



**EFFICIENCY MAINE TRUST
REQUEST FOR PROPOSALS FOR
SMALL BUSINESS INITIATIVE IMPACT EVALUATION**

RFP EM-007-2019

Date Issued: February 19, 2019

Closing Date: April 30, 3:00 p.m. Eastern Time (US)

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- Attachment A – Proposal Cover Sheet Form
- Attachment B – Standard Agreement
- Attachment C – Project Proposal Cost Form
- Attachment D – SBI Survey Script

SECTION 1 – RFP INFORMATION AND INSTRUCTIONS

1.1 Title and Purpose

RFP EM-007-2019 – Small Business Initiative Impact Evaluation

The Efficiency Maine Trust (the Trust) seeks a qualified bidder or team of bidders to complete an independent impact evaluation of the Small Business Initiative program covering the period from July 1, 2018 through June 30, 2019.

1.2 Designated Contact Person for this RFP

Laura Martel, Research and Evaluation Manager
 Efficiency Maine Trust
 168 Capitol Street, Suite 1
 Augusta, ME 04330-6856
 Phone: (207) 213-4143
 Email: laura.martel@efficiencymaine.com

1.3 Schedule of Activities

Event	Date/Deadline
RFP Issued	February 19, 2019
Question Period Closes	March 7, 2019 3:00 p.m. Eastern Time (US)
Responses to Questions Posted	March 13, 2019
Proposals Due at Efficiency Maine Trust Office	April 30, 2019 3:00 p.m. Eastern Time (US)
Anticipated Award Date	May 16, 2019
Anticipated Contractor Start	May 31, 2019

Schedule changes: The Trust reserves the right to modify this schedule at its discretion. Any changes or additional information regarding the RFP schedule and pre-bid activities, including responses to questions, will be posted on the Trust's website at: <http://www.efficiencymaine.com/opportunities>

1.4 Anticipated Contract Term

The anticipated term of the contract is June 1, 2019 through December 31, 2020.

1.5 Anticipated Contract Budget

The Trust will develop a budget for this evaluation after reviewing submitted bids. Bidders are encouraged to propose the most cost-effective evaluation methods that meet the requirements laid out below. The contract will be structured on a Time and Materials basis with a Not-To-Exceed maximum budget.

1.6 Proposal Submittal Deadline

Proposals must be received at the Trust's office by the due date and time specified in section 1.3 delivered to the address specified in section 1.2. Any proposal received after the deadline will not be considered. Proposals must be complete when submitted; changes or additions will not be accepted after the specified due date and time, except for any clarifications requested of bidders by the Trust. Each bidder is responsible for ensuring timely receipt of its proposal. Further details regarding proposal requirements are provided in Section 4 of this RFP.

1.7 Submitting Questions

Questions regarding this RFP must be submitted by email to the Designated Contact Person listed in section 1.2 prior to the close of the Question Period specified in section 1.3. The subject line of the email should be: **RFP EM-007-2019 Questions**. Responses to questions will be posted on <http://www. efficiencymaine.com/opportunities>.

1.8 Proposal Confidentiality

Bidders should be aware that information provided to the Trust is subject to the Maine Freedom of Access Act (FOAA), 1 M.R.S. §§ 401 et seq., unless there is a specific confidentiality exemption in the Efficiency Maine Trust Act, 35-A M.R.S. §10106. Unless there has been an express request by a bidder that certain information within the statutory exemption be designated confidential and the Trust's Board has made an express determination of confidentiality under the Efficiency Maine Trust Act, all information submitted in response to this RFP will be considered public records available for public inspection pursuant to the Maine FOAA following announcement of an award decision.

1.9 Contract Award

The Trust will notify all bidders of the contract award decision by email. The anticipated award date is specified in section 1.3. The Trust reserves the right to negotiate the final terms and conditions of the contract award with a winning bidder whose proposal is selected by the Trust, and to reject any winning bidder with whom the Trust cannot agree to terms and conditions meeting the Trust's needs, in the Trust's sole judgment.

