

**Proposals Due on March 16, 2010 by 5:00 P.M. Eastern Time\***

The New York State Energy Research and Development Authority (NYSERDA) seeks proposals from qualified organizations to provide services under the **New York Energy Smart<sup>SM</sup> Communities (E\$C)** Program for two (2) full-time equivalent (FTE) Regional Coordinators in the Western New York (WNY) and three (3) FTE Regional Coordinators in the North Country (NC), New York, regions. The selected organization (Contractor or Energy Smart Coordinator) will provide energy education, outreach services, and clean energy business development to residents, businesses, and communities within the designated region. The WNY region is comprised of Allegany, Cattaraugus, Chautauqua, Erie and Niagara counties and the NC region is comprised of Jefferson, Lewis, St. Lawrence, Franklin, Clinton, Essex, Hamilton, Warren, Washington, and northern Herkimer counties.

E\$C was established under the U.S. Department of Energy's (DOE) Rebuild America program and continues under the management of NYSEDA's Marketing and Economic Development Department, specifically the Economic Development Unit. The E\$C Program is designed to strengthen and enhance NYSEDA's outreach at the community level. E\$C Coordinators provide a forum for engaging communities in energy, environmental, renewable energy, and economic development issues and opportunities by extending the reach of NYSEDA's programs throughout New York State. The goal of the E\$C Program is to provide consumers, businesses and organizations with access to energy efficiency and renewable energy programs.

The E\$C Coordinators are responsible for promoting the New York **Energy Smart<sup>SM</sup>** and all NYSEDA programs, recruiting partners (builders, contractors, retailers, designers, engineers, etc.) for NYSEDA programs, referring projects to NYSEDA programs, coordinating local resources for energy efficiency and renewable energy projects, and coordinating educational opportunities relevant to their region. Energy Smart Coordinators live and work in the local community, and understand the local economic challenges and opportunities.

For the first contract period and for each renewal the budget available will be \$217,178 for the WNY Contractor and \$277,000 for the NC Contractor. Cost sharing from Proposers is encouraged. The program is expected to run until June 30, 2012. The term of the initial award will commence on the official start date and end on June 30, 2011, with NYSEDA having the option to renew the agreement for an additional one year period. NYSEDA anticipates awarding one contract per region.

**Proposal Submission:** Proposers must submit twelve (12) copies of the proposal, with a completed and signed Proposal Checklist attached to the front of each copy, one of which must contain an original signature.\* Proposals must be clearly labeled and submitted to:

Roseanne Viscusi, RFP 1568  
NYS Energy Research and Development Authority  
17 Columbia Circle  
Albany, NY 12203-6399

If you have technical questions concerning this solicitation, contact Linda Hardie at (716) 842-1522, ext. 3039, or [lmh@nyserda.org](mailto:lmh@nyserda.org); and Brendan Hughes (518) 862-1090, ext. 3318, or [bch@nyserda.org](mailto:bch@nyserda.org). If you have contractual questions concerning this solicitation, contact Venice Forbes at (518) 862-1090, ext. 3507 or [vwf@nyserda.org](mailto:vwf@nyserda.org).

No communication intended to influence this procurement is permitted except by contacting Linda Hardie at (716) 842-1522, ext. 3039, or [lmh@nyserda.org](mailto:lmh@nyserda.org); or Brendan Hughes (518) 862-1090, ext. 3318, or [bch@nyserda.org](mailto:bch@nyserda.org). Contacting anyone other than these Designated Contacts (either directly by the proposer or indirectly through a lobbyist or other person acting on the proposer's behalf) in an attempt to influence the procurement: (1) may result in a proposer being deemed a non-responsible offerer, and (2) may result in the proposer not being awarded a contract.

\*Late proposals and proposals lacking the appropriate completed and signed Proposal Checklist may be returned. Faxed or e-mailed proposals will not be accepted. Proposals will not be accepted at any other NYSEDA location other than the address above. If changes are made to this solicitation, notification will be posted on NYSEDA's web site at [www.nyserda.org](http://www.nyserda.org).

## I. INTRODUCTION

New York State Energy Research and Development Authority (NYSERDA), a public benefit corporation, provides energy-related technical and financial assistance to businesses and institutions to promote energy efficiency, renewable energy, and economic development. NYSEDA sponsors energy research and development programs that promote safe and economical energy production and efficiency technologies in New York State, issues tax-exempt bonds and notes for energy-related projects, and analyzes the effect of New York's energy, regulatory, and environmental policies on the State's business, institutional, and residential energy consumers.

The New York **Energy \$mart<sup>SM</sup>** program is designed to continue energy efficiency, low-income services, renewable energy, research and development, and environmental protection programs during the State's transition to electric retail competition, and is a key element in the restructuring of New York's utility industry. To ensure that these kinds of programs continue to benefit New Yorkers, the State's Public Service Commission (PSC) named NYSEDA administrator of these programs, which are paid for by a System Benefits Charge (SBC) on the electricity transmitted and distributed by the State's investor-owned utilities. The New York **Energy \$mart<sup>SM</sup>** program is being implemented in those utility territories.

The E\$C program is designed to bring community resources together in an effort to increase the economic and environmental sustainability of a region by addressing needs through a comprehensive approach. The E\$C program builds partnerships within the community, identifies or develops champions of energy efficiency and renewable energy, and works to encourage community leaders to include energy efficiency and clean energy resources as part of their local agenda. Originally established under DOE's Rebuild America program, there are eight E\$C regions across the State that were competitively selected and are under direct contract to NYSEDA. This solicitation pertains to the WNY and NC regions and will bring the E\$C regions to a total of ten.

