Energy Trust of Oregon
Request for Proposals: No-Cost Residential & Multifamily Pilots

RFP Issued: January 23, 2024
Intent to Bid and Questions Due: February 5, 2024
Proposals Due: February 23, 2024

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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 $6.3 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 seeking proposals to conduct an evaluation of three pilots currently being offered by Energy Trust’s Residential and Multifamily programs. The three pilots include similar no-cost to consumer offers for ductless heat pumps (DHPs), ducted heat pumps, and heat pump water heaters (HPWHs) in priority customer segments in single family site-built homes, single family manufactured homes, and multifamily properties.

Since January 2022, the Residential and Multifamily programs have been permitted to offer no-cost ductless heat pumps to qualifying customers under a cost-effectiveness exception granted by the Oregon Public Utility Commission (OPUC) through March 31, 2025. Pilot costs are not to exceed $5 million total for incentives, program implementation, and evaluation. By late 2022, the program had identified issues with this pilot program. Many potential participants that were recruited into the program would be better suited, due to the conditions and construction of their home, for a ducted heat pump, which was not covered by the OPUC exception. In early 2023 the program developed two parallel no-cost offers: ducted heat pumps and heat pump water heaters, under Energy Trust’s new program delivery pilot (PDP) process. Each of these parallel offers is restricted to $1.5 million total spend for incentives, program implementation, and evaluation under Energy Trust’s pilot cap. Due to the similar learning objectives and program designs for each of these three pilots, they will share one evaluation process and contract.

These pilots explore providing measures at no-cost to customers experiencing low incomes and/or high energy burdens. The offers are limited to customers residing in site-built single family, manufactured homes, and small multifamily (<5 units) dwellings with zonal electric resistance heat, electric forced air furnaces, or non-utility fuel heating
systems (e.g., woodstoves, oil furnaces, propane, etc.) that exist alongside or independent of electric resistance heat\(^1\).

One of the key components of the pilots is their unique co-creation process. In the no-cost DHP pilot, community-based organizations (CBOs) and Community Action Agencies (CAAs) that work with low-income community members throughout the state were engaged early in the development of the offer and have continued to work with the Energy Trust Program team to deliver the pilots. Feedback and experience working with these communities helped shape the initial offer and, as different ‘phases’ of the project have come to pass, have continued to influence the program.

CBOs and CAAs are also engaged directly in the delivery of measures in the pilots. These organizations identify homes, perform home energy assessments, and coordinate installation between the resident and contractor. As the no-cost DHP pilot moved through initial stages, an additional delivery pathway was created. The residential program management contractor (PMC), CLEAResult, has identified gaps in the regional capacity of CBO/CAA partners and the demand for these units in communities throughout the state. As a result, CLEAResult has begun doing direct delivery, fulfilling the same roles as the CBO/CAA partners in customer engagement, qualification, and contractor management in areas with limited/no CBO/CAA capacity.

Another significant component of the pilots is the use of low income status to determine if customers qualify to participate. Customer qualification is performed through quantitative and qualitative data gathering in interviews performed by project staff, who may be CBO/CAA or CLEAResult staff. Customers self-certify their income to verify that they are eligible for one or more of the pilots. Eligible customers are those whose household income is at or less than 60% of State median income (SMI). Program staff also collect information about energy costs, comfort trade-offs customers make to keep energy costs lower, and other potential manifestations of energy burden in the home, though these are not used to qualify customers. After home visits are completed, the program confirms or denies customer pilot eligibility, after a review of collected information, and proceeds with contacting a contractor for installation.

**Research Objectives**

This project aims to address the following primary research objectives:

- How effective were the pilots in identifying low income/energy burdened customers and reducing energy burden or energy burden impacts?
  - What methods for identifying low income or energy burden were effective?
  - What changes in energy burden due to program participation are expressed in lower customer energy bills?
  - What changes in energy burden due to program participation are expressed in customer reductions in non-utility fuel heating sources?

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\(^1\) Heating system requirements are not applicable to HPWH pilot participants.
o What changes in energy burden, safety, and comfort due to program participation are expressed in increased heating and/or cooling use to provide a comfortable living environment?
o What changes in energy burden due to program participation are expressed in lower customer stress about the cost of energy bills?

