlighted with compelling tables, charts, and graphics. The use of tables and graphs is also recommended for material that does not lend itself well to narrative form. The selected evaluator will draw conclusions related to the research goals and objectives based on the evaluation findings. The report should include the following sections:

- Executive summary
- Introduction, including description of the initiative, savings claims, and purpose of the study
- Summary of methods, including data sources, analysis methods, and survey design
- Results, including charts and text highlighting key findings
- Conclusions and recommendations relating to the findings and research goals
- Appendices containing survey instruments and recruiting materials
- Appendices containing detailed methods, including model specifications
- Appendices containing detailed tables of results, crosstabulations, or additional analyses that may be of interest but are not of key importance

The draft evaluation report will be reviewed and commented on by Energy Trust staff, PMC staff, third-party reviewers, and other parties deemed appropriate by Energy Trust. Based upon these comments, the selected evaluator shall make revisions and deliver to Energy Trust a final version of the evaluation report within three weeks of receiving feedback. Achieving an acceptable final report may take more than one iteration between the evaluator and Energy Trust. Where applicable, data, phone conversations, non-confidential sources, publications, and other media used in the report must be referenced and cited. It is anticipated that any respondents or sources can be promised confidentiality in terms of attribution of responses. Findings and conclusions shall be based on the information collected by the selected evaluator and referenced in the reports. Recommendations should consider how program savings estimation and claims could be improved.

Lastly, the selected evaluator will create and deliver a 30-minute presentation of the evaluation findings at a public evaluation webinar hosted by Energy Trust's evaluation

team. These public webinars provide an opportunity for Energy Trust staff and stakeholders, and other industry professionals, to see the results of Energy Trust's evaluation and research projects. The webinars also help to disseminate evaluation findings and lessons learned and make Energy Trust's programs more transparent.

Proposals should describe how respondent will present results in the report and what findings they will focus on.

Deliverables:

- Interim memo on preliminary findings
- Draft report template (before populating report)
- Draft and final written evaluation report
- Presentation of findings at public webinar

Task 9. Project Management

The selected evaluator will manage all aspects of this evaluation project to ensure that it remains on-schedule and below the contract budget cap. Project management will include hosting regular check-in meetings with Energy Trust staff during the impact evaluation. During the fielding of the survey, the selected evaluator will provide weekly updates to Energy Trust staff on survey progress. The selected evaluator will proactively advise on ways to maximize study quality throughout the project.

The selected evaluator will be required to submit monthly status reports presenting the following:

- A summary of accomplishments during the previous month
- Current month's activities and plans
- Variances in schedule or budget, including any necessary explanations
- If applicable, any issues or concerns to be addressed with proposed solutions
- Compliance with supplier diversity requirements (see Proposal Requirements), including current and total amounts invoiced to date for COBID-certified firms relative to total contract spending

These reports are due by the 10th of every month and must accompany the invoice, starting with the first month after work begins.

Deliverables:

- Regular check-in meetings with notes supplied afterward
- Frequent survey updates during fielding
- Monthly status reports

Proposal Requirements

Proposals must be clear, complete, and concise. Pages must be numbered, sections must be clearly titled, and fonts must not be smaller than 11 point. Respondent's proposal must contain each of the elements listed below. Failure to include any required elements

may result in the rejection of respondent's proposal. Please note the **22-page limit** for the proposal content. This page limit does not include the supplemental information requested—the work product example, resumés, insurance coverage information, conflict of interest disclosure, and representations page. These items should be included in attached appendices.

1. Proposal Content

Qualifications:

Proposals should provide an overview of the lead firm and any subcontractors. We encourage respondents to create a team of firms with specialized expertise to fill different project roles. Proposals should describe the respondent team's qualifications and experience doing similar work and identify specific aspects of the study where the respondent team's experience will be particularly relevant or important. **Not to exceed 3 pages.**

Staffing and subcontracting plan:

Describe the project team structure, role of each key team member, subcontractor roles, COBID numbers for COBID certified subcontractors (see *Supplier diversity requirements section below*) and the management plan. **Not to exceed 2 pages.**

Technical proposal:

Provide a detailed technical proposal describing respondent's proposed approach to the study overall and to the specific tasks identified in the "Tasks" section above. Respondents should focus on the bolded proposal instructions in the Tasks section and refrain from simply repeating the study tasks. **Not to exceed 10 pages.**

Supplier diversity requirements:

Proposals should indicate if respondent's firm or subcontractors are certified with the Certification Office for Business Inclusion and Diversity (COBID) of Oregon as one or more of the following: Minority Business Enterprise, Women Business Enterprise, Emerging Small Business, or Service-Disabled Veteran Business Enterprise.

