

**Request for Proposals
For
Business New Construction
Program Implementation Contractor**

Issued by:



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Proposals Due:

March 22, 2013, 11:59 PM (Eastern Time)

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1 INTRODUCTION

Wabash Valley Power Association (WVPA) is issuing this Request for Proposal (RFP) for the selection of an experienced program delivery contractor for the implementation of the Commercial/Industrial New Construction program (known in WVPA territory as “Business New Construction” or “BNC” program) offered to retail members of its 26 cooperatives as part of its DSM plan (list of programs can be found in *Appendix A: WVPA DSM Program Matrix*). A map of members’ service territories can be found in *Appendix B: WVPA Service Territory Map*.

WVPA seeks an experienced and motivated implementation contractor who can provide leadership and proactive initiatives and strategies leading to successful results within budget for the promotion of energy efficiency opportunities in new construction or major renovation projects, including multi-family dwellings of 6 or more units, addressing the following high-level objectives:

- Meet resource acquisition goals (targets within budget), while laying the groundwork for long term market transformation.
- When feasible, maximize opportunities for program coordination and partnership with other entities to yield maximum benefits.
- Maximize program savings at a minimum cost by striving to achieve comprehensive cost-effective savings opportunities.

1.1 Summary of Solicitation

The Business New Construction program will be available to all non-residential members, who are constructing new facilities or undergoing major renovation of a current commercial/industrial building, including multi-family dwellings with 6 or more units, within the appropriate coop territories. Additional information regarding commercial and industrial customer profiles in the WVPA service territory can be found in *Appendix C: Commercial (C&I) Customer Profile*. Members can participate in two ways: prescriptive or custom. WVPA seeks a contractor who can assume the following responsibilities for each approach:

- **Prescriptive approach:** WVPA anticipates roughly half of the projects will take the prescriptive approach. The prescriptive approach allows the participant, or their general contractor, the ability to pick from a menu of efficiency measures with pre-determined financial incentives. Members who wish to participate can, although are not mandated to, request a design review, rebate form assistance, and energy-efficient design strategies, all of which will be provided by WVPA’s implementation contractor. The prescriptive approach is only eligible for buildings with 20,000 square feet of finished space or less.
- **Custom Approach:**¹ WVPA anticipates roughly half of the projects will take the custom approach. The custom approach allows any measure that has at least a one year, but no more than a seven year return on investment for electrical savings the ability to receive custom incentives. WVPA’s implementation contractor will verify both the electrical saving as well as the incremental cost so

¹ Note that some members will have buildings with custom and prescriptive features. These buildings will be enrolled in the Custom Approach. However incentives would be at the prescriptive rate for prescriptive measures and the rest would be at the custom rate.

that they can determine eligibility as well as incentive amounts. Only projects in which members allow WVPA's implementation contractor to recommend and provide design changes are eligible to participate in the program through the custom approach. As such, ideally, WVPA and their implementation contractor can be involved as soon as a project's design team is formed so as to encourage program enrollment and maximization of savings/incentives. WVPA's implementation contractor will review design drawings, check for energy code compliance, make recommendations for improving the energy efficiency of the building, calculate the incremental cost of efficiency, calculate the energy savings beyond code, and calculate a custom incentive for the project. This work will usually require in-person meetings during the design phase and walk-throughs of the construction site.

The Program will focus on promotion of the following end uses of measures:

- Interior Lighting,
- Exterior Lighting,
- Lighting Controls,
- HVAC,
- HVAC Controls,
- Refrigeration, and
- Refrigeration controls.

A detailed list of all measures and proposed incentive and installation rates can be found in

Metric/Area	WVPA	Indiana co-ops only	Illinois co-ops only	Missouri co-op only
Total Number of Members (2011)	331,496	256,280	48,582	26,634
Total Number of Commercial Members (2011)	20,515	15,652	2,431	2,432
C&I Members - 1,000 KVA or less	20,228	15,416	2,400	2,412
C&I Members - Over 1,000 KVA	287	236	31	20
Total Energy Sold in 2011 (GWh)	4,343	2,880	215	1,248
C&I Energy - 1,000 KVA or less (GWh)	1,468	1,186	153	129
C&I Energy – Over 1,000 KVA (GWh)	2,875	1,694	62	1,119

Please note that although Paulding-Putnam spans through two states, Indiana and Ohio, only the members that are located in Indiana are served by WVPA. As such, the bidder does not need to complete any BNC measures in Ohio.

Appendix D: WVPA Planned Participation and Budget. Further details regarding the BNC program and expectations of WVPA and contractor (i.e. winning bidder) roles and responsibilities can be found in **Section 2: Background**.

WVPA's BNC program is intended to be an investment in broader market transformation and economic development while generating immediate electric energy savings. WVPA seeks a single contractor to be responsible for the following:

- **Program Management:** The contractor will perform overall program administration (marketing support, rebate processing, data tracking, QA/QC, reporting to WVPA, etc.)
- **Customer Recruiting:** WVPA anticipates the program will assist 10-15 new construction/major renovation sites implement energy efficiency measures per year. As such, the contractor will be responsible for working with WVPA and its member cooperatives to develop and implement program-specific marketing and communication strategies. Once identified, the contractor will work with the participant and co-op to get them enrolled in the program and help the participant decide whether they will follow the prescriptive or custom approach to new construction.

Specific program delivery tasks are detailed in **Section 3: Scope of Work** for bidders to respond to. Performance goal expectations are described in **Section 4: Performance Goals**.

For purposes of this RFP, bidders should respond with budgets and savings projections assuming a contract is signed with WVPA on April 5, 2013, upon which preparation could commence, followed by public launch and incentive payments commencing May 1, 2013.

At this time, the contract is scheduled to be in place for a 1.75 year period through 2014, however WVPA also reserves the right to extend the contract without a competitive re-bid with satisfactory performance from the IC and re-negotiation of savings targets, other performance indicators, and implementation costs.

Bidders will be required to submit a traditional time and materials budget estimate for:

- Overall program administration (marketing material development support, trade ally outreach, rebate processing, data tracking, QA/QC, reporting to WVPA, etc.);
- Program implementation (assisting participants achieve an efficient design, analyzing costs and savings, inspecting buildings upon completion); and
- Trade Ally outreach and education.

While WVPA has included proposed budgets and savings estimates (see Appendix D), bidders may propose their own specific budgets and savings projections and are requested to validate and/or propose alternative delivery approaches if believed to be more appropriate. Wabash is willing to entertain alternative program designs and proposed incentive levels (higher or lower), subject to high-level objectives to maximize energy savings. Note – bidder budgets cannot exceed those as detailed in this RFP, however, proposed savings targets (e.g. estimated major measures completed) are at the discretion of the bidder. The bidder should apply their assessment of feasibility of achieving, overachieving, or underachieving compared to the identified program savings goals. Details regarding the budget allocated for implementing and delivering this program can be found in **Section 5: Budget**.

If bidders identify serious issues with the program design as detailed in this RFP, this should be brought to the attention of WVPA and alternatives proposed for consideration. WVPA requests realistic participation projections from bidders based on experience with program delivery success achieved elsewhere.