### Terminology

For the purpose of this solicitation, terminology related to E\$C is defined as follows:

- Anchor Projects refers to large scale, highly visible projects that would benefit from an energy component. Anchor projects serve as a model to surrounding building owners. Anchor Projects may or may not be located within ETZs.
- Contractor refers to the selected proposing organization.
- Energy Target Zone (ETZ) refers to a specified area with five or more businesses/homeowners that will implement energy efficiency or renewable energy measures through NYSEDA programs and will be used to model and showcase the positive impact of energy efficiency on the economic and environmental sustainability of the area.
- E\$C Service and Support Contractor (E\$C S&S Contractor) refers to Lockheed Martin who will provide training, materials and other technical assistance to the E\$C Coordinators. The E\$C Coordinator will work with the E\$C S&S Contractor to define regional goals and provide reporting on Regional Partnership activities.
- Implementation Contractor refers to the group of private-sector contractors hired by NYSEDA to promote and/or administer specific NYSEDA programs. Upon award of the contract, NYSEDA will provide a list of current Implementation Contractors in the region.
- Mid-Stream Partners refers to builders, contractors, designers, engineers, retailers, manufacturers and others who participate in programs such as, but not limited to, Home Performance with ENERGY STAR<sup>®</sup>, New York ENERGY STAR Homes, Multifamily Performance Program and other NYSEDA programs.
- Project refers to, but is not limited to, the use of applicable NYSEDA programming by an Energy Target Zone, Regional Partnership, community, business or individual to accomplish energy efficiency or renewable energy tasks in Anchor Projects, or individual instances that produce measureable energy efficiency or renewable energy as a goal.
- Project Manager refers to a member of the NYSEDA staff designated to oversee the **New York Energy \$mart<sup>SM</sup>** Communities Regional Contractors.
- Region refers to the area represented by the E\$C Regional Partnership. Proposals are being sought from organizations wishing to represent the region listed below.
- Regional Characterization Plan refers to a summary report which describes the characteristics, demographics, geographic and economic data unique to a region.
- Regional Coordinator refers to the individual(s) appointed by the Contractor to manage the regional E\$C

- program and perform the tasks defined in Section IV, Statement of Work.
- **Regional Partnership** refers to the stakeholders who contribute to E\$C projects or otherwise commit to participate in achieving E\$C goals in the region. Potential members may include: community-based organizations, municipalities, economic development organizations, chambers of commerce, housing authorities, businesses, institutions, schools, energy service providers, building performance contractors, consumer groups, lending institutions, investors, product manufacturers, vendors, etc.

### **Qualifications of Contractors (See Attachment A for Job Description)**

The Contractor, or at a minimum, the Regional Coordinator(s), shall be located within the region which they are proposing to serve for the term of the contract to ensure maximum accessibility by, and interaction with, the communities within the region. Proposers should include strategies to maximize both coverage and services throughout the entire targeted region. Proposals that target low-to-moderate income and/or blackout-prone areas and commercial/industrial energy efficiency will be favored over those that do not. (Proposers are responsible for defining these areas). It is anticipated that a new contract period will start as soon as the Statement of Work and other contract documents are accepted and an official start date is acceptable to all parties. .

### **Western New York Energy \$mart<sup>SM</sup> Region**

Minimum Coordinators: 2 Full-Time Equivalent (FTE) Coordinators

Region will include the following counties: Allegany, Cattaraugus, Chautauqua, Erie, and Niagara Counties

### **North Country New York Energy \$mart<sup>SM</sup> Region**

Minimum Coordinators: 3 Full-Time Equivalent (FTE) Coordinators

Region will include the following counties: Jefferson, Lewis, St. Lawrence, Franklin, Clinton, Essex, Hamilton, Warren, Washington, and northern Herkimer Counties

### **What are New York Energy \$mart<sup>SM</sup> Communities?**

The E\$C Program under the lead of the Regional Coordinator is responsible for promoting **New York Energy \$mart<sup>SM</sup>** and all NYSERDA programs, recruiting Mid-Stream Partners for residential programs, identifying energy efficiency and R&D/renewable energy opportunities and referring projects to NYSERDA programs; coordinating local resources for energy efficiency and R&D/renewable energy projects; and organizing and delivering educational opportunities on topics relevant to the region.

For information on NYSERDA programs, go to [www.nyserda.org](http://www.nyserda.org) (commercial/industrial programs), [www.GetEnergySmart.org](http://www.GetEnergySmart.org) (residential, consumer and retail programs), or [www.powernaturally.org](http://www.powernaturally.org) (renewable energy programs).

### **Where are E\$C Projects Located?**

Coordinators use their knowledge of the community and work to identify business districts and neighborhoods within the region that could substantially benefit from energy efficiency or renewable energy opportunities due to economic, social, and/or other local circumstances. In addition, energy efficiency, the appropriate use of renewable energy, and all of NYSERDA programs should be marketed and may be applied to private-sector businesses, not-for-profit organizations, public sector agencies and residential customers across the Region. E\$C uses facilitation techniques to empower local groups to reach out to businesses and neighbors to spread the energy-efficiency, renewable energy message. The program also provides one-on-one assistance to building owners, matching them with financial and technical assistance available through NYSERDA and other agencies. By bringing such collaborations to communities that need them most, E\$C intends to set a precedent that encourages community leaders and building owners to adopt energy efficiency and sustainable practices.

### **What is the Role of the Regional Coordinator?**

The Regional Coordinators assume a pivotal role in the program, taking on primary responsibility for achieving the goals of the E\$C Program. The Regional Coordinators proactively seek and develop Regional Partnerships to ensure coordination between local energy efficiency, renewable energy, and clean energy business development activities. Partnership development is critical to bring energy efficiency and renewable energy considerations to every potential project. The Regional Coordinator is also the primary contact with the communities and individuals within the Region, and is identified as such in marketing and outreach materials distributed locally, as well as on NYSERDA's websites. The Regional Coordinator must have excellent communication, presentation and organizational skills, knowledge of the local business communities, and socio-economic conditions within the community, familiarity with the utilities serving the region, and knowledge of community leadership.

