



THE TOWN OF UNIVERSITY PARK

REQUEST FOR BID PROPOSALS

FOR AN

EVALUATION CONSULTANT

for ENERGY EFFICIENCY PROGRAM and SOCIAL MARKETING

CONTRACT UP-2012-02

Issued by:

**Town of University Park
STEP UP Program
6724 Baltimore Avenue
University Park, MD 20782**

**Bid Submission Deadline
4:00 p.m.
Friday February 17th, 2012
Town Hall
6724 Baltimore Avenue
University Park, MD 20782**

**TOWN OF UNIVERSITY PARK, MARYLAND
REQUEST FOR BID PROPOSALS
FOR AN EVALUATION CONSULTANT for ENERGY EFFICIENCY PROGRAM and SOCIAL
MARKETING**

CONTRACT UP-2012-02

I. GENERAL

Sealed bids addressed to Suzanne Parmet, Energy Coach, STEP-UP program, for a consultant with expertise in Social Marketing, Community Based Social Marketing, and / or Energy Efficiency Program Evaluations to provide relevant consulting services to STEP-UP, including development of a social marketing and program evaluation plan, survey instruments and data collection protocols, evaluation data and analysis files, evaluation reports, and an operating database will be received at the Town of University Park, 6724 Baltimore Avenue, University Park, Maryland 20782, until Friday, February 17th, 2012, at 4:00 p.m., at which time and place they will be publicly opened and read. One (1) printed and one (1) electronic copy of the Proposal shall be submitted to Suzanne Parmet at the following addresses:

Electronic: energycoach@upmd.org
Printed: Attn: Suzanne Parmet, Energy Coach
c/o Town of University Park
6724 Baltimore Avenue
University Park, MD 20782

Award of the contract is subject to approval of the Mayor and Council of the Town of University Park.

Copies of the Bidding Documents may be obtained at the University Park Town Hall, between the hours of 9:00 a.m. and 5:00 p.m., Monday through Friday, on or after January 30th, 2012, or on the web site of the Small Town Energy Program for University Park (STEP-UP): www.mystep-up.org.

The Town of University Park is an equal opportunity employer. Discrimination based on age, race, sex, handicap, or national origin is expressly prohibited.

The Town of University Park reserves the right to accept or reject any and all bids based on the best interests of the Town. The contact person for this project is Suzanne Parmet, Energy Coach, STEP-UP program, 301-927-4262, energycoach@upmd.org.

2. BACKGROUND

The Town of University Park, MD ("UP" or "Town") is implementing the *Small Town Energy Program for University Park* ("STEP-UP"), a 3-year program designed to achieve energy efficiency market transformation within UP and to serve as a roadmap for energy transformation in small towns across the US. STEP-UP is made possible by a grant from the Better Buildings Neighborhood Program of the

US Department of Energy (<http://www1.eere.energy.gov/buildings/betterbuildings/neighborhoods/>). More information about STEP-UP can be found at www.mystep-up.org. The “About” section of the project website provides background information about the goals, scope and intended outcomes of the STEP-UP program.

The main focus of STEP-UP is residential energy audits and retrofits. Launched in January 2011, STEP-UP has seen rapid uptake among the 922 homes of University Park, with more than 22% of Town residents enrolled in the program and 10% of the Town’s homes retrofit to date. There are many factors contributing to the success of STEP-UP, including the role of the STEP-UP “Energy Coach” in reducing transaction barriers to participation, the presence of various financial incentives, and the positive feedback loop and impact of social marketing in a small town. Likewise, we believe there exist community elements within UP that are important to the success of the program, including income, education, strong social networks and established communications channels.

Since the launch, STEP-UP has been collecting detailed quantitative data on the participating homes and ensuing retrofits within UP. The “About” section of the project website provides a sample of the quantitative reports being collected by STEP-UP for the Department of Energy. STEP-UP has also conducted a number of qualitative surveys of Town residents and program participants. There has been minimal analysis to date of this collected data.

In the coming year, STEP-UP will be expanding in up to 5 other neighboring small towns. This expansion presents STEP-UP with a unique opportunity to properly determine and measure those factors – both programmatic elements as well as community elements contained within the new towns themselves – that contribute most to program participation in STEP-UP. The expansion will also enable STEP-UP to measure any changes in knowledge, attitude, behaviors and beliefs (“KABB”) towards energy efficiency prior to and after the implementation of the STEP-UP program in these new jurisdictions.