1.10 Contracting Process

The selection of service providers and grant recipients is governed by the Efficiency Maine Trust Rule Chapter 1: Contracting Process for Service Providers and Grant Recipients, which can be found on the Trust's website: <http://www. efficiencymaine.com/docs/Chapter-1-Contracting-Process-for-Service-Providers-and-Grant-Recipients.pdf>

1.11 RFP Process – Reservation of Rights

The Trust reserves the right to cancel or extend the RFP process at any time. The Trust also reserves the right to reject noncompliant submissions in response to this RFP and to waive minor formalities in the Trust's reasonable discretion. Issuance of this RFP does not commit the Trust to make an award or to pay any costs or expenses incurred by a bidder in connection with preparation of a proposal or response to this RFP.

1.12 Contract Agreement

A copy of the Efficiency Maine Trust Standard Agreement for this RFP is provided as **Attachment B – Standard Agreement**. This is the standard document that will complete the agreement for services between the winning bidder and the Trust. Information regarding a customer that has participated or that may participate in a Trust program is deemed confidential by the Efficiency Maine Trust Act. The winning bidder and its agents and subcontractors will be required to execute a nondisclosure agreement. See <http://legislature.maine.gov/statutes/35-A/title35-Asec10106.html> for additional information on related confidentiality restrictions.

1.13 Request for Reconsideration

An aggrieved person may request a hearing for reconsideration of a contract award decision by filing a written petition with the Executive Director of the Trust within 14 calendar days of the notification of the contract award. Each petition to reconsider must meet the requirements specified in Efficiency Maine Trust Rule Chapter 1, Contracting Process for Service Providers and Grant Recipients, Section 5(B), which can be found on the Trust's website under Documents and Services: <http://www.efficiencymaine.com/docs/Chapter-1-Contracting-Process-for-Service-Providers-and-Grant-Recipients.pdf>

1.14 Cost of Proposal Preparation

Costs incurred in the preparation of any proposal in response to this RFP are the sole responsibility of the bidder.

1.15 Conflict of Interest

In order to avoid conflicts of interest and ensure independence in the conduct of the program evaluation, entities may not bid for this evaluation if they are involved in (1) any aspect of the design, implementation or delivery of the program being evaluated, (2) in the installation, technical assistance analysis, application or commissioning of a measure being evaluated, or (3) currently under contract with the Maine Public Utilities Commission for services related to Efficiency Maine Trust.

1.16 Related Requests for Proposals

RFP EM-008-2019, Request for Proposal for Retail and Distributor Lighting Products Impact Evaluation

Bidders are invited to respond to multiple RFPs. However, bidders must submit a separate, stand-alone proposal in response to each RFP for which the bidder wishes to be considered. EMT may award one bidder more than one contract.

SECTION 2 – BACKGROUND INFORMATION

2.1 Efficiency Maine Trust

The Trust is the independent administrator of energy efficiency programs to lower the cost and environmental impacts of energy in Maine by promoting energy efficiency, conservation and alternative energy. The Trust does this primarily by delivering rebates on the purchase of high-efficiency lights and equipment to help customers save electricity, natural gas and other fuels throughout the Maine economy. The Trust is governed by a stakeholder Board of Trustees with oversight from the Maine Public Utilities Commission.

2.2 Small Business Initiative Background and Context

Efficiency Maine's Small Business Initiative (SBI) provides turnkey efficiency services and financial incentives that cater to the needs of small businesses having peak demand of 25 kW or less; these customers are typically defined as Small General Service (e.g., Central Maine Power territory) or General Service (e.g., Emera territory) Customers. The program is designed to overcome the barriers experienced by small businesses, including the lack of capital for improvements and lack of time and expertise to analyze energy options in-house. Due to their relatively small size and lower energy use, these businesses tend to receive less attention from contractors and vendors seeking to develop new projects. This program brings information and technical support to the customer's doorstep to schedule and execute energy upgrades using a direct-install approach. Eligible customers include non-residential customers in selected areas. The program has historically targeted rural and more remote areas of the State.

