

REQUEST FOR PROPOSAL

CITY-WIDE “CLEVELAND ENERGY\$AVER” ENERGY EFFICIENCY PROGRAM

Distributed by

SHOREBANK ENTERPRISE, CLEVELAND

On Behalf of

**THE CITY OF CLEVELAND
OFFICE OF SUSTAINABILITY**



NOVEMBER 23, 2009

1 INTRODUCTION

Shorebank Enterprise, on behalf of the City of Cleveland, is seeking proposals in order to select an energy efficiency program consulting firm that will develop and design a city-wide energy efficiency program. This program, hereafter referred to as the Cleveland EnergySaver program, should include such attributes as: a revolving loan fund, on-bill property-assessed financing, leveraged funding, advertising/marketing, directed education, community and public/private partnership, and measurement and verification components.

Selection will be based on: (1) a scope of work that includes the required program components; (2) demonstrated capacity to carry out the work and track record of success working in the Cleveland community and/or other municipal and community organizations, and (3) proposed fees (amount to be used for program administration; cost for services to be provided).

2 BACKGROUND

The 2009 American Recovery and Reinvestment Act (ARRA) allocated \$3.2 billion to the Department of Energy's Energy Efficiency Conservation Block Grant Program (EECBG). The program offers block grant recipients (cities, counties and states) funds to implement environmentally sustainable strategies to reduce fossil fuel emissions that can maximize benefits for local and regional communities, reduce total energy use, and improve energy efficiency in the transportation, building and other energy consuming sectors.

The City of Cleveland expects to receive approximately \$4.5 million in EECBG funds to support a variety of local energy efficiency and sustainability initiatives. Of this amount, the City intends to allocate \$550,000 to pilot the implementation of the Cleveland EnergySaver program to promote and deploy energy efficiency measures (residential, small commercial, multi-family, etc.). The program will be primarily targeted at individuals and families who are not eligible for the Home Weatherization Assistance Program operated by the City of Cleveland Department of Community Development. However, eligibility for the Cleveland EnergySaver program should not be restricted to these demographics.

Subsequently, the City of Cleveland has convened a multi-sector leadership and development team to develop a conceptual framework for the Cleveland EnergySaver program. This team created a draft whitepaper demonstrating this conceptual framework. The whitepaper can be found in APPENDIX A of this solicitation. In addition, an abstract submitted to a federal agency after the publishing of the aforementioned whitepaper illustrates additional concepts supporting the operation of the Cleveland EnergySaver program. This abstract is found in APPENDIX B. As a result of convening this team, the City of Cleveland received a \$150,000 grant from the philanthropic collaborative Living Cities (<http://www.livingcities.org>) to design and develop the Cleveland EnergySaver program.

ShoreBank Enterprise Group, Cleveland (SEC) entered into a contractual agreement with the City of Cleveland, Office of Sustainability (the City) for the final stage planning and early stage implementation of the Cleveland Energy \$aver program. SEC serves as a fiscal sponsor for the City for the Cleveland Energy \$aver program.

3 PROPOSAL SUBMITTAL INSTRUCTIONS

SEC, on behalf of the City of Cleveland, is seeking proposals in order to select an energy efficiency program consulting firm that will develop and design a city-wide energy efficiency program.

This RFP invites all qualified energy efficiency program development and/or implementation firms to submit proposals to SEC for their consideration. The CONSULTANT shall propose services for each of the requested areas requiring support.

Questions and/or inquiries regarding the proposed scope of services, RFP, and/or proposal submittal shall be coordinated by the CONSULTANT in conjunction with SEC through:

Bill Eger, Energy Manager
City of Cleveland, Office of Sustainability
1300 E. 9th Street; 4th Floor
Cleveland, Ohio 44114
Carl_eger@clevelandwater.com

Please submit questions and/or inquiries in writing via email for the most prompt response.

