

Request for Qualifications for Home Performance with ENERGY STAR with Complimentary Home Energy Check Up Program Implementation Contractor

I. Overview

The Delaware Sustainable Energy Utility (DESEU) is a unique non-profit organization offering a one-stop resource through its Energize Delaware initiative to help residents and businesses save money through clean energy and energy efficiency. DESEU was created in 2007 by the state of Delaware to foster a sustainable energy future for the state.

Energize Delaware is committed to help Delawareans save energy and money by increasing the energy efficiency of their homes. Whether it's replacing older equipment with higher efficiency units, acquiring financing for upgrades or providing a comprehensive building approach. To learn more about DESEU, please visit our website at: <https://www.energizedelaware.org>

II. Home Performance with ENERGY STAR

Overview of DESEU's HPwES Program Offerings

Home Performance with ENERGY STAR (HPwES) is a whole-house approach to improving a home's energy efficiency and comfort. Through this program, Delaware property owners can improve comfort and indoor air quality while also reducing energy bills. Currently DESEU, through its Energize Delaware Program, offers three HPwES program modules:

- **HPwES** targets residential customers: Eligible Delaware property owners can receive a Home Performance with ENERGY STAR Audit for just \$100. Property owners also receive the following energy-saving items (up to a \$160 value) at no additional cost: energy-efficient light bulbs, efficient-flow showerheads, faucet aerators, pipe insulation and smart power strips. Finally property owners who go through the audit process and implement recommended energy efficiency measures can qualify for rebates up to \$7,825. Complete details on how this program currently works go to: <https://www.energizedelaware.org/home-performance-with-energy-star>
- **Assisted HPwES** mirrors the HPwES with the exception that home energy audit and energy efficiency upgrades are offered at significantly reduced costs to income-qualified Delawareans. Complete details of the Assisted HPwES can be found at: <https://www.energizedelaware.org/assisted-home-performance>

- **HPwES for Downtown Development Districts Program** targets residents and business owners who live in one of the eight Delaware Downtown Development Districts: This program is similar to the Assisted HPwES program; however, mixed use buildings that house both commercial and residential units are eligible. For complete details on Downtown Development District Program, go to: <https://www.energizedelaware.org/downtown-development-district-program/>
- For the HPwES and Assisted HPwES low-interest loans are available to participants to cover the cost of recommended measures. The loans are unsecured. The SEU has available capital. The lender services the loans, making use of SEU capital. For complete details on the loan program, go to: <https://www.energizedelaware.org/home-energy-loans/>
- The programs are fuel-neutral, offering incentives for both gas- and electricity-saving measures.
- The program employs three full time Delaware Energy Advisors who are employees of the implementation contractor and based in Delaware. The Delaware Energy Advisors are available to conduct independent Home Energy Audits, provide important quality assurance and control functions, training functions, and customer issue resolution. The Delaware Energy Advisors act as liaisons between the program and participating contractors.

The current program has been running for three years under an implementation contract with a program implementation contractor. The following table summarizes the program activity since inception.

Table 1: Fiscal 2014 –2017 HPwES Program Participation

Project Type	2014	2015	2016	2017**
Audits	85	534	788	951
Direct Install (Measures)	946	6,587	7,923	13,767
Jobs	14	198	260	483
Weatherization (Measures)	64	646	785	494
HVAC and Water Heating (Measures)	4	80	270	673
Total Annual Participation*	85	534	788	951

* Total does not include the number of jobs in the HPwES program (already accounted for in the number of audits).

** through 3/30/17.

Table 2 shows program impacts for the HPwES Program.

Table 2: Fiscal 2014 –2017 HPwES Program Impacts

Savings	2014	2015	2016	2017*
Energy Savings (kWh)	59,822	497,391	580,631	666,265
Peak Demand Reduction (kW)	8.85	71.00	125.00	306.27
Gas Savings (therms)	1,751	11,037	18,866	17,258
Oil Savings (MMBtu)	284	1,178	2,508	8,692
Total Energy Savings (MMBtu)	1,751	11,300	16,561	16,206

* through 3/30/17.

Table 3 summarizes the program-level budget including incentives, program management, marketing, and other costs for the HPwES Program.