1.2 Minimum Qualifications

The bidding team responding to this RFP must have at least the following qualifications to be considered for selection:

- At least two years of experience with design, delivery, and marketing for Commercial and Industrial New Construction programs for utility sponsored programs or other system benefit charge funded programs addressing similar types of measures and services.
- Demonstrated organizational, financial, and data tracking and reporting abilities.
- Demonstrated commitment to quality and customer service.
- Appropriate licensing and insurance. The bidder must have general liability, excess coverage (umbrella), workers compensation, professional liability and automobile insurance coverage with highly rated insurance carriers. The bidder must provide a listing of all insurance coverages, limits, and carriers as part of the proposal. WVPA will evaluate the appropriateness of the coverage during the review process.
- Experience working with electric cooperatives (preferred but not required)

Section 5: Budget

WVPA envisions this program to launch no later than May 1, 2013. Although the contract for this RFP will end December 31, 2014, WVPA envisions the BNC program to be a permanent addition to the suite of programs in Power Moves. Please be aware that annual budgets are limited, and if response is high, programs may need to be suspended when funding is no longer available.

Table 3 provides the annual, maximum budget for participant incentives and implementation contractors' program delivery tasks.

Metric/Area	WVPA	Indiana co-ops only	Illinois co-ops only	Missouri co-op only
Total Number of Members (2011)	331,496	256,280	48,582	26,634
Total Number of Commercial Members (2011)	20,515	15,652	2,431	2,432
C&I Members - 1,000 KVA or less	20,228	15,416	2,400	2,412
C&I Members - Over 1,000 KVA	287	236	31	20
Total Energy Sold in 2011 (GWh)	4,343	2,880	215	1,248
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Please note that although Paulding-Putnam spans through two states, Indiana and Ohio, only the members that are located in Indiana are served by WVPA. As such, the bidder does not need to complete any BNC measures in Ohio.

Appendix D: WVPA Planned Participation and Budget details the incentive budget for 2013 and 2014. A detailed list of WVPA’s expectation of contractor roles can be found in Section 2.4: Implementation Contractor Roles and Responsibilities.

Table 3. Implementation Contractor Budgets (2013-2014)

Business New Construction	Budget		
	2013	2014	Total (2013-2014)
Financial Incentives to Members	\$170,000	\$205,000	\$375,000
Program Delivery	\$182,000	\$188,000	\$370,000
Fixed Fee	\$30,000	\$30,000	\$60,000
Time and Materials Fee	\$152,000	\$158,000	\$310,000
Total	\$352,000	\$393,000	\$745,000

*Program delivery includes rebate processing, data tracking and other program delivery activities such as consulting on marketing strategies. WVPA requests bidders to consider these budgets as the maximum per year, and submit their own budgets based on an estimated start date of April 5, 2013, with an expectation of a public launch on May 1, 2013.

For purposes of the RFP, bidders should consider the budgets in Table 1 as the maximum for program delivery and propose bidder-specific program budgets and associated participation and savings levels.

Due to the uncertainty of participation in this new program and the time required to bring a new construction project to completion, WVPA envisions compensating the implementation contractor by providing a:

- \$60,000 **fixed fee** for the entire 2013-2014 period that will cover all cross-cutting functions not related to individual enrolled projects. These activities include, but are not limited to, consulting on marketing strategies, trade ally outreach, customer assistance before enrollment, reporting to WVPA activities and assisting WVPA’s sub-contractor with any evaluation, measurement and verification activities); and a
- **Time and Materials (T&M) fee** that will cover all enrolled project activities such as design consultation, code review, meetings and inspections, incentive processing. T&M will be provided at an agreed to rate and not exceed \$0.10 per kWh saved in a given program year or the T&M program delivery costs found in Table 3.

Given WVPA’s expectations for compensation and program budget, bidders are requested to detail labor and other direct costs for program delivery by year for 2013 and 2014, assuming a contract start date of April 5, 2013, and public program launch on May 1, 2013. Please submit estimated costs, to the extent possible, separately for each calendar year according to the format detailed in Table 4 below for implementation. Total dollars available for labor, incentives, and other direct costs for the contract period are not to exceed funds detailed in Table 1.

Table 4. Implementation Bidder Budget Template Per Year

Name	Title	Firm	Primary Work Office Location	Hourly Rate (\$)	Task 1: Program Design	Task 2a: Prescriptive Approach Program Delivery	Task 2b: Custom Approach Program Delivery	Task 3: WVPA Direct Specific Expenses	Task 4: Outreach and Education	Task 5: Incentive Processing and Data Tracking	Task 6: General Administration and Management	Total Hours	Total Costs (\$)
HOURS/Year													
Labor Costs													
Name A.													
Name B.													
Name C.													
Subtotal Labor Costs													
Representative Other Direct Cost Categories													
Incentives													
Incentive Processing Fees													
Travel													
IT Data Tracking Hardware/Software													
Office Expenses (rent, tel/fax, etc.)													
Other*													
Subtotal Other Direct Costs													
TOTAL COSTS													

*Other - please specify/explain.

Bidders may also propose alternative compensation structures, or concept ideas, for consideration by WVPA as a way to distinguish your bid from competitors. WVPA is interested in meaningful and creative responses that will help ensure goals are achieved. All alternative compensation structures will be considered and subject to negotiation. Bidders, at their discretion, may propose:

- Pay for Performance: A “pay for performance” compensation structure which pays the implementation contractor an amount per kWh and kW saved or a different compensation or partial pay for performance approach.
- Performance Incentives and/or Penalties: Bidders may propose a performance incentive structure which would reward implementation contractors for achieving goals under budget. The amount of potential performance incentive must be factored out of stated available implementation contractor budgets, after accounting for projected program delivery costs. If bidders propose a performance incentive, then bidders are requested to consider, but not required to propose, an equivalent penalty structure for failure to achieve goals, or a justification for why a penalty structure is not appropriate.
- Hold Back: Bidders may propose a portion of their invoices be “held back” in good faith, until annual performance goals are achieved.
- Other: Bidders may propose other compensation or performance incentive structures for consideration.

Qualifications and Experience details WVPA's request for bidders to describe their management experiences and qualifications for managing and implementing the BNC program. In addition, **Section 8: Selection Process and Evaluation Criteria** provides details on WVPA's evaluation criteria and process.

1.3 Bidders' Conference Call

Bidders are strongly encouraged, although not required, to participate in a bidder's conference call, to be held Monday, March 11, 2013 at 1:00 pm Eastern Time/10:00 am Pacific Time. The conference call will provide interested firms an opportunity to seek clarification on the requirements of the RFP. Questions can also be submitted in writing up until the question period closes as detailed in the RFP Schedule.

Conference Call-In Number: 1 866 227 0668

Conference Code: 801 496 1778

WebEx Presentation Link:

<https://insidenci.webex.com/insidenci/j.php?ED=225937902&UID=495839402&RT=MiM0>

1.4 Intent to Bid

Bidders are requested, although not required, to submit an "Intent to Bid" email by Wednesday, March 13, 2013. Send the email to Laura Matney at lauram@wvpa.com.

Please include in your intent to bid response contact information for the lead person who will be coordinating your proposal response, including name, title, affiliation, mailing address, telephone, fax, and email.

1.5 Questions

Questions related to budgets, costs, RFP process, or other general information should be submitted in writing to Laura Matney at lauram@wvpa.com before the close of business on Wednesday, March 13, 2013.

Copies of all questions and answers will be distributed to email addresses submitted as part of the "Intent to Bid" response, as soon as Tuesday, March 19, 2013.