This initiative is delivered through a "direct-install" approach: "direct-install" describes delivery of efficiency measures that are brought directly to the attention of the property owner at the property site, and where the equipment procurement, scheduling, and installation (with the consent of the customer) are arranged by the program delivery team and installation contractor. To support the program, the Trust chooses an equipment distributor through a competitive bid process, and contractors who agree to install selected measure within the program's prescribed timeframe. Equipment distributors are invited to participate in competitive bids for equipment; those bids set the price for a given equipment list, for a specified region, for a limited period of time.

Potential participants must present a utility bill to verify load and eligibility for participation in the program. A customized Excel-based calculator tool is required to be used by the install contractor to evaluate the cost-effectiveness of every measure proposed in each project; measures that are not cost-effective on their own are screened out of the project. A random number of projects are inspected on-site to verify the work of each participating contractor. In addition, participants are asked about their experience through an online survey (see section 2.5). As an example of the program's activity, the following table provides a list of measures incentivized between July 1, 2018 and December 31, 2018.

Small Business Initiative Activity 7/1/2018-12/31/2018:

Projects: 154

Incentives: \$588,127

Measure Name	Measure Qty
S110 LED Replacement Lamps SBI	746
S11R Outdoor Pole-Mounted LED Streetlight or Parking Fixture	57
S13R Outdoor Wall-Mounted & LED Area Fixture (Wallpack)	165
S17R LED Canopy or Parking Garage Fixtures	2
S21R Recessed/Surface/Pendant-Mounted LED Downlight	76
S23R LED Flood and Spot Lights	49
S30 Refrigerated Case LED Light Fixture	8
S40 Screw-In LED Lamps	590
S51R Space Lighting Design with New Luminaires	863
S52 LED Retrofit Kits for Interior Luminaires	1,572
S6 Outdoor LED Mogul Screw-Base Replacement Lamps for HID Lamps	50
S61R High/Low Bay Design with New Fixtures	217
S64 LED High/Low Bay Mogul Screw-Base Replacement Lamps for HID Lamps	18
S81R Space Lighting Design with New Ambient Luminaires	1,267

Distributor Lighting Program activity 7/1/2018-12/31-2018:

Measure Name	Measure Qty
LED Specialty Bulb BR30/PAR16 Long Life	5,584
LED Specialty Bulb Candelabra Long Life	237
LED Specialty Bulb Candelabra Short Life	376
LED Specialty Bulb R20/MR16/Globe Long Life	2,015
LED Specialty Bulb R20/MR16/Globe Short Life	10
LED Specialty Bulb PAR38/BR40 Long Life	4,740
LED Specialty Bulb PAR20/PAR30 Long Life	2,313
LED Standard Bulb Long Life	14,832
LED Standard Bulb Short Life	21,348
TLED_TYPE_A_2ft - long life	845
TLED_TYPE_A_4ft - long life	61,674
TLED_TYPE_C_4ft - long life	34
Bay_High_Type_BC>120 W - long life	218
Bay_High_Type_BC<120 W - long life	820
Bay_Low_Type_BC>80 W - long life	2
Bay_Low_Type_BC<80 W - long life	31
Outdoor_Type_B >10000 lm - long life	272
Outdoor_Type_B <5000 lm - long life	574
Outdoor_Type_B 5k_10k lm - long life	865

2.3 Program Goals, Objectives and Requirements

The design and administration of the Small Business Initiative must fulfill a number of goals and requirements specified in law. These include:

- **Guiding principles** – As a program of the Trust, programs should be designed and delivered such that they are consumer-oriented; program effectiveness is maximized; program efficiency is maximized; and sufficient checks and balances are provided to ensure consistency, accountability and sustainability (35-A MRSA section 10104, sub-section 2). Additional principles and objectives are outlined in law for each source of funding for the Program (35-A MRSA sections 10109, 10110)
- **Cost-effectiveness** – Programs funded by the Conservation Fund and the Regional Greenhouse Gas Initiative (RGGI) fund are expected to be cost effective. The test used by the Trust to determine cost-effectiveness is defined in rule¹ and has been implemented in an Excel-based tool as well as the Cost Benefit Analysis Tool embedded in the Trust’s Efficiency Maine Reporting & Tracking System (effRT).

2.4 Measure Tracking Database

The Trust maintains an energy efficiency program tracking database named “effRT” (Efficiency Maine Reporting & Tracking System). The database platform manages the data for all of the Trust's active programs and ensures consistent and accurate estimates of energy savings.

