



REQUEST FOR PROPOSALS:

**Study of Residential Awareness
and Perceptions of Energy
Efficiency and Renewable Energy
in Oregon**

RFP Issued: February 24, 2010

Proposals Due: March 26, 2010

1. INTRODUCTION

Energy Trust of Oregon, Inc. (Energy Trust) soliciting proposals for the third annual (2010) Oregon Residential Awareness and Perceptions Study. The study's goals are to provide Energy Trust insight into the awareness and perceptions of residential electric and/or natural gas customers located in Energy Trust's service territory regarding energy efficiency, renewable energy, climate change and related topics. Study results will be used to help design and support marketing and implementation of current and future Energy Trust programs and communications efforts.

1.1. About Energy Trust

In 1999, the Oregon legislature adopted, and the governor approved, a comprehensive amendment (Senate Bill 1149) to Oregon Revised Statute 757.612 establishing public purpose funding to be used for new cost-effective local energy conservation, new market transformation efforts, the above-market costs of new renewable energy resources, and new low-income weatherization. The Oregon Public Utility Commission (OPUC) was authorized to direct the manner in which the collected funds would be spent. Energy Trust was formed as a nonprofit corporation and, in November 2001, signed a grant agreement with the OPUC (the OPUC Grant Agreement). On March 1, 2002, Energy Trust began receiving approximately 74% of the total public purpose funds collected to invest in energy efficiency, renewable energy, and new market transformation. The OPUC Grant Agreement governs the manner in which Energy Trust receives and expends the collected public purpose funds. Energy Trust also has subsequent and separate agreements with NW Natural and Cascade Natural Gas utilities to fund gas efficiency programs in their service territories.

Some of Energy Trust's requirements in this RFP and in any subsequent negotiating and/or contracting phases are driven by the provisions of the OPUC Grant Agreement. Additional information concerning Energy Trust, including background information and a complete copy of the Grant Agreement, can be found on Energy Trust's website at www.energytrust.org.

2. RESEARCH OBJECTIVES

The study's goals are to provide Energy Trust insight into the awareness and perceptions of residential electric and/or natural gas customers located in Energy Trust's service territory regarding energy efficiency, renewable energy, climate change and related topics. Since this will be the third Residential Awareness Survey, Energy Trust is also interested in identifying trends in awareness and attitudes over time.

Specifically, Energy Trust is interested in learning the following:

Awareness of Energy Trust and participation in our programs:

- What fraction of residential consumers have heard of Energy Trust?
- What types of residential customers are more aware of Energy Trust?

- How do they perceive Energy Trust?
- Have they participated or do they plan to take advantage of Energy Trust's programs?
- What barriers keep customers from participating?
- How satisfied were participants with the programs they participated in?
- How can programs/offerings be improved?

Awareness of energy efficiency:

- How do residential consumers view issues regarding energy efficiency? (Are they aware and how do they rate its significance?)
- How do they use energy?
- What motivates them to be energy efficient? (e.g. global warming, sustainability, saving on utility bills, reducing dependence on foreign energy)
- What level of interest do they have in energy efficiency?
- What have they done, or plan to do to be energy efficient?
- What barriers keep customers from improving their energy efficiency?

Awareness of renewable energy:

- How do residential consumers view issues regarding renewable energy? (Are they aware and how do they rate its significance?)
- What do they associate with renewable energy? (e.g. action against global warming, sustainability, saving on utility bills, reducing dependence on foreign energy)
- What level of interest do they have in renewable energy?
- What have they done, or plan to do in the area of renewable energy?
- What barriers keep customers from investing in renewable energy?

The survey should also collect the following demographics and housing characteristics:

Customer demographics:

- Home ownership or rental status
- Number in household
- Income
- Sources of information
- Age
- Gender

Housing characteristics:

- Housing type (single family, multifamily, other)
- Size of home
- Age of home
- Heating fuel(s)
- Water heating fuel

Energy Trust is also interested in being able to segment the results by:

- Geographic regions
- Utility service territory
- Income level
- Housing type
- Other household groupings

3. TASKS

It is anticipated that the selected contractor will be required to undertake the following major tasks and the submitted proposal should address these topics:

3.1. Conduct study kick-off

Contractor will meet with Energy Trust staff to discuss the research plan.