No other contact with WVPA Board Members, Executive Managers, Managers and/or any other employees related to this RFP shall be made throughout this entire process without the express permission from Laura Matney or designee. Any unauthorized contact may result in immediate disqualification.

1.6 Submission of Proposals and Due Date

The proposal response format requested by WVPA for interested bidders is detailed in **Section 7: Proposal Response Format**.

In general, the proposal must not exceed 50 pages, excluding appendices. A sealed set of two (2) hard copies, as well as a CD-ROM version (in both Word and PDF) as well as a PDF emailed version shall be submitted to the following address:

Laura Matney
Energy Efficiency Programs Manager
Wabash Valley Power Association
722 N. High School Road
Indianapolis, IN 46214

Email: lauram@wvpa.com

All proposals must be received *no later than 11:59 pm Eastern Time on Friday, March 22, 2013.*

WVPA reserves the right to reject as non-responsive any proposals that do not contain the information requested in this RFP. Late proposals will be rejected. WVPA is not liable for any costs incurred by any person or firm responding to this RFP or participating in best and finals interviews.

1.7 RFP Schedule Summary

Tuesday, March 5	RFP issued
Monday, March 11	Bidders Call
Wednesday, March 13	Intent to Bid due
Monday, March 18	RFP question period ends
Tuesday, March 19	WVPA to email all responses to questions
Friday, March 22	Proposals due (11:59 pm Eastern Time)
Monday, April 1	WVPA to announce selection
Friday, April 5	WVPA and winning bidder sign contract
Wednesday, May 1	BNC program public launch

The above schedule is subject to change at the discretion of WVPA.

1.8 Post Proposal Negotiation and Awarding of Contracts

WVPA reserves the right to negotiate both price and non-price factors during any post-proposal negotiations with a finalist. WVPA has no obligation to enter into an agreement with any respondent to this RFP and may terminate or modify this RFP at any time without liability or obligation to any respondent. This RFP shall not be construed as preventing WVPA from entering into any agreement that it deems appropriate at any time before, during or after this RFP process is complete.

2 BACKGROUND

2.1 Introduction to WVPA and the RFP

Wabash Valley Power Association (WVPA) is a generation and transmission (G&T) cooperative based in Indianapolis. The G&T provides wholesale electricity to 26 distribution systems in Indiana, Illinois, Missouri, and Ohio. Collectively, these distribution cooperatives supply electricity to more than 350,000 homes, farms, businesses, and industries. Please see Appendix B: WVPA Service Territory Map for more details.

Those bidders proposing to deliver the Business New Construction (BNC) program should be aware that the BNC program is joining a portfolio of WVPA's other demand-side management (DSM) programs, of which a full matrix is provided in Appendix A: WVPA DSM Program Matrix.

This RFP addresses the implementation of the BNC program across WVPA's 26 member cooperatives. In addition to providing services and resources to implement high efficiency measures in new construction and renovation projects in members' facilities, office buildings, and multi-family dwellings of 6 or more units, WVPA envisions this program as an economic development tool across their service territory through the business opportunities provided by energy efficiency potential. As such, the implementer is expected have a synergetic approach and work in concert with WVPA's Economic Development department.

This program will be offered to WVPA's members no later than May 1, 2013. The contract for this RFP will end December 31, 2014; however, the program should be implemented to ensure continuity in program offerings past 2014.² As such, Table 1 provides the estimated maximum available budget available to implementation contractors for calendar years 2013-2015. These budgets are intended to cover all implementation contractor costs including final design, delivery, marketing, incentives, inspections, etc. Details of planned incentive levels and budgets are provided in

² WVPA is aware that annual budgets are limited, and if response is high, programs may need to be suspended when funding is no longer available.

Metric/Area	WVPA	Indiana co-ops only	Illinois co-ops only	Missouri co-op only
Total Number of Members (2011)	331,496	256,280	48,582	26,634
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Appendix D: WVPA Planned Participation and Budget. Bidders, at their discretion, can propose incentive levels different than detailed in the Appendix D; however, a brief justification should be included. In addition, Appendix D also provides a list of all anticipated measures and units installed. Bidders are requested to estimate, based on their best available knowledge and proposed approach, the number of projects that can be completed by December 31, 2014.

Table 1. Implementation Contractor Budgets (2013-2015)³

Business New Construction	Budget			
	2013	2014	2015	Total (2013-2015)
Total	\$355,000	\$395,000	\$410,000	\$1,160,000

*Program delivery includes rebate processing, data tracking and other program delivery activities such as consulting on marketing strategies. WVPA requests bidders to consider these budgets as the maximum per year, and submit their own budgets based on an estimated start date of April 5, 2013, with an expectation of a public launch on May 1, 2013.

For purposes of the RFP, bidders should consider the budgets in Table 1 as the maximum for program delivery and propose bidder-specific program budgets and associated participation and savings levels.

Bidders interested in implementing this program should be prepared to provide staff in the vicinity of Indianapolis, Indiana, in order to provide program delivery for the WVPA member cooperatives and facilitate meetings with WVPA management. All utility planning and coordination of WVPA DSM programs will occur in Indianapolis; therefore, bidders should consider staffing the program manager in Indianapolis or being available to travel regularly to Indianapolis and/or setting-up video conferencing arrangements to facilitate program planning and coordination.

2.2 Description of the WVPA Business New Construction Program

The Business New Construction program will assist non-residential members with improving energy efficiency in new construction or major renovation projects, including in multi-family dwellings with 6 or more units. Details regarding commercial customer profile can be found in Appendix C: Commercial (C&I) Customer Profile. Members can participate in two ways:

- 1) **Prescriptive:** For any building under 20,000 square feet of conditioned space, incentives are offered for lighting, HVAC, refrigeration equipment and sensor installation. Lighting savings will be based off of lighting power density calculations beyond code minimums as well as lighting controls.
- 2) **Custom:** Any size non-residential building is eligible for receiving custom incentives if the customer decides to install measures not included in the prescriptive list of lighting, HVAC, and/or refrigeration measures or if the building exceeds 20,000 square feet. Members must enroll during the construction/renovation design phase, and submit drawings to the implementation contractor for approval. Based on the designs submitted, the implementation contractor calculates savings achieved over baseline and awards incentives for design.

Co-op member utilities and WVPA will market to and recruit participants. The implementation contractor is responsible for conducting outreach to trade allies regarding the program and enrolling members in the program that have been identified by the cooperatives and WVPA. Once members express interest, the

³ While this RFP is for program years 2013 and 2014, the program is expected to continue into 2015 and beyond.

implementation contractor is responsible for determining whether the project will be documented under the “prescriptive” or “custom” approach.

Prescriptive projects require the implementation contractor to help members fill out rebate applications and to verify measure installation through the collection of specifications, design drawings, and invoices. In some instances, physical verification inspections will need to be conducted.

The implementation contractor must be involved in a custom project during the design phase and the member must be enrolled before the building design has been formalized. The implementation contractor is responsible for working with the new construction or major renovation project’s design team to approve and improve design drawings and specifications before construction begins. A physical post-inspection must be completed on all custom projects once all installations have been completed and in many cases a mid-construction visit may be merited.

In addition to the technical details of this program, the implementation contractor should approach the BNC program as a tool for economic development through the growth opportunities presented by the energy efficiency potential in new construction and major renovation projects.

