



**Consumer Education Program for  
Residential Energy Efficiency (CEPREE)  
Request for Proposal (RFP 2550)**

**\$400,000 Available**

**Proposals Due: July 10, 2012 by 5:00 PM Eastern Time\***

Through this Request for Proposals (RFP 2550) the New York State Energy Research and Development Authority's (NYSERDA) seeks proposals for the implementation of a statewide, energy efficiency consumer education program. This Program is designed to raise awareness, educate the general public, and increase the adoption of energy efficiency behaviors and practices at home, at work and within communities. The selected contractor will be responsible for delivering energy use education to low-income households through various means, including holding public workshops and meetings using a network of community-based organizations and private contractors.

The objective of this Request for Proposals (RFP) is to award one contract for an initial term of twenty-four (24) months beginning August 1, 2012. After the initial term, the contract may be renewed at NYSEDA's sole discretion, through December 31, 2015 pending availability of funds. Proposals that maximize the use of NYSEDA funding for the direct delivery of energy efficiency educational activities are preferred.

**Proposal Submission:** Proposers must submit nine (9) 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 2550  
NYS Energy Research and Development Authority  
17 Columbia Circle  
Albany, NY 12203-6399**

If you have technical questions concerning this solicitation, contact Lori Clark at (518) 862-1090, ext. 3202 or lac@nyserda.org. If you have contractual questions concerning this solicitation, contact Elyda Ahmed at (518) 862-1090, ext. 3232 or ela@nyserda.org.

No communication intended to influence this procurement is permitted except by contacting Lori Clark (Designated Contact) at (518) 862-1090, ext.3202 or lac@nyserda.org. Contacting anyone other than the Designated Contact (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 will be returned. Incomplete proposals may be subject to disqualification. It is the bidder's responsibility to ensure that all pages have been included in the proposal. 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

The New York State Energy Research and Development Authority (NYSERDA) is a public benefit corporation established pursuant to Title 9 of Article 8 of the Public Authorities Law of the State of New York. NYSEDA's principal mission is to develop innovative solutions to some of the State's most difficult energy and environmental problems.

Pursuant to a January 30, 1998 Order of the New York State Public Service Commission (PSC), NYSEDA was named as the administrator of statewide public benefit programs funded by the system benefits charge (SBC). In Opinion No. 98-3, the PSC established a system for funding public benefit programs for energy efficiency, research, demonstration and development, low-income services, and environmental protection. The PSC issued an *Order Continuing and Expanding the System Benefits Charge for Public Benefits Programs* on January 26, 2001. On December 21, 2005, the PSC issued an *Order Continuing the System Benefits Charge (SBC) and the SBC-Funded Public Benefits Programs*. PSC Orders issued on June 23, 2008, January 4, 2010, and October 25, 2011 further expanded many of NYSEDA's SBC-funded programs to include funding from New York's "15 by 15" initiative, collectively known as the Energy Efficiency Portfolio Standard (EEPS). NYSEDA's EEPS programs are currently funded through December 31, 2015.

NYSEDA intends to select a contractor that can reach multiple counties using a broad regional or statewide network. The contractor must develop and implement a program to educate the public and in particular low-income residents, about behaviors and activities they can perform at home to reduce their energy consumption; and about NYSEDA's energy efficiency programs and the benefits associated with participation in those programs. Low-income is define as a household at or below 60% of the State or Area Median Income (e.g., eligible for the EmPower New York Program). This approach leverages NYSEDA's limited resources and raises awareness about energy efficiency across the state. It also provides a forum for low-income consumers to communicate one-on-one with trained energy experts, thus allowing consumers to receive more in-depth information about energy topics that can sometimes be complicated.

The goal of this RFP is to select a contractor to implement a multifaceted, statewide energy education and awareness program. Principal education components will include, but are not limited to: providing energy management workshops and general educational presentations to low-income groups and individuals; hosting workshops for low-income consumers to explain NYSEDA programs and services; distributing CFLs to workshop participants; and distributing NYSEDA program materials. The selected contractor shall reach a statewide audience through traditional outreach efforts, such as newsletters, public service announcements, calendar of event announcements, e-mail blasts, press releases, etc. All events, workshops, and public meetings shall be posted on NYSEDA's website [www.nyserda.ny.gov](http://www.nyserda.ny.gov).