### **What is the Role of the Project Manager and the E\$C S&S Contractor?**

The Project Manager is the NYSERDA staff person designated to oversee the **New York Energy \$mart<sup>SM</sup>** Communities Program contracts, and participates in regional meetings and conference calls. The Project Manager is the point-of-contact for contractual matters.

The E\$C S&S Contractor takes an active role in assisting each Regional Partnership. Regional goals and other forms of assistance will be detailed in an agreement between the E\$C S&S Contractor and the Regional E\$C Contractor. The E\$C S&S Contractor will train the Regional Coordinators and keep them up-to-date on program changes; track goals across regions; consolidate regional reporting to NYSERDA; provide necessary assistance when accessing NYSERDA programs; facilitate peer exchange among all of the Regional Coordinators; answer Regional Coordinators' questions on a day-to-day basis; and work with NYSERDA's Marketing and Economic Development Department to develop marketing materials and events for each region.

### **Who Contributes to E\$C Projects?**

The Regional Coordinator organizes individuals and organizations committed to economic growth, community development, and environmental responsibility within the region. Working together, this group constitutes the Regional Partnership. Members collaborate to identify community needs and E\$C Projects that meet those needs. Members also contribute resources and planning assistance to E\$C projects. Members share NYSERDA program information and other local resources with their clients, thus helping E\$C reach a larger audience.

Potential Regional Partnership members may include, but are not limited to: economic development organizations, chambers of commerce, community-based organizations, municipalities, housing authorities, businesses, institutions, schools, energy service providers, building performance contractors, consumer groups, lending institutions, investors, product manufacturers, and vendors.

### **Sharing E\$C Projects with the Region.**

Regional Coordinators market the various projects and opportunities within their regions to (1) increase awareness; (2) facilitate an understanding of the multifaceted benefits of energy efficiency and renewable energy; and (3) help people associate energy projects with NYSERDA programs. NYSERDA, in conjunction with the Coordinator, will develop marketing materials, press releases and articles relating to these projects for regional distribution. The Regional Coordinator will distribute NYSERDA-developed program information and marketing materials, as necessary.

## **II. PROGRAM GOALS**

The primary goals of this effort are to enhance and increase the effectiveness of NYSERDA programs within the region, and to encourage communities to use energy efficiency and/or renewable energy as a tool to improve their economic and environmental sustainability. Specific objectives include:

- Promote NYSERDA's energy efficiency and renewable energy programs, resulting in significant increases in participation by consumers and building owners, and increases of consumer knowledge of energy efficiency and renewable energy products and services.
- Recruit Mid-Stream Partners for residential programs. This is particularly important in underserved regions identified by NYSERDA. The goal is to achieve a balance between supply and demand of services within the Region.
- Make project referrals to NYSERDA and coordinate other local resources to facilitate completion of projects.
- Organize and promote educational opportunities for the purpose of increasing consumer understanding and adoption of energy efficiency and renewable energy resource opportunities.
- Work with communities within the Region to complete projects which showcase energy efficiency, environmental stewardship, community sustainability, and economic development.
- Identify energy efficiency and clean energy business development Projects that can be used as case studies to promote public understanding, knowledge and education about energy efficiency and/or renewable energy.

## **III. AVAILABLE FUNDING**

NYSERDA has allocated up to \$217,178 for the WNY Contractor, and up to \$277,000 will be available for the NC Contractor. The initial funding under this solicitation will be for a one-year (12-month) period from the official start date of the contract, with NYSERDA having the option to renew an additional year (12-months). Because the project stands to substantially benefit the Region, cost sharing by the Proposer or members of the Regional

Partnership is encouraged, with a desired cost-sharing goal of 50%. Cost-sharing may be in the form of cash, or in-kind services, facilities, resources or administrative support. The overall value of the proposal, including cost-sharing, will be a factor in proposal evaluation.

#### **IV. STATEMENT OF WORK**

A draft Statement of Work (SOW) is provided below. The proposer may expand or customize the SOW in the proposal to more explicitly reflect needs of the region. However, the revised SOW must fulfill the goals and objectives of the program (see **Section V, Proposal Format**). It is anticipated that the tasks below will be accomplished by the Regional Coordinators, with support from other members of the Contractor's team and the Regional Partnership.

#### **TASKS**

The Contractor shall coordinate with the E\$C S&S Contractor on all aspects of this program and sign a Service Agreement that fully defines the working relationship between the two parties. The Contractor shall perform the following tasks in fulfilling program goals and objectives.

##### **Task 1 - Partnership Development:**

The Contractor shall build Regional Partnerships to extend NYSERDA's outreach to residential, commercial, institutional, municipal, and industrial customers. In collaboration with current partners and the E\$C S&S Contractor, the Contractor shall create and/or update the Regional Implementation Plan identifying regional goals and strategies. Included in the Regional Implementation Plan shall be a list of current community partnerships, and other significant milestones, as well as an updated contact plan and schedule for enlisting new partners. Using the plan as a guide, the Contractor shall create partnerships to encourage the development and implementation of local energy projects. The Regional Partnerships may include economic development agencies, business associations, business incubators, chambers of commerce, municipal governments, non-profits, civic groups, utilities, NYSERDA Focus contractors and others. These efforts shall provide energy resources and promote energy efficiency and clean, renewable energy projects, and the awareness of NYSERDA program and offerings to fulfill NYSERDA program goals and objectives in the Region. The Contractor shall also promote energy efficiency and clean energy technologies as part of regional economic development activities.

The Contractor shall conduct outreach to the network of the Regional Partnership members through the use of presentations, one-on-one meetings, newsletters and quarterly Regional Partnership meetings. The Contractor shall work to increase the number of members in the Regional Partnerships throughout the region, encouraging potential partners to commit to actively engage in E\$C projects and share resources on the local level. In particular, the Regional Coordinator shall work to expand partnerships in underserved or unrepresented regions (as identified by the Contractor or NYSERDA), to improve outreach throughout the region, in accordance with the Regional Characterization Plan.

