VERMONT DEPARTMENT OF PUBLIC SERVICE ENERGY EFFICIENCY DIVISION

Request for Proposals

Evaluation Research for Efficiency Vermont's Residential Sector Initiative

Introduction

Contractor services are requested to provide the Vermont Department of Public Service (DPS) with an evaluation of the Efficiency Vermont (EVT) Residential Initiative. The primary functions will be to perform a market assessment; conduct an evaluation of EVT's residential services; update and gather data on key market indicators needed to assess market impacts; review EVT's approach for adjusting program-induced energy impacts to account for market effects (total market effects less naturally occurring technology adoption); and provide suggestions concerning how EVT's market influence and the findings from this research can be incorporated into reliable estimates of total energy impacts. The RFP does not request an impact evaluation of EVT's installed measures or a revision to EVT's impact estimates.

The contract period will run through June 15, 2005. Proposals are due by 4:00 P.M. on Wednesday, August 25, 2004 with the goal of awarding a contract by October 1, 2004. One hard copy and an electronic copy of the proposal must be delivered to Robert Ide, Department of Public Service. Proposals and questions should be addressed to:

Robert Ide, Energy Efficiency Division Director Vermont Department of Public Service Energy Efficiency Division 112 State Street, Drawer 20 Montpelier, VT 05620-2601 Phone: (802) 828-2811 Fax: (802) 828-2342 Email: robert.ide@state.vt.us

Assistance in gaining access to copies of this RFP and standard state contract provisions are available from:

Pamela Hull Vermont Department of Public Service Energy Efficiency Division 112 State Street Montpelier, VT 05620-2601 Phone: (802) 828-4056 Fax: (802) 828-2342 Email: pamela.hull@state.vt.us

Background

It is important for successful proposers to understand the background and conceptual approach to energy efficiency in Vermont. In particular, the market approach to energy efficiency combines whole sectors into a single market-focused initiative (rather than multiple programs targeting a market sector), and simultaneously and strategically targets both near-term energy savings and long-term market transformation. As a result, the evaluation must look at whole markets and conceptualize from the market down to the individual consumers in the sector, rather than the traditional approach of aggregating participants up by "programs." Bidders should note that multi-family new construction evaluation efforts are included in Commercial and Industrial (C/I) market sector study. However, the bidder is responsible for gathering information from this sector for the residential project evaluation tasks included in this RFP and should be familiar with the baseline efforts and metrics reported in the West Hill Energy and Computing Inc. study (See:<u>http://www.state.vt.us/psd/Menu/EE_and_Renewable/eval/ResNewConstruction/WHEC-OnsiteReport/RNC-OnsiteComplete.pdf</u>).

In 1999, Vermont created the first Energy Efficiency Utility (EEU) to administer almost all of the electric ratepayer-funded efficiency programs in the state. The Public Service Board (PSB) has authority over the implementation and evaluation of energy efficiency services in Vermont. The PSB has delegated the implementation of Board-approved evaluation efforts to the DPS. This evaluation effort will be contracted and directed by state of Vermont DPS managers.

In 2003, an innovative approach to providing energy efficiency services was implemented in Vermont that eliminated the programmatic borders and the incremental program-based approach to providing services. This new approach provides a seamless set of integrated services to the residential market through the use of market sector implementation teams that focus on the energy and energy-related needs of the customer, rather than offering a specific prescribed set of pre-approved program-based technologies. However, tracking and reporting of the energy impacts associated with these services are maintained at the installed technology level. This approach allows the program to be flexible and offer a wider mix of services than those available from the more typical program-based designs, yet track energy savings associated with the service efforts are based on engineering and adjusted engineering estimations of impact that are calculated at the individual technology level. The results of these calculations are then applied to the number of installed technologies, and aggregated to report market sector impacts.

Most EVT evaluation research activities to date have focused on the assessment of market baseline conditions and market operations. In the Residential sector, two in-depth studies were completed by XENERGY. The first study, conducted in 2001, was an evaluation of EVT's Residential New Construction program. As part of this effort, a baseline study of construction practices was conducted. In this effort, telephone interviews were conducted with 200 new homebuyers and 159 on-site audits were completed for newly constructed homes. Additionally, in-depth interviews of 54 builders, 35 remodeling contractors, and 30 additional interviews spread over HVAC contractors, real estate agents and lenders were also conducted.