Based on comments and discussion during the kick-off meeting, Contractor will develop a final work plan that will become the basis for all study activities.

Deliverable:

- Work plan

3.2. Review existing studies, develop survey methodology, sampling plan and survey instruments

Contractor will review the survey instruments used in the 2008 and 2009 Residential Awareness and Perceptions Studies and use them to develop the current survey instrument. Energy Trust would also like to include the questions (approximately 20, many of which overlap with our survey instruments) from BPA's segmentation "gearbox" in this year's survey. Contractor will design a sampling plan to be representative of the population of residential customers in Oregon along the following dimensions:

- Renters versus owners
- Geographic region
- Housing type (single family, multifamily, other)
- Age

Energy Trust is interested in reaching cell phone-only households, in addition to those with a landline; we encourage proposers to submit innovative ideas for sampling.

The proposed sampling plan and draft survey instrument will be submitted to the Energy Trust project manager for review. The draft instrument will be reviewed and commented on by Energy Trust staff and other parties deemed appropriate by

Energy Trust. The contractor will incorporate comments and feedback to produce the final survey instrument.

Deliverables:

- Draft and final survey sample
- Draft and final survey instrument(s)

3.3. Field survey

The contractor will survey residential customers according to the sampling plan and enter the data into a database. The contractor will provide the database as well as a data dictionary to Energy Trust when the final report is delivered.

Deliverables:

- Survey database and data dictionary
- Chapter in final report documenting the survey process

3.4. Market assessment and reporting

Contractor will provide Energy Trust with a market research report. The report must be provided in draft form to Energy Trust. This draft will be reviewed and commented on by Energy Trust staff and other parties deemed appropriate by Energy Trust. Based upon these comments, the contractor shall make revisions and deliver to Energy Trust a final version of the report. Achieving an acceptable final report may take more than one iteration between the contractor and Energy Trust, and the contractor's proposal should reflect this possibility. Where applicable, data, phone conversations, non-confidential sources, publications, and other media used in the report must be referenced and cited. (It is anticipated that any respondents or sources can be promised confidentiality in terms of attribution of responses.) Findings and conclusions shall be based on the information collected by the contractor and referenced in the report. The use of tables and graphs is recommended for material that does not lend itself well to narrative form, as well as for important findings. The report must include, at a minimum, executive summary, methodologies, findings, and recommendations sections. Contractor should plan for more than one iteration of review in finalizing the study report.

The evaluator will be required to submit monthly status reports outlining progress by task and discussing any problems encountered and/or resolved. The status reports shall include a schedule for planned future activities. These reports are due by the 10th of every month and must accompany the invoice, starting with the first month after the final work plan has been delivered.

Deliverables:

- Final market assessment report
- Monthly status reports

4. SCHEDULE

The selected contractor will be required to deliver the draft study report to Energy Trust by August 30, 2010, and a final report within two weeks of having received comments and edits from Energy Trust. The selected contractor will be required to provide a monthly study update to Energy Trust on the 10th of every month as described in task 3.4. Respondent's proposal should demonstrate its ability to comply with the anticipated schedule.

5. BUDGET

It is anticipated that the budget for the study work as described in this RFP will be in the neighborhood of \$50,000; however, Energy Trust reserves the right to revise budget assumptions at any time. The proposal should be bid as a time-and-materials, "not-to-exceed" type contract.

6. PROPOSAL REQUIREMENTS

6.1. Proposal Information

Respondent's proposal must contain:

- A description of the firm's qualifications to conduct a survey of residential customers.
- A technical proposal, not to exceed 10 pages.
- A management plan and proposed schedule of deliverables. This should include a kick-off meeting scheduled within two weeks of contract signing and a provision for a "final" statement of work, if warranted by the kick-off meeting.
- A detailed budget broken out by task and by individual. Key individuals should be identified by name, with billing rates for each.
- Resumes of key staff and subcontractor qualifications who will be executing the work scope. NOTE: Current Energy Trust Evaluation Contractors do not need to submit new qualifications, except for new staff or new subcontractors not previously identified.