2.3 WVPA Roles and Responsibilities

WVPA anticipates providing high-level administrative, contract management, program design, and delivery oversight of the selected implementation contractor. WVPA will have a dedicated BNC program manager whose responsibility will be to provide oversight. This individual will be the primary point of contact for the implementation contractor. Additionally, the WVPA BNC program manager will be responsible for communicating to the implementation contractor any changes in overall policy, guidance, or cross-program promotion opportunities. WVPA’s marketing department, based in Indianapolis, will hold primary responsibility for designing and reviewing marketing materials to ensure desired “brand look and feel” for the marketing plan, media buys, printed materials, and messaging. In summary, the anticipated roles and responsibilities for WVPA utility staff are the following:

- Ensure program activities are within budget, scope, and on-schedule.
- Review and approve implementation contractor invoices.
- Coordinate communications within WVPA’s member systems and assist with coordination of training events.
- Coordinate with implementation contractor, the development of application forms, web-site information, and technical information.
- Coordinate with marketing staff the program marketing, messaging, and advertising plans.
- Market to and recruit potential program participants in partnership with the member cooperatives.
- Provide high-level guidance and direction to the implementation contractor, including review and revision of contractor proposed annual implementation plans and milestones.
- Coordinate set-up and review of implementation contractor-maintained program tracking database to meet WVPA compliance reporting requirements.

- Coordinate set-up and review of implementation contractor-maintained measure saving estimates and energy savings rating files, as needed. Provide guidance and direction on contractor pro-actively proposed new initiatives or strategies.
- Communicate to implementation contractor other WVPA DSM and economic development initiatives that may provide opportunity for cross-program promotion.
- Provide limited field support services to facilitate delivery of the program in coordination with the implementation contractor.
- Serve as a liaison between WVPA member cooperatives and the implementation contractor.

2.4 Implementation Contractor Roles and Responsibilities

The following is a high-level review of WVPA's expectations for the implementation contractor's roles and responsibilities:

- Plan and budget financial contract.
- Outreach to trade allies at dedicated association meetings, in partnership with member cooperative efforts.
- Enroll participants once identified by WVPA and co-ops.
- Provide members assistance to determine program track.
- Assist members with rebate applications.
- Approve and assist with design drawings and equipment specifications for projects.
- Provide design assistance concerning energy efficiency and code compliance.
- Attend occasional in-person meetings during design phase.
- Perform site visits during construction.
- Conduct verification/inspection of completed measures.
- Help with planning and proactive program re-design, as necessary.
- Propose and develop annual delivery plans, timelines, and milestones.
- Assist with policy/strategy and implementation updates with WVPA DSM program managers.
- Assist Economic Development department in developing a strategy to use BNC program as a development asset.
- Perform cross-program promotion, when appropriate.
- Conduct data tracking via password protected website, which includes a dashboard that features savings and budget expenditures compared to goal/target which allows WVPA program managers to monitor program activity at any time.

- Develop monthly and semi-annual reports as a download to WVPA (format and scope TBD).
- Work with WVPA Marketing Department to propose and deliver technical fact sheets, incentive forms, and articles for trade association newsletters. All items must be cleared through WVPA Marketing Department prior to distribution.
- Complete incentive processing and payment.
- Conduct proper cost accounting on all invoices submitted to WVPA for payment.
- Coordinate with WVPA's implementation support and evaluation contractor on database design, data fields, reports, cost-effectiveness screening, process and impact evaluations, savings verification, etc.
- Consistently communicate with member cooperatives on all projects, including regular email correspondence regarding project status and invitation to important project meetings.

3 SCOPE OF WORK

The following section details the major task categories. Bidders are requested to discuss in detail their approach to achieving task objectives as detailed below for the design, implementation, and marketing of the Business New Construction program.

Task 1 Program Design

Please discuss your approach and strategy for program implementation planning and final design for the BNC program to co-op members and participating trade allies. Describe your overall approach to planning out the key design and implementation steps and goals, from start-up and on an annual basis, to achieve program success. What is your process; what have you done before; what do you propose for this project?

- WVPA has provided in Appendix D details regarding proposed measures and incentives. Please comment on the proposed program design, your assessment of the feasibility and anticipated units rebated and savings projections by year for 2013 and 2014.
- In your opinion, what level of involvement from the WVPA program manager is: a) essential, b) desired, or c) optional? Given your understanding to date of WVPA's staffing plan, describe the ideal framework for communications, guidance, and decision making to build on the program designs provided by WVPA.
- Please describe your approach to and past experience in annually revising the implementation plan, reporting on key program metrics and operational milestones, establishing new performance metrics and milestones as needed, and tracking progress.
- Define, in broad terms, the activities that will be taken to achieve the energy (kWh) and demand (kW) savings targeted for the program. This may include advising WVPA on necessary changes (minor or major) to program plans such as recalibration of member incentives, program outcomes, and budgets. Please include in your response a proposed implementation timeline, detailing key first year operational goals/milestones by year for 2013 and 2014.

Task 2 Program Delivery

Please discuss your strategy for successful program launch and delivery, especially working with each member cooperative to determine program participation and recruiting opportunities for the BNC program. The implementation contractor will be responsible for working with local electric cooperatives in enrolling their members in the program, determining program track, assisting members to complete rebate applications, approve and improve project designs, and verify completed projects. Bidders are reminded that the objective (ideally) will be to design programs to ensure continuity in program offerings throughout the 2013-2014 contract period and beyond, although WVPA is aware that annual budgets are limited, and if response is high, programs may need to be suspended when funding is no longer available. Therefore, program design strategy and desired levels of program activity will need to be planned carefully given limited budgets. Bidders should carefully consider the available budgets and form the most appropriate program design and delivery strategy. Your proposal should address, but is not limited to, the following areas:

Delivery Experience and Plan

- Describe your previous experience as the contractor responsible for delivery of a non-residential new construction program similar to the type requested in this RFP. Please describe your launch strategy,

anticipated program start-up actions, timelines, and budgets. Describe overall program design and delivery recommendations or enhancements, and approach to quick launch implementation. Describe ability and experience to work with diverse client departments such as WVPA's Economic Development department. Please introduce any new and innovative ideas as well as your proven best practice approaches from around the country that you propose for WVPA.