In coordination with the E\$C S&S Contractor, the Contractor shall implement quarterly meetings that should include presentations by other NYSERDA contractors and/or staff to provide information on NYSERDA programs, regionally significant projects, and new program opportunities. All regional outreach contractors or field staff should be invited. The Contractor shall prepare minutes for distribution to NYSERDA and attendees.

##### **Deliverables:**

- Submit to NYSERDA Project Manager and the E\$C S&S Contractor an updated/revised Regional Characterization Plan and Regional Implementation Plan within 30 days after the contract is executed.
- Submit quarterly to NYSERDA Project Manager and the E\$C S&S Contractor an updated list of Regional Partnership members, including an indication of which are "active."
- Prepare agendas for the quarterly Regional Partnership and quarterly Implementation Contractor meetings, to the NYSERDA Project Manager and E\$C S&S Contractor at least five days in advance of the meetings.
- Meeting minutes and an attendee list from quarterly meetings shall be completed and distributed within 5 days after every meeting to NYSERDA Project Manager and E\$C S&S Contractor.
- Report monthly on economic development initiatives/activities or regionally significant projects in your territory to NYSERDA Project Manager and E\$C S&S Contractor.
- Post all above listed documents to the E\$C S&S Sharepoint database.
- Meetings and consultations with community partners engaged in economic development activities shall be reported monthly to NYSERDA Project Manager and E\$C S&S Contractor.

## **Task 2 – Customer Referrals**

The E\$C Program offers local, convenient, community-based access to NYSERDA's energy-efficiency and research and development (R&D/Renewable Energy) programs. In an effort to encourage and solicit participation in all of NYSERDA program areas, including Residential Efficiency and Affordability Program (REAP), Energy Efficiency Services, and Research and Development, the Contractor shall meet with potential end-user customers (such as residential, commercial, institutional, municipal, and industrial customers) to encourage participation in NYSERDA programs by matching energy project needs with the available NYSERDA funding opportunities and other economic development or community-based resources.

Additionally, the Contractor shall seek out, encourage the creation of, and document the location of any *regionally significant projects*, including but not limited to Energy Target Zones (ETZs) and/or Anchor Projects in an effort to advance the implementation of energy efficiency/renewable energy measures and community energy education efforts. ETZs are specified areas with five or more businesses/homeowners that will implement energy efficiency or renewable energy measures through NYSERDA programs and will be used to model and showcase the positive impact of energy efficiency on the economic and environmental sustainability of the area. Anchor Projects refer to large scale, highly-visible projects that would benefit from an energy component, while serving as a model to surrounding building owners. Anchor Projects may or may not be located within ETZs.

### **Deliverables:**

- Report monthly a list of (existing and potential) community partners and any referrals received.
- Submit monthly progress reports about relations and activities with community partners.
- Report monthly any referrals into NYSERDA programs.
- Identify monthly any *regionally significant projects*, including but not limited to, potential or existing Anchor Projects or Energy Target Zones, and any activities such as meetings and applications filed occurring within each.
- Provide a case study of each Anchor Project, ETZ, and regionally-significant project identified to the E\$C S&S Contractor within one month of project completion.

## **Task 3 – Clean Energy Business Development**

The Contractor shall provide assistance to energy-related businesses and entrepreneurs in the Region by implementation of initiatives that increase the awareness of local and NYSERDA business assistance services that are available to early-stage clean energy businesses. The Contractor shall educate energy-related businesses in the region about local assistance and shall facilitate networking among clean energy businesses in the region where possible.

### **Deliverables:**

- An inventory of all business assistance programs and resources (including contact information) for the region. Examples include local chambers of commerce, Small Business Development Centers, and other entrepreneurial assistance centers, etc.
- A calendar of events offered by the business assistance programs. The calendar should be web-based and can reside on the NYSERDA website and must be up-to-date.
- Serve as a "gatekeeper" to direct early-stage companies and individuals to the programs and events that are most relevant. Report monthly on any referrals to other business assistance agencies or programs.
- Report monthly all clean energy business development activities in Region.
- Assist NYSERDA's efforts to grow and attract renewable, clean energy companies in New York State. Specific efforts will include marketing NYSERDA's Business Development programs such as PONs 1176, 1260 and others as directed by NYSERDA, and referring candidates to the incubator program, etc.

## **Task 4 – Recruitment of Mid-Stream Partners**

The Contractor shall help organizations and businesses build opportunities and create jobs by providing access to job training and recruitment opportunities for local business partners. Mid-Stream Partners are builders, contractors, designers, engineers, retailers, manufacturers and others who participate in the Home Performance with ENERGY STAR<sup>®</sup>, New York ENERGY STAR Homes, Multifamily Performance Program and other NYSERDA programs. The Contractor shall schedule/implement seminars, work with trade organizations, make cold calls, and solicit referrals for recruiting contractors, builders, designers, engineers, installers, teachers, trade organizations, and other Mid-Stream Partners into the appropriate **New York Energy \$mart<sup>SM</sup>** programs. The Contractor shall

post all recruitment seminars or other related events on the NYSEERDA website. The Contractor shall focus on recruitment of NYSEERDA's residential program partners, including Home Performance with ENERGY STAR<sup>®</sup>, New York ENERGY STAR Homes, Multifamily Performance Program and other programs as identified by NYSEERDA.

The Contractor shall coordinate with the E\$C S&S Contractor to obtain support for recruitment seminars as needed, to ensure program questions can be adequately addressed. During recruitment activities, the Contractor shall encourage potential partners to attend scheduled training sessions, distribute program partnership packages, and otherwise assist in bringing potential partners to a point of active participation. As directed by NYSEERDA, the Contractor shall refer potential partners to appropriate program implementation contractors.

**Deliverables:**

- Monthly reports to include recruitment efforts, solicited groups, number of recruitment seminars and number of individuals reached by recruitment activities, to the E\$C S&S Contractor.
- Submit dates of all upcoming recruitment seminars to the E\$C S&S Contractor.
- Post recruitment events on E\$C S&S SharePoint database.