SBI projects are uploaded to effRT from an Excel-based scoping tool. Uploads are performed using a standard CSV formatted file. Once uploaded, projects are processed through a pre-defined workflow in effRT including acceptance, pre-approval, inspection management review and invoicing.

Evaluators will be granted access to effRT to execute reports and review configuration of programs, measures, savings formulas, and adjustment factors. Fields recorded in effRT are as defined in the effRT Data Dictionary (see section 2.7).

2.5 SBI Online Survey

The Trust has been conducting an online survey of Small Business Initiative participants since December 2017. Each month, participants whose projects closed within the past month are invited to participate. The survey is designed to capture participants’ decision-making process and program experience shortly after the decision was taken. The survey script was reviewed by a third-party evaluator and questions revised to remove potential question bias. The survey script is included as Attachment D.

Raw results of the survey will be available to the winning bidder. Bidders are encouraged to describe how the survey results can be leveraged for use in the impact evaluation. As of January 1, 2019, 77 completed survey results are available.

¹ https://www.energymaine.com/docs/Ch3_Electric-Efficiency-and-Conservation-Programs.pdf

2.6 Utility Data

The Trust has the statutory authority to obtain customer specific billing data from the electric and natural gas utilities. The process to obtain billing data from the utilities requires a customer account number. The quality and extent of billing data and AMI/electric interval data available and the time necessary to obtain it varies by utility. Proposals recommending the use of AMI data should note any software licensing fees associated with its analysis.

2.7 Additional Sources of Information

Following are links to additional information that may bidders may find helpful in preparing a response to this RFP:

TITLE	LOCATION (link)
Efficiency Maine Trust website	www.energymaine.com
Efficiency Maine Trust Annual Reports	https://www.energymaine.com/about/library/reports/
Efficiency Maine Trust – Triennial Plan	https://www.energymaine.com/about/library/policies/
Evaluation, Measurement, and Verification (EM&V) requirements	https://www.iso-ne.com/static-assets/documents/2018/10/manual_mvdr_measurement_and_verification_of_onpeak_and_seasonal_peak_demand_resources_rev07_20181004.pdf https://www.energymaine.com/docs/Chapter-2-Administration-of-Trust-Budgeting-Project-Selection-Criteria-and-Procedures-Monitoring-and-Evaluation-Requirements-Energy-and-Carbon-Savings-Trust.pdf
Efficiency Maine Trust Commercial Technical Reference Manual	http://www.energymaine.com/docs/EMT-TRM_Commercial_Industrial_Multifamily_v2019_4.pdf
effRT Data Dictionary	https://docs.google.com/spreadsheets/d/1VwiR8Annyhv9pZahlolZAxMoUCDcycV9ZKMIEUzPF4A/edit#gid=1728190597
SBI Online Survey Script	Attachment D – SBI Survey Script

SECTION 3 – SCOPE OF WORK

3.1 Overview

The Efficiency Maine Trust (the Trust) seeks a qualified bidder or team of bidders to perform an independent impact evaluation of the Trust’s Small Business Initiative for the period from July 1, 2018 through June 30, 2019. The evaluation will also include an analysis of the load profile and hours of use for lamp types incentivized through the Distributor Lighting program (see section 3.2.1 for details). Data collected on those lamp types will be shared with the contractor conducting the evaluation listed in section 1.16.

The evaluation is intended to fulfill the statutory requirements that the Trust:

- (1) Arrange for an independent evaluation, at least once every 5 years, of each program that has an annual budget of more than \$500,000, including an evaluation of the program’s effectiveness in achieving goals specified in the law governing the Trust (35-A MRSA section 10104, subsection 10), and
- (2) Monitor and evaluate the delivery of electric conservation programs and assess the cost-effectiveness of programs (35-A MRSA section 10110, subsection 2, paragraph F).

This will be the first evaluation of the Small Business Initiative.

The primary objectives of the evaluation are to quantify and verify electric energy and demand savings, verify applicable non-electric energy impacts, and analyze program cost-effectiveness. Consistent with these objectives, the overall evaluation project will include an impact evaluation and a cost-benefit analysis, which are further described in section 3.2. The evaluation contractor must provide a rigorous evaluation of this initiative, consistent with available resources, and deliver timely information and results to the Trust.