- Please prepare your proposed implementation timeline and Gantt chart from initial contract signing (assume April 5, 2013) to program launch and on-going delivery for 2013-2014. Please indicate the most important milestones, with reference to the various tasks. Please emphasize first year activities. For purposes of the RFP response- bidders should anticipate a start date of April 5, 2013, and with public launch starting May 1, 2013.
- Please detail your staffing proposal for the BNC program, including an organizational chart, indicating staff name, title, credentials, and office location, and percent of FTE equivalent. Please detail who will be the overall day-to-day primary program manager and WVPA's key contact. Describe proposed approaches for soliciting, selecting, and hiring staff or subcontractors to implement programs, if needed. Discuss your approach to field operations, including anticipated number of field staff and potential office locations. Please also detail your approach to maintaining sufficient staff resources based in Indiana to effectively and efficiently complete the work, within budget
- Demonstrate your ability to prepare monthly, quarterly, and annual reports detailing program results to date, anticipated activities, accomplishments, issues, and opportunities. If possible, please include in your appendix an example of past monthly reports for business new construction programs delivered elsewhere. If possible, please include examples of related reports for other clients in an appendix. The following report types are anticipated:
 - Data Extracts: Ability to provide periodic data extracts to WVPA for on-going evaluation and review to ensure necessary information for M&V is being collected.
 - Monthly Reports: Monthly reports should include numerical data that document progress toward achieving overall performance goals by program area and progress to date in achieving goals/milestones. The report will also include: (1) actual expenditures by task item compared to the annual component of the approved three-year budgets; (2) member incentive payments; (3) report of progress made towards achieving savings goals and other agreed-upon indicators of performance; (4) a summary of activity highlights for the quarter; (5) a summary of any significant changes or anticipated changes in implementation strategies and services; and (6) review of unanswered data or information requests to WVPA and list of proposed program enhancements that need a group decision.
 - Annual Reports: The implementation contractor will prepare and submit Annual Reports to WVPA which summarize overall program results and accomplishments in narrative and numerical formats. Annual Reports must include: (1) actual expenditures by task item compared to the annual component of the approved three-year budgets; (2) member incentive payments; (3) a summary of progress and highlights for the year, including any significant changes in strategies or services and indirect savings acquisition activities; (4) report of progress toward achieving savings goals, and other agreed-upon indicators of performance; and (5) the overall annual savings claim, with adequate supporting data to assist WVPA's evaluation contractor for savings verification.
- Describe your financial management experience and systems. Please review and confirm your capability to develop, implement, and maintain the necessary budgeting, invoicing, expenditure approval, payroll, and financial accounting systems to review, approve, and track budgets, invoices, and payments to subcontractors, program implementers, employees, and member participants. Please confirm that your

financial accounting system is consistent with general accounting standards and that you can create a dedicated checking account for the processing of incentives. Please also confirm that you shall be able to provide information and documentation required for independent annual financial audits.

- Please discuss your firm's previous experience, if any, working with evaluation contractors who are tasked with Measurement and Verification (M&V) to verify program savings and report on process and impact results. Please summarize how you will coordinate with the evaluation contractor on an on-going basis.

Relevant Experience and Understanding of the Market

- Do you have previous experience working directly in Indiana or the Midwest as it relates to energy efficiency and more specifically, new construction programs?
- *Building Science Experience:* Describe your non-residential/commercial efficient building science experience and credentials, including any building science related software applications you propose to use for this program delivery, and knowledge and how this will advance program objectives.
- Describe your experience with prescriptive measures. As an implementation contractor, you will have to inform design teams and general contractors how to maximize incentives. How do you propose to do so?
- Describe your experience reviewing design drawings and suggesting improvements in design for maximizing comprehensive savings in custom projects.
- What is your current understanding of the WVPA non-residential new construction market?

Quality Control and Verification

Please note that all projects that receive an incentive over \$10,000 or any uncommon projects should go through on-site inspections.

- What is your approach to ensuring accuracy, integrity, and quality of customer service by your staff members for this program? What will be your approach to handle dispute resolution between the program and members?
- What is your approach to ensuring accuracy, integrity, and quality of data collected by your auditing staff? What do you propose for a QA/QC protocol?
- Please address how your detailed implementation design will ensure accuracy and minimize any potential implementation contractor fraud.
- How will you maximize member cooperative satisfaction?

Task 3 Marketing/Outreach

Please discuss your approach and capabilities to market/outreach the new construction program. This task will involve advising WVPA program staff to develop a program marketing and communications plan and providing your physical presence at trade ally and other contractor association meetings, as permitted by individual cooperative members. Note that WVPA and member cooperatives will primarily be responsible for developing marketing materials and recruiting participants.

Please address at least the following areas in your proposal:

- What marketing approach would you propose for the BNC program, and how would you suggest it be tailored to the key target audiences (associated trade allies, business owners, etc.)? What, in your opinion, is the best marketing approach to enroll members and generate program participation? Please note that your role as implementation contractor will be as advisor to the marketing materials and strategy developed by WVPA and its design contractor. In addition, you will have to work to address outreach and enrolment concerns of each member cooperative before implementing outreach and enrollment plans.
- Please discuss your experience writing articles for trade ally newsletters and participating in trade shows to raise awareness and excitement about BNC programs. What is the value proposition you propose for trade allies and the general public to participate in the program?

Task 4 Incentive Processing and Data Tracking

Bidders should describe their proposed approach and experience with incentive processing and data tracking. Please address at a minimum the following areas in your proposal:

- What is your previous experience and ability to process incentive applications, issue incentive checks and track participant and program savings data? How do you propose to accomplish these tasks for WVPA?
- Please describe your ability, experience and process to verify that activities presented in the applications are valid.
- Describe previous experience and approach to program and participant data tracking. Please provide a brief overview of your existing data tracking system capabilities or proposed enhancements for WVPA. Please include representative “screen shots” of your existing data tracking system as an indication of what will be developed for this program. Can you provide web-based password protected program tracking and real-time reporting capabilities for implementation staff and WVPA program managers to monitor?
- Clearly identify any financing charge or cost of money that will be passed through to WVPA for rebate processing and check issuing, or preferably- a mechanism that would avoid any financing charge associated with rebate processing such as an escrow account, etc.

4 PERFORMANCE GOALS

Bidders are requested to respond to the proposed performance goal categories detailed in Table 2. We invite bidders to comment on the value of the proposed goals, propose modifications to the proposed goals, or proposals for new or additional goals for consideration that might also address market transformation objectives. Performance goals are subject to final negotiation between WVPA and the finalist prior to contract signing.

Additionally, we invite bidders to propose an approach and reasons for why performance goals may need to be revised, based on a contract modification, in the event of changing circumstances or new direction from WVPA which is counter to your initial proposed delivery plan. Please discuss how you would prefer to structure this process, indicate approximately what, in your opinion, would necessitate the need to re-visit performance goals, and the most appropriate process to do so in a timely and cost-effective way.

