# **Community Choice Aggregation (CCA) Administrator**

# **Request for Proposal (RFP)**

***Purpose of this Document:*** *The Template Community Choice Aggregation (CCA) Request for Proposal (RFP) is meant to serve as an example RFP for municipalities and other organizations interested in pursuing CCA and running a competitive process for selecting a CCA Administrator. The information contained within can be adapted to meet a municipality’s or a group of municipalities’ specific needs. NYSERDA makes no representation that the information contained below will meet any specific municipality’s local procurement policies or laws; this template should be customized by each user.*

*Municipalities may wish to use the non-italicized text as sample language for a specific section of the RFP. The italicized text offers examples and options but should be drafted by the jurisdiction to meet their individual circumstances and needs. The bracketed text should be edited directly by the jurisdiction.*

*If CCA and the role of the Administrator is still new to you, you may find the* [*Community Choice Aggregation Toolkit*](https://www.nyserda.ny.gov/All-Programs/Programs/Clean-Energy-Communities/Clean-Energy-Communities-Program-High-Impact-Action-Toolkits/Community-Choice-Aggregation) *on NYSERDA’s website helpful before embarking on an RFP process.*

## Section 1 – Purpose and Goals

1. **Purpose**

New York State municipalities are permitted to participate in a CCA program subject to local authorization, pursuant to the New York State Public Service Commission’s Order Authorizing Framework for Community Choice Aggregation Opt-Out Program, issued on April 21, 2016 in Case 140M-0224 (“PSC CCA Order”).

[Insert municipality name(s)] adopted local laws creating its own CCA program. [Insert municipality name] adopted its legislation [insert legislation name] on [insert date], after holding a public hearing on [insert date]. [Repeat above for each municipality]

*Suggested language for communities entering a MOU (optional):* The municipalities, through their legislative bodies, have adopted a Memorandum of Understanding (“MOU”) to work collectively – in compliance with each municipality’s respective procurement policy – to solicit, evaluate and select, a common CCA Administrator to assist in procuring, administering, and managing an electricity supply contract.

In this Request for Proposals (RFP), [City(s) / town(s) / Village(s) of \_\_\_\_] intend to review and select an organization to administer a Community Choice Aggregation (“CCA”) program.

1. **Goals**

The municipality(s) seeks to implement a CCA program that: [Insert goals of CCA]. *Example goals could include, but are not limited to:*

* *Reduces electricity costs for community members.*
* *Provides a 100% renewable energy (RE) product as the default supply[[1]](#footnote-2).*
* *Supports locally* [Insert definition of local, such as within the town, county, region, or state] *produced renewable energy generation.*
* *Supports the community in meeting clean energy goals/targets.*
* *Supports local economic development including local job creation, the attraction and retention of business establishments, and/or investment.*
* *Supports inclusive and equitable access to the CCA program.*
* *Offers constituents a range of opportunities to take advantage of clean energy products and services.*
1. **Basic Requirements**

Respondents to this RFP must have the following:

* A CCA Implementation Plan and Data Protection Plan approved by the New York Public Service Commission.
* Experience in [insert key experience]. *Potential examples include:*
	+ *Experience in all aspects of administering a CCA program.*
	+ *Experience procuring a 100% renewable clean energy product.*
	+ *Experience with the above in New York State and/or demonstrated experience with New York State clean energy policies and programs.*
* Respondents must be in good financial standing with federal agencies and the State of New York.
* Respondents, subcontractors, or consultants must disclose whether they have been debarred, suspended, or otherwise prohibited from practice by any federal, state, or local agency.
1. **Timeline**
	* Issuance of RFP: [Insert date]
	* Pre-Proposal Conference RSVP: [Insert date]
	* Pre-Proposal Conference: [Insert date]
	* Deadline for Submissions: [Insert date]
	* Final Decision: [Insert date]
* A pre-proposal conference will be held at [location] on [date] at [time]. If you plan to attend, please contact [name] at [email] or [phone] by [RSVP date].
* Submitted proposals must be signed by an individual who is authorized to bind the proposer to all commitments made in the proposal. A PDF of the proposal, together with all attachments, must be submitted by email no later than [insert time] on [insert date]. Any late proposals will not be accepted.