The second effort, conducted in 2002, was an evaluation of EVT's Energy Efficient Products Program. As part of this evaluation, the following baseline information was gathered:

- Size of the residential markets for CFLs and lighting fixtures,
- Size of the residential markets for clothes washers, refrigerators and dishwashers
- Principal markets and supply chains for these products, and

• Baseline supply-side promotion activities and customer acceptance of CFLs

Additional information gathered during this study included:

- Process evaluation information related to program awareness, program barriers and customer acceptance,
- Regional sales data analysis of lighting technologies (Vermont and Maine)
- On-site customer surveys in 71 Households –(looked at number, room location and type of fixtures and light bulbs installed, saturation of appliances and awareness of Energy Star), and
- Comparisons of studies from similar efforts across the country

These previous studies have purposely focused on a wide range of market metrics to gain a broad understanding of the market and of the potential market effects. The overall goal of this current research is to provide reliable evaluation findings to document program effects to date, and to provide reliable baselines for future market effects measurements. As a result, this study will focus on a more limited set of key market effects metrics, in order to gain greater reliability in the metrics assessed.

Statement of Work

Although the actual implementation of the evaluation efforts may involve a single set of coordinated tasks that will answer different aspects of multiple goals, the following six tasks must be successfully addressed in this research:

- 1. <u>Residential Lighting study</u>
- 2. <u>Refrigerator Life Expectancy study</u>
- 3. <u>Appliance Saturation Survey</u>
- 4. <u>Appliance Sales Data Survey</u>
- 5. Update Residential New Construction Baselines
- 6. <u>Strategic Process Evaluation</u>

Suggested Approaches

The selected contractor is ultimately responsible for delivering the goals of this research; however fulfilling all the needs - within budget - may require a leveraged primary approach, with back-up efforts if needed. Suggestions are included herein to stimulate thought and to illustrate the potential for answering multiple issues with a single coordinated research approach. It is the bidder's responsibility to offer their approach to accomplish the goals of this RFP. Bidders should feel free to give their opinions on the effectiveness of these suggested approaches in meeting the overall goals and research priorities and/or to suggest other approaches and present justification supporting a different approach. The DPS is looking for the strongest and most reliable approach for accomplishing the goals of the research while keeping the study within budget.

Task One: Residential Lighting study

Issues that must be investigated by the bidder in this research include how lighting products are being used by customers in the EEU rebate service, and provide an estimation of the market influence of EVT's lighting services so that net-market-effects are estimated.

While prior studies provide a good starting point in understanding Vermont's residential lighting market, a primary goal of this lighting research is to obtain more accurate lighting technology information on:

- hours of operation,
- persistence of savings,
- persistence of measures,
- penetration (percent of homes using, and units per home),
- percent of net market share (direct participation and total market effects), and
- total market sales.

The bidder is also responsible for assessing the current methods being used and alternative methods and formulas available for calculating lighting impacts. Currently the DPS is participating in a collaborative lighting study in conjunction with Massachusetts and Rhode Island. This effort involves the on-site monitoring of 600 fixtures of which 46 will be in Vermont. This study, along with other currently available lighting use research, should provide supportive data to help document hours of use for EVT influenced fixtures and bulbs. This effort should focus on increasing the reliability of the estimated savings from EVT-induced installations (both direct and market effects). It should incorporate the latest research results on hours of operation, bulb placement, and the number of bulbs/fixtures per home. The study should also include as assessment of the potential impact of the pattern of bulb purchases on estimated energy impact. For example, past research indicates that average hours of use decrease as the number of per-participant installations increase. Likewise, hours of use directly affects expected life over which savings are expected. If there are a significant number of participants purchasing a large number of CFL bulbs and others who purchase only one or two, the assumptions driving the energy savings calculations (using average purchase rates, life expectancy, hours of use and persistence) may need adjusting to reflect current knowledge. The bidder should recommend a strategy that will incorporate the latest lighting use and behavior evaluation information into this assessment, using both primary research as well as secondary data sources, so that the estimated energy impacts associated with EVT induced lighting changes are as reliable as possible, within the available evaluation budget. The bidder should provide suggestions concerning how EVT's influence on the lighting market can be incorporated into reliable estimates of total energy impacts. This RFP does not request an impact evaluation of EVT's installed measures or a revision to EVT's impact estimates.