The evaluation contractor will be responsible for ensuring that the evaluation, measurement and verification of energy and demand savings conducted under this evaluation fully complies with all applicable requirements set forth in the “ISO New England Manual for Measurement and Verification of Demand Reduction Value from Demand Resources” (M-MVDR).² These include, but are not limited to, requirements for metering and measurement equipment, frequency and duration of metering and monitoring, and statistical significance and sampling precision. The Trust’s demand resources in the ISO-NE FCM are classified as “on-peak demand resources” and the Trust must measure, verify and report demand savings accordingly.³ Bidders should carefully review the M-MVDR and, in the proposal, provide evidence of their ability to meet these requirements.

The contractor will be responsible for adhering to safety protocols and providing all necessary safety gear and training for site visits conducted as part of the program.

² https://www.iso-ne.com/static-assets/documents/2018/10/manual_mvdr_measurement_and_verification_of_onpeak_and_seasonal_peak_demand_resources_rev07_20181004.pdf

³ On-Peak Demand Resources provide their load reduction during the following hours: Summer On-Peak Hours 1:00-5:00 p.m. non-holiday weekdays in June, July, and August; Winter On-Peak Hours are 5:00-7:00 p.m. non-holiday weekdays in December and January.

3.2 Evaluation Objectives

The Trust expects the evaluation contractor to design an evaluation that fulfills the following objectives using standard evaluation practices. The Trust is particularly interested in the assessment of free ridership estimations as well as identification adjustments needed to make future savings estimates more accurate.

3.2.1 Impact Evaluation

The impact evaluation will examine the energy and demand savings of the program measures. The impact evaluation will meet the following objectives for each measure type incentivized under the program:

- Determine achieved (verified) electric energy and demand savings subject to the statistical confidence and precision requirements listed below.
- Determine in-service rates and realization rates for each measure type or group of measure types incentivized under the program.
- Assess program attribution of savings achieved.
- Assess and incorporate data as appropriate from the customer satisfaction survey results.
- Verify Technical Reference Manual (TRM) savings algorithms.
- Determine appropriate adjustments to TRM deemed parameters of existing fixture rated wattage, savings factor for lighting controls, and hours of use to improve future estimated savings for each measure type incentivized under the program including anticipated changes.
- Determine appropriate values for summer and winter peak coincidence factors, and energy period factors⁴.
- Determine the percentage of LED lamps installed in interior and exterior applications in commercial settings.
- Review and assess the TRM's methodology for determining the interactive effects as it pertains to each measure type incentivized under the program and the assumed distribution of heating fuel.
- Assess measure life for each measure type incentivized under the program taking into account any recent measure life studies, equipment warranties, observed measure persistence⁵ and observed savings persistence⁶.

Whenever sampling is utilized to meet the objectives of the impact evaluation, the sampling must adhere to the requirements set forth by ISO-NE in the M-MVDR. The proposed sampling plan must define the strata for which sampling will be designed to meet a goal of +/-10% precision at the 80% confidence level. At a minimum, the strata proposed must include the following for hours of use, coincidence and energy period factors metering:

⁴ Hours for winter and summer peak and the energy periods can be found in Appendix B of the Technical Reference Manual

⁵ Measure persistence is a quantification of how long the measure will remain in place. Causes of reduced measure persistence include any activity that removes the measure or eliminates the savings such as equipment upgrade, refurbishment or renovation of the building, closure of a business, or override of efficiency controls.

⁶ Savings persistence is a quantification of how long the defined savings will remain. Causes of reduced savings persistence include a change to the baseline over the useful life of the measure so that future savings are less than first-year savings and changes in usage behavior over time

- Lighting Fixtures – Interior Spaces – Year Round
- Lighting Fixtures – Exterior Spaces – Year Round
- LED Lamp Commercial – A-Line
- LED Lamp Commercial – Specialty

The proposed sample plan must also define substrata for which data can be reported. Substrata need not meet the confidence and precision requirements. Substrata to consider include seasonal businesses, interior and exterior locations for lamps and a selection of space types and facility types as defined in the deemed hours of use table in the Technical Reference Manual (Table 39).