Table 2. Template Example for Bidder-Proposed Participation Forecasts

Measure Name	End Use	Unit Basis	Gross Summer Coincident Demand (kW)	Gross Energy Savings (kWh)	Proposed Units Rebated - 2013	Proposed Units Rebated - 2014	Proposed Total Units Rebated
Custom New Construction	Com Whole Building	Gross kWh saved	0.0002	1	800,000	960,000	1,760,000
Interior Lighting LPD >10	Interior Lighting	1000 sqft	0.155	574	30	36	66
Interior Lighting LPD >20	Interior Lighting	1000 sqft	0.275	1,015	60	72	132
Interior Lighting LPD >30	Interior Lighting	1000 sqft	0.394	1,457	60	72	132
Interior Lighting LPD >40	Interior Lighting	1000 sqft	0.514	1,898	30	36	66
DesignLights LED Lighting for Refrigeration Cases	Interior Lighting	Door	0.038	150	1	1	2
Exterior Lighting Hard-wired CFL	Exterior Lighting	Fixture	0.001	118	50	60	110
DesignLights LED Pole/Arm-Mounted Area and Roadway Luminaires (Exterior)	Exterior Lighting	LED Head	0.000011	975	100	120	220
DesignLights LED Wall-Mounted Area Luminaires (Exterior)	Exterior Lighting	LED Head	0.000003	234	20	24	44
DesignLights LED Canopy Luminaires (Exterior)	Exterior Lighting	LED Head	0.000005	416	20	24	44
DesignLights LED Parking Garage Luminaires (Garage)	Exterior Lighting	LED Head	0.0001	983	10	12	22
Lighting Occupancy Sensors - Wall Mounted	Lighting Controls	Sensor	0.103	356	100	120	220
Lighting Occupancy Sensors - Ceiling Mounted	Lighting Controls	Sensor	0.183	597	20	24	44
Lighting Occupancy Sensors - Fixture Mounted	Lighting Controls	Sensor	0.015	373	20	24	44
Interior Daylight Sensors (Remote mounted)	Lighting Controls	Sensor	0.087	300	10	12	22
Interior Daylight Sensors (Switch mounted)	Lighting Controls	Sensor	0.087	300	2	2	4
Interior Daylight Sensors (Fixture mounted)	Lighting Controls	Sensor	0.074	314	2	2	4
Exterior Occupancy Sensors	Lighting Controls	Sensor	0.044	395	10	12	22
Spiff HVAC	HVAC	Unit	0	0	20	24	44
CEE Tier 1 AC < 65,000 Btuh (5.4 tons) 14 SEER	HVAC - AC	Ton	0.069	45	10	12	22
CEE Tier 1 AC > 65,000 Btuh (5.4 tons) & <= 240,000 Btuh (20 tons) - 11.5 EER	HVAC - AC	Ton	0.066	43	10	12	22
CEE Tier 1 AC > 240,000 Btuh (20 tons) & <= 760,000 Btuh (63.3 tons) - 10.5 EER	HVAC - AC	Ton	0.082	54	10	12	22
CEE Tier 2 AC < 65,000 Btuh (5.4 tons) - 15 SEER	HVAC - AC	Ton	0.106	84	10	12	22
CEE Tier 2 AC > 65,000 Btuh (5.4 tons) & <= 240,000 Btuh (20 tons) - 12.0 EER	HVAC - AC	Ton	0.109	71	10	12	22
CEE Tier 2 AC > 240,000 Btuh (20 tons) & <= 760,000 Btuh (63.3 tons) - 10.8 EER	HVAC - AC	Ton	0.114	75	10	12	22
CEE Tier 1 Heat Pump < 65,000 Btuh (5.4 tons) - 14 SEER & 8-8.5 HSPF	HVAC - HP	Ton	0.069	180	10	12	22
CEE Tier 1 Heat Pump > 65,000 Btuh (5.4 tons) and < 135,000 Btuh (11 Tons) - 11.5 EER & 3.4 COP	HVAC - HP	Ton	0.069	103	10	12	22
CEE Tier 1 Heat Pump > 135,000 Btuh (11 tons) and < 240,000 Btuh (20 Tons) - 11.5 EER & 3.2 COP	HVAC - HP	Ton	0.066	76	10	12	22

Measure Name	End Use	Unit Basis	Gross Summer Coincident Demand (kW)	Gross Energy Savings (kWh)	Proposed Units Rebated - 2013	Proposed Units Rebated - 2014	Proposed Total Units Rebated
CEE Tier 2 Heat Pump < 65,000 Btuh (5.4 tons) - 15 SEER & 8.5-9 HSPF	HVAC - HP	Ton	0.066	290	10	12	22
CEE Tier 2 Heat Pump > 65,000 Btuh (5.4 tons) and < 135,000 Btuh (11 Tons) - 12.0 EER & 3.4 COP	HVAC - HP	Ton	0.106	131	10	12	22
CEE Tier 2 Heat Pump > 135,000 Btuh (11 tons) and < 240,000 Btuh (20 Tons) - 12.0 EER & 3.2 COP	HVAC - HP	Ton	0.109	104	10	12	22
Ground Source Heat Pump EER = 16.1 and COP = 3.5 replacing a GSHP	HVAC - GTHP	Ton	0.122	233	5	6	11
Packaged Terminal Heat Pump < 8,000 Btuh - 12.1 EER and 3.4 COP	HVAC - PTHP	Unit	0.056	122	5	6	11
Packaged Terminal Heat Pump 8,000 to 9,999 Btuh - 11.5 EER & 3.2 COP	HVAC - PTHP	Unit	0.068	120	10	12	22
Packaged Terminal Heat Pump 10,000 to 12,999 Btuh - 10.9 EER & 3.1 COP	HVAC - PTHP	Unit	0.091	149	2	2	4
Room Air Conditioner - ENERGY-STAR	HVAC - AC	Ton	0.107	109	5	6	11
Outside Air Economizer with Dual-Enthalpy Sensors	HVAC - Control	Economizer	0	1,240	5	6	11
Variable Frequency Drives on HVAC Fans	HVAC - Control	HP	0.091	1,093	40	48	88
Variable Frequency Drives on (HVAC) hot water Pumps	HVAC - Control	HP	0.127	1,746	5	6	11
Variable Frequency Drives on (HVAC) Chilled Water Pumps	HVAC - Control	HP	0.1	745	5	6	11
Energy Star Ventilation Fans	HVAC - Ventilation	Fan	0.033	169	20	24	44
Night Covers	Refrigeration	Linear Foot	0	72	10	12	22
Efficient Refrigeration Compressors	Refrigeration	HP	0.065	495	5	6	11
Evaporator Fan Motors	Refrigeration	Motor	0.047	1,036	4	5	9
Refrigeration Door/Frame Heater Controls	Refrigeration	Control	0.124	1,090	5	6	11
Zero-Energy Doors and Frames	Refrigeration	Door	0.153	1,340	2	2	4
Intelligent Freezer Defrost Controls	Refrigeration	Control	1.094	690	1	1	2
Energy Star Commercial Ice Machines	Refrigeration	Unit	0.1	350	1	1	2
Energy Star Commercial Refrigerators	Refrigeration	Unit	0.105	800	1	1	2
Energy Star Commercial Freezers	Refrigeration	Unit	0.092	700	1	1	2

Bidders are free to propose different incentive levels if believed appropriate to maximize savings. Details of incentives for each measure are provided in

Metric/Area	WVPA	Indiana co-ops only	Illinois co-ops only	Missouri co-op only
Total Number of Members (2011)	331,496	256,280	48,582	26,634
Total Number of Commercial Members (2011)	20,515	15,652	2,431	2,432
C&I Members - 1,000 KVA or less	20,228	15,416	2,400	2,412
C&I Members - Over 1,000 KVA	287	236	31	20
Total Energy Sold in 2011 (GWh)	4,343	2,880	215	1,248
C&I Energy - 1,000 KVA or less (GWh)	1,468	1,186	153	129
C&I Energy – Over 1,000 KVA (GWh)	2,875	1,694	62	1,119

Please note that although Paulding-Putnam spans through two states, Indiana and Ohio, only the members that are located in Indiana are served by WVPA. As such, the bidder does not need to complete any BNC measures in Ohio.

Appendix D: WVPA Planned Participation and Budget.

As part of final contract negotiations, WVPA reserves the right to review bidder-proposed performance goals and engage in a mutually agreed upon process to revise goals if deemed necessary.

5 BUDGET

WVPA envisions this program to launch no later than May 1, 2013. Although the contract for this RFP will end December 31, 2014, WVPA envisions the BNC program to be a permanent addition to the suite of programs in Power Moves. Please be aware that annual budgets are limited, and if response is high, programs may need to be suspended when funding is no longer available.

Table 3 provides the annual, maximum budget for participant incentives and implementation contractors' program delivery tasks.