**Task 5 - Marketing and Education:**

The Contractor shall actively market all targeted NYSEERDA programs, solicitations, and events within its Region in an effort to educate homeowners, community leaders, business owners, and the general public on the benefits of energy efficiency and renewable resources. This shall be accomplished by identifying and working events in the region, such as home shows, workshops, industry seminars, trade association meetings, and other events that would likely result in consumers focusing on and taking away information on energy topics. In addition to residential customers, the Contractor will work with commercial/industrial customers by reaching out to businesses, groups, and other professional organizations, to educate them on NYSEERDA energy efficiency and renewable energy programs. The Contractor shall also work specific events in the region as requested by NYSEERDA or the E\$C S&S Contractor. Although NYSEERDA staff attends many such events, there will be times that NYSEERDA needs the Contractor or the E\$C S&S Contractor to work events. Occasionally, these requests may be given on short notice due to competing priorities and/or may occur outside of the traditional workweek. At times, the Contractor shall be required to work outside the traditional work hours including weekends. If necessary, the Contractor shall coordinate with his/her E\$C S&S Contractor to provide full coverage of events as needed.

The Contractor shall help consumers understand the multifaceted benefits of energy efficiency and renewable energy by showcasing these benefits and helping consumers associate these projects with NYSEERDA programs, as well as other resources that they could take advantage of to accomplish other energy related projects. The Contractor shall track all project referrals by location and program type, and submit an updated list of referrals monthly.

The Contractor shall create opportunities to provide education to the community at large, as appropriate. To the extent possible, these opportunities shall be scheduled by the Contractor to coincide with home shows, business and industry events, or other community gatherings to increase effectiveness and reduce associated costs. Where costs will need to be incurred to provide educational opportunities, the Contractor shall submit a proposed budget to NYSEERDA for approval using the NYSEERDA Event Request Form, and approved costs will be funded directly by NYSEERDA. The Contractor shall look for opportunities to market and use free media and publicity outlets to build an audience to inform the community about events they are hosting.

The contractor shall have an allocation of discretionary funds available to support activities as needed to bring NYSEERDA programs to underserved areas. These funds must be made available as a separate line item on the budget. The Contractor will record a separate line item for these expenses when submitting invoices.

As appropriate, the Contractor shall give presentations on energy efficiency and renewable resource topics, including NYSEERDA programs. These presentations shall be done with templates provided by the E\$C S&S Contractor. New presentations may be used with prior approval of NYSEERDA.

The Contractor shall use existing NYSEERDA marketing materials and templates. As necessary, the Contractor shall work with the E\$C S&S Contractor to develop new marketing materials, including, but not limited to: articles, press releases, success stories, case studies, brochures, posters, advertisements, etc. to increase the awareness and understanding of energy topics and NYSEERDA programs within its Region. The Contractor shall obtain approvals from the NYSEERDA Project Manager, through the E\$C S&S Contractor, on all new marketing materials prior to distribution.

**Deliverables:**

- Copy of new marketing materials, including those developed for mass printing, and presentations submitted to the E\$C S&S Contractor for approval no less than three weeks prior to the publication/print date.
- Monthly reports detailing number of marketing and education events worked, meetings and presentations performed, and total number of individuals reached by marketing and education activities.
- Monthly reports detailing project referrals from marketing/educational efforts.
- Monthly reports on expenses and allocation of discretionary funds for support activities.
- Identify and provide information on potential case studies using template provided by E\$C S&S contractor.
- All public marketing and education events to the events calendar on NYSEERDA's websites, as directed by the Project Manager and the S&S Contractor.
- Submit a listing of free media outlets that may be used to publicize and build an audience for E\$C hosted outreach opportunities. It should include the contact information and submission deadlines for local newspapers, community organizations, public service television and radio programming, newsletters, electronic-based list serves and websites, and other locally available free publicity outlets.
- Quarterly, or more often as necessary, a list of proposed events.

**Task 6 - Training and Development:**

The Contractor shall participate in on-going training provided by the E\$C S&S Contractor and NYSEERDA to ensure the Contractor remains current on NYSEERDA program information, and to learn about emerging technologies and practices in energy efficiency and renewable energy. In-person training by the E\$C S&S Contractor or NYSEERDA is expected to take place at least two, but no more than four times per year.

In addition, the Contractor shall participate in monthly Regional Coordinator conference calls, as established by the E\$C S&S Contractor. The purpose of these calls is to share information between Regions, including success stories, lessons learned, cross-regional opportunities, issues, etc.

The Contractor shall develop and maintain familiarity with NYSEERDA's web sites ([www.nyserda.org](http://www.nyserda.org), [www.GetEnergySmart.org](http://www.GetEnergySmart.org), and [www.powernaturally.org](http://www.powernaturally.org) and others as identified by NYSEERDA), and encourage others to use the sites as resources for program information, energy tips, and other energy-related information.

**Deliverables:**

- Participation in monthly Regional Coordinator conference calls or other meetings as identified by NYSEERDA.
- Attendance at all statewide trainings organized by E\$C S&S Contractor and NYSEERDA.
- Propose areas of training to E\$C S&S Contractor.

**Task 7 - Special Initiatives:**

NYSEERDA may make funding available to support special initiatives related to community energy planning, data collection, marketing support or other activities. When requested by NYSEERDA, the Contractor shall work to develop and propose initiatives that meet the needs of their Region.

**Deliverable:**

- Proposals for Special Initiatives to the NYSEERDA Project Manager upon request.

**Task 8 – Reporting:**

The Contractor shall keep the E\$C S&S Contractor up-to-date monthly on projects and progress toward regional goals. It is anticipated that most reporting shall be done via the E\$C SharePoint system. The Contractor shall provide a monthly narrative and project metrics to the E\$C S&S Contractor that includes, but is not limited to (note that many of these reporting requirements are described in previous tasks): Regional Partnership activities; customer referrals; recruitment efforts; economic development activity; clean energy business development activities; project updates; successes and failures; regionally significant projects; referrals of new projects to NYSEERDA programs; and a calendar of worked events and number of attendees, and reporting on other indicators as determined by NYSEERDA.