The bidder is also responsible for establishing a system for monitoring the sales levels of CFLs in Vermont so that changes in sales levels can be tracked over time. The bidder will need to be familiar with past lighting assessments conducted in Vermont in the construction of the proposed monitoring approach, and will need to implement the selected approach in Vermont so that CFLs sales levels are measured in this evaluation. In the proposal, the bidder is to suggest one or more approaches appropriate for Vermont for monitoring CFL sales, discuss the strengths and weaknesses of each proposed approach, and indicate the estimated cost associated with implementing each approach.

Task Two: Refrigerator Life Expectancy study

The DPS requires the contractor to provide a study to look at the life expectancy of refrigerators and freezers in Vermont. Presently the Vermont life expectancy estimates for refrigerators and freezers found in existing homes is too low to make refrigerator/freezer removal programs cost effective. Many estimates of the life of an appliance are based on the percentage of households that buy a new appliance, (e.g., if 7% of households buy a new refrigerator each year, the life of the refrigerator is expected to be about 14 years). This replacement cycle assumes that the old appliance has died, when for some appliances, like refrigerators and freezers, there is a secondary market¹. Likewise, for many refrigerator and freezer purchases, the decision to purchase or replace is not prompted by a unit failure, but instead by remodeling or customer preference decisions. Normally, the measure life of a technology is defined as the point at which half of the cohorts have failed and that failure results in the disposal of the old unit. This assumption may not be valid for refrigerators and freezers. However, knowing the age distribution of the refrigerators in place may provide an estimate of the size of the potential target market for refrigerators older than, say ten years.

In order to determine more accurate estimates of refrigerator and freezer life expectancies, the bidder should use nameplate information obtained through the on-site component of the statewide residential appliance saturation study (see next task), in combination with other primary or secondary data sources and/or evaluation studies conducted elsewhere which provide estimates of refrigerator/freezer life expectancies. An analysis of these data would provide a relatively inexpensive way to obtain more accurate estimates of cost effectiveness for these types of programs.

Task Three: Appliance Saturation Survey

The appliance saturation survey and coordinated on-site sample should include a wide range of appliance and end-use information. Major appliances such as water heating, clothes washers and dryers, refrigerators, HVAC and lighting will take precedence, but the bidder is also responsible for obtaining information on other appliances such as: cable TV boxes, satellite receivers, number and size of TV systems, plug loads, transformers, well pumps, hot tubs, block heaters for cars, heat tape use, and home office equipment.

The bidder is also responsible for providing information on how many Vermont households currently have these different types of appliances, their vintages, and, to the extent possible, the penetration of ENERGY STAR® appliances (See below). In order to obtain reliable Energy Star data, it is requested that the bidder align the wording and questions in the Vermont saturation survey about Energy Star to those found in the National Energy Star survey fielded by the CEE.

A key priority of the residential research effort will be to conduct a reliable, accurate and useful appliance saturation survey. The results will be useful for resource planning as well as obtaining a better characterization of the appliance market. The survey sample size will need to be large enough to provide key information on high-energy-use appliances such as HVAC, water heating, refrigeration and will contribute to filling out some of the required lighting metrics listed above. At the State level, it will be important to gather information on the number and types of lighting measures installed, location information, and installation/persistence data. The appliance

¹ Hall, Nick, Operations of the Used Refrigerator Market: Interviews with Used Refrigerator dealers, Wisconsin Focus on Energy Evaluation Report, April 2003

saturation survey should also determine how many CFLs are in the homes, and of those, how many were rebated by EVT programs.