Interested parties are advised that the authorized contact person for this procurement is set forth below. No contact with any other municipal personnel other than the authorized contact person is allowed until such times as an award (or awards) has (have) been made. The municipality is under no obligation to respond to any question, inquiry or assertion that is not received in writing. Interested parties may contact the authorized contact person by telephone or email. Violation of these provisions may result in immediate disqualification. Proposers will submit all proposals and direct all responses, questions, and any other communications to the following authorized contact person:

[Insert contact information]

1. **Rights of Individual Municipalities** *(in the case of a joint RFP with other municipalities)*

Each municipality reserves the right to contract with a CCA Administrator individually, or with all the other municipalities, or with one or more of the other municipalities on the same terms and conditions as provided in the RFP and the responses thereto. Nothing herein shall preclude any of the municipalities, together or individually, from negotiating contract terms with a CCA Administrator that each municipality deems to be in its best interest.

Ultimately the decision of retaining a CCA Administrator will reside with each individual municipality.

## Section 2 - Scope of Services

The [insert name of municipality(s)] is seeking a CCA Administrator to procure, administer, and manage an electricity supply contract for the [insert name of municipality(s)] and to responsibly fulfill the obligations of a CCA Administrator as set out by PSC CCA Order. The following section details the specific scope of services the [insert name of municipality(s)] is seeking:

1. **Compliant with all Federal and NY State laws, rules, and regulations:** Ensure the CCA program complies with the PSC CCA Order, related orders, and other applicable laws and regulations.
2. **Goals and Objectives:** Support the municipality(s) and community(s) in further refining goals and objectives of CCA and identify how success will be measured and evaluated.
3. **Procurement of Electricity Supply Contract:** Procure an electricity supply contract below the utility benchmark price and include a 100% renewable energy option.
4. **Clean Energy Products and Services:** Offer a compelling and robust plan to provide and market clean energy products and services to the community, including the benefits the community may anticipate from such products and services and how success will be measured and evaluated. The benefits may include, but are not limited to, supporting local economic development through local job creation, the attraction and retention of business establishments and/or investment, increasing access to clean energy including for low to moderate income populations, electricity cost savings, reducing greenhouse gas (GHG) emissions, and improving local air quality. Metrics for measuring and evaluating success may include the percentage of CCA participants that partake in clean energy product and service offerings or the percentage of electricity cost savings per participating household, among others.
* The clean energy products and services could be provided through programs the proposer organization already offers, through the electricity supply contract solicitation, through a separate solicitation for clean energy products and services, or another mechanism.
* Potential products and services could include, but are not limited to, community solar, rooftop solar, battery storage, clean heating and cooling technologies, energy efficiency, smart home products, demand side management programs, micro-grid projects, electric vehicles, and electric vehicle charging infrastructure. [Appendix 1](#_Appendix_1._Example) provides examples of potential clean energy products and services a CCA Administrator could facilitate. These examples should not be viewed as prescriptive. Innovative and creative ideas are encouraged.
1. **Program Roles and Responsibilities:** Take full responsibility for administering the CCA and partner with local organization(s) and municipality(s) to implement the CCA.
2. **Public Education and Outreach:** Conduct comprehensive community education and outreach on CCA.
3. **Local Partner/Presence:** Work with/leverage local partner organizations, advocates, and/or other third-party stakeholders and have some local presence.
4. **Customer Enrollment and Management:** Maximize customer enrollment, maintain and manage customer participation, manage opt-outs.
5. **Consumer Protection:** Lawfully and securely procure, transfer, and store anonymized and customer-specific program data on behalf of the municipality(s), pursuant to an approved Data Protection Plan.
6. **Pricing:** Provide a clear description of how the Administrator plans toestablish a utility benchmark price to compare and evaluate the CCA price against once the price becomes available.
7. **Program Fees:** Provide a clear explanation of how the Administrator anticipates covering program costs and any fees that will be passed on to CCA program participants or the municipality(s). This should include:
	* The costs the fee will cover such as program staffing and overhead, outreach and communications, legal expenses, program development.
	* The estimated per kWh fee (if available).
	* How the fee will be collected.
	* Any other fees charged to the municipality(s) or program customers.
	* Any fees associated with clean energy products or services (DERs) or other services offered to CCA customers by the CCA Administrator.
8. **Reporting:** Analyze and report regularly to the municipality(s) and Public Service Commission on program data, pursuant to the PSC CCA Order.
9. **Implementation Timeline:** Implement and administer the CCA in a timely fashion.
10. **Vet and pre-qualify prospective electricity suppliers, clean energy product and service providers** in accordance with criteria established by the municipality(s).
11. **Continued Support and Additional Services and Information:** Provide continued support and capacity building to the municipality(s) and customers after program launch, including:
	* Customer service.
	* Monitoring and management of contractual obligations.
	* Regular program data and performance metrics reporting.
	* Program development and enhancement.
	* Continued analysis of relevant market and regulatory issues.
	* Ongoing support to the municipality(s) in helping them achieve broader energy goals.
	* Other services and information as relevant.