The calendar of events narrative shall include, but is not limited to, the number of training sessions (noting the targeted sector, e.g. Home Performance; Multifamily, Workforce Development, Low-Income, etc.); people trained; number of presentations; and number of workshops and attendees at each workshop. Attendees at classes, workshops, and other events shall complete a NYSEERDA provided evaluation form for each event through which

they can measure the adequacy of the programs presented.

The Contractor shall also include in monthly reports the number of media outlets receiving press materials with gross media impressions and submit copies of articles that appear in newspapers, tapes of television appearances, and pictures taken at events to the E\$C S&S Contractor.

Within 90 days prior to the completion of the contract period of performance, the Contractor shall submit a draft final report summarizing the success and challenges of the Regional Partnership. Annually, the Contractor shall submit a comprehensive, written summary of any recommendations to the Project Manager.

**Deliverables:**

- Monthly reports to E\$C S&S Contractor detailing metrics as required by NYSERDA and designed by the E\$C S&S Contractor. Reports are due by 5th of the next month.
- Draft final report to NYSERDA Project Manager within 90 days of contract completion.
- Final report to NYSERDA Project Manager within 30 days of receiving NYSERDA comments.
- Submit other metrics as requested by NYSERDA.

**V. PROPOSAL REQUIREMENTS**

**Proposal Checklist** - Proposers must submit twelve (12) copies of the completed proposal, per region, proposed, per the address on the front page of this PON. A completed and signed Proposal Checklist must be attached as the front cover of your proposal, one copy of which must contain an original signature. Late proposals and proposals lacking the appropriate completed and signed Proposal Checklist will be returned. Faxed or e-mailed copies will not be accepted.

Proposals should not be excessively long or submitted in an elaborate format that includes expensive binders or graphics. Each page of the proposal should state the name of the proposer, the PON number, and the page number. Each offer should be submitted using the most favorable cost and technical terms. NYSERDA may request additional data or material to support proposals.

All proposals submitted as part of RFP 1568 become the property of NYSERDA. Proposers will not be reimbursed for any costs associated with preparation of their proposals.

The proposal shall be in the following format (numbers in parentheses represent the estimated maximum number of pages expected for this section of the proposal):

**Procurement Lobbying Requirements - State Finance Law sections 139-j and 139-k**

Procurement lobbying requirements contained in State Finance Law sections 139-j and 139-k became effective on January 1, 2006. (The text of the laws is available at: <http://www.ogs.state.ny.us/aboutogs/regulations/advisoryCouncil/StatutoryReferences.html>). In compliance with §139-j and §139-k of the State Finance Law, for proposals submitted in response to this solicitation that could result in agreements with an annual estimated value in excess of \$15,000, an additional form (or forms) must be completed and filed with proposals: (1) a signed copy of the Proposal Checklist including required certifications under the State Finance Law and (2) a completed Disclosure of Prior Findings of Non-Responsibility form. Failure to include a signed copy of the Proposal Checklist referenced in this solicitation will disqualify your proposal.

**Section 1: Introduction and General Information (2 pages maximum)**

Identify key information about the proposing organization. The proposal shall include a brief narrative about:

- Organizational purpose and day-to-day functions.
- Organizational structure including location of main office and any other offices in New York State.
- How the proposer plans to provide regional coverage.
- Why the proposers believe they are qualified to perform and complete the services requested under this RFP (summary only).
- Identify what familiarity staff has with NYSERDA programs including any past relationship with NYSERDA or NYSERDA contractors.
- If the organization is a for-profit firm, please discuss strategies or mechanisms that will be implemented to

ensure the integrity of the E\$C outreach effort. E\$C projects and the Regional Coordinator position shall not be used as an opportunity to direct business to the host proposer. In the event that NYSERDA determines that the proposing organization or a team member has a conflict of interest or the appearance of a conflict of interest, NYSERDA may take this into consideration in the evaluation of the proposal.

## **Section 2. Qualifications (3 pages maximum)**

Clearly demonstrate the experience, skills, and abilities necessary to effectively develop and implement this Program. Describe relevant qualifications of current staff or description of qualifications of staff to be hired including a clear description of the roles and responsibilities for each key person in addressing the SOW. Describe any previous experience with, or exposure to NYSERDA programs, or the means by which the proposer will develop (or has developed) a good understanding of the programs. Proposals should include examples of relevant projects and programs that have been completed by the proposer that would demonstrate their specific qualification(s) to support this Program. Proposers should include names and contact information for references, including those for related or similar projects. Resumes of key individuals should be included in an Appendix. Each resume should be limited to no more than two pages. The award winning teams will be expected to have qualified staff who can address the range of NYSERDA programs from energy efficiency to renewable energy to research and development.

### **Regional Coordinator**

Success of this project is dependent upon the qualifications of the required (see page three and Appendix F) FTE Regional Coordinators. Please include the number of hours per week and the total percentage of time the Regional Coordinators will commit to E\$C. If the Regional Coordinator positions will be augmented by additional staff, please describe their tasks and hours per week commitment. Explain the role of the Regional Coordinator's supervisor, if there is one, and how the supervisor will support E\$C activities. There must be no less than two full-time equivalents dedicated to the program for the WNY Region and no less than three full time equivalents for the North Country Region.

If the organization intends to assign a current staff person to one or both of the Regional Coordinator positions, or if the organization can identify the proposed Regional Coordinators, the following background information on the individual is required: experience in community organizing, program development, management, marketing services, energy efficiency, and outreach; and role in the proposed region.

If the proposer does not identify Regional Coordinators in the proposal, please describe the recruiting effort to be undertaken to assure the position is filled within a timely manner. If the proposing organization is selected for a contract award, the award is contingent upon the hiring of Regional Coordinators within 30 days of the contract execution. NYSERDA reserves the right to approve the individuals selected for the positions.