While some baseline information is available for residential appliances through XENERGY's 2002 evaluation of EVT's Efficient Products Program, the problem with this on-site survey of residential homes is that only 71 homes were surveyed. While the data collected appears to be high quality, when used to set baselines for appliance saturations, the accuracy and applicability of such a small sample is a valid concern. For the 2004 appliance saturation survey costs, we would recommend nesting on-site surveys, with a well-structured phone or mail survey. It should be noted that each of these approaches carries their own form of response bias. This is especially true for mail surveys, even when incentives are added. But, these approaches can be repeated, allowing for consistent tracking of change over time. Also, while the data gathered will be sufficient for obtaining baseline residential end-use and appliance saturation estimates, one weakness of this approach is that some technical details regarding residential appliances are difficult to obtain in phone or mail surveys. The bidder is requested to provide suggestions as to how this weakness could be mitigated.

This effort should, to the extent possible, align the wording and questions in the Vermont saturation survey concerning Energy Star products to those found in the National Energy Star survey fielded by the CEE. Another source of data that should be considered for this effort is Burlington Electric Department's appliance saturation surveys. Burlington Electric has conducted mail surveys every three years for a number of years. To the extent possible this effort should look for opportunities to match historical survey wording, such that the prior Burlington Electric surveys could provide a useful historical baseline, at least for the Burlington area, Vermont's largest city.

Task Four: Appliance Sales Data Survey

The stated goal of conducting the Appliance Sales Data Survey is to obtain information to better understand the changing trends in Energy Star® appliances. Appliances such as clothes washers, refrigerators and dishwashers will be analyzed. This study will provide information to better understand changing trends in sales of ENERGY STAR® appliances in Vermont. Because of the size and distribution of the Vermont population, the appliance sales data study may need to take into account purchases by Vermonters in adjacent states.

Note: The bidder is responsible for collecting both appliance and lighting sales data. Due to the unique nature of lighting, including lower acquisition costs, different supply chain structures, and the varying nature of distributors and manufacturers, the bidder is requested to provide two separate data collection efforts (one for lighting and one for appliances other than lighting).

The appliance sales data conducted in XENERGY's 2002 evaluation of EVT's Efficient Products Program will provide one source of a baseline for this research. The same approach might be considered as a way to gather information for this current effort². In 2002 appliance sales and lighting data were collected for the past few years in a comparable group of Vermont stores with and without programs in place. Along with retailer interviews, rebated and coupon processing data, and state and national appliance sales data maintained by the American Household Appliance Manufacturers and the DOE Energy Star Program were also analyzed.

² http://www.state.vt.us/psd/Menu/EE_and_Renewable/eval/ResEfficientProducts/EPP-ExecSum.pdf

It is important for the bidder to know that Net Market Effects, including issues often referred to as free-ridership and spillover, are areas of great concern for the DPS and other involved parties. There has been a lot of renewed thinking about these issues nationally as market transformation (MT) programs are starting to show significant impact in their target markets

Market effects are defined here as total market sales minus the level of sales that are associated with the naturally occurring sales unaffected by EVT's services, minus those sales directly subsidized by the program. Whether this difference is a result of "spillover" from the rebates or from the MT efforts to set the stage and the mind-set, it is an effect that is distinguishable from baseline of naturally occurring purchases (free-ridership proxy) and from the rebated purchases. In places like the Pacific NW and California, the impacts are dramatic enough to dwarf the uncertainties around the exact baseline.

Task Five: Update Residential New Construction Baselines

The bidder is expected to provide an update for the Residential new construction baseline that may or may not involve on-site inspections, depending on cost considerations. This study will involve dwellings consisting of single family, mobile home and up to four-unit housing dwellings. (Bidders should note that multi-family new construction evaluation efforts are included in Commercial and Industrial (C/I) market sector study.) Baseline data on residential new construction practices and appliance installations have been collected in 1995 and 2001. In 2001 XENERGY completed an evaluation of EVT's Residential New Construction program³. As part of this project, a baseline study of construction practices was conducted. These on-site findings and phone surveys of builders, contractors, real estate agents and new homebuyers, as well as the impact of Vermont's Residential Building Energy Standard (RBES), should be considered in designing the 2004 new construction evaluation, so that it will be possible to analyze market trends and changes in building practices

The bidder should recommend their approach to obtaining this data. This may involve interviews with retailers, dealers, distributors and new homebuyers. On-site inspections may or may not be conducted depending on the proposals received and the cost associated with those efforts. Bidders should describe their ability to perform on-site inspections and indicate their proposed cost per completion if such a methodology were utilized.