• What types of customers and homes were served by these pilots?
o What are the characteristics of participating customers? Race/ethnicity, income, household size, primary language spoken, age, etc.
o What are the characteristics of participating homes? Geography, type (single-family, manufactured, small multifamily), size, condition, existing heating/cooling equipment, etc.
o What are the existing conditions of related infrastructure (panels, wiring, etc.) in participant homes and what additional work needed to be done at the time of no-cost measure installation?
o How many homes get other Energy Trust measures in conjunction with a no-cost measure, and what types of measures do they get?
o Which customers and/or types of homes were unable to be served by these pilots? What prevented their participation in the pilots?

• What was the customer experience and satisfaction during various stages of their participation in the pilot?
o What was the customer experience during the project qualification process?
o What was the customer experience during equipment installation?
o How satisfied have customers been following the installation of equipment with the functionality, cost, and living conditions provided by their pilot measure?
o How many pilot participants have had technical difficulties with their equipment or required maintenance on their equipment? What types of maintenance or adjustments were necessary?

• What experience did CBOs and CAAs have in co-designing and implementing the pilots?
o What was the CBO/CAA experience participating in co-creation and adaptation of the offers with Energy Trust?
o What was the CBO/CAA experience with their role in implementing the pilot?
o What opportunities do CBOs/CAAs and Energy Trust staff believe exist to shift implementation responsibilities to capitalize on each organization’s strengths?
o How has the pilot supported or not supported CBO/CAA capacity development? What opportunities exist for the pilot to promote more capacity within the CBOs/CAAs?
o What was the CBO/CAA experience in recruiting and engaging customers in the pilot?
• How effective was the Program and CLEAResult staff in co-designing and implementing the pilots?
o What geographies or situations did CLEAResult assume the lead role in implementing the no-cost pilots? How did these differ from CBO/CAA implemented measures?
o How did the Program change the implementation strategy of the no-cost pilots as feedback was collected from CBOs/CAAs?
o What was the cost of implementing measures with this pilot design and how does this cost compare to other traditional Energy Trust program designs?

Tasks

To achieve the research objectives listed above, the evaluator will conduct several different types of data collection and analysis. We expect that the selected evaluator will undertake the following tasks to successfully accomplish the research objectives. **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 contractor will hold a kick-off meeting with Energy Trust staff to discuss the goals, proposed research methodology, and logistics of the project. Based on the scope of work and the outcome of the kick-off meeting, the selected contractor will develop a final work plan for the project.

**Deliverables:**
- Kick off meeting agenda.
- Summary notes from the kick-off meeting

Task 2. Review Pilot Data and Develop Work and Sampling Plans

Energy Trust will provide the selected evaluator with relevant data and resources about the pilot programs to inform their work plan. Data and resources may include:

- No-Cost DHP Pilot Implementation Plan and OPUC Measure Exception Request.
• Measure Approval Documents (MADs) for all three measures.
• No-Cost DHP Questionnaire and Project Tracker spreadsheet.
• Participant questionnaire (English and Spanish versions).
• CBO-Contractor outreach one-pager.
• CBO implementation guide.
• Phase 1 CBO Survey Results.
• Energy Trust Project Tracking (PT) Database records.

Based on the kick-off meeting discussion and a review of program activity and project documents, the evaluator will develop a detailed work plan. The work plan will contain:

• Evaluation goals
• Evaluation methodologies
• Sampling plan (see below)
• Schedule of tasks and deliverables (see below)

Sampling plan. The evaluator will develop a sampling plan based on the proposed methodologies, discussion at the kick-off meeting, and project data provided by Energy Trust. Energy Trust expects that the selected evaluator will develop the sampling plan such that customer bill analysis to determine reductions in energy burden and participant survey/interview responses reach significance thresholds of 10% relative precision at 90% confidence across each individual pilot population. The evaluator will also construct the sampling plan to reach 20% relative precision at 90% confidence in each of the following cross-sections per pilot:

• Housing type (single family site built home, single family manufactured home, and multifamily).
• Income level (categories to be determined in coordination with the Energy Trust program team during kick off).

See Appendix C for an overview of pilot participation and participation projections.

The sampling plan will include, at a minimum, the stratification scheme, number of participants to be selected within each stratum, and expected confidence and precision levels of results. Participant survey/interview methodology will be determined in partnership with the selected evaluator, Energy Trust staff, and CBO/CAA/CLEAResult staff to determine which methods will be most effective and appropriate to reach this unique participant base.