An *OPTIONAL* one-page, electronic Letter of Intent to Propose is requested from the CONSULTANT via email to the above email address by December 4th, 2009 @ 5:00 PM (EST). Please provide this *OPTIONAL* electronic letter on organization letterhead.

It is anticipated that a single contract will be awarded to one (1) energy efficiency program development and/or implementation firm for this proposed contract.

This RFP and the proposal submitted by the CONSULTANT (fee proposal, schedule, forms, et. al.), shall become the agreement between SEC and the CONSULTANT. The conditions and requirements defined in the final Agreement shall supersede any and all requirements defined in this document. If interested, please submit one (1), fifty (50) page or less original and five (5) copies of your Qualifications and Technical proposal and one (1) original and three (3) copies of your corresponding Fee proposal. Double-side printing is preferred; however, each side of each page counts as one page toward the 50

page limit. Submittals must be received on or before **12:00 p.m. on December 11th, 2009** to:

City of Cleveland, Office of Sustainability
c/o ShoreBank Enterprise, Cleveland
ATTN: Mary Ann Stropkay
540 105th Street
Cleveland, OH 44108
(216) 681-8946

SEC is not liable for any cost incurred by any respondent for the preparation of the proposal or for any costs incurred by the respondent prior to execution of the contract.

4 FEE

SEC expects to contract for \$139,500 for the design and development of the Cleveland EnergySaver program. However, SEC reserves the right to contract for fewer budget dollars, depending on the responses it receives. All proposals shall not exceed \$139,500 and all proposals shall be lump-sum.

4.1 Compensation

Actual compensation will be based on completion of the scope of services. Compensation may be billed after completion of project milestones based on a mutually agreed-upon schedule.

4.2 Fee

Fee is a not-to exceed amount.

4.3 Reimbursable expenses

The CONSULTANT shall include all reimbursable expenses associated with this project in accordance with SEC's reimbursable policy.

SEC requires that all business expenses reimbursements be handed in monthly. As long as the employee codes his or her expenses on the appropriate SEC form and has the president or other authorized company person approve/sign, SEC will pay the bill directly. Staff is responsible to have receipts for all expenses \$50 and over. These receipts should be attached to the monthly expense report.

All reimbursable expenses shall be included in Consultant's fee proposal and may not exceed allowance allocated in Fee Proposal.

4.4 Fee Proposal - All Services

5 PROJECT STAFF

5.1 Staffing the project is the responsibility of the CONSULTANT and shall start immediately after receiving the Notice to Proceed (NTP) from SEC.

5.2 The CONSULTANT is required to maintain continuity with regard to the management and technical staff assigned to the Project. SEC reserves the right to disallow any changes in the CONSULTANT'S Contract Manager position, which is defined as the Consultant's principal contact with the City and who will be responsible to the City for managing this Contract.

6 PROFESSIONAL RESPONSIBILITIES

6.1 Introduction

The CONSULTANT shall provide adequate staff, both technical and administrative, to fulfill the Service requirements of each assigned Task and to produce the required deliverables per the particular Tasks. Personnel with demonstrated knowledge and experience in the defined Scope of Services should be assigned to the Contract throughout the duration of the Contract.

6.2 Meetings

6.2.1 The CONSULTANT'S Contract Manager shall meet periodically upon request from SEC and/or The City of Cleveland to review progress and issues on this contract. The meeting agenda shall be developed and issued by the CONSULTANT at least three working days in advance of the progress meetings. Meetings will be facilitated and called by SEC and/or The City of Cleveland.

6.2.2 The CONSULTANT shall be responsible for drafting meeting minutes for all meetings in a format approved by SEC and/or The City of Cleveland. The draft meeting minutes shall be submitted to the SEC in electronic (MS Word® and/or Adobe Portable Document Format (PDF®)) format within three (3) working days of the meeting. SEC and/or The City of Cleveland shall review the minutes and distribute them to the appropriate parties.