Task Six: Strategic Process Evaluation:

It is understood that the budgets for these efforts are limited, but we feel that there are still large benefits to be gained by conducting a well thought out and focused process evaluation. The process evaluation should have multiple areas of investigation, focusing on reasons for nonparticipation and how to increase participation by non-participating allies and customers, as well as service design, delivery and other participation issues identifying methods for increasing participant and participant satisfaction.

These studies shall focus on participant and non-participant issues in residential EEU services. This task will include conducting research on residential customers, trade allies, and vendors that are not using services as well as those who are. The contractor will identify barriers to participation and recommend changes to the program designs or operational practices that can be expected to increase participation and to reduce participation barriers. One particular group that

 $^{^{3}\} http://www.state.vt.us/psd/Menu/EE_and_Renewable/eval/ResNewConstruction/XenergyFinal/RNC-ExSum.pdf$

must be addressed is homebuilders. This study will include recommendations on how EEU services could be modified to increase participation. This task should also rely, to the extent possible, on research already conducted by EVT on this issue.

To understand who is not participating in EVT efforts and what can be done to increase program participation, non-participating market actors should also be interviewed. For the sake of leveraging resources and making the most out the respondents' time, working with the market channel actors may be the best source for information on which of their customers are or are not taking advantage of efficiency opportunities, why they are and are not participating, those who may or may not be normally contacted through the market activities of EVT, and what are the significant participation barriers within the portions of the market they serve. However, the emphasis should also be on understanding the effectiveness of EVT and the services that they currently have in place. This can be accomplished through interviews with trade market allies, vendors, program participants and program managers.

In addition, the process evaluation should document overall service performance in a way that allows EVT services to be compared with energy efficiency efforts in other states. This would include such metrics as, energy impacts per dollar of program funding, energy impacts per employee (FTE), employee longevity, and other metrics. The bidder should recommend a set of metrics to be reported that allow for comparisons with other state public benefits energy efficiency programs.

Department Priorities

This evaluation is expected to involve a substantial commitment of resources, but, as with all evaluations, the resources are limited. Therefore, proposers need to understand the priorities of the DPS. The use of contractor resources may not necessarily parallel these priorities, but in all cases, all of the goals, listed above, should be addressed. The contractor's emphasis should be on meeting the highest priority goals with the highest quality and magnitude of research.

First Priority: Tasks 1, 3 and 4 are central to the evaluation and are interrelated. Substantive measures of the market impacts of the EEU on energy efficiency technologies and practices are expected to take the most effort in this research. These efforts are important because the innovative approach of EVT requires reliable measures of kWh and kW from both direct technology (subsidized) impacts of the initiatives, but also for the market effects that result from the subsidies (spillover) and the market transformation efforts. As a result, reliable interim indicators of both short-term and long-term EEU market effects and other market changes are important.

The following are the key indicators required from these tasks: Lighting technology information on: hours of operation, quality of the installations, persistence of savings, persistence of measures, penetration (percent of homes purchasing, and units per home), percent of net market share (direct participation and total market effects), and total market sales.

Appliance and lighting information on: the saturation, efficiency levels, types and location of major appliances such as water heating, clothes washers and dryers, refrigerators, HVAC and lighting. Information should also be collected for secondary appliances such as cable TV boxes, satellite receivers, number and size of TV systems, plug loads, transformers, well pumps, hot tubs, block heaters for cars, heat tape use, and home office equipment.

The bidder is also responsible for providing information on how many Vermont households currently have these different types of appliances, their vintages, and, to the extent possible, the penetration of ENERGY STAR® appliances.

The bidder should also collect the following appliance sales and lighting information related to: Retailer stocking and pricing practices, Energy Star promotion practices and awareness, program qualified models available for sale, promotion practices for energy efficient products, and sales data on energy efficient products.

Second Priority: Task 2: Refrigerator and Freezer Life-Expectancy and, Task 5: Update Residential New Construction Baselines are the second priority for this RFP. The key indicators of these tasks include: refrigerator and freezer life expectancies, builder participation, dwelling-unit volume of participation, percent Vermont Star designation. The bidder should also investigate size and composition of the new construction, role of market actors in promoting energy efficient construction.