Schedule of tasks and deliverables. The evaluator will develop a schedule of tasks and deliverables. Energy Trust is interested in obtaining an interim memo of applicable results for this study in Q2/Q3, 2024. Energy Trust is interested in obtaining draft final results for this study by September 2026.
A draft work plan will be presented to the Energy Trust Evaluation Project Manager for review and approval before finalizing, and the evaluator will incorporate feedback into all components of the work plan, as needed.

After the work plan has been finalized, the evaluator will sample participants based on data provided by the Energy Trust Evaluation Project Manager and provide draft lists of sampled participants to Energy Trust. Due to the ongoing nature of the pilots, additional sampling will need to be conducted at a later date. The evaluator will make adjustments if needed based on Energy Trust feedback and provide final lists of sampled participants to Energy Trust.

**Respondent proposals should include a suggested sampling plan, including general approach, stratification plan, the number of participants to be included in each stratum (for pilot type only in the RFP submission), and the estimated confidence and precision levels that will be achieved by that sampling plan.**

**Deliverables:**
- Draft and final work plan.
- Draft and final lists of sampled projects.
- Section in report outlining sampling methodology and sample selection.

**Task 3. Conduct Interviews with Energy Trust and CLEAResult Program Staff**

The selected evaluator will conduct interviews with Residential and Multifamily program staff involved in the pilots. Staff interviews will be structured to determine answers to the relevant research questions above and focus on the co-development and implementation process with CBOs/CAAs, the evolution of the pilot(s) over time, and lessons learned. Interviews with CLEAResult Program staff will also include elements focused on the direct delivery track of the pilot conducted by CLEAResult. The selected evaluator will also probe on staff views on strengths, weaknesses, opportunities, and threats regarding developing permanent no-cost offers for the low and moderate-income customer segment and continuing to work with CBOs/CAAs in the future.

In preparation for the interviews, the selected evaluator will identify up to three key Energy Trust program staff, up to three key CLEAResult staff, and up to two key TRC staff (who implements the Multifamily portion of the program) involved in the project to be interviewed. They will develop a draft staff interview guide addressing the key evaluation objectives. The draft will be reviewed by Energy Trust evaluation staff and the selected evaluator will incorporate any feedback into the interview guide prior to review and approval of a final version.

**Respondent proposals should describe the respondent’s approach to creating interview guides and conducting staff interviews.**

**Deliverables:**
- Draft and final staff interview guides.
- Section in final report summarizing staff interviews.
Task 4.  Conduct Interviews with CBO/CAA Staff

The selected evaluator will conduct interviews with staff at CBO/CAA agencies that were involved in both the co-design and delivery of the pilot. The CBOs/CAAs to be included in this task, staff from those firms, and most appropriate method for interviews will be identified through discussions between the selected evaluator and Energy Trust program staff. The selected evaluator should expect to conduct between 5-10 interviews. These interviews will be conducted before customer data collection activities are performed. CBO/CAA interviews will be structured to determine answers to the relevant research questions above, and focus on the co-development and implementation process, the CBO/CAA staff experience during co-development and implementation, capacity building brought on by the pilots, opportunities for better collaborations in the future, and lessons learned.

In preparation for the interviews, the selected evaluator will develop a draft CBO/CAA interview guide addressing the key evaluation objectives. The draft will be reviewed by Energy Trust evaluation and program staff and the selected evaluator will incorporate any feedback into the interview guide prior to review and approval of a final version.

**Respondent proposals should describe respondent’s approach to creating interview guides, conducting interviews, and key considerations for working with staff at resource constrained organizations to reduce burden for their staff.**

**Deliverables:**
- Draft and final CBO/CAA interview guides.
- Section in final report summarizing CBO/CAA interviews.

Task 5.  Review Customer Screening Data and Conduct Qualitative Data Collection

The selected evaluator will synthesize learnings and answers to research objectives from the data collected by CBO/CAA/CLEAResult staff and information collected during customer data collection performed by the evaluation firm.

The selected evaluator will review project tracking (PT) data and questionnaire response spreadsheets with the objective of determining household characteristics and pre-participation conditions. The selected evaluator should both summarize key fields, including income, household/participant characteristics, and energy burden qualifications broadly across all participants as well as pull out responses for randomly sampled participants (Task 2) to be utilized in further analysis.