6.2.3 Specific Tasks may require meetings, which the CONSULTANT shall attend.

6.3 Project Management

6.3.1 Management oversight and general activities directly related to the execution of the Contract, but which cannot be directly associated with a specific task, shall be considered **Task 1, Overall Contract Management**.

6.3.2 Overhead costs that are accounted for in the fee multiplier ARE NOT considered Overall Contract Management. Allowable overhead costs are defined by Section 4.3 Reimbursable Expenses.

6.4 Invoicing

6.4.1 The vendor shall submit invoices that appropriately reflect the work performed. Invoices must be typed and legible. Each invoice must be mailed as specified below:

Original invoice to: Shorebank Enterprise, ATTN: Mary Ann Stropkay, 540 105th Street, Cleveland, OH 44108

The failure to deliver copies of invoices to the indicated locations may lead to delays in payment.

6.4.2 Invoices submitted by the Consultant for payment must include the following information:

- Consultant Name, as it appears on the Contract;
- Consultant Mailing Address;
- Consultant Telephone Number;
- Consultant Facsimile Number;
- Contract Number;
- Purchase Order (PO) Number under which the work being invoiced was authorized;
- Consultant Invoice Number, which must be a unique (non-recurring) number;
- Invoice Date, reflecting the date that the invoice itself was issued to SEC;
- Timeframe that the invoice covers;

6.4.3 SEC is a registered not-for-profit 501c(3) organization and is not subject to Sales Tax; therefore invoices must not reflect the inclusion of sales tax.

6.4.4 Any applicable discounts, as stipulated through the contract and/or PO, must be itemized and applied to the invoice.

6.4.5 If any invoice is erroneous, does not include the above required information, and/or does not adhere to the above stipulations, SEC shall inform the vendor as to the reasons

thereof and what corrective actions are necessary to qualify the invoice for payment by the City.

- 6.4.6** If the bidder makes any mathematical error(s), the City will correct those errors as follows:

The Unit price for labor and materials stated on the bid sheet by the Contractor shall be accepted as being correct. The actual sum of these figures and the extension based upon quantity shall then govern. The unofficial total shall be revised accordingly. The City also reserves the right to correct any mathematical errors in the summation of the bid item extensions.

Where subtotals or totals are transferred from one sheet to another sheet, the City reserves the right to correct any errors made in transferring (recopying) the figures, as the intent to the bid form is that those figures be the same. If the correction of any errors has an effect on the award of the bids, only the directly affected bidders will be notified in writing of the changes.

6.6 Progress Reporting

The CONSULTANT is to provide interim progress reports to the SEC to keep the SEC and the City of Cleveland up to date on the status of work being done by the CONSULTANT. These reports shall be submitted as agreed per the project timeline. The report will include the following information:

- 6.6.1 Task Number, Task Begin Date, Task Name, Brief Task Description, and Task Status.
- 6.6.2 A narrative description of the work completed during the time from the last report, a summary of information collected, and any findings determined.
- 6.6.3 A discussion of any key issues and responsible party to resolve.
- 6.6.4 A forecast of major work elements to be undertaken in the future.
- 6.6.5 A timetable for input of decisions required from SEC and the City of Cleveland.

7 SCOPE OF WORK

SEC, on behalf of the City of Cleveland, is seeking proposals to design and develop the Cleveland EnergySaver program.

Proposals should seek to demonstrate:

- 1. Overall Contract and Project Management
- 2. Strategies and techniques that can maximize the energy efficiency of properties (residential, small commercial, multi-family, etc.) treated through this program.

Particularly strategies and techniques should address barriers to efficiency which include cost-effectiveness, transaction costs, lack of knowledge of energy efficiency measures, uncertainty of energy savings, split incentives, and initial capital investment.