Table 3: HPwES Program Budget

HPwES Program Budget	2014	2015	2016	2017*
Total Budget (Incentives, Admin, Marketing)	\$510,975.71	\$1,252,357.84	\$1,454,242.62	\$1,719,151.00

* through 3/30/17.

A. Goals of the Solicitation:

DESEU has identified the following goals that will guide this solicitation:

1. Identify implementation firm who can deliver the program cost-effectively within program budgets for a three-year period;
2. Provide the level of tracking required for efficient program operations, including documenting key metrics such as greenhouse gas emissions, kWh and therm savings following Uniform Methods Project (UMP) guidelines and the Delaware TRM found at: [http://regulations.delaware.gov/register/august2016/proposed/DE TRM complete 2016.pdf](http://regulations.delaware.gov/register/august2016/proposed/DE_TRM_complete_2016.pdf)
3. Provide a clear and straightforward path for customer participation from initial energy assessment to project completion;
4. Provide verification of Quality Assurance/Quality Control procedures designed to ensure the health, comfort and safety of program measures;
5. Identify a strategy to integrate program rebates with financing to help reduce the cost of the installed measures; and
6. Ability to provide continuity in transition from the current program while offering an integrated approach that features a Complimentary Home Energy Check Up Program. It would feature a preliminary home energy assessment and the installation of several direct-install measures such as LED lighting, faucet aerators, low-flow showerheads.

7. This additional program component is not designed to replace a full energy audit with pre- and post-testing, but rather provide home owners with an introduction to a whole-house program approach.

B. Core Requirements for the Bidders

Successful bidders will demonstrate they have a clearly defined implementation strategy that will illustrate how their firm could manage the transition to a new program implementer which includes:

1. A clear understanding of how to reach customers outside of the traditional utility model;
2. A well described strategy to transitioning from the current Beacon software program to another program tracking database. DESEU is interested in transitioning to an “open model” tool which any allows any modeling tool that is BPI HPXML compatible;
3. A strategy for partnering with financing organizations experienced in linking rebates and loans to maximize the amount of funding available to program participants; established partnerships that can show proven results will be highly valued;
4. A fuel-neutral program offering which encourages installations that save both therms and kilowatt hours;
5. A proven approach that will convert energy audits to energy projects (i.e., conversion rates);
6. Explanation of how they will use Delaware resources (i.e., labor);
7. Experience in building an effective trade ally network and maintaining the integrity of the existing network;
8. Experience in reaching out to HVAC contractors specifically due to the evolution of HPwES Program offerings; and
9. Experience in identifying barriers to program participation and flexibility in making improvements to program to promote participation.

III. Work Scope

The Proposer shall include the following information in its response:

A. *Proposed Approach*

Proposers should describe their recommended approach to delivering a whole-house program that includes:

1. Conducting an in-home energy audit;
2. Performing direct installation of measures;
3. Processing rebates and issuing rebate payments to program participants;
4. Providing recommendations for more comprehensive whole-house measures including project cost estimates,
5. Developing promotion and integration of third-party financing offerings;
6. Incorporating a companion program that could consist of a Complimentary Home Energy Check-Up Program which includes the installation of a small number of measures. This program could also serve as a lead generator for the HPwES Program;
7. Providing a strategy for integrating the Home Energy Score into the HPwES program design;
8. Providing a strategy for improving the Assisted Home Performance Program <https://www.energizedelaware.org/assisted-home-performance>;
8. Providing a strategy for improving the Home Performance for Downtown Development District Program <https://www.energizedelaware.org/downtown-development-district-program>
9. Designing a program that uses the “one-stop-shop” approach which makes it easy for customers to apply for the programs described in this RFQ; and
10. Maintaining the current practice of using Delaware Energy Advisors or alternate strategies for providing independent energy audits, quality control, customer issue resolution, training, and contractor liaison services.