3.2.2 Cost Benefit Analysis

The cost-benefit analysis will examine the cost-effectiveness of the program. The analysis will be performed using the methodology and assumptions applicable to the period under evaluation. The Trust will provide an Excel-based implementation of the approved methodology and assumptions as well as provide access to Cost Benefit Analysis Tool (CBAT) hosted in effRT⁷. A sensitivity analysis should be included that considers evaluation uncertainty and alternative methodologies for the calculation of benefit/cost ratios. The cost-benefit analysis will meet the following objectives for measures installed under the program in FY2019:

- Verify benefit/cost calculations.
- Determine for each measure type incentivized under the program the following:
 - Verified measure costs based on the costs of installed efficiency measures and appropriate baseline costs;
 - Lifetime benefits of verified savings (gross and net);
 - Lifetime costs of fuel use increases (gross and net); and
 - Measure level benefit/cost ratios (excluding program delivery and marketing costs) using prescribed and alternate methods.
- Compile program delivery and marketing costs.
- Determine program level benefit/cost ratio using prescribed methods and sensitivity analysis.
- Identify key drivers of differences between the program estimated benefit/cost ratio and those calculated from verified savings and costs and sensitivity analysis.

3.3 Project Deliverables

The contractor will be responsible for timely completion of all requirements specified in the Scope of Work. Specific deliverables to be completed by the contractor may include, but are not limited to, the following:

1. Draft and Final Evaluation Plan – subject to review and approval by the Trust
2. Draft and Final Sampling Plan – subject to review and approval by the Trust
3. Draft and Final Data Collection Instruments and Protocols – subject to review and approval by the Trust
4. Draft and Final Site Visit Protocols – subject to review and approval by the Trust
5. Interim Memos on Key Findings

⁷ CBAT is configured with prescribed avoided costs, discount rate and generation mark-up. Cost-effectiveness will be assessed using the assumptions that were in place at the time of measure installation.

6. Original data files and final, cleaned evaluation data and analysis files resulting from the evaluation
7. Draft and Final Evaluation Report – subject to review and approval by the Trust
8. Monthly Project Status Reports
9. Interim Reports on Topics or Issues Requested by the Program Manager

The contractor(s) must commit to completing all tasks within the time frame established in the approved Evaluation Plan. The contractor(s) is responsible for providing the Trust with electronic copies of all deliverables in Microsoft Office software format or other appropriate format approved by the Trust.

SECTION 4 – PROPOSAL REQUIREMENTS

4.1 Project Organization and Staffing Requirements

Proposals that include teaming arrangements must designate one party as the lead bidder. Personnel who are proposed shall be the actual contract performers. In accordance with Standard Agreement, Rider B, Section 3, Provider Personnel (see Attachment B), no re-deployment or replacement of any Key Personnel may be made without the prior written consent of the Trust.

4.2 Submittal Requirements

Proposals must be delivered to the Trust by the due date and time specified in Section 1.3 of this RFP to the attention of the designated Contact Person specified in section 1.2. Proposals must be delivered in an envelope or package visibly labeled, “**Response to RFP EM-007-2019 – Small Business Initiative Impact Evaluation.**”

The proposal submission must include:

- One (1) signed, original document that is unbound and includes all sections, forms and appendices (electronic and stamped signatures are not acceptable);
- Four (4) bound, hard copies of the entire original, and
- One (1) electronic copy of the complete proposal; files must be provided in Microsoft Office and/or PDF format and a copy of Attachment C must be provided in Microsoft Excel format.

The Trust reserves the right to reject any proposal that does not meet these requirements.

4.3 Format Requirements

The Trust will evaluate proposals for adherence to the following format requirements:

- Proposals must be typewritten, using a standard font (11 or 12 point).
- Each page must state the page number, the name of the bidder, and the RFP number.
- Each page must have one-inch margins.
- Unnecessary attachments (i.e., any attachments beyond those sufficient to present a complete, comprehensive, and effective proposal) will not be considered in the evaluation of the proposal.
- Proposals must adhere to prescribed page limits specified in Section 4.4. The Trust values succinct proposals; page limits define the upper bound on page count; fewer pages are acceptable and appreciated.