Metric/Area	WVPA	Indiana co-ops only	Illinois co-ops only	Missouri co-op only
Total Number of Members (2011)	331,496	256,280	48,582	26,634
Total Number of Commercial Members (2011)	20,515	15,652	2,431	2,432
C&I Members - 1,000 KVA or less	20,228	15,416	2,400	2,412
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C&I Energy – Over 1,000 KVA (GWh)	2,875	1,694	62	1,119

Please note that although Paulding-Putnam spans through two states, Indiana and Ohio, only the members that are located in Indiana are served by WVPA. As such, the bidder does not need to complete any BNC measures in Ohio.

Appendix D: WVPA Planned Participation and Budget details the incentive budget for 2013 and 2014. A detailed list of WVPA’s expectation of contractor roles can be found in Section 2.4: Implementation Contractor Roles and Responsibilities.

Table 3. Implementation Contractor Budgets (2013-2014)

Business New Construction	Budget		
	2013	2014	Total (2013-2014)
Financial Incentives to Members	\$170,000	\$205,000	\$375,000
Program Delivery	\$182,000	\$188,000	\$370,000
Fixed Fee	\$30,000	\$30,000	\$60,000
Time and Materials Fee	\$152,000	\$158,000	\$310,000
Total	\$352,000	\$393,000	\$745,000

*Program delivery includes rebate processing, data tracking and other program delivery activities such as consulting on marketing strategies. WVPA requests bidders to consider these budgets as the maximum per year, and submit their own budgets based on an estimated start date of April 5, 2013, with an expectation of a public launch on May 1, 2013.

For purposes of the RFP, bidders should consider the budgets in Table 1 as the maximum for program delivery and propose bidder-specific program budgets and associated participation and savings levels.

Due to the uncertainty of participation in this new program and the time required to bring a new construction project to completion, WVPA envisions compensating the implementation contractor by providing a:

- \$60,000 **fixed fee** for the entire 2013-2014 period that will cover all cross-cutting functions not related to individual enrolled projects. These activities include, but are not limited to, consulting on marketing strategies, trade ally outreach, customer assistance before enrollment, reporting to WVPA activities and assisting WVPA’s sub-contractor with any evaluation, measurement and verification activities); and a
- **Time and Materials (T&M) fee** that will cover all enrolled project activities such as design consultation, code review, meetings and inspections, incentive processing. T&M will be provided at an agreed to rate and not exceed \$0.10 per kWh saved in a given program year or the T&M program delivery costs found in Table 3.

Given WVPA’s expectations for compensation and program budget, bidders are requested to detail labor and other direct costs for program delivery by year for 2013 and 2014, assuming a contract start date of April 5, 2013, and public program launch on May 1, 2013. Please submit estimated costs, to the extent possible, separately for each calendar year according to the format detailed in Table 4 below for implementation. Total dollars available for labor, incentives, and other direct costs for the contract period are not to exceed funds detailed in Table 1.

Table 4. Implementation Bidder Budget Template Per Year

Name	Title	Firm	Primary Work Office Location	Hourly Rate (\$)	Task 1: Program Design	Task 2a: Prescriptive Approach Program Delivery	Task 2b: Custom Approach Program Delivery	Task 3: WVPA Direct Specific Expenses	Task 4: Outreach and Education	Task 5: Incentive Processing and Data Tracking	Task 6: General Administration and Management	Total Hours	Total Costs (\$)
HOURS/Year													
Labor Costs													
Name A.													
Name B.													
Name C.													
Subtotal Labor Costs													
Representative Other Direct Cost Categories													
Incentives													
Incentive Processing Fees													
Travel													
IT Data Tracking Hardware/Software													
Office Expenses (rent, tel/fax, etc.)													
Other*													
Subtotal Other Direct Costs													
TOTAL COSTS													

*Other - please specify/explain.

Bidders may also propose alternative compensation structures, or concept ideas, for consideration by WVPA as a way to distinguish your bid from competitors. WVPA is interested in meaningful and creative responses that will help ensure goals are achieved. All alternative compensation structures will be considered and subject to negotiation. Bidders, at their discretion, may propose:

- Pay for Performance: A “pay for performance” compensation structure which pays the implementation contractor an amount per kWh and kW saved or a different compensation or partial pay for performance approach.
- Performance Incentives and/or Penalties: Bidders may propose a performance incentive structure which would reward implementation contractors for achieving goals under budget. The amount of potential performance incentive must be factored out of stated available implementation contractor budgets, after accounting for projected program delivery costs. If bidders propose a performance incentive, then bidders are requested to consider, but not required to propose, an equivalent penalty structure for failure to achieve goals, or a justification for why a penalty structure is not appropriate.
- Hold Back: Bidders may propose a portion of their invoices be “held back” in good faith, until annual performance goals are achieved.
- Other: Bidders may propose other compensation or performance incentive structures for consideration.

6 QUALIFICATIONS AND EXPERIENCE

Bidders are requested to describe their firm and/or team's experience and capabilities in managing, delivering, and implementing energy efficiency services as well as training and certification as requested in this RFP. Bidders must provide detailed information on their overall core team qualifications and experience, including the following:

6.1 Management Structure

In this section, bidders are requested to:

- Include a management and organizational chart that depicts the relationships and proposed agreements among team members to accomplish the tasks in the Scope of Work.
- Describe the business structure under which they typically operate (i.e., for-profit corporation, not-for-profit corporation, partnership, etc.).
- Indicate the current location of their main office for this project and details regarding new locations where they intend to establish offices for the purpose of implementing WVPA's DSM programs.

6.2 Qualifications and Experience of Key Personnel

Bidders are requested to identify key personnel to be assigned to this project, describe their primary responsibilities in a brief bio, and include a one page resume that describe the individual's experience and qualifications. Bidders will:

- Provide staff bios and proposed role for this RFP response.
- Provide one page resume for key personnel that includes name, address, telephone number and email address.
- Show appropriate licensing and insurance to conduct business. The bidder must have general liability, excess coverage (umbrella), workers compensation, professional liability and automobile insurance coverage with highly rated insurance carriers. The bidder must provide a listing of all insurance coverages, limits, and carriers as part of the proposal. WVPA will evaluate the appropriateness of the coverage during the review process.
- Only use sub-contractors as long as WVPA has sufficient time and information regarding the sub-contractor and its roles to approve the sub-contractor.

Resumes and bios should describe relevant responsibilities from other projects that will help WVPA evaluate the qualifications and experience of key personnel.

The proposals must include agreements by individual subcontractors listed in bids to provide the outlined services. These agreements must be signed by individuals with the authority to make such commitments. There is no prohibition directly by WVPA for firms to be included in more than one proposal.

6.3 Client References

Bidders are requested to provide five (5) references from previous (or current) clients for whom they have performed projects that are relevant to the Scope of Work. References should include a brief synopsis of specific services provided, company name and location, contact name, contact title, budget amount, savings results, telephone number and, email address.

6.4 Conflict of Interest Disclosure

Bidders are requested to describe any potential conflict of interest that may be a factor that could potentially be grounds for rejection by the WVPA. Specifically, bidders are requested to disclose if they have ever worked for WVPA in the past detailing briefly the year and activities undertaken. If bidders have any questions, they are encouraged to contact WVPA early in the process and seek clarification.

6.5 Financial Information Requirements

Bidders are requested to demonstrate that they have the financial resources and stability to perform the proposed work.