## Section 3 – Proposal Requirements

All proposals must include the following information to be considered complete. The [insert name of municipality(s)] reserve(s) the right to reject any proposal for non-compliance with these requirements and specifications or may choose to accept the proposal regardless of compliance. For each step, be sure to detail what technical and support services the proposer has available.

A**. Cover Letter**

1. A transmittal letter on the proposer’s business stationery from the individual(s) or a principal officer of the organization offering the proposal and certifying that the proposal will remain in effect for ninety (90) days after the proposal due date. The letter should contain a general description of the mission or focus of the organization and provide the name and address of the individual or firm and contact information for the individual or officer (telephone and email address).
2. **Organization Overview**
	1. Please provide a brief history of the proposing organization. If a separate organization will be engaged as a subcontractor or consultant for this project, or has entered into any contract (as such term is defined in [General Municipal Law Article 18](https://www.nysenate.gov/legislation/laws/GMU/A18)) with any third party in connection with this RFP or with the proposal, please provide the following information for both companies:
		1. Background
		2. Year founded and number of years in business
		3. Ownership status (public, private, or non-profit)
		4. Office location including headquarters and any local offices
		5. Number of employees in local branch office at time of submittal (full time employees, excluding subcontractors)
		6. Contact information
		7. Description of the organization
		8. Federal Tax Identification Number
		9. Any relevant certifications or licenses
3. **CCA Administrator Team**

Provide information about the key personnel to be assigned to this CCA Administrator team. If a separate organization will perform any of the responsibilities, please provide project team information for both organizations, including:

1. Full contact information for the project manager.
2. A team chart including all key personnel and their proposed roles (including subcontractors, if applicable).
3. For all key personnel (including subcontractors), include a bio of professional experience, certifications, role, and office location.
4. Indicate the local point of contact.
5. Indicate if any additional staff would need to be hired to carry out the scope of services.
6. Resumes of key personnel, provided in an appendix to the proposal.
7. Describe the proposer’s compensation structure, fees, and terms.
8. **Qualifications:** Provide a detailed narrative that clearly demonstrates the proposer’s and any subcontractors’ prior and relevant qualifications and experience including the following:
	1. Energy procurement, CCA program administration, and/or community-scale clean energy development in New York State.
	2. Work with local governments in New York State and in the region.
	3. Goals or measurable objectives for CCAs that the proposer administered in New York, or other jurisdictions.
	4. CCA bids for electrical supply that the proposer has solicited or plans to solicit in New York including information on the results of the bid such as:
		1. How do the electricity prices compare to the utility price benchmarks?
		2. Was a renewable energy option procured?
		3. Was a local option included?
		4. How many accounts were enrolled?
9. **Proposed Approach to CCA Administration.** Please provide a detailed approach describing how the proposer would carry out the scope of services as outlined in Section 2. The approach should clearly articulate which elements of the scope of services, if any, subcontractors would perform or participate in performing. The proposer’s approach should include, but is not limited to the following:
10. **Goals and Objectives**: Describe the proposer’s approach to defining the goals and measurable objectives for the CCA.
11. **Procurement Approach**: Describe the proposer’s approach to procuring an electricity supply contract that is below the utility benchmark price and includes a 100% renewable energy supply option.
12. **Clean Energy Products and Services:** Describe the proposer’s approach to offering clean energy products and services including renewable energy certificates (RECs), community solar, rooftop solar, smart thermostats, demand response, energy storage, energy efficiency, electric vehicles, and charging infrastructure, or similar products and services.
13. **Program Roles and Responsibilities**: Describe the roles and responsibilities for administration, management, and implementation. Please include information on the roles and responsibilities envisioned for the municipality(s), along with the anticipated workload, the roles and responsibilities of the Administrator, the roles and responsibilities of the energy supplier, and any other relevant organizations or stakeholders that will play a role in the CCA.
14. **Public Education and Outreach:** Describe the proposer’s approach to how it will conduct public education, outreach, and capacity building about CCA, energy supply contracts, and renewable energy to the municipality(s), community residents including low to moderate income residents or underserved populations, and businesses within the community. Also provide examples of how the proposer has handled these activities in the past.
15. **Local Partner/Presence:** Describe how the proposer will work with/leverage local partner organizations, advocates, and/or other third-party stakeholders. Describe what kind of local presence the proposer will have, if any. Also provide examples of how the proposer has worked with other local organizations in the past.
16. **Customer Enrollment and Management:** Describe the proposer’s approach to:
	1. Maximizing customer enrollment and maintaining customer participation including considerations for time-of-use customers, demand-metered customers, low-income customers, non-English speaking constituent groups, and other customer segments.
	2. Customer service/customer care including website, social media, print collateral, mailings, call center & training, platforms, etc.
17. **Consumer Protection:** Describe the proposer’s approach to customer protection, including customer data.
18. **Pricing**: Describe the proposer’s approach to establishing a utility benchmark price to compare and evaluate the CCA price against once the CCA price is available.
19. **Program Fees**: Describe the proposer’s anticipated fees to complete the Program Scope tasks and how they will be paid for via the electricity supply contract.
20. **Reporting:** Describe the proposer’s approach to annual reporting to the municipality(s) and the PSC.
21. **Implementation Timeline:** Outline a proposed timeline for the completion of each task. Submit as an appendix.
22. **Inclusivity:** Describe the proposer’s approach to ensure the CCA reaches low to moderate income residents or underserved residents in the community.
23. **Local Impact:** Detail the proposer’s approach to making a local impact through job creation, training, or supporting community economic development.
24. **Additional Services and Information:** Describe anything else that may be relevant to the RFP such as other ongoing or additional services the proposer anticipates providing to the municipality(s) to ensure the long-term success of the program beyond the initial contract.
25. **References.**  Provide at least three references for whom the proposer’s organization has administered a CCA program, or a similar scope of services. Include the following information for each in the appendix:
26. Name and address of client
27. Name and telephone number of contact person
28. Summary of services provided
29. **Required Appendices Checklist. As an appendix to the submission, the proposer shall include the following checklist to ensure that all components have been included in the proposal.**
* Public Service Commission approved Implementation Plan and Data Protection Plan
* Local point of contact
* Resumes of key personnel
* Implementation Timeline
* At least three references for whom the proposer has administered a CCA program, or a similar scope of services.
* Example education, outreach, and engagement materials such as:
	+ Links to social media pages and websites
	+ PDFs of print material or PowerPoint presentations

## Section 4 – Submission Instructions

1. All proposers should carefully review the contents of this document. All the Requirements and Specifications in this document may become part of an agreement to be signed by the municipality(s) and the successful respondent.
2. All proposals must be submitted by [insert date and time].
3. Proposals may be submitted by [insert municipality’s required submission format and instructions including contact information of relevant municipal official].