6.2. Conflict of Interest Disclosure

Respondents should disclose any direct or indirect, actual or potential conflicts of interest Respondents may have with Energy Trust in its proposal. A "direct or indirect conflict" is defined as any situation in which an individual or a member of their family or close business or personal acquaintance, is employed by Energy Trust or the OPUC, or may be reasonably construed to have a direct or indirect personal or financial interest in any business affairs of Energy Trust, whether because of a proposed contract or transaction to which Energy Trust may be a party or may be interested or is under

consideration, or whether such conflict is purely conceptual, because of similarity of business interests or affairs.

If no conflict is identified by Respondent, the proposal will explicitly provide such a statement in their RFP response. The determination of whether a conflict or interest exists is left to the sole discretion of Energy Trust.

6.3. Representations and Signatures Page

Respondent's proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal. Respondent's duly authorized officer or agent shall sign **Appendix A** certifying to the representations stated on **Appendix A**.

7. PROPOSAL SELECTION CRITERIA

Proposals will be judged on the following criteria, and any other factors deemed relevant by Energy Trust:

- Technical approach
- Experience of proposed staff and management plan
- Experience of firm
- Proposed budget

8. SCHEDULE AND ADMINISTRATION OF PROPOSAL SELECTION PROCESS

8.1. Requests for Additional Information and Proposal Submission

Electronic PDF formatted submittals will be accepted; faxed proposals will not. A signed letter of transmittal (original) is required, but may follow the proposal itself. Proposals received by post or messenger should have five (5) copies, as well as an electronic copy of the proposal in PDF format. All proposals must be received by 5pm PST on March 26, 2010. Energy Trust will not be obligated to consider information received outside this time interval for the purposes of this RFP. Please submit proposal to:

Sarah Castor
Evaluation Project Manager
Energy Trust of Oregon
851 SW Sixth Ave., Suite 1200
Portland, OR 97204
Phone (503) 493-8888, Ext 219
Email: sarah.castor@energytrust.org

8.2. Revisions to RFP

If it becomes necessary to revise any part of this RFP, an addendum will be issued by Energy Trust and will be posted on the website. Respondents should contact Energy Trust if they find any inconsistencies or ambiguities to the RFP. Clarification given by Energy Trust may become an addendum to the RFP.

8.3. Withdrawal and Modification of Proposals

Respondents may withdraw their proposal and submit a revised proposal prior to the response deadline. After the response deadline, Respondent initiated changes will not be accepted. Respondents may withdraw their proposal from consideration at any time.

8.4. Proposal Evaluation and Notification for Negotiations

Energy Trust will review the proposals as received and will initiate negotiations with the leading Respondent(s).

9. RFP GOVERNING PROVISIONS

All submitted proposals are subject to the following additional provisions.

9.1. Right to Accept or Reject Proposals, Multiple Awards

Energy Trust reserves the right to make multiple awards, reject any and all proposals and to waive any nonconformity in proposals received, to accept or reject any or all of the items in the proposal, and award the contract in whole or in part as it is deemed in Energy Trust's best interest. Energy Trust may also choose to negotiate any of the details of proposals prior to contracting.

9.2. Confidentiality

Subject to litigation or other legal disclosure and/or audit requirements, Energy Trust will not disclose information submitted in response to an RFP.

9.3. Ownership and Return of Proposals

All materials submitted in response to this RFP shall become the property of Energy Trust and shall not be returned to the respondent.

9.4. No Verbal Addendums

No verbal agreement or conversation made or had at any time with any officer, agent, or employee of Energy Trust, nor any oral representation by such party shall add to,

detract from, affect or modify the terms of the RFP, unless specifically included in a written addendum issued by Energy Trust.