This description must include:

1. The approach that will be used to conduct the in-home energy audit, including any diagnostic type of testing that will be used (e.g., thermal imaging, blower door testing), and provide a sample customer energy assessment report;
2. The software used to estimate energy savings and the approach that will be used to transfer from the current auditing tool (Beacon Software), and the ability to upload data to the DESEU Statewide Energy Savings Software program (a Salesforce platform);
3. A listing of direct install measures and the criteria that will be used for installing them in a customer’s home (i.e., dollar cap; savings cap; durability; customer acceptance);
4. The program design for a Complimentary Home Energy Check Up Program that would include a preliminary home energy assessment and the direct installation of several energy

savings measures. The intention of this additional program component is to generate leads for the HPwES Program.

- a. Address techniques for converting participants in the streamlined program into participants in the full program.
 - b. Strategies to prevent the streamlined program from inhibiting participation in the full program.
 - c. Which, if any, direct install measures would be installed in the streamlined program and which in the full program. Describe your reasoning.
 - d. The proposed timeline for introducing the complimentary program into the program offering.
5. A description of the types of recommendations that will be provided by participating contractors;
 6. A recommended list of equipment that should be eligible for a rebate and financing under the whole-house program;
 7. Description of follow-up activities to encourage customer follow-through on program recommendations;
 8. Procedures for quality assurance/quality control;
 9. Description of the current energy auditing tool used to identify energy savings and a sample (can be provided as an attachment) of a typical home energy report;
 10. The Delaware TRM will be used for this program and can be obtained at:
[http://regulations.delaware.gov/register/august2016/proposed/DE TRM complete 2016.pdf](http://regulations.delaware.gov/register/august2016/proposed/DE_TRM_complete_2016.pdf)
 11. Describe your firm's experience in working with and integrating TRM's energy savings calculations;
 12. Description of the program database management tool used to track customer participation;
 13. Description of the marketing approach;
 14. The SEU is not a conventional utility. Utility bills can be obtained from the utilities only after obtaining authorization from customers. Please describe strategies you would use, if any, for targeting customers in the absence of easily-obtained utility records;
 15. Description of the approach to build, train and maintain a trade ally network; and
 16. Strategies for cross-marketing the HPwES program with other DESEU and utility programs to maximize the rebates available to participating customers.

B. Additional Capabilities

The Proposer must also demonstrate their qualifications by providing:

1. Summary of corporate qualifications for performing the work including a description of current and/or previous experience in designing and implementing a whole-house residential rebate and finance program;
2. Description of the role of subcontractors, including length of time the subcontractors have been working with the Proposer, their capabilities and the value they bring to the response;
3. A short description of the call center capabilities including the tracking for key performance metrics;
4. Description of current website capabilities, including ways they monitor website traffic; links to current program website/s; snapshots of current program web pages;
5. Description of marketing and outreach capabilities for targeting customers and recruiting and training contractors;
6. Experience and capabilities with customer intake/qualification processes;
7. Description of the financing program integration with the whole-house component including loan funding sources, loan application requirements, loan processing;
8. Description or discussion of typical program administrative costs, to marketing budget and incentive ratio;
9. Discussion of your problem escalation and resolution process; and
10. Describe your firm's commitment to sustainability.

C. Budget Estimates

Further, the Proposer shall provide:

1. A generalized three-year budget. The proposer should assume this budget will be to increase program operations for a three-year period;
2. Estimated expected incentive volumes by type and year should be provided, along with recommended rebate levels. The use of loans must be specified and preference will be given for bids that do not rely solely on rebates;
3. Anticipated targets for participation and energy savings. Energy and demand savings must be based on recognized standards and practices of the Home Performance with Energy Star program; and
4. A proposed schedule for program implementation including initial start-up activities, key milestones and reporting deadlines.

D. References

Proposers must provide three relevant references. Please note that DESEU may contact any companies or individuals, whether offered as references or otherwise, to obtain information that will assist DESEU in evaluating the Proposer. DESEU retains the right to use such information to make selection decisions. Submittal of a proposal is agreement that DESEU may contact and utilize such information.

Proposer shall provide brief biographical sketches of personnel who will be responsible for managing this project. Sketches should be limited to key personnel responsible for implementing the initial program, and for assisting in program design assistance and development. The Proposer will need to demonstrate the availability of qualified personnel for this project. Two page resumes may be provided in an accompanying appendix.