The selected evaluator will then design a data collection instrument to engage participants and draw comparisons between their pre-participation and post-participation responses. The instrument will take shape as either a survey or interview depending on input and feedback that the evaluation contractor collects during the CBO/CAA staff interviews on how best to engage their participant bases. The data collection instrument should focus on changes in behavior and attitudes towards energy costs and burden, customer experience with the pilot, customer experience
during the installation process, and any issues or areas of dissatisfaction that have come up post-installation. Customers who did not indicate their income levels, demographic information, or other key fields in the screening data collection performed by the CBO/CAA/CLEAResult staff should also be asked questions to complete that information. The evaluation contractor will also create space for the participant to provide any open-ended feedback they would like. Participant responses will be summarized along segments of interest and compared to pre-participation questionnaire responses.

Any responses to the survey that indicate technical or other dissatisfaction with their operating equipment should be met with a prompt asking if they would like Energy Trust to follow up with them. Any participants that indicate they would like follow up will have their responses and contact information provided to the Energy Trust Evaluation project manager for follow up within a week of the evaluation contractor receiving the request. Energy Trust will provide a template for submitting these requests.

The selected evaluator will administer the data collection instrument in three separate waves based on when the customer participated. This will allow enough time for customers that are participating as evaluation tasks are ongoing to gain lived experience with their equipment as well as help Energy Trust gain a better understanding of the customer experience after different seasons. See the following table for a summary of data collection instrument timing requirements:

<table>
<thead>
<tr>
<th>Customer Participation Range</th>
<th>Data Collection Start Period</th>
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</thead>
<tbody>
<tr>
<td>Prior to January 31(^{st}), 2024</td>
<td>Spring 2024</td>
</tr>
<tr>
<td>February 2024 – September 2024</td>
<td>Fall 2024</td>
</tr>
<tr>
<td>October 2024 – May 2025(^{2})</td>
<td>Fall 2025</td>
</tr>
</tbody>
</table>

The selected evaluator will recruit customers to participate in the data collection using best practices and culturally responsive methods that respect the time of low-income participants. During project kick-off and initiation the selected evaluator will work with the Energy Trust program team and CLEAResult to determine recruitment methods that are appropriate and leverage existing customer relationships. CBO/CAA staff members may be able to assist with customer recruitment if their staffing capacity allows. To encourage completion and participation in the data collection, the evaluator should propose an incentive for data collection completion to compensate participants for their time. The form and amount of the participation incentives should be proposed in the RFP submission and discussed at the kick-off meeting. These incentives must be clearly provided by the selected evaluator, not Energy Trust, and the selected evaluator will be solely responsible for any required tax reporting.

\(^{2}\) Energy Trust plans to install all units prior to March 31, 2025.
The selected evaluator will summarize questionnaire responses for all participants, data collection instrument responses for all sampled participants, and comparisons between pre- and post-participation responses for sampled participants in the final report. The selected evaluator will also segment data analysis across categories of interest, including pilot measure, home type, household income level, and geographic characteristics. The selected evaluator will present all results in aggregate, though may include individual responses in an anonymized format in the report to highlight key sentiments or takeaways. All respondents will be promised anonymity in their responses. A separate, confidential appendix to the report will include all anonymized verbatim responses to the data collection administered by the selected evaluator.

The selected evaluator will provide the draft data collection and customer recruitment materials to the Energy Trust evaluation project manager and Program team for review. The evaluator will incorporate all feedback prior to distributing the data collection or recruitment materials. This may take more than one round of collaboration to reach a final product.

**Respondent proposals should describe the contractor’s general approach to recruiting customers to participate, how the contractor will work with CBO/CAA partners to determine and design a data collection instrument, how the contractor will manage the logistics of the phased data collection, and how the contractor will conduct the data collection in a culturally competent manner. Respondent proposals should also briefly detail the proposed incentive structure and amount for participants.**

**Deliverables:**

- Draft and final customer recruitment materials.
- Draft and final data collection instruments.
- Section in report summarizing all customer questionnaire responses.
- Section in final report summarizing all customer data collection responses and comparisons between pre- and post-participation responses.
- Separate confidential appendix with anonymized verbatim responses to the data collection instrument.

**Task 6. Participant Costs Analysis**

The selected evaluator will estimate annual energy bills experienced by pilot participants per participant home using monthly billing data. The selected evaluator will use Energy Trust Utility Customer Information (UCI) data to compare monthly weather normalized (using TMYx\(^{3}\) typical weather year data) energy use and resulting energy costs in one calendar year prior to and following the installation of the pilot measure with equivalent data from a comparison group made up of homes with similar characteristics and energy use patterns in the pre-installation period. The selected evaluator will request all necessary data from Energy Trust for both the pilot participant

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\(^{3}\) The TMYx data from [Climate.OneBuilding.org](http://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.
and comparison group and review the data for any errors prior to performing the cost analysis.