Third Priority: Task 6: Process Evaluation research. While this study is important, it must be subsidiary to meeting the goals of the first two priorities. Goals of this research include: identification of potential problems in contracting, design, operation and delivery, providing assurance to regulators that the market interventions are being implemented efficiently, and understanding non-participation and ways to improve participation rates by allies and customers. Process evaluations provide "lessons learned" that benefit both present and future offerings, increase our understanding of customers' attitudes perceptions and needs and document EVT's performance as a energy utility.

Tasks and Activity Scheduling

- *Kick off Meeting*: Meet with DPS staff to ensure that there is a common understanding of the project's needs and the proposed work efforts and products. Prior to this meeting, the contractor(s) need to familiarize themselves with the operation of the EVT and the prior evaluation results. Contractors should come to this meeting prepared to identify the level of EVT assistance needed for the evaluation and the timelines associated with this assistance. EVT managers will be invited to this meeting to discuss this assistance. This meeting should occur within two weeks from the award of the evaluation contract.
- *Revised Work Plan*: a revised work plan documenting the common understandings between the contractors and the DPS/EVT should be submitted. This plan will present the detailed schedule for completion of interim products, e.g., sampling plans, interview protocols, draft analysis plans, interim review schedules, etc. The revised plan should be provided to DPS within two weeks following the Kick-off meeting.
- Draft Process Evaluation Report See "Proposal Submission Timeline".
- Draft Market Effects Report See "Proposal Submission Timeline".
- *Final Reports* Three weeks from receipt of DPS comments.
- *Monthly Progress Reports* Within 10 days of the end of each month.

Project Management

Management responsibilities include regular project updates with the DPS manager. Each month the contractor and the DPS manager will have a monthly conference telephone call in which the Contractor will provide a project progress review. In addition, the contractor shall prepare a monthly written progress report indicating the evaluation progress over the prior month, the planned activities for the next month, any issues that need to be addressed with suggested inbudget resolutions. These reports must be filed with the DPS manager by the 10th day of the month.

Databases from Project

Survey and interview data shall be entered into an electronic database and provided to DPS to support additional analysis by DPS staff and to support future evaluations. Data entry procedures shall be developed to ensure data quality and consistent entry of all fields. Data shall be submitted to the DPS in a mutually acceptable, commonly usable electronic format, along with a documented data dictionary describing the database contents. Proposals should discuss the suggested database to be used and the data quality procedures planned.

Pricing

The DPS intends to procure the best value for the cost while requiring that all goals of the procurement are met. This is expected to be a significant level of effort to provide defensible, substantive impact results. It is anticipated that the level of effort will require more than a quarter of a million dollars in effort, but under no circumstances should a proposer expect that department will contract for more than \$375,000 to answer all of the goals outlined in this RFP. Bidders should understand that the primary goal of this research is to be able to reliably identify the market effects from the EVT services.

Criteria for selection

The DPS will evaluate the bidders' proposals according to the criteria listed below:

- 1. Responsiveness/thoroughness and practicality of the proposed approach in meeting the research objectives and for completing the tasks described in this RFP.
- 2. Experience of key personnel.
- 3. Experience of the contractor in successfully completing similar research and ability to provide on-time, in-budget research.
- 4. The proposal presentation with respects to the following presentations / discussions:
 - Technical expertise to conduct the research.
 - Past research in other similar projects .
 - Clear understanding of study requirements.
 - Ability to provide high-quality written analysis and reports
- 5. Proposed staffing plan of bidder, including staff assignments.
- 6. Past performance of the bidder and any proposed subcontractors.
- 7. Quality and completeness of the proposal (in terms of coverage, organization, graphics, grammar, spelling, etc.). The quality of the proposal (along with the sample report) will be considered an indication of the likely appearance of deliverables from the Bidder.
- 8. Price.