- Please note that each printed side counts as one (1) page.

The Trust reserves the right to reject any proposal that does not meet these requirements.

4.4 Content and Organization Requirements

The proposal must include the following contents, which should be presented in the following order:

1. Proposal Cover Sheet Form

- Include a completed, signed Proposal Cover Sheet Form, which is provided in Attachment A.
- If the proposal involves any subcontractors, provide a completed Team Commitment page.

2. Letter of Transmittal / Letters of Commitment

- Include a brief Letter of Transmittal, on company letterhead, signed by an appropriate officer of the lead bidder who can bind the company to a contract.
- If the proposal involves any subcontractors, include a letter of commitment from each subcontractor, signed by an appropriate officer of the subcontractor who can bind the company to a contract.
- Include a statement certifying that the provision of services to the Trust will not result in a conflict of interest as outlined in section 1.15.

3. Table of Contents

4. Introduction (2 pages maximum)

- Summarize understanding of the services requested in the RFP and proposed approach to fulfilling the requirements of this RFP.
- Briefly describe the proposed project team and qualifications.

5. Statement of Work (10 pages maximum)

- **Overview:** Provide an overview of the proposed approach. Describe how the project is to be implemented to fulfill the objectives of the evaluation, as specified by the Trust, and the requirements of the Scope of Work (Section 3).
- **Evaluation Plan:** Specify the proposed Evaluation Plan for accomplishing the objectives specified in the Scope of Work. The plan should outline the approach to meeting the objectives and specify the relevant methods and deliverables. The plan should include a detailed sampling plan that will meet the requirements set forth in section 3.
- **Schedule and Deliverables:** Provide a chart or outline detailing the proposed schedule for the evaluation, including proposed timelines for each task and associated deliverables or reports.

6. Staffing, Management and Qualifications (8 pages maximum)

- **Overview:** Briefly describe the overall staffing plan and management approach to the evaluation, including coordination with subcontractors where applicable.
- **Organizational chart:** Provide an organizational chart of the proposed team for the project. The chart should identify key team members, their project roles, illustrate relationships between the individual staff and the organizations (the Trust, the contractor and any subcontractors) and clearly indicate the primary point of contact for the Trust.
- **Individual qualifications:** For each staff member that is bid on the project, please provide a brief narrative that includes a description of the individual's role on this project and a summary of his or her relevant skills, qualifications, experience and expertise, including previous program evaluation projects completed. (Resumes must be included in a separate appendix.)
- **Corporate qualifications:** Describe the corporate qualifications of the lead bidder, including brief descriptions of past experience on contracts of similar scope and size; provide a client name and contract value for each and describe how the work is relevant to the current RFP. Provide the same information for each subcontractor.
- **Financial capability:** Disclose and provide details regarding any bankruptcy petition (whether voluntary or involuntary), receivership, insolvency event, or similar adverse financial circumstance suffered or incurred by bidder (or any predecessor entity) within the three years preceding the date of submission of this proposal. Disclose and provide details regarding any litigation, arbitration, or administrative proceedings involving bidder within the three years preceding the date of submission of this proposal in which the amount claimed or adjudged against bidder exceeded \$50,000.

7. Budget/Cost Proposal (2 pages maximum not including Project Proposal Cost Form)

- **Cost Information:** Provide a Time-and-Materials with a Not-to-Exceed bid for evaluating the program based on the proposed sampling plan. The bid should reflect an understanding that under the resulting contract agreement the winning bidder will be bound by the labor rates and not-to-exceed level specified in the contract and will be required to complete all tasks specified in that agreement without charges above the total agreement price. The Trust acknowledges that even the best designed sampling plan may not achieve the precision and confidence goals laid out in the Scope of Work; therefore, bidders are asked to provide a cost per additional sample for each type of sampling proposed.
- **Narrative:** Provide a brief narrative explanation of the project budget/cost proposal, including the total price, price for each task, and any relevant assumptions.
- **Cost Form:** Provide a completed Project Proposal Cost Form (Attachment C) detailing the breakout of costs, including labor hours, hourly rates and costs for all personnel, including any subcontractors; other direct costs; and total costs and total costs in sufficient detail to allow assessment of the reasonableness of the basis for the not-to-exceed level proposed. All related expenses must be included and itemized on this form; any costs not included on this form will be disallowed. A hard copy of this form must be included in all copies provided but will not be counted against the page count requirements.