The selected contractor will target the general public, with an emphasis on the low-income population and other consumers who may not otherwise be aware of energy assistance programs and general energy-saving tips. The contractor will also coordinate efforts with NYSEDA's Energy Smart Communities Coordinators and GJGNY – Constituency-based Organizations.

## II. Program Requirements

The selected contractor shall provide education and awareness services regarding energy efficiency in 60 out of 62 counties<sup>1</sup> in New York State coinciding with the SBC service territory, which includes the electric service territories of the following utilities: Consolidated Edison Company of New York, Inc., Central Hudson Gas & Electric Corp., National Grid, New York State Electric & Gas Corporation, Orange and Rockland Utilities, Inc., or Rochester Gas and Electric Corporation.

The Proposer shall have experience in general adult education principles, developing training materials and managing a full-scale, statewide deployment program in multiple counties. Workshops, related outreach activities and venues shall be based on the audience and population density, especially the low-income population. For instance, while workshops will be delivered statewide, New York City is more densely populated and the North Country region has a high population percentage of low-income consumers, so more workshops shall be focused in these areas. The selected contractor must hold workshops or meetings during reasonable times/dates in locations convenient and easily accessible to the general public. The Proposer must also demonstrate technical experience and an understanding of energy efficiency, the low-income population and various energy assistance programs. Teaming or sub-contracting arrangements are encouraged, when necessary, to meet project goals and to ensure statewide coverage.

## III. Contract Requirements

The contractor shall demonstrate the ability to successfully begin implementation of the program within 30 days of contract execution. The deliverables under the Contract will include, but not be limited to, the required tasks outlined below.

### Train-the-Trainer

The proposer shall identify its own staff or subcontractor “educators”, if necessary, for each area to be served. These educators must attend in-service trainings organized by the selected contractor. The selected contractor will facilitate “train-the-trainer” sessions (webinars teleconferences, on-site), provide educational workshops as directed by NYSERDA and make curriculum materials available to educators for their use.

It is estimated that at least three (3) train-the-trainer sessions will be required during the initial contract term. These sessions must be held in a convenient location for all educators to reduce travel costs. Topics that shall be covered are listed below. Proposers may recommend additional topics.

#### Train-the-Trainer Topics:

- Energy Management (e.g., what behavioral changes or building modifications could be made to save energy);
- Utility bill budgeting options and tips;
- Energy-efficient lighting and the new lighting facts label;
- Understanding the ENERGY STAR<sup>®</sup> label;
- The economics of energy efficiency;
- General energy tips and information; and
- NYSERDA programs and other energy assistance program resources as appropriate.

### Marketing Strategies

Currently, many types of education and outreach programs serve the public through a variety of government agencies, community-based organizations (CBOs) and community action agencies (CAAs). A goal of this program is to further integrate energy efficiency education into existing education efforts; so more people will be reached and encouraged to integrate energy conservation behaviors into their daily lives.

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<sup>1</sup> Electric utility ratepayers in Nassau and Suffolk Counties do not contribute to the SBC. Nassau and Suffolk Counties will not be served by this program.

Proposers should define strategies to educate the public through existing networks and organizations by leveraging other community workshops/seminars, such as: housing, nutrition, financial management, building science, historic preservation, science education, recycling, and environmental awareness and conservation. For instance, many CAAs/CBOs or local social service offices hold seminars on financial management and this is an opportunity to educate those attendees on how energy costs factor into household finances and budgeting.

### **Website**

The selected contractor shall provide a website that lists all upcoming workshops at least three months in advance. The selected contractor shall also provide a link from its website to NYSERDA's web page(s). All workshops, public events, and conferences shall be posted to the [www.nyserda.ny.gov](http://www.nyserda.ny.gov) Web site. The contractor shall provide and maintain links to NYSERDA program applications.

### **Community Activities and Program Marketing**

Community partnerships are vital to providing the public with the latest information on energy efficiency and energy assistance programs. The selected contractor shall identify the location, type and quantity of public events where this information will be disseminated. Although marketing and education materials will be supplied by NYSERDA, the selected contractor may develop new materials. The selected contractor must have ALL materials approved by NYSERDA prior to release.