- Note any other related and pertinent financial information or disclosures that you consider important.
- Specify any preferred or desired financial terms which will facilitate your firm's ability to respond to this RFP.
- Bidders must demonstrate that they have the financial resources to perform the proposed work; for example, three years of financial statements for their firm and any significant subcontractors, which should include a profit and loss statement, a cash flow statement, and a balance sheet (*e.g.*, SEC form 10-K is acceptable).
- A non-public or non-profit entity shall provide adequate information comparable to the information required above, that allows an assessment of financial status and capability.
- Bidders must clearly identify the accounting method that they propose to utilize throughout the term of the contract.

7 PROPOSAL RESPONSE FORMAT AND SUBMISSION

Proposals should provide a concise yet complete description of the bidder's approach and capabilities for satisfying the required services outlined in this RFP. In the event that a bidder chooses not to respond to any section of the RFP format, the bidder should then, in place of the appropriate section, indicate its reason for the omission of a response. In addition, bidders should address any and all anticipated difficulties and/or problem areas along with potential approaches to their resolution. Responses which identify staffing limitations or budget constraints, or other specific challenges in achieving desired program goals, along with recommendations to overcoming challenges, will be well received. In addition, the bidder is encouraged to pro-actively present additional information and responses, not specifically requested, which helps demonstrate understanding of the market and ability to achieve program goals. This is especially relevant to the discussion of performance goals and delivery approach.

Proposal responses should not exceed 50 pages, excluding appendices.

Bidders are requested to prepare their proposal response according to the following format:

- Cover letter
- Executive Summary
- Introduction
- Review of Roles and Responsibilities and Understanding of Assignment
- Scope of Work
- Staffing Plan
- Implementation Timeline and Key Milestones
- Performance Goals
- Qualifications and Experience
- Budgets
- Appendices
 - a) Resumes
 - b) Supporting Reference/Marketing Materials

A sealed set of two (2) hard copies, as well as a CD-ROM version (in both Word and PDF) as well as a PDF emailed version shall be submitted to the following address:

Laura Matney
Energy Efficiency Programs Manager
Wabash Valley Power Association
722 N. High School Road
Indianapolis, IN 46214
Email: lauram@wvpa.com

8 SELECTION PROCESS AND EVALUATION CRITERIA

8.1 Selection Process

All proposals will be evaluated using the following process:

Step 1: Threshold Review

Confirmation that the proposal contains all required elements and the bidder has demonstrated that there are no legal claims/judgments that would make it difficult for the bidder to perform.

Step 2: Evaluation Criteria

Review and scoring of the proposed Scope of Work Schedule, Management Plan, Qualifications, and Budget. Evaluation criteria will include:

- Technical Approach
- Organization and Management Capability
- Cost

Step 3: Interview

Top-ranked bidders may be invited to an interview. Presentations and answers to reviewer questions are scored. Criteria will include:

- Quality of presentation
- Interaction and cohesiveness of the team
- Responses to questions

Note that WVPA reserves the right to forego this step should a single proposal be ranked in the technical review as clearly superior to others.

WVPA will rank proposals using a percentage weighted system. Each section is given a percentage weight, and within each section, individual items will be ordered according to their importance to WVPA. Each proposal will be reviewed, discussed, and scored individually. References may be called for additional perspective. Once the proposals are evaluated, WVPA may request personal interviews with selected bids. Based on the interview, WVPA may revise their ranking of the proposals. WVPA will then make a preliminary selection and notify the selected bidder that they would like to initiate contract negotiations. Upon successful contract negotiations, the selection will be made public and all other bidders responding to the RFP will be notified of WVPA's decision.

8.2 Evaluation Criteria

The proposal will be evaluated based on the following:

8.2.1 Technical Approach

Included in this category will be an assessment of both the technical capabilities and the overall strategic approach. Technical capabilities include proficiency in building science, energy efficiency, design drawing and specifications, energy code, and the building design process. Strategic approach includes achieving successful program start-up, design, delivery, and data tracking, and assessment of ability to achieve

proposed program milestones and sub-tasks contributing toward achieving proposed performance goals. WVPA will award points for this section based on WVPA's assessment of the quality of the proposal relative to the specific tasks requested in Section 3: Scope of Work, proposed performance goals (Section 4: Performance Goals), and the overall thoughtfulness and creativity of the proposed approach to achieving savings and other proposed program milestones.

8.2.2 Organizational and Management Capability

Since the tasks the implementation contractor will perform are complex and often difficult to measure quantitatively, the demonstration of organizational ability and administrative competence, and the experience of the organization and its staff and subcontractors, and demonstrated success elsewhere, along with positive references, will be major selection criteria.

8.2.3 Cost

Proposals must include a cost proposal that represents a blend of time and materials expenses plus alternative compensation/performance based approach, by year for 2013-2014. Overall costs cannot exceed those amounts specified in Section 5: Budget. The Committee will review the overall delivery team costs (labor, non-labor, and incentives), and evaluate total costs related to the technical approach and proposed performance goals.

Table 5 summarizes the evaluation criteria for this RFP.

Table 5. RFP Evaluation Criteria/Scoring Matrix

RFP Evaluation Criteria/Scoring Matrix	Weighted Percent
Part A: Technical	55%
1. Proposed Energy and Peak Demand Savings	
2. Program Design, Implementation and Administration Strategy	
3. Best Practice, Innovation, & Likelihood for Success in Proposed Technical Approach	
4. Time to Implement/Deliver programs	
5. Building Science and Energy Efficiency Experience	
6. Energy Code Proficiency	
7. Design Process Experience	
Part B: Organizational and Management Capability	25%
1. Demonstrated Competence and Experience	
2. Management Structure & References	
3. Demonstrated Understanding of the WVPA/co-op/member relationship	
Part C: Cost	20%
1. Labor, Non-Labor, and Incentive costs	
2. Costs Related to Technical Approach	
3. Ability to Achieve Goals Under Budget	
4. Review of Optional Alternative Compensation Approach.	
Total	100%

8.3 Instructions to Bidders

Nothing contained in the Request for Proposals (RFP) shall be construed to require or obligate WVPA to select any proposals or limit the ability of WVPA to reject all proposals at its sole and exclusive discretion. WVPA further reserves the right to withdraw and terminate this RFP at any time prior to the execution of a contract.

- 8.3.1 The submission of a proposal to WVPA shall constitute a Bidder’s acknowledgement and acceptance of all the terms, conditions and requirements of this RFP.
- 8.3.2 All proposals submitted to WVPA pursuant to this RFP shall become the exclusive property of WVPA and may be used for any reasonable purpose by WVPA.
- 8.3.3 In the event that one or more subcontractors offered in a team are determined to be non-preferred by WVPA, we reserve the right to negotiate with the prime implementation contractor to replace the subcontractor with one of our choosing.
- 8.3.4 WVPA shall consider materials provided by Bidder in response to this RFP to be confidential. However, bidders also agree that WVPA may provide copies of the Bidder's proposal to its consultant, who has agreed to confidentiality. Bidders should be aware that their proposal, even if marked “Confidential” may be subject to discovery and disclosure in regulatory or judicial proceedings that may or may not be initiated by WVPA. Bidders may

be required to justify the requested confidential treatment under the provisions of a protective order issued in such proceedings. If required by an order of an agency or court of competent jurisdiction, WVPA may produce the material in response to such order without prior consultation with the Bidder.

APPENDIX A: WVPA DSM PROGRAM MATRIX