The selected evaluator will follow best practices and perform the pre-post analysis using weather normalized data across the population of participating sites, dropping those with data quality or other issues that may bias the results. The analysis will be segmented by housing type, household income level, and measure(s) installed.

Key to this analysis will be the inclusion of utility Income Qualified Bill Discount (IQBD) program rates. The majority of customers who qualify for these pilot programs are also eligible for the IQBD rate codes which will significantly impact the resulting customer cost effects of the installed measures. Using questionnaire and/or qualitative data collection instrument responses, the selected evaluator will determine which, if any, IQBD rate codes the customer is eligible for and enrolled in and apply those rates to the subsequent analysis of customer utility costs. Energy Trust will provide IQBD discount rates per income strata for each utility to use for this analysis.

The selected evaluator will present all data in the report anonymously and in aggregate. In the final report, this analysis will be supplemented with responses to the data collection instrument about customer perceived reductions in energy costs and/or reductions in non-utility fuel energy costs to describe the entirety of the energy cost picture for participants. In addition, the selected evaluator will provide an anonymized workbook with each customer’s pre-post energy cost results presented individually.

**Respondent proposals should include the contractor’s approach to constructing a comparison group, including what data they would use to identify and characterize candidate homes/units for the comparison group. Respondent should also include the contractor’s process for data requests, secure data transfer, and data cleaning. They should also address the approach to the weather normalization, pre-post analysis, and any key methodological issues.**

**Deliverables:**

- Section in report summarizing customer pre-post energy cost analysis methodology and results.
- Anonymized individual pre-post energy cost results workbook.

**Task 7. Reporting**

The selected evaluator will produce an interim memo summarizing to-date results as well as a final evaluation report and customer facing one-pager after all evaluation tasks are completed. The interim memo will be completed in Q2-Q3 2024, summarizing the research findings of the to-date CBO, CAA, Energy Trust, and PMC staff interviews, the customer questionnaire responses, and first wave of qualitative data collection responses. This memo will be a key component of Energy Trust conversations with the Oregon Public Utility Commission (OPUC) regarding low-income programs.
The final report should be delivered after all research activities are concluded. Energy Trust anticipates the draft to be delivered by September 2026. 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 and purpose of the study;
- Summary of methods, including sample, analysis methods, and data collection instrument design;
- Results, including charts and text highlighting key findings;
- Conclusions and recommendations relating to the findings and research objectives;
- Appendices containing survey instruments and materials; and
- Appendices containing detailed tables of results, crosstabulations, or additional analyses that may be of interest but are not of key importance.

Prior to producing a full report, the selected evaluator will provide a report outline for Energy Trust to review and approve, including examples of key charts and tables. The draft evaluation report will be reviewed and commented on by Energy Trust 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.

The selected evaluator will also produce a full-color, customer-facing one page research summary to accompany the final report. The one pager should succinctly describe the research project, main findings, and conclusions and recommendations. The one-pager should make use of simple language (at an 8th grade reading level at maximum), photos and graphics to communicate key points, be accessible to a general audience, and provide contact information for the Energy Trust Residential program. The one-pager should be provided in both English and Spanish. The one-pager will be reviewed by Energy Trust Evaluation, Residential, and Communications staff to ensure that it conforms with project expectations and brand guidelines. The one-pagers will be shared by Energy Trust with pilot participants and CBO/CAA partners at the conclusion of the study.

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.

Task 8. 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 evaluation. Due to the phased approach of analysis and tasks during this project, the selected evaluator and Energy Trust evaluation project manager will determine appropriate cadences for regular check-ins during each phase of the project. During the fielding of the data collection methods, the selected evaluator will provide weekly updates to Energy Trust staff on the data collection 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 Evaluation Project Manager
- Frequent progress updates during data collection 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 24-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 where applicable. 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 4 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 or US Small Business Administration (SBA) as one or more of the following certifications that qualify under Energy Trust’s Supplier Diversity Policy.