## **Section 3. Outreach and Partnership Development (8 pages maximum)**

Explain how you will construct a Regional Characterization Plan of your Region. Identify the potential partners and stakeholders whose participation is important reach the goal of bringing NYSERDA programs to this community.

Identify the major potential Partnership Members and stakeholders you need to build your Regional Partnership.

Outline a contact plan to reach out to those potential Partnership Members and to make them stakeholders in your E\$C organization.

Describe how you will communicate with Regional Partnerships and the general public (commercial, residential and public sectors) on an ongoing basis.

Outline a specific approach explaining how the proposing organization shall elicit resources, planning support, and outreach assistance from prospective or current Partnership Members.

Describe how your organization will reach out to identify and work with regionally significant projects in your region to encourage the use of NYSEDA program opportunities.

Regional Impact. Describe how your organization will influence the Region and make a noticeable impact to increase energy efficiency, renewable energy and the use of and manufacturing of clean technologies. Given the population and make-up of the Region, indicate whether specific efforts will be focused in low-to-moderate income neighborhoods/business districts, or are power blackout-prone areas, or heavy industry and commercial footprints.

Marketing. Describe your marketing strategies and how your organization will reach a broad segment of the Region.

Proposed Changes to the Statement of Work. Include a complete SOW, and **highlight** any suggestions for modifications and addition of specific deliverables.

Schedule. Include a detailed schedule of activities based on the SOW.

**Section 4. Staff Plan (1 page maximum)**

Include a staffing plan that identifies the key personnel, including any subcontractors or other resources, responsible for completing each task and major subtask. Provide a table showing the number of hours each key person(s) or subcontractor(s) will spend on each task and the total hours per task.

**Section 5. Cost Proposal and Budget**

Complete the attached Contract Pricing Proposal Form (CPPF) (Attachment D), detailing labor costs (including labor rate and total hours) and operating costs to support the E\$C effort. Cost Share is not required but is encouraged and will be reviewed favorably in the proposal evaluation. Please describe the source and amount of any in-kind support or matching funds that directly relate to E\$C. Cost sharing should be documented in the format below, and letters of commitment for any third parties providing cost sharing must be included in an appendix.

All in-kind funding must be detailed on the supporting documentation page.

Labor costs must be consistent with the staffing plan presented in Section 4.

Attach supporting documentation to support indirect cost (overhead) rate(s) included in your proposal as follows:

1. Describe the basis for the rates proposed (i.e., based on prior period actual results; based on projections; based on federal government or other independently-approved rates).
2. If rate(s) is approved by an independent organization, such as the federal government, provide a copy of such approval.
3. If rate(s) is based on estimated costs or prior period actual results, include calculations to support proposed rate(s). Calculation should provide enough information for NYSERDA to evaluate and confirm that the rate(s) are consistent with generally accepted accounting principles for indirect costs.

	Cash	In-Kind Contribution	Total
NYSERDA	\$	\$	\$
Proposer	\$	\$	\$
Others (list individually)	\$	\$	\$
Total	\$	\$	\$

**Section 6. Appendices (Required)**

If a team is submitting a proposal, each member organization of the team must submit (1) a letter committing to the organization's participation in the proposed activities, (2) resumes of key personnel (limit of two pages each) and (3) letters of support and other supporting documents.

**VI. EVALUATION CRITERIA**

Proposals will be evaluated, by a Technical Evaluation Panel consisting of NYSERDA staff and selected outside reviewers. Proposals will be evaluated, by region, based on the criteria below, presented in order of importance.

**Responsiveness to the Scope of Work of the RFP:** Does the proposer present a sound approach for accomplishing the objectives of the proposal? Is there sound rationale for the proposed approach? Does the proposer demonstrate ability and plan to work throughout the region? Does the proposer demonstrate ability to perform direct outreach, education, and recruitment of partners into NYSERDA programs in the region? Does the proposer appear to have the flexibility to accommodate potentially short notification times and tight deadlines? Is the SOW thorough, specific, and consistent with the stated objectives?

**Relevant Experience and Qualifications:** Does the proposer have the necessary background and experience to support a wide range of outreach to end-users, the commercial/industrial and residential sectors and entities? Does the proposer possess, or have the ability to create, the relationships with the relevant community-based, municipal, and/or economic development partners? Has the proposer demonstrated previous energy-related experience and community-based experience and familiarity with utilities serving the region? What experience has the proposer had with NYSERDA programs? Does the proposer demonstrate familiarity with the different types of NYSERDA programs including energy efficiency, renewable energy, and research and development programs? Does the proposer demonstrate recent experience in similar type projects and will there be a main contact who will handle the project? Is the project staff's overall capability appropriate? Are there adequate resources to support all of the Region and the different types of tasks? Has the proposer ever contracted with NYSERDA previously and was the contract completed satisfactorily?

**Comprehensive Approach and Management Plan:** Does the proposer demonstrate the ability to complete all aspects of the program? Has the proposer demonstrated the ability to reach the targeted market? Are sufficient resources being devoted to the program? Does it include a strategy for coordination and interaction with all of the relevant parties, including NYSERDA and regional organizations involved in energy efficiency, renewable energy and economic development? Does the proposer represent and reach out to the entire region; the potential impact of the initiative on the region; and whether or not efforts will target low-to-moderate income neighborhoods and/or blackout prone areas?

**Cost:** How cost-effective is the proposal (i.e., what type of program and what level of results will be achieved with the available funds)? Are there any leveraged resources or cost sharing? Are hourly rates and total hours reasonable and appropriate? Is the proposer's cost allocation appropriate and efficient when compared to the cost allocation of other comparable proposals in that region? Did the proposer provide documentation to support indirect cost rate(s) and are such costs retainable?