It is required that a minimum of 20% of the value of any resulting contract be directed towards COBID certified firms. This should be reflected in the staffing and subcontracting plan and budget proposal. **Please describe how this requirement will be met. Not to exceed 1 page.**

If respondents need assistance making connections with COBID-certified research, evaluation, data analysis, and engineering firms, or other types of potential partners, Energy Trust can facilitate introductions with firms in our Planning and Evaluation contractor pool. If this is of interest, bidders should reach out to the Energy Trust contact listed below when providing their intent to bid.

Schedule:

Provide a schedule of major activities and deliverables listed in the Tasks section above, with approximate dates. The schedule should assume that a project kick-off meeting will be scheduled within two weeks of awarding the contract. Energy Trust anticipates launching this project in May 2023. The draft interim memo should be delivered to Energy Trust in September 2023 and the full draft report should be delivered in January 2024. A final report will be delivered within three weeks of having received all comments and edits on the submitted draft. These schedule assumptions may be reassessed once the project begins. **Not to exceed 1 page.**

Budget:

Provide a detailed budget proposal, based on the proposed methods and staffing plan. Should be bid as a time-and-materials, “not-to-exceed” budget cap type contract. Proposals should describe the underlying budget assumptions and any drivers of cost that can be modified without compromising the integrity of the evaluation.

It is anticipated that the budget for the scope described in this RFP will be approximately \$160,000; however, Energy Trust reserves the right to revise its budget assumptions at any time. We ask that bidders propose as competitive a budget for the project as they can, while being realistic about the scope that they can complete within that budget. If the proposed budget will exceed the \$160,000 threshold listed here, we will consider it, but ask that bidders provide a rationale for why it is necessary. In addition, we ask bidders proposing to exceed the budget threshold listed here to provide alternative budget scenarios where they could stay within the budget by making certain trade-offs—either by dropping tasks, reducing complexity in places, or reducing sample sizes and precision for the evaluation.

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. Staff and subcontractors listed in the budget should be identified by name, with billing rates for each. **Not to exceed 2 pages.**

Budget template:

Staff Name	Firm	Hourly Rate	Hours Per Task			Total Hours	Total Cost
			Task 1	Task 2	Task...		
Staff Member 1							
Staff Member 2							
Staff Member...							
Subcontractor 1							
Subcontractor...							
Total Hours Per Task							
Direct Costs							
Total Cost Per Task							

Diversity, equity, and inclusion experience:

Proposals should describe respondent’s efforts and experiences in integrating diversity, equity, and inclusion into their business operations, both internally and externally, and their experience conducting culturally responsive research and evaluation work. Energy Trust seeks to contract with organizations that share its commitment to building a diverse, equitable, and inclusive workplace and business environment, and that apply a diversity and equity perspective to their work. Respondents must provide responses to each of the questions in **Appendix B**. **Not to exceed 2 pages.**

Data security and confidentiality:

Proposals should provide a brief description of respondent’s approach to data security and confidentiality. Please describe how respondent will ensure that customer information and data collected throughout the evaluation are kept secure and confidential during fielding, data transfers, storage, and analysis. **Not to exceed 1 page.**

2. Work Product Example

Proposals should include **one past report** that showcases the respondent team’s work on a similar project, as well as their data presentation and reporting capabilities. If needed, the names of people and organizations may be redacted from the report to allow sharing it. The work product example should be included as an appendix to the proposal. **No page limit, but please keep materials to a minimum.**

3. Resumés

Proposals should include resumés of all key team members, from the lead firm and any subcontractors who will be performing work. These should be included in an appendix to the proposal. **No page limit.**

4. Insurance Coverage 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. Provide a description of the insurance coverage provided by respondent for performing the impact evaluation work, 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

This information should be provided in an appendix to the proposal. **No page limit.**

5. Conflict of Interest Disclosure

Respondent must disclose any direct or indirect, actual, or potential conflicts of interest respondent or its subcontractors 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 or actual 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.