IV. Submission Requirements

A. Format

Three (3) original hard copies and an electronic copy must be delivered to Lisa Gardner, Office Manager, Delaware Sustainable Energy Utility at the address listed below. Both electronic and hard copies must arrive before the deadline. Proposals should be addressed to:

Lisa Gardner, Office Manager
Delaware Sustainable Energy Utility
500 West Loockerman Street, Suite 400
Dover, DE 19904
Phone: (302) 883-3048
Email: Lisa.Gardner@deseu.org

B. Timeline

Table 4: RFQ Timeline

RFQ Issued	Tuesday, May 9, 2017
Deadline for questions	Tuesday, May 23, 2017
Responses to questions posted	Wednesday, May 31, 2017
Proposals Due	Noon, Wednesday, June 21, 2017
Reading of Proposals	4 PM, Wednesday, June 21, 2017
Vendor Presentations (if necessary)	June 28 – July 7, 2017*
Vendor Selection	July 20, 2017

The DESEU reserves the right to request one or more firms to submit a more detailed proposal following vendor presentations, as well as reject any and all proposals and re-advertise if deemed necessary

C. Proposal Schedule- DESEU reserves the right to vary from this schedule.

D. Page Limits

Responses should be limited to 50 pages for this RFQ in Times Roman 12 Point Font. However, Proposers can submit additional clarifying information in appendices as appropriate including resumes, examples of marketing and outreach capabilities, or additional information that may be relevant for DESEU’s consideration. Overall, the total submission, including appendices, should not exceed 100 pages.

DESEU reserves the right to make changes to this RFQ. DESEU reserves the right to request clarification of information submitted and to request additional information from one or more respondents. DESEU is under no obligation to procure services under this RFQ. The final scope of work and contract will be dependent on DESEU Board approval.

E. Confidentiality

All documents submitted as part of the vendor's proposal will be deemed confidential during the evaluation process. Vendor proposals will not be available for review by anyone other than the Screening Committee or its designated agents. There shall be no disclosure of any vendor's information to a competing vendor prior to award of the contract.

The Delaware Sustainable Energy Utility is subject to the Delaware Freedom of Information Act, 29 *Del. C.* Ch. 100. Under the law, all the State of Delaware's records are public records (unless otherwise declared by law to be confidential) and are subject to inspection and copying by any person. Vendor(s) are advised that once a proposal is received by the Delaware Sustainable Energy Utility and a decision on contract award is made, its contents will become public record and nothing contained in the proposal will be deemed to be confidential except proprietary information. Vendor(s) must submit proprietary information in a separate, sealed envelope labeled "*Proprietary Information.*"

F. Evaluation and Selection

Based upon the criteria established, DESEU, after careful review of all Proposals, will identify a Reduced Candidate/Shortlist using the rating criteria in below. At least two qualified firms will be interviewed. At least two qualified firms will be invited to respond to a more detailed RFP. If only one firm is qualified, the qualifying firm shall be interviewed and invited to respond to a more detailed RFP. Once the Reduced Candidate/Shortlist is established, the Short-listed Proposers will be contacted and invited for an interview.

Evaluation Process

DESEU shall evaluate the proposals based on the following criteria:

- Similar experience administrating an HPwES programs of a similar size. Total possible points = 20
- Applicability and Practicality of the proposed approach. Total possible points = 20
- Qualifications of the team: resumes, prior experience, and level of responsibility. Total possible points = 20
- Ability to meet work schedules. Total possible points = 10
- Value of the proposed program relative to the proposed Budget. Total possible points = 20
- Firms Commitment to Sustainability. Total possible points = 10

F. Additional Information:

- A. DESEU reserves the right to reject any and all proposals received as a result of this RFQ and is not liable for any cost incurred by your firm in responding to this opportunity;
- B. DESEU reserves the right to waive informalities and minor irregularities in proposals received and to accept any portion of a proposal if deemed in the best interest of DESEU;
- C. Ownership of all work products will rest with DESEU;

- D. Any work products will be delivered to DESEU upon termination of the project; and
- E. DESEU reserves the right to amend or cancel this RFQ at any time if in the best interest of DESEU.