Qualifying COBID certifications:

- Minority Business Enterprise
- Women Business Enterprise
- Veteran Business Enterprise
- Service-Disabled Veteran Business Enterprise
- Emerging Small Business,

Qualifying SBA certifications:

- Small Disadvantaged Business
- Women Owned Small Business
- Economically Disadvantaged Women Owned Small Business
- Business Development Program (8a)
- Veteran Owned Small Business
- Service-Disabled Veteran Owned Small Business
- Historically Underutilized Business Zone Certification (HUBZone)

**It is required that a minimum of 20% of the value of any resulting contract be directed towards COBID and/or SBA 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- or SBA-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 March 2024. The interim memo should be delivered in Q2 or early Q3, 2024. The draft final report should be delivered by July 2026. 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 $150,000; 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 $150,000 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:

<table>
<thead>
<tr>
<th>Staff Name</th>
<th>Firm</th>
<th>Hourly Rate</th>
<th>Staff Member 1</th>
<th>Task 1</th>
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**Diversity, equity, and inclusion (DEI) and cultural competence experience:**

Proposals should describe respondent’s recent activities, policies, and investments aimed at integrating DEI into their business operations. Energy Trust seeks to contract with organizations that share its commitment to building a diverse, equitable, and inclusive workplace and business environment, and that strive to ensure cultural competence in their research work. Respondents must provide responses to each of the DEI and cultural competence related questions in Appendix B. **Not to exceed 3 pages.**

**Data security and confidentiality:**

Proposals should provide any data security certifications (e.g., ISO-27001 or SOC 2) that are held and maintained by the respondent and any subcontractors engaged in the project. Energy Trust recognizes that these certifications can present significant barriers for some firms. If your organization or subcontractor does not hold any relevant data security certifications, please provide a brief description of the **systems, policies, and procedures** used to ensure that Energy Trust provided data 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; or, if the report is available on a public website, a working link to the report is sufficient. **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 and staffing plan, including subcontractors (if applicable)
- Proposed budget
- Supplier Diversity Program compliance
- Diversity, equity, and inclusion responses
- Data security and confidentiality
- Work product example

RFP Schedule & Administration

RFP Schedule

- January 23, 2024  RFP issued
- February 5, 2024  Intent to bid due
- February 5, 2024  Questions/request for additional information due
- February 9, 2024  Clarifications/question responses posted to website
- February 23, 2024  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 February 5, 2024. Responses to questions and requests for additional information will be posted on Energy Trust’s website no later than February 9, 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 February 23, 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:
Cody Kleinsmith
Project Manager – Evaluation
Energy Trust of Oregon
Email: cody.kleinsmith@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:


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

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) and Cultural Competence Questions for Respondents

DEI in business operations:

1. Provide specific recent examples of activities, policies, or investments that demonstrate how respondent promotes diversity, equity, and inclusion within respondent’s company in the areas of:
   a. Recruitment, hiring, retention, and promotion;
   b. Training and professional development;
   c. Industry workforce development and support.

Cultural Competence in Research and Evaluation:

Culture shapes each step of the research process—from the conceptualization of a study and its research questions; to decisions on what data to collect, how to collect it, and how to analyze it; to the interpretation and presentation of results. Culturally competent research requires researchers to recognize their own cultural assumptions about a research project, continually consider cultural and contextual factors in their research design and implement methodological adjustments to account for diverse research contexts.

2. Provide your plan to apply culturally competent research practices in this project.
3. Provide a specific example of your team’s experience applying culturally competent research practices when working with diverse customer groups; how did the research project’s goals, methods, or outcomes change?
### Appendix C: Pilot Participation Counts & Projections

The following table represents the current installed counts through December 31st, 2023 as well as the projected project counts for each pilot by March 31st, 2025.

<table>
<thead>
<tr>
<th>Installation Track</th>
<th>SINGLE FAMILY SITE BUILT &amp; MANUFACTURED HOMES</th>
<th>MULTIFAMILY UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBO/CAA Installed as of 12/31/2023</td>
<td>159</td>
<td>0</td>
</tr>
<tr>
<td>CBO/CAA To-Be Installed by 3/31/2025</td>
<td>TBD⁴</td>
<td>70</td>
</tr>
<tr>
<td>CLEAResult Installed as of 12/31/2023</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>CLEAResult To-Be Installed by 3/31/2025</td>
<td>8</td>
<td>68</td>
</tr>
</tbody>
</table>

⁴ Remaining ductless heat pump pilot allocation is currently being discussed by Energy Trust Residential and Existing Buildings (Multifamily) program teams. The total number of units remaining will be ~362 across these two programs. For the purpose of developing a preliminary sample plan as part of this RFP submission, distribution of these 362 units can be assumed to be 118 to the single family and 244 to the multifamily tracks.