Respondent’s disclosure must specifically address any existing contracts between Energy Trust and the respondent, its staff, or any of its proposed subcontractors. If a potential conflict of interest is identified by the respondent, then the respondent should propose strategies to mitigate the conflict. If no conflict is identified by respondent, the respondent will explicitly provide such a statement in their RFP response. The determination of whether a conflict of interest exists is left to the sole discretion of Energy Trust. This information should be provided in an appendix to the proposal. **No page limit.**

6. Representations and Signatures Page

Respondent’s proposal must contain the signature of a duly authorized officer or agent of the respondent company submitting the proposal. Respondent’s duly authorized officer or agent shall sign **Appendix A** certifying to the representations stated on **Appendix A**. The signed page should be provided as an appendix to the proposal.

Proposal Selection Criteria

Proposals will be judged on the criteria listed below. As noted above, failure to meet the proposal requirements may result in the rejection of a proposal without scoring.

- Technical proposal
- Qualifications of proposed team
- Proposed budget
- Staffing plan, including plan to meet supplier diversity requirement
- Diversity, equity, and inclusion responses
- Data security and confidentiality
- Work product example

RFP Schedule & Administration

RFP Schedule

- | | |
|-------------------------|---|
| • March 14, 2023 | RFP issued |
| • March 31, 2023 | Intent to bid due |
| • March 31, 2023 | Questions/request for additional information due |
| • April 5, 2023 | Clarifications/question responses posted to website |
| • April 19, 2023 | Proposals due |

Requests for Additional Information and Proposal Submission

Any questions and/or requests for clarification regarding this RFP, as well as stating intent to bid on the project, must be submitted via email to the contact named below by **March 31, 2023**. Responses to questions and requests for additional information will be posted on Energy Trust's website no later than **April 5, 2023**. Energy Trust cannot accommodate individual phone, mail, or fax inquiries about the RFP. All questions must be submitted via email.

Stating intent to bid does not obligate a respondent to submit a proposal. Only electronically submitted proposals (in PDF form) will be accepted; faxed or print proposals will not. A signed letter of transmittal (cover letter) is required and should be scanned and submitted along with the proposal. All proposals must be received by 5 PM Pacific Time on **April 19, 2023**. 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
Sr. Project Manager – Evaluation & Engineering
Energy Trust of Oregon
Email: 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. Respondent 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 may initiate negotiations with the leading respondent(s).

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 its 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 for 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 respondent(s) 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(s)

The selected respondent will be required to execute a written contract(s) with Energy Trust to perform the evaluation work. 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 program evaluation work, and prolonged contract negotiations will not be undertaken. In general, Energy Trust strongly prefers contracts that are consistent with Energy Trust's standard terms and conditions; negotiations for such contracts can generally be completed quickly. In some cases, a few terms and conditions may need to be substituted or waived, in accordance with contract negotiations. Any party involved in these contract discussions can terminate negotiations at any time and for any reason. If it appears that contract negotiations are not proceeding in a timely manner, Energy Trust may opt to terminate the discussions and select another respondent.

The selected respondent will be required to sign Energy Trust's Utility Customer Information (UCI) confidentiality agreements to gain access to customers' energy

consumption data. There is a contractor version of the UCI confidentiality agreement, which can be found here, for reference:

https://energytrust.org/wp-content/uploads/2021/10/LGL_FM0205C.pdf.

There is also an individual version of the UCI confidentiality agreement, which can be found here, for reference:

https://energytrust.org/wp-content/uploads/2021/10/LGL_FM0205I.pdf.

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 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: Diversity, Equity and Inclusion Experience

DEI hiring practices and policies

1. Is respondent's firm required to submit equal opportunity employment (EEO) reports? (For companies of 100 staff members or more, the Equal Employment Opportunity Commission requires regular filings of form EEO-1.)
 - a. If so, provide a copy of respondent's most recent EEO-1 report.
 - b. If not, please provide a summary of staff from respondent's firm who would be performing work on this project, using a table format and employment data categories aligning with EEO-1 reporting – see [this sample form](#), specifically, the table in section D.
2. Provide specific examples of activities, projects, or plans developed by respondent that demonstrate how respondent promoted DEI within respondent's company in the areas of (1) recruitment, hiring, retention and promotion, (2) training and professional development, and (3) respondent's company strategy.

DEI planning, evaluation, and research experience

3. Provide specific examples of how respondent has ensured cultural competence³ in research or work similar in nature to the work described in this RFP.

³ The American Evaluation Association's [Public Statement on Cultural Competence in Evaluation](#) provides a detailed explanation of cultural competence in evaluation.