3. Identify and specify financing amounts, financing terms and eligible energy efficiency measures which can facilitate the continued operation of the Cleveland EnergySaver program.
4. Leveraging innovative financing models and sources of capital to increase deployment.
5. Linkage with local workforce development programs that can maximize employment opportunities for city residents.
6. Partnerships with neighborhood associations, community-based organizations, non-profit organizations, and the public sector in Cleveland.
7. How the proposal would help position the City of Cleveland for future competitive funding rounds with the US Department of Energy or other organizations.
8. Identify Policy recommendations to establish a robust and sustainable program.

7.1 Specific Tasks

(Note: SEC reserves the right to add or remove necessary specific tasks)

The following components must be included in the design and development of the Cleveland EnergySaver program:

1. Engage City of Cleveland leadership and personnel, community organizations, non-profit organizations, private enterprise, local utility companies, etc. to identify necessary partnerships for implementation, including sources of capital or financing.
2. Research, design, and develop an appropriate community-based marketing, promotion, and recruiting program including educational programs and other material to encourage residents to participate in the program and to illustrate program success.
3. Detail the process to identify cost-effective energy efficiency measures including information on installation and applicable fees. Identify cost-effective energy efficiency measures, measure deployment and savings potential, useful lifetime, and financing terms.
4. Design and develop program financial model, including designing a revolving loan fund, on-bill financing tariff, and property-assessed financing securitization model. Design and develop a billing process to facilitate the financial model of the program. Figure 1 below displays a schematic view of the identified ClevelandSaver program

financial model including identified organizations and programmatic functions, work flows, financial exchanges, information exchanges, and necessary provision of training.

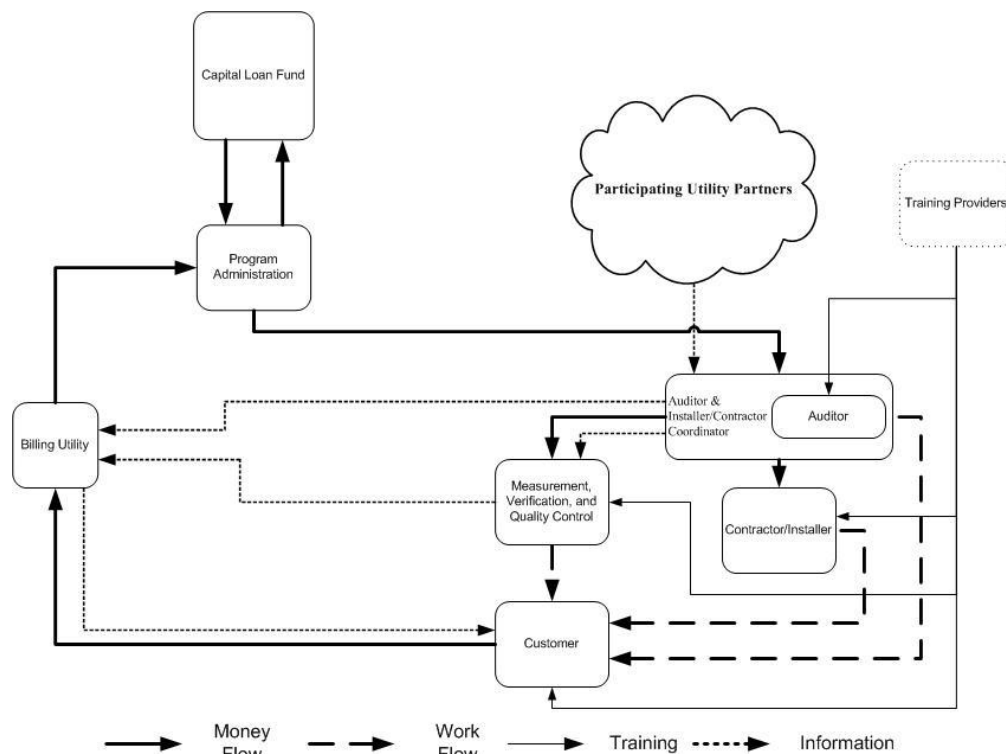


Figure 1: Schematic of Cleveland EnergySaver program with financial, work, training, and information exchange flows.

