



**Northwest Energy Efficiency Alliance
Request for Information
On Evaluation and Market Research Services for the
Industrial Sector Initiative**

**Deadline for Response Submission:
4:00 p.m., Pacific Time on Thursday, April 29, 2010**

Please **email** any questions regarding this RFI to Rita Siong, Project Manager –
Evaluation and Market Research, at rsiong@nwalliance.org.

Northwest Energy Efficiency Alliance – Request for Information On Evaluation and Market Research Services for the Industrial Sector Initiative

General Information & Background

This Request for Information (“RFI”) is by the Northwest Energy Efficiency Alliance (“NEEA”), 529 SW Third Avenue, Suite 600, Portland, Oregon 97204. **This RFI is for Industrial evaluation and market research services and NOT for Commercial evaluation and market research services.**

NEEA is a non-profit corporation supported by electric utilities, public benefits administrators, state governments, public interest groups, and energy efficiency industry representatives that operate in the states of Idaho, Montana, Oregon, and Washington. These entities work together to make affordable, energy-efficient products and services available in the marketplace. Additional information about NEEA is available at our website at <http://www.nwalliance.org>.

NEEA desires to expand its pool of evaluation and market research vendors for the Industrial Sector Initiative, and is issuing this RFI to obtain information about existing suppliers. Please note that this is not a Request for Quotations or Proposals. A solicitation process for future market research and/or evaluation projects may follow the evaluation of responses to the RFI.

Evaluation and Market Research Needs for NEEA’s Industrial Sector

NEEA has evaluated the market progress of its Industrial Initiative since 2005. The Market Progress Evaluation Report (“MPER”) documents the findings on roughly an annual basis. Typical MPER topics have included:

1. Review of strategy and assumptions, which includes reviewing the Logic Model and the Alliance Cost Effectiveness (“ACE”) Model
2. Market characterization (reports on the state of specific markets)
3. Process evaluation, based on staff interviews and/or contractor interviews
4. Market progress assessment, based on leveraged web surveys, telephone surveys and in-person interviews.
5. Energy savings validation and estimation, based on assessments of training activities; discrete evaluation of business practices and services

It is our expectation that future MPERs will include:

1. Estimates of energy savings from diffusion models
2. Market potential studies
3. Comparison of Initiative results to results of similar projects across North American and Europe.

Information about NEEA’s Industrial Initiative and the actual MPERs are available at NEEA’s website referenced above as well as at www.energyimprovement.org.

NEEA has also conducted ad hoc market research on specific industry segments and market actors. In the future, NEEA expects to similar market research in the industrial sector.

Vendor Response Requirements

NEEA is seeking information from vendors on the services available to meet the above needs. Vendors who are interested in participating in this RFI process must submit the following information in their response to this RFI:

1. A detailed description of their company's profile, which includes:
 - 1.1 Corporate history
 - 1.2 Philosophy for evaluation and market research, particularly in reference to what constitutes quality evaluation and market research
 - 1.3 Quality assurance standards
 - 1.4 Client servicing philosophy
2. Organization chart on the personnel assigned to NEEA projects, should the company win any future solicitation awards from NEEA
3. A brief bio-data of each personnel assigned to NEEA projects, should the company win any future solicitation awards from NEEA
4. Experience with program and/or initiative evaluation, detailing the following:
 - 4.1 Evaluation methodologies used
 - 4.2 The markets and/or clients for which the evaluation work was conducted
5. Experience with market research, detailing the following:
 - 5.1 Market research methodologies used
 - 5.2 The markets and/or clients for which the market research was conducted
6. Experience with work on market transformation, energy, water, natural resources projects or utilities (gas, electric, others).
7. Three (3) references who are customers currently using your evaluation services. Please include:
 - 7.1 Company name
 - 7.2 Address
 - 7.3 Phone number
 - 7.4 Name of a contact person for that Company
8. Three (3) references who are customers currently using your market research services. Please include:
 - 8.1 Company name
 - 8.2 Address
 - 8.3 Phone number
 - 8.4 Name of a contact person for that Company
9. Response to the following question: Would your company be willing to do a corporate presentation at NEEA's head office, located at 529 SW Third Avenue, Suite 600, Portland OR 97204

Response Submission

Interested vendors must submit an electronic copy (MS-Word, any version) and one hard copy of their responses by **4:00 p.m., Pacific Time on Thursday, April 29, 2010** to:

Rita Siong
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Northwest Energy Efficiency Alliance
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Portland, OR 97204
Email: rsiong@nwalliance.org