NYSERDA will provide the selected contractor with 22,500 CFLs for distribution at the "Energy Management Workshops," defined below. The contractor will be responsible to ensure that there is a sufficient amount of CFLs (two 13 watt and one 18 watt CFLs) per person at each Energy Management Workshop.

The selected contractor shall also be responsible for establishing teaming arrangements to coordinate efforts and offer Energy Management Workshops as necessary with Green Jobs Green New York (GJGNY) constituency-based organizations, New York Energy Smart Communities coordinators and community-based organizations.

### **Energy Management Workshops**

The selected contractor shall be responsible for the delivery of approximately 750 Energy Management Workshops with at least 10 attendees per workshop, during the two-year term of the contract. The workshops must be provided throughout the SBC territory and distributed accordingly to the low-income population. The selected contractor shall use curricula previously developed by NYSERDA or may propose an alternative curriculum. To view the curricula, click [here](#). These workshops should run approximately two hours in length and be open to all households regardless of income. However, the workshops shall be designed to best serve low-income households. Curriculum developed by the proposer must be interactive, include hands-on activities, and be geared towards adults. The proposer should submit copies of prospective curricula and a narrative detailing how the curriculum would be used.

Responsibilities related to the Energy Management Workshops include, but are not limited to, scheduling, advertising/promotion, preparation of workshop materials including the CFLs, and workshop delivery. Teaming arrangements, partnerships, or sub-contracting agreements with other parties are encouraged when appropriate and cost-effective. Proposer must clearly define the partner/sub-contractor role, their respective task/responsibilities, and a cost estimate for their services.

The selected contractor must ensure that all program information is accurate, and is presented in a manner that is clear and appropriate for the target audience as well as consistent with other NYSERDA initiatives.

### **Measuring Program Benefits/Performance and Reporting**

The selected contractor must record and report performance metrics by each county or region. Metrics may include, but are not limited to: number of trainers trained, number of training sessions, number of presentations, number of workshops, lists of participant names with contact information and the number of low-income individuals (based on survey results) at each workshop and presentation. The contractor shall develop an educator and workshop survey evaluation form to be used at each session.

An estimate of the population reached through all other regular outreach or assigned tasks should be included in the metrics reporting. The selected contractor shall also develop and submit an evaluation plan to demonstrate that organizations or individuals who participate are properly trained under the "train-the-trainer" approach.

The selected contractor shall prepare and submit to the assigned NYSERDA project manager:

- Monthly reports that provide the status of all tasks and deliverables as well as program metrics;
- Final report.

The selected contractor may also be required to use the Contractor Portal on the [www.nyserda.ny.gov](http://www.nyserda.ny.gov) web site to report metrics for this Program.

## **IV. Proposal Requirements**

Proposals must be in the following format:

**Proposal Checklist** - Complete the Proposal Checklist, attached to this RFP, and include it as the front cover of each copy of the proposal. At least one proposal must contain an original signature. Be sure the individual signing the Checklist is authorized to commit the proposer's organization to the proposal as submitted.

**Executive Summary** - Briefly summarize your proposed approach, how your approach will address the program requirements, and why you think you and your Team are the best candidates for this program. Also describe how the effort could lead to a sustained community-based education program. **The executive summary should be no more than two pages in length.** Please put most of your effort into fully describing each task in the Statement of Work.

**Statement of Work** - The Statement of Work is the primary contractual document that outlines work activities and required performance for payment by NYSERDA. It is an action document that specifically delineates each step or task required to accomplish the project objectives. Therefore, each task should be identified, indicating who will perform it, how it will be performed and its intended result. Be clear and specific; concentrate on "how" and not "why." Each task listed should be fully described in the Statement of Work. Include a schedule/time line for the project and identify milestones as deliverables, where possible.

**Qualifications of Contractor and Key Personnel** - Include a staffing plan for this project. Also include a one-page summary of qualifications for the Project Team and provide one-page resumes for key personnel. List one or two recent relevant team projects that have been successfully completed by project team members. If the team has never worked together before, each team member must describe one noteworthy project that demonstrates their ability to work as a team.