The purpose of this Request for Proposals (“RFP”) is to solicit bids from individuals and/or firms with expertise in Social Marketing, Community Based Social Marketing, and / or Energy Efficiency Program Evaluations to provide relevant consulting services to STEP-UP (the “Consultant”). Directed by the STEP-UP Energy Coach, the STEP-UP Program Director and/or designate(s) from the STEP-UP Advisory Committee, the Consultant will:

1. Provide an analytical summary of the *quantitative* household, audit and retrofit data collected to date for the UP households participating in STEP-UP (note that this quantitative data has already been collected for participants within UP);
2. Analyze the *qualitative* data that has been collected from current STEP-UP stakeholders on the extent to which individual program elements are motivating, facilitating, and/or supporting program objectives (note again that this data has been collected for UP participants);
3. Provide recommendations on any additional qualitative data that should be collected from UP residents and current STEP-UP participants;

4. Assist in the design and implementation of baseline surveys to determine basic building and household characteristics, community profiles, and KABB with respect to residential energy efficiency within the surrounding communities into which STEP-UP will be expanding;
5. Advise STEP-UP with respect to any necessary program adjustments to address the specific barriers to participation that may be present in the surrounding communities into which STEP-UP will be expanding; and
6. Track and analyze the data on an ongoing basis that results from STEP-UP expansion, correlating results with contributing programmatic and community factors.

The key deliverables expected under this award include:

1. A draft and final STEP-UP Social Marketing and Program Evaluation plan;
2. Draft and final survey instruments and data collection protocols;
3. Original data files, and final, cleaned evaluation data and analysis files resulting from the evaluations;
4. Draft and final evaluation reports;
5. An operating database; and
6. Regular reporting as agreed upon by both parties.

The Consultant will be engaged as an independent contractor through a fixed price contract. The expected term of the contract assignment is March 15th, 2012 through July 2013.

3. RFP BID TERMS & CONDITIONS

- a) For purposes of this document, the party to whom this RFP is addressed shall be referred to as "Bidder" and any materials submitted in response to this RFP shall be referred to as a "Proposal."
- b) The Town is not liable for any costs or expenses incurred by a Bidder or any other person or entity in the preparation of their Proposal.

The Town reserves the right to reject any and all Proposals received from Bidders as a result of this RFP, as is in the best interests of the Town, as determined solely by the Town. In determining which Proposal is best, the Town will take into consideration the bid price and the experience, qualifications, references, responsibility and current availability of the Bidder to perform the Services. The Town may waive any technicalities or formalities in determining how best to serve the interests of the Town. The Town of University Park reserves the right to cancel the award of the contract at any time prior to execution of the Contract without liability on the part of the Town.

- c) This RFP may be sent as a courtesy to known interested individuals and firms. The receipt of this RFP from the Town in no way implies that the recipient is a qualified bidder.
- d) Any Proposal submitted to the Town is not confidential. All materials submitted become the property of the Town. The Town has the right to use any or all un-copyrighted concepts presented in any Proposal. Approval or disapproval of a Proposal does not affect this right.

- e) If it becomes necessary to revise any part of this RFP, an addendum will be provided to all respondents or Bidders who respond to the original RFP, and will be posted on the STEP-UP website – www.mystep-up.org.

To be considered, Bidder’s Proposal must be complete and in the format indicated in this RFP, and delivered by the date and time indicated in this RFP. Bidders will not be given an opportunity to change any part of a Proposal after submission. A Bidder may submit only one proposal for the Contract. More than one proposal from an individual, firm or partnership, corporation or association under the same or different names will not be considered on any given Contract, and will be considered grounds for disqualification and/or rejection of the proposals involved, unless prior approval has been given by the Town.

- f) The Bidder to whom the Contract has been awarded must execute a Contract substantially similar to the one attached within ten business days after the award and submit such other Documents as required by the Contract Documents. Failure by the Contractor to execute the Contract and submit such other documents as required by the Contract Documents shall be just cause for annulment of the Award. If the bidder to whom the award is made shall fail to execute the Contract as herein provided, the award may be annulled and the Contract awarded to the second lowest responsible bidder, and such bidder shall fulfill every stipulation embraced herein, as if he were the original party to whom the award was made, or the Town may reject all of the bids, as its interest may require.
- g) From the issue date of this RFP until a determination is made regarding the qualification of Bidders, all contacts with the Town concerning this RFP must be made through the STEP-UP Energy Coach, Suzanne Parmet, at energycoach@upmd.org. All questions about the meanings or intent, discrepancies or omissions of the RFP shall be submitted in writing to Suzanne Parmet. Replies to these inquires shall be made in writing. The written responses become part of the RFP and will be provided to each Bidder who has received a Bid Package.
- h) After execution of the Contract, the Contractor will initiate work within five days of Notice to Proceed. Materials ordered or work done on the site prior to these dates shall be at the Contractor's risk.
- i) The Bidder shall obtain any license or permit required by law to undertake the work as described in the Contract Documents.
- j) Documents to be submitted with bid include:

- Proposal
- Affidavits
- Information Regarding Bidder
- Vendor Certification
- Certificate of Compliance

4. SCOPE OF SOCIAL MARKETING / ENERGY EFFICIENCY PROGRAM EVALUATION SERVICES

The Consultant shall provide the following services (the “Services”), under the supervision of the STEP-UP Energy Coach, the STEP-UP Program Director or their designate:

4.1 Social Marketing and Program Evaluation Harmonization:

- a) Research the social marketing and program evaluation efforts of key STEP-UP partners, including the Maryland Energy Administration, Pepco and the Department of Energy (DOE). Identify key elements of their approach to social marketing and program evaluation that should / could be integrated into STEP-UP efforts.
- b) Research social marketing and program evaluation efforts under way within other DOE Better Buildings Neighborhood Program grantees’ programs. Identify key best practices that should be integrated into STEP-UP efforts.
- c) Research social marketing and program evaluation efforts under way by other relevant organizations, including but not limited to: the National Association of State Energy Offices, the State and Local Energy Efficiency Action Network, the Consortium for Energy Efficiency [Market Assessment and Program Evaluation Clearinghouse](#), the NEEP EM&V Forum [Repository of State and Topical EM&V Studies](#), and other utility social marketing and program evaluation efforts. Identify key best practices that should be integrated into STEP-UP efforts.
- d) Compile a repository and summary report of recommendations of social marketing and program evaluation instruments and best practices relevant to STEP-UP.

4.2 Development of Social Marketing / Energy Efficiency Program Evaluation Instruments

- a) Develop a methodology and recommended instrument(s)/protocols to determine baseline information for the STEP-UP clientele in the communities into which STEP-UP is to expand.

Examples of prospective questions to be answered include, but are not limited to:

- Why are people signing up to participate in STEP-UP?
- Why are people not signing up to participate in STEP-UP?
- How did/are homeowners learn(ing) about STEP-UP?
- What specific barriers to program participation may exist within the target clientele and communities?

Examples of prospective recommended instruments/protocols include but are not limited to: surveys, observation, focus groups, literature and analogous programs (see Section 4.1 above).

- b) Develop a methodology and instrument(s) to determine answers to key KABB questions, delineated by respondents who are participating in the program and those who are not. Examples of questions to be answered include, but are not limited to:
- What do homeowners think about energy efficiency investments in their home?
 - How is each part of the STEP-UP model affecting participation in the program (i.e. audit uptake) and conversion of audits to implemented measures?
 - What is the perceived usefulness / benefit of each program element?
 - What key parts of the program should be sustained after the grant expires?
 - What types of financing have been the most appealing to the homeowners?
 - Have awareness, knowledge, and interest in energy efficiency upgrades increased?
- c) Develop a checklist of community-specific factors that may contribute to the success of STEP-UP, and a methodology for identifying which factors have the greatest impact on program participation rates. Factors to be considered may include, but are not limited to:
- Demographic elements, such as education, age, income, etc.;
 - Community infrastructure, such as strength and commitment of elected officials and community leaders, communication channels, community integrity, etc.

4.3 Implementation of Social Marketing / Energy Efficiency Program Evaluation Instruments:

Deploy the surveys, observation protocols, focus groups or other recommended instruments in the surrounding communities into which STEP-UP will be expanding.

4.4 Data Analysis and Reporting:

- a) Analyze the results of the baseline information questionnaire and KABB questions. Provide a report of the findings, including recommendations for program design.
- b) Analyze the results of the existing 3-tiered survey for STEP-UP participants. Provide a report of the findings, including recommendations for program design (note that this data has already been collected).
- c) Analyze the results of the technical data that is being collected for STEP-UP and reported quarterly to DOE. Provide a report of the findings, including recommendations for program design. The report should include but not be limited to: operations impact, cost savings, cost effectiveness, environmental savings, and a benchmark of these outcomes compared with similar programs.
- d) Provide a recommended approach to applying different analytical techniques to the different STEP-UP data sets. Potential approaches may include, but are not limited to:
- Longitudinal, cross sectional, multivariate, and / or conjoint analysis;
 - Descriptive statistics;
 - Factor and cluster analysis;
 - Measures of central tendency and associations;

- Qualitative choice modeling;
 - Regression-based modeling.
- e) Provide a methodology and recommended approach for addressing program free ridership, spillover and additionality, given the presence within the market of utility and state energy office efficiency programs.