**Other:** Does the proposal clearly define the economic benefit to New York State? Are there any suggestions that broaden or deepen the scope of this RFP that might not have been requested?

## VII. GENERAL CONDITIONS

**Proprietary Information** - Careful consideration should be given before confidential information is submitted to NYSERDA as part of your proposal. Review should include whether it is critical for evaluating a proposal, and whether general, non-confidential information, may be adequate for review purposes. The NYS Freedom of Information Law, Public Officers law, Article 6, provides for public access to information NYSERDA possesses. Public Officers Law, Section 87(2) (d) provides for exceptions to disclosure for records or portions thereof that "are trade secrets or are submitted to an agency by a commercial enterprise or derived from information obtained from a commercial enterprise and which if disclosed would cause substantial injury to the competitive position of the subject enterprise." Information submitted to NYSERDA that the proposer wishes to have treated as proprietary and confidential trade secret information, should be identified and labeled "Confidential" or "Proprietary" on each page at the time of disclosure. This information should include a written request to except it from disclosure, including a written statement of the reasons why the information should be excepted. See Public Officers Law, Section 89(5) and the procedures set forth in 21 NYCRR Part 501 [www.nyserda.org/nyserda.regulations.pdf](http://www.nyserda.org/nyserda.regulations.pdf). However, NYSERDA cannot guarantee the confidentiality of any information submitted.

**Omnibus Procurement Act of 1992** - It is the policy of New York State to maximize opportunities for the participation of New York State business enterprises, including minority- and women-owned business enterprises, as bidders, subcontractors, and suppliers on its procurement Agreements.

Information on the availability of New York subcontractors and suppliers is available from:

Empire State Development  
Division for Small Business  
30 South Pearl Street  
Albany, NY 12245

A directory of certified minority- and women-owned business enterprises is available from:

Empire State Development  
Minority and Women's Business Development Division  
30 South Pearl Street  
Albany, NY 12245  
[www.empire.state.ny.us](http://www.empire.state.ny.us)

### **State Finance Law sections 139-j and 139-k**

NYSERDA is required to comply with State Finance Law sections 139-j & 139-k. State Finance Law §139-j(6) requires that NYSERDA incorporate a summary of its policy and prohibitions regarding permissible communications during a covered procurement.

Pursuant to State Finance Law §§139-j and 139-k, this solicitation includes and imposes certain restrictions on communications between NYSERDA and a Proposer/Offerer during the procurement process. A Proposer/Offerer is restricted from making contacts from the earliest notice of intent to solicit offers [such as a "Program Opportunity Notice", "Invitation for Bid" or "Request for Proposal", etc.] through final award of the Procurement Contract (the "restricted period") to other than Designated Staff unless it is a contact that is included among certain statutory exceptions set forth in State Finance Law §139-j(3)(a). Designated Staff, as of the date hereof, are identified on the first page of this solicitation.

NYSERDA employees are also required to obtain certain information when contacted during the restricted period and make a determination of the responsibility of the Proposer/Offerer pursuant to this law. Certain findings of non-responsibility can result in rejection for contract award and in the event of two findings within a 4 year period, the Proposer/Offerer is debarred from obtaining governmental Procurement Contracts.

Additional guidance regarding these procurement lobbying requirements and can be found at <http://www.ogs.state.ny.us/aboutogs/regulations/advisoryCouncil/StatutoryReferences.html>.

**Tax Law Section 5-a** - NYSERDA is required to comply with the provisions of Tax Law Section 5-a, which requires contractors, prior to entering an agreement with NYSERDA, to certify whether the contractor, its affiliates, its subcontractors and the affiliates of its subcontractors have registered with the New York State Department of Taxation and Finance to collect New York State and local sales and compensating use taxes. The Department of Taxation and Finance has developed guidance and a certification form (ST-220) for contractors that are available at [www.nystax.gov/sbc/nys\\_contractors.htm](http://www.nystax.gov/sbc/nys_contractors.htm). The completed Form ST-220 (that is available upon request or at <http://www.nyserda.org/Funding/stdforms.asp>), will be incorporated in the agreement between NYSERDA and the contractor.

**Contract Award** - NYSERDA anticipates making two awards under this solicitation. It may award a contract based on initial applications without discussion, or following limited discussion or negotiations. Each offer should be submitted using the most favorable cost and technical terms. NYSERDA may request additional data or material to support applications. NYSERDA will use the Sample Agreement to contract successful proposals. NYSERDA expects to notify proposers in approximately 8 weeks from the proposal due date whether your proposal has been selected to receive a contract.

**Limitation** - This solicitation does not commit NYSERDA to award a contract, pay any costs incurred in preparing a proposal, or to procure or contract for services or supplies. NYSERDA reserves the right to accept or reject any or

all proposals received, to negotiate with all qualified sources, or to cancel in part or in its entirety the solicitation when it is in NYSERDA's best interest.

**Disclosure Requirement** - The proposer shall disclose any indictment for any alleged felony, or any conviction for a felony within the past five years, under the laws of the United States or any state or territory of the United States, and shall describe circumstances for each. When a proposer is an association, partnership, corporation, or other organization, this disclosure requirement includes the organization and its officers, partners, and directors or members of any similarly governing body. If an indictment or conviction should come to the attention of NYSERDA after the award of a contract, NYSERDA may exercise its stop-work right pending further investigation, or terminate the agreement; the contractor may be subject to penalties for violation of any law that may apply in the particular circumstances. Proposers must also disclose if they have ever been debarred or suspended by any agency of the U.S. Government or the New York State Department of Labor.

## **VIII. ATTACHMENTS**

Attachment A – Proposal Checklist (mandatory)

Attachment B – Disclosure of Prior Findings of Non-responsibility (mandatory)

Attachment C – Intent to Propose (optional, but encouraged)

Attachment D – Contract Pricing Proposal Form (CPPF - mandatory) & Instructions

Attachment E – Job Description

Attachment F – E\$C Fact Sheet

Attachment G – Sample Agreement