**References** - Attach a list of references for past projects preferably for a project with similar goals of this RFP (we will only contact them if you are a finalist).

**Budget Summary and Cost Table** - A total project budget, including cost elements, must be provided using the attached Contract Pricing Proposal Form (CPPF). If applicable, provide a list of subcontractors involved

in the project and the cost for each in the detailed budget breakdowns (using the Supporting Schedule for the CPPF) for estimated materials, equipment, and travel.

Proposers must submit nine (9) copies of the completed proposal to the attention of Roseanne Viscusi at the address on the front of this Request for Proposal. A completed and signed Proposal Checklist must be attached as the front cover of your proposal, one of which must contain an original signature. **Late proposals and proposals lacking the appropriate completed and signed Proposal Checklist may be returned.** Faxed or e-mailed copies will not be accepted.

**V. 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.ny.gov/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, additional 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.

Proposals should not be excessively long or submitted in an elaborate format that includes expensive binders or graphics. Unnecessary attachments beyond those sufficient to present a complete, comprehensive, and effective response will not influence the evaluation of the proposal. Each page of the proposal should state the name of the proposer, the RFP number, and the page number. The proposal must be in the following format:

- Proposal Checklist
- Executive Summary
- Statement of Work & Schedule
- Qualifications of Contractor and Key Personnel
- References
- Budget Summary and Cost Table

Cost Sharing – NYSERDA encourages cost sharing (e.g., in-kind contributions, funding from other organizations, etc.) for all projects. Proposals that include a cost-sharing commitment will receive preference. **Cost sharing may include funding from the proposer, other team members, and other government or private sources.** Contributions of direct labor (for which the laborer is paid as an employee) and purchased materials may be considered "cash" contributions. Unpaid labor, indirect labor, or other general overhead may be considered "in-kind" contributions. NYSERDA will not pay for efforts which have already been undertaken. The proposer or proposing team cannot claim as cost-share any expenses that have already been incurred. Show the cost-sharing plan in the following format (expand table as needed):

	Cash	In-Kind Contribution	Total
<b>NYSERDA</b>	\$	\$	\$
<b>Proposer</b>	\$	\$	\$
<b>Others (list individually)</b>	\$	\$	\$
<b>Total</b>	\$	\$	\$

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

- 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).
- If rate(s) is approved by an independent organization, such as the federal government, provide a copy of such approval.
- 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.

NYSERDA reserves the right to audit any indirect rate presented in the proposal and to make adjustment for such difference. Requests for financial statements or other needed financial information may be made if deemed necessary.

## **VI. Proposal Evaluation**

Proposals that meet Proposal requirements will be reviewed by a Technical Evaluation Panel (TEP) using the Evaluation Criteria below.

### **Experience and Qualifications**

- Does the proposing team demonstrate a strong background and understanding of residential energy efficiency issues?
- Does the proposing team have the experience and qualifications to assess effectiveness of the workshops, at least on the short term?
- Is the proposing team familiar with the various energy assistance programs on the local, state, and federal levels, including NYSERDA's programs?
- Does the proposing team demonstrate a familiarity with New York State in terms of the needs of the low-income population and the network of service providers?
- What are the qualifications of the staff and their capability of performing the proposed tasks? Does the team show a balance of technical expertise operations management, marketing, administrative, or other knowledge necessary to accomplish the project in a cost-effective manner?
- If applicable, has past work experience with proposer or members of proposing team been positive?
- If workshop curricula is submitted by the proposer, is it appropriate, interactive and hands-on? Has the proposer demonstrated experience in implementing the curricula? Has the proposer demonstrated a successful track record for educating residential customers? Does the curriculum demonstrate that the proposer has the knowledge and capability to provide such workshops?

### **Staffing Plan**

- Are sufficient staff resources (suggested by FTE allocations) devoted to the Statement of Work and each individual task?
- Is management oversight and control adequate?
- Does it include coordination and interaction with all of the relevant parties?
- Is the coordination of other participants (proposing team subcontractors, local resources and other programs) well developed?
- Does the staffing plan (staffing, facilities and equipment) demonstrate the ability to provide economic and expeditious services throughout the service area?