9.5. Proposal Costs

Each proposal prepared in response to this RFP will be prepared at the sole cost and expense of the Respondent and with the express understanding that there will be no claims whatsoever for reimbursement from Energy Trust.

9.6. Waiver of Claims

Respondent waives any right it may have to bring any claim, whether in damages or equity, against Energy Trust or its officers, directors, employees, or agents, with respect to any matter arising out of any process associated with this RFP.

9.7. Energy Trust Rights Reserved

Energy Trust reserves the right, in its sole discretion, to reject any or all proposals in whole or in part, to waive any minor irregularities or informalities in a proposal, and to enter into any agreement deemed to be in their best interests. In addition to any other enumerated reserved rights and/or options as stated in this RFP, Energy Trust may in its sole discretion do any one or more of the following:

- Determine which proposals are eligible for consideration in response to this RFP.
- Disqualify proposals that do not meet the requirements of this RFP, in the sole determination of Energy Trust.
- Negotiate with any Respondent to amend any proposal.
- Select and negotiate and/or enter into agreements with Respondents who, in Energy Trust's sole judgment, are most responsive to the RFP and whose proposals best satisfy the interests of Energy Trust, in its sole discretion, and not necessarily on the basis of price alone or any other single factor.
- Issue additional subsequent solicitations for proposals, including withdrawing this RFP at any time and/or issuing a new RFP that would supersede and replace this one.
- Vary any timetable or schedule, add or change any provisions discussed herein.
- Conduct any briefing session or further RFP process on any terms and conditions.
- Suspend or modify the RFP process at any time.
- Enter into relationships with more than one Respondent.

9.8. Resulting Contract

The selected respondent will be required to execute a written contract with Energy Trust to perform the evaluation work. No award will be considered a commitment, and no obligations or legal relations shall exist between Energy Trust and the selected respondent until a final and binding contract has been executed by and between Energy

Trust and the contractor. Time is of the essence with regard to this program, and prolonged contract negotiations will not be undertaken. In general, Energy Trust strongly prefers contracts that are consistent with Energy Trust's standard terms and conditions; negotiations for such contracts can generally be completed quickly. In some cases, a few terms and conditions may need to be substituted or waived, in accordance with contract negotiations. Any party involved in these contract discussions can terminate negotiations at any time and for any reason. If it appears that contract negotiations are not proceeding in a timely manner, Energy Trust may opt to terminate the discussions and select another respondent.

Appendix A – Representations and Signature page

I, the undersigned declare that;

1. I am an authorized agent of the respondent and have authority to submit this proposal on behalf of the respondent.
2. The information provided in this proposal is true and correct to the best of my knowledge.
3. I have read this Request for Proposals in its entirety and agree unconditionally to all of its conditions and requirements.
4. The respondent has not directly or indirectly induced or solicited any other respondent to submit a false or sham proposal.
5. The respondent has not solicited or induced any other person, firm, or corporation to refrain from proposing.
6. The respondent has not sought by collusion to obtain for itself any advantage over any other respondent or Energy Trust.
7. The respondent's proposal is genuine; not made in the interest of, or on behalf of, any undisclosed person, firm, or corporation; and is not submitted in conformity with an agreement of rules of any group, association, organization, or corporation.
8. I understand and accept that the approval or rejection of respondent's request is within the sole discretion of Energy Trust and that there is no legal commitment until all due diligence has been performed and a properly authorized contract has been duly and properly executed.
9. I authorize the representatives of Energy Trust to investigate the business and personal financial credit history of respondent, its affiliates, and all associated partners, principals and management and authorize the release of all said information.
10. I agree that I will report immediately in writing to Energy Trust any changes to the information contained herein at any time while I am under consideration for funding.

The information contained in this proposal and any part thereof, including its exhibits, schedules, and other documents and instruments delivered or to be delivered to Energy Trust is true, accurate, and complete. This proposal includes all information necessary to ensure that the statements therein do not in whole or in part mislead Energy Trust as to any material fact.

Date: _____

Authorized Signature: _____

Name and Title: _____
(please print)