Appendices

- **Appendix A – References:** Provide a list of references for the lead bidder and any subcontractors included in the bid. At least three (3) references must be provided for each organization included in the bid. For each reference, please provide current contact information (name, company, telephone number, and email address) and a brief description of the work conducted for the reference and its relevance to the current RFP.
- **Appendix B – Resumes:** Provide resumes of key project team members in an Appendix. Key project team members identified in the proposal must be dedicated to the proposed project at the level proposed. Any substitutions of key project team members must be approved by the Trust.
- **Appendix C – Evaluations and Reports:** Provide examples of independent program evaluation reports or other relevant reports, published within the past 5 years, performed by the lead bidder that are similar in nature to the evaluation requested in this RFP. Please provide URLs where the relevant evaluation reports may be accessed on-line; where on-line access is not possible, please provide electronic copies of the reports as part of the proposal submission. In Appendix C, provide a list of the submitted reports that includes the report title, author/independent evaluator, publication date, and URL (or filename if provided electronically) for accessing the report. Do not include hard copies of the example reports.

SECTION 5 – PROPOSAL EVALUATION CRITERIA

Proposals that meet the requirements established in the RFP will be evaluated by a proposal review team. The Trust reserves the right to decide whether a proposal is or is not acceptable in terms of meeting the requirements of this RFP and to accept or reject any or all proposals received.

In evaluating proposals, the Trust reserves the right to take any of the following steps, with respect to either all of the proposals received or to a subset of proposals selected as superior to the others: (1) consult with prior clients on the performance of the bidder or of particular persons proposed for this bid; (2) schedule presentations or interviews with representatives of the bidder or persons proposed for the project; (3) conduct a review of past performance, including a review of reports, analyses, or other materials that would reflect the bidder's performance; and, (4) request additional data or supporting material.

In evaluating proposals submitted in response to this RFP, the proposal review team will use the following criteria:

Scoring Category	Maximum Points
1. Statement of Work <ul style="list-style-type: none"> a. Does the Statement of Work present a comprehensive, sound approach for accomplishing the requirements of this RFP? b. Is the Statement of Work thorough, specific and responsive to the requirements and details specified in the RFP? c. Does the proposal demonstrate a clear understanding the Trust's expectations for this specific evaluation? d. Does the Statement of Work reflect best practices in program evaluation? e. Is the sampling plan appropriate to the goals set forth? f. Are alternate methodologies proposed appropriate and will they add value? 	40
2. Staff and Organization Qualifications <ul style="list-style-type: none"> a. Is the proposed project staffing plan clear, well-defined, appropriate and realistic for the scope of the services requested? b. How qualified are the proposed personnel in terms of skills, expertise and experience relevant to the measures being evaluated, and to what extent will these personnel will be available to the program's tasks? c. How qualified are the proposed organizations (lead bidder and subcontractors) in terms of demonstrated experience and capacity to execute this type of evaluation? 	30
3. Project Cost/Budget <ul style="list-style-type: none"> a. Are appropriate resources being devoted to the individual tasks and sub-tasks? b. How does the total bid compare to other comparable proposals? c. Is the proposed budget consistent with the proposed Statement of Work? d. How do the quoted rates compare to other comparable proposals? e. How does the cost per additional sample compare to the base proposal and comparable proposals? 	20

Scoring Category	Maximum Points
4. Overall Quality and Responsiveness <ul style="list-style-type: none"><li data-bbox="310 310 1214 411">a. What is the overall quality of the proposal submission, including but not limited to: completeness, clarity, attention to detail, adherence to instructions and requirements and lack of errors?<li data-bbox="310 415 1187 485">b. Does the proposal reflect and respond to the specific attributes of the Trust's priorities for the evaluation?	10
Total	100