### **Statement of Work & Schedule**

- Is the Statement of Work comprehensive, realistic, and consistent with the Proposal Requirements?
- Are results and deliverables clearly stated and consistent with the proposer's activities?

- Does the proposer demonstrate the ability to successfully begin implementation of the program within 30 days of contract execution?

**Project Benefits and Performance**

- Does the proposer have New York State-specific experience?
- Will the project generate new business in New York State?
- Will the project increase the availability and quality of public information on energy efficiency?

**Cost Criteria**

- Is the total project budget with cost elements responsive to the RFP?
- Is the overall cost reasonable?
- Are the billing rates reasonable and appropriate?
- Are allocations of task hours justifiable?

**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 exempt it from disclosure, including a written statement of the reasons why the information should be exempted. See Public Officers Law, Section 89(5) and the procedures set forth in 21 NYCRR Part 501 <http://nyserda.ny.gov/~media/Files/About/Contact/NYSERDARegulations.ashx> 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

**State Finance Law sections 139-j and 139-k** - NYSERDA is required to comply with State Finance Law sections 139-j and 139-k. These provisions contain procurement lobbying requirements which can be found at <http://www.ogs.ny.gov/aboutogs/regulations/advisoryCouncil/StatutoryReferences.html>

The attached Proposal Checklist calls for a signature certifying that the proposer will comply with State Finance Law sections 139-j and 139-k and the Disclosure of Prior Findings of Non-responsibility form includes a disclosure statement regarding whether the proposer has been found non-responsible under section 139-j of the State Finance Law within the previous four years.

**Tax Law Section 5-a** - NYSEDA is required to comply with the provisions of Tax Law Section 5-a, which requires a prospective contractor, prior to entering an agreement with NYSEDA having a value in excess of \$100,000, to certify to the Department of Taxation and Finance (the "Department") whether the contractor, its affiliates, its subcontractors and the affiliates of its subcontractors have registered with the Department to collect New York State and local sales and compensating use taxes. The Department has created a form to allow a prospective contractor to readily make such certification. See, ST-220-TD (available at [http://www.tax.ny.gov/pdf/current\\_forms/st/st220td\\_fill\\_in.pdf](http://www.tax.ny.gov/pdf/current_forms/st/st220td_fill_in.pdf)).

Prior to contracting with NYSEDA, the prospective contractor must also certify to NYSEDA whether it has filed such certification with the Department. The Department has created a second form that must be completed by a prospective contractor prior to contacting and filed with NYSEDA. See, ST-220-CA (available at [http://www.tax.ny.gov/pdf/2006/killin/st/st220ca\\_606\\_fill\\_in.pdf](http://www.tax.ny.gov/pdf/2006/killin/st/st220ca_606_fill_in.pdf)). The Department has developed guidance for contractors which is available at <http://www.tax.ny.gov/pdf/publications/sales/pub223.pdf>.

**Contract Award** - NYSEDA anticipates making one award under this solicitation. It may award a contract based on initial applications without discussion, or following limited discussion or negotiations pertaining to the Statement of Work. Each offer should be submitted using the most favorable cost and technical terms. NYSEDA may request additional data or material to support applications. NYSEDA will use the Sample Agreement to contract successful proposals. NYSEDA reserves the right to limit any negotiations to exceptions to standard terms and conditions in the Sample Agreement to those specifically identified in the submitted proposal. NYSEDA expects to notify proposers in approximately eight (8) weeks from the proposal due date whether your proposal has been selected to receive an award.

**Limitation** - This solicitation does not commit NYSEDA to award a contract, pay any costs incurred in preparing a proposal, or to procure or contract for services or supplies. NYSEDA 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 NYSEDA's best interest. NYSEDA reserves the right to reject proposals based on the nature and number of any exceptions taken to the standard terms and conditions of the Sample Agreement.

**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 NYSEDA after the award of a contract, NYSEDA 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 which 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.

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## VIII. Attachments

- Attachment A - Proposal Checklist (Mandatory)
- Attachment B - Disclosure of Prior Findings of Non- Responsibility (Mandatory)
- Attachment C - Contract Pricing Proposal Form (CPPF)
- Attachment D - Intent to Propose
- Attachment E - Sample Agreement