## Section 5 – Evaluation Criteria

The municipalities will evaluate proposals based on the weighted criteria described below *[Sample evaluation criteria and scoring are provided below. Please adjust and edit as appropriate for any given municipal procurement. The total weighting should add up to 100 and the weighting of each criterion should reflect the importance of each criteria to the municipality]*.

| **Criteria** | **Detail** | **Weight** |
| --- | --- | --- |
| *Overall Quality of Proposal* | * *Degree to which the proposal fulfills the requested scope of services and proposal requirements.*
* *Clarity and completeness of the proposed team and approach.*
 | [insert value] *10* |
| *Experience, Qualifications, and References* | * *Capability and experience of the respondent (and its participating subcontractors) to carry out the roles and responsibilities of a CCA Administrator.*
* *Credentials, capabilities, and experience of the proposed team and key personnel.*
* *Experience providing effective education and outreach for other community or clean energy programs, especially within New York State*
* *Quality of references.*
 | [insert value]*40* |
| *Technical Approach and Workplan* | * *Clear outline of roles and responsibilities of the CCA administrator, municipality, local partners, electricity supplier and any other organizations involved in the CCA.*
 | [insert value]*15* |
| *Project Management and Implementation* | * *Clear and appropriate implementation timeline that includes key benchmarks such as procurement of clean energy resources, local partnerships formed and customer enrollment start-dates*
* *Ability to manage subcontractors and collaborate with municipality personnel.*
* *Ability to help inform and educate project stakeholders including the public.*
 | [insert value]15 |
| *Pricing, Fees & Cost Savings* | * *Approach to establishing a utility benchmark price to compare and evaluate the CCA price against once available.*
* *Clear description of the**proposed fees to complete the program scope and tasks and how they will be paid for via the electricity supply contract.*
* *Experience in procuring energy supply contracts at costs below existing utility rates.*
 | [insert value]*10* |
| *Local Impact and Inclusivity* | * *Approach to meet local impact goals and incorporate consumer protections (PSC Approved data protection plan).*
* *Clear explanation of how the approach will benefit the community.*
* *Description of how the Administrator will reach and market the program to low to moderate income residents or underserved residents in the community.*
* *Clear articulation of plan for working with local partners and providing a local presence.*
 | [insert value]*10* |

## Section 6 – Selection Process

*All proposals that are deemed responsive (as described above) will be reviewed by staff as determined by the judgment of the municipality(s). All reviewers will sign a confidentiality statement and keep all content of proposals confidential, except to the extent disclosure of proposals is required by law or deemed advisable by the municipalities in any litigation arising from this RFP. The winning proposal may be shared unless it contains details on business models and/or proprietary secrets.*

## Appendix 1. Example Clean Energy Products and Services, Associated Benefits and Measuring SuccessAppendix 1 describes several examples of how a proposer may incorporate clean energy products and services into their offering, as well as how they can measure the success of those offerings.