5. Design and develop program implementation structure and process flows. This includes identifying participating organizations, developing workflows, financial flows, information flows, and necessary workforce.
6. Design and develop program evaluation, measurement and verification (EMV) processes and requirements. This includes identifying necessary EMV protocols, implementation processes, and reporting mechanisms.

8 STATEMENT OF QUALIFICATIONS

The Statement of Qualifications/Technical submittal SHALL BE NO LONGER THAN **50 PAGES. DOUBLE-SIDED PRINTING IS PREFERRED. ALL PROPOSALS SHALL BE PRINTED ON RECYCLED PAPER.**

Page size shall be 8.5 x 11 inches (11x17 inch pages may be utilized for graphical representations but each will be counted as two pages). Font size shall be no less than 12 pt. Any use of tabs and/or dividers is excluded from the total page count.

8.1 Executive Summary

- 8.1.1 Provide an Executive Summary of your proposal.

8.2 Qualifications

- 8.2.1 Identify the Prime and each Sub-consultant firm's qualifications for providing the requested Professional services.
- 8.2.2 Place specific emphasis marketing & branding qualifications as they relate to an understanding of sustainability principles.
- 8.2.3 Please limit the use of promotional brochures and other literature utilized by your firm as they will be included in the total page count.

8.3 Staffing

- 8.3.1 Submit the resumes and/or biographies of proposed consultants, including sub consultants you are proposing to develop you team.

8.4 Project Organization Chart

- 8.4.1 Provide an organizational chart of your proposed team including subcontractors for this Contract. Describe each team member, firm, office location, and the specific roles and responsibilities for each. Explain how the team will function when asked to perform the scope of work.

8.5 List of Representative Projects

- 8.5.1 Provide a list of at least three (3) representative projects.
- 8.5.2 Include a detailed description of project responsibilities and services.
- 8.5.3 Provide at least one client reference (verified name and telephone number) of someone intimately familiar with each project and your firm's performance.

8.6 List of Representative Projects

- 8.6.1 Describe the performance record of your team with regard to delivering quality products and services within scope, schedule, and budget.
- 8.6.2 Describe how the team will assure quality performance for all services provided. Describe approach to developing and preparing the appropriate

8.6.3 Describe project controls performance regarding cost monitoring and timely delivering of invoices and client-required reports.

8.6.4 Describe the record retention/document control methods to be used during this Contract.

8.7 Resources

8.7.1 Provide a listing of the resources, financial, staffing and otherwise, that the Prime and each Sub-consultant currently have available for the undertaking of this Contract.

8.7.2 Provide a financial statement, a listing of major equipment, external and internal computer capabilities and the capacity to provide manpower for SEC or the City of Cleveland work based on current and future commitments and contracts.

8.8 References

List at least three (3) current or prior customer references for which you have provided similar services, including names, addresses, telephone numbers and fax numbers. Please provide the name of at least one individual reference that has personal knowledge of and experience with your firm's performance. You may include the City of Cleveland customers and other governmental agencies as references.

9 ESTIMATED SCHEDULE

Event	Date	Time (EST)
Request for Proposal Distributed	November 23 rd , 2009	TBD
Final Questions Due in Writing	December 4 th , 2009	12:00 PM
Optional Letter of Intent to Propose	December 4 th , 2009	5:00 PM
Consultant Proposals Due	December 11 th , 2009	12:00 PM
Consultant Selection Date	December 18 th , 2009	12:00 PM
Estimated Contract Approval	Early January 2010	TBD
Contract Start Date	Mid January 2010	TBD

Appendix A: “Cleveland EnergySaver Program” Whitepaper

Appendix B: “Cleveland EnergySaver Program” Supporting Abstract