4.5 Database Development and Support:

- a) Review the current program database. If needed, develop a database for the storage and analysis of STEP-UP program and administrative data. The proposal should include, at a minimum, descriptions and summary specifications for the following:
- Preferred SQL platform, preferably open-source;
 - Confirmation that the database is server-based, and can support multiple users, a VPN, and different user platforms (Mac, PC);
 - Preferred GIS platform and the proposed manner through which to link the database;
 - Preferred statistical package, and the proposed manner through which to link the database;
 - The recommended specifications and methodology to ensure data security;
 - The proposed approach to scripts for XML export and queries for regular reports as provided by the Better Buildings Neighborhood Program guidelines; and
 - Confirmation of a user manual and initial training.
- b) Provide basic training for the database users and be available, as needed, to provide assistance with and editing of the database package periodically to suit user/program preferences.

5. QUALIFICATIONS

The Consultant will have extensive experience and demonstrated abilities in most aspects of: community based social marketing, social marketing, energy efficiency program design, implementation, monitoring, measurement, verification, and valuation, as well as energy efficiency program evaluation techniques, strategies and principles. The Consultant must clearly demonstrate the following in its Proposal:

- Minimum of 5 years experience providing social marketing and / or energy efficiency program evaluation services in a similar role;
- Demonstrated experience in development and implementation of KABB surveys;
- Demonstrated experience in developing and supporting databases;
- A demonstrated track record of implementing successful social marketing and / or energy efficiency program evaluations; and
- A demonstrated record of working collaboratively and effectively with clients.

6. **BIDDER'S PROPOSAL**

Required Materials. The Bidder must include the following information in its Proposal:

- a) Proposed fixed price for undertaking all of the Services, broken down by each of the major task categories noted in Section 4.
- b) Resume or corporate profile clearly reflecting key personnel, qualifications and experiences.
- c) Samples of social marketing and / or energy efficiency program evaluation materials.
- d) Any administrative expenses that the Bidder anticipates billing to STEP-UP (e.g. telephone, mileage, etc.). Note that out-of-pocket expenses shall require pre-approval to be reimbursed.
- e) Any other terms and/or conditions required or preferred by the Bidder for the consulting arrangement to be feasible and/or desirable.
- f) Description of the individual's or firm's current legal and financial situation, including: any bankruptcies filed; and, any material (in excess of \$50,000) claims, judgments, arbitrations investigations or lawsuits pending.
- g) Acknowledgement that the Bidder shall purchase and maintain during the entire term of the consulting arrangement commercial general liability insurance, professional errors and omissions insurance, and workers' compensation (if applicable), in such amounts as are reasonably required by the Town or as required by law.
- h) List of at least three (3) professional references who are able to provide feedback on services undertaken by the Bidder within the last three (3) years.

Format.

- The Proposal shall not exceed more than 10-pages, excluding budget and attachments and documents required to be submitted by the Town (affidavits, etc).
- The Proposal should be organized in the order in which the requirements are presented throughout Section 4 in this RFP, and should clearly indicate the specific sub-section of this RFP that is being addressed.
- The Proposal shall include all of the required information indicated herein. Failure to submit all required information may result in a request for prompt submission of missing information, giving a lowered evaluation of the Proposal, or rejection of the Proposal.

Bidders Questions. Potential bidders are encouraged but not required to submit a notification of intent to submit a proposal in response to this RFP by February 8th, 2012 to the contact below.

Bidders may submit questions about this RFP via e-mail to the contact below. All questions submitted prior to February 8th, 2012 will be posted and answered on the STEP-UP website, and the list of cumulative questions and answers will be circulated to all bidders who have submitted a notification to bid.

Delivery Requirements. One (1) printed and one (1) electronic copy of the Proposal shall be submitted to Suzanne Parmet no later than 4:00 pm on Friday, February 17th, 2012, at the following addresses:

Electronic: energycoach@upmd.org
Printed: Attn: Suzanne Parmet, Energy Coach

c/o Town of University Park
6724 Baltimore Avenue
University Park, MD 20782