The Proposal Submission

The proposal should present a clear understanding of the issues to be addressed and a description of how the bidders proposed approach will accomplish each of the research goals. The proposal should also address how the DPS's research priorities will be addressed in the approach. The proposal should be structured to provide the following sections:

- 1. Introduction,
- 2. <u>Understanding of the research goals and associated issues</u>,
- 3. <u>Overview of the proposed approach</u>,
- 4. Detailed Task descriptions,
- 5. Descriptions of similar projects,
- 6. <u>Qualifications of firm(s)</u>,
- 7. Qualification of individuals,
- 8. <u>Management and staff structure</u>,
- 9. <u>References</u>,
- 10. <u>Timeline (all work must be completed prior to June 15, 2005 with important program</u> redesign information available by January 7 2005),
- 11. <u>Task and total project budget that includes a listing of all staff assigned to the project and their time allocations and billing rates.</u>
- 12. Attachment A: Sample report from prime contractor,
- 13. Attachment B: Other attachments as needed.

The focus and content of these proposal chapters are summarized below:

<u>Introduction</u>: The introduction should present the research team and provide general information about the team and how the team will approach the project.

<u>Understanding of the research goals and associated issues:</u> This section should provide a discussion of the research goals and the key issues that are associated with this research. The purpose of this section is to allow the DPS to judge the bidders understanding of the research needs and the goals that need to be addressed.

<u>Overview of the proposed approach</u>: This section should present an overview of the proposed research approached allowing the DPS to understand the general proposed approach in which the tasks are to be placed.

<u>Detailed Task descriptions</u>: This section should present the individual tasks that are proposed to be conducted in order to complete the research project. The tasks should be descriptive in enough detail that the DPS can understand how the research will be conducted. This section should also address sampling approaches as well as analysis and reporting activities.

<u>Descriptions of similar projects conducted</u>: This section provides for a brief presentation of similar types of research conducted by the prime and other key members of the research team. The discussion should allow DPS to judge the experiences of the bidder or the bidding team relative to the goals of this project.

<u>Qualifications of firm(s)</u>: This section is provided to allow the bidder to present their corporate qualifications that are in addition to the above descriptions.

<u>Qualification of individuals</u>: The proposal should detail the individuals to be assigned to the tasks described and include a resume for each of the key individuals involved in the research.

<u>Management and staff structure</u>: The proposals should clearly define the team's management and operational structure.

<u>References:</u> The bidder should provide at least three references of similar work with other clients. The references should include a brief description of the research effort_including the name, address, phone number and e-mail address of the client's representative for the referenced project.

<u>Timeline</u>: The project should include a task timeline to allow completion of all work by June 15, 2005. However bidders should understand that the DPS will need information from this study to inform the program redesign process in January of 2005. The successful bidder will need to be willing to work with the PDS to identify and report metrics and study results that can be used to support the program redesign process by January 7 2005.

Task and total project budget: The budget should include task-level budgets by assigned staff.

<u>Attachment A: Sample report from prime contractor</u>: The bidder should provide at least one example of a project report associated with a research effort similar in size and focus of this effort. This report will be viewed as an example of the writing and presentation ability of the bidder, and the ability to conduct and complete the research. The report can be provided in CD or hardcopy format.

Attachment B: Other attachments as needed.

Teaming Among Evaluation Consultants

The DPS realizes that this proposal may involve teaming arrangements across evaluation or other firms in order to provide a complete proposal addressing all of the DPS research goals. The DPS is receptive to teaming arrangements and encourages teaming across multiple firms or individuals when teaming results in a seamless research design, including project management responsibilities that improve the ability of the contractor to fully meet the research goals of this RFP.

Exclusionary Provisions

The firms contracted to provide evaluation services will be ineligible to bid on any of the implementation services provided by the EVT. This requirement is provided in order to keep the evaluation firms independent of the service design, management or implementation efforts. Firms or individuals currently employed by any partner firm in Efficiency Vermont, or by EVT itself, or by Burlington Electric Department, are not eligible to submit a proposal. Firms/individuals must agree not to undertake such employment during the term of the contract.

Past Studies and Reports

Reports from previously conducted evaluation studies referenced in this RFP can be viewed at http://www.state.vt.us/psd/Menu/EE_and_Renewable/EEU_Eval_Home.htm

Residential Program Descriptions

A description of EVT's residential services can be found at:

<u>http://www.efficiencyvermont.com/</u>. The 2004 Annual Plan for Residential Services can be found at: <u>http://www.efficiencyvermont.org/Docs/2004AnnualPlan.pdf.</u>