| **Clean Energy Product/Service** | **Example** | **Example Benefits** | **Measuring Success** |
| --- | --- | --- | --- |
| Community Solar | * The CCA develops partnerships with one or more Community Solar projects that are located within same utility territory as the CCA. The CCA encourages community members to subscribe in these projects, regardless of whether they enroll in the CCA program.
 | * Guaranteed long-term electricity bill savings for participating customers.
* Support local, clean, renewable energy.
* Support job creation.
* Reduce GHG emissions.
* No upfront cost.
* Participation not limited by rooftop or property characteristics.
* No operations and maintenance concerns.
 | * Community members and CCA members fully subscribe to the available community solar projects.
* More than 50% of CCA participants opt-in to the community solar offering.
* Long-term partnerships are developed with community solar developers and community solar becomes a lasting CCA offering.
 |
| Rooftop Solar/Battery Storage/Clean Heating and Cooling (CHC) | * The CCA partners with existing or new community-based clean energy campaigns such as Solarize, Solarize + Battery Storage, and/or Clean Heating and Cooling Campaigns.
* CCA and campaign(s) conduct outreach, education, and enrollment to community members in conjunction.
* Community members learn about the different clean energy product and service options and benefits as well as the CCA and can enroll in a one or multiple campaigns.
 | * Energy and bills savings for participants.
* Maximize electricity bill savings by installing solar and enrolling in a CCA.
* Reduce reliance on heating oil or natural gas by installing CHC technologies.
* Maximize and support local, clean, renewable energy adoption.
* Support local job creation and workforce training.
* Reduce GHG emissions.
* Reduce customer acquisition costs.
* Compatible with time-of-use rates.
 | * At least 20% of Solarize/Solarize + Battery storage/clean heating and cooling campaign participants install the relevant technology.
* More than 50% of Solarize/Solarize + Battery storage/clean heating and cooling campaign program participants enroll in the CCA.
* At least 10% of participants are low to moderate income.
* Lower purchase and installation cost of relevant technologies by at least 10-20%.
* Local university, community college, technical college, or veterans receive workforce training on relevant technology.
 |
| Battery Storage | * The CCA works with the local government and community to identify critical facilities that could benefit from battery storage.
* Identifies at least one facility, issues an RFP, and selects a qualified energy storage contractor to install storage (or solar + storage) offering.
 | * Increase resilience of critical facilities (e.g., hospital, nursing homes, schools, or community centers) to operate during outages.
* Help commercial customers avoid demand charges by shifting electric demand need to low cost periods.
* Provide high power quality without fluctuations in voltage or frequency to critical facilities, such as hospitals.
 | * At least one critical facility in the community evaluates and installs battery storage (or solar + storage).
 |
| “Smart Home”/Demand Side Management  | * By enrolling in the CCA customers can also sign up to:

1) receive smart home or energy efficient technologies, such as smart thermostats or smart water heaters, that are supported through a utility program or NYSERDA incentive.2) enroll in a demand response program where customers allow their load to be shifted remotely by the CCA program administrator.* CCA administrator supports the customers with the process of purchasing, installing, and properly using the new, smart, efficient technologies.
* CCA administrator supports customer with enrolling in demand response program and manages customer participation.
 | * Customer bill savings due to reduced consumption.
* Compatible with time-of-use rates.
* Ability for program administrator to shift customer electricity consumption in aggregate to times that benefit the grid and avoid electricity supply constraints.
* CCA participants are educated on smart home and energy efficient products.
* Increase energy-efficiency of community.
 | * Customers understand their options for energy efficiency and smart home products.
* 50% of customers who enroll with the CCA receive and install a smart thermostat or other smart or energy efficient technology.
* 10% of customers who enroll with the CCA enroll in a demand response program.
 |
| Electric Vehicles (EVs) and Charging Stations | * The CCA partners with an existing local community partner or campaign to run an aggregated purchase program to reduce purchase costs on electric vehicles and charging stations for municipal fleets, commercial fleets (if possible), and residents.
* CCA and EV campaign conduct outreach, education, and enrollment to community members.
* Community members learn about the options and benefits of EVs as well as the CCA and can enroll in one or both programs.
 | * GHG emissions reductions in the transportation sector.
* Compatibility with time-of-use rates.
* Increased cost savings on EV purchases.
* Reduced customer acquisition costs.
 | * Increase EV penetration in the community by at least 10%.
* Lower purchase price on EVs by at least 10% for end-users.
* 10% increase in home and municipal charging stations.
 |

1. Green claims can only be made about a CCA’s product mix when the supplier retires renewable energy certificates (RECs) on behalf of the municipality in a [New York State Generation Attribute Tracking System](https://nygats.ny.gov/) (NYGATS) Account (with reports on such retirements to the municipality) in a manner that is compliant with the environmental attributes and delivery rules of the New York Public Service Commission Environmental Disclosure Program. [↑](#footnote-ref-2)