



**EFFICIENCY MAINE TRUST
REQUEST FOR PROPOSALS FOR
COMMERCIAL SPLIT-SYSTEM HEAT PUMP WATER HEATING
DEMONSTRATION PILOTS**

RFP EM-011-2020

Date Issued: April 3, 2020

Closing Date: May 22, 2020 - 3:00pm local time (Augusta, ME)

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Separate attachments:

- Attachment A – Proposal Cover Sheet Form
- Attachment B – Standard Agreement
- Attachment C – Project Proposal Cost Form

SECTION 1 – RFP INFORMATION AND INSTRUCTIONS

1.1 Title and Purpose

RFP EM-011-2020 – Commercial Split-System Heat Pump Water Heating Pilots.

Through this RFP, the Efficiency Maine Trust (the Trust) seeks one or more qualified bidders or bid teams to develop and implement one or more pilot projects that demonstrate cost-effective energy savings from the use of split-system heat pump water heaters (HPWHs) in a commercial setting for primary heating or preheating of domestic and process water. These projects will fall under and be funded through the Trust's Innovation Program.

These pilots are designed to provide financial support for cost-effective uses of HPWHs that currently fall outside the Trust's program offerings but may become viable as future measures.

The Trust also welcomes proposals for other pilots that demonstrate potentially cost-effective uses of split-system HPWH technology.

1.2 Designated Contact Person for this RFP

Jack Riordan, Strategic Initiatives Manager
 Efficiency Maine Trust
 168 Capitol Street, Suite 1
 Augusta, ME 04330-6856
 Email: jack.riordan@efficiencymaine.com

1.3 Schedule of Activities

Event	Date/Deadline
RFP Issued	April 3, 2020
Question Period Closes	April 8, 2020
Responses to Questions Posted	April 10, 2020
Proposals Due at Efficiency Maine Trust Office	May 15, 2020 3:00 p.m. local time (Augusta, ME)
Anticipated Award Date	May 22, 2020

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 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-011-2020 Questions. Responses to questions will be posted on the Trust's website.

1.5 Proposal Submittal Deadline

Proposals must be received at the Trust's office by the due date and time specified in section 1.3. 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 unless requested by the Trust. Each bidder is responsible for ensuring the timely receipt of its proposal. Further details regarding proposal requirements are provided in Section 5 of this RFP.

1.6 Cost of Proposal Preparation

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

1.7 Anticipated Contract Term

The anticipated term of the contract is June 30, 2020 through June 30, 2021. The Trust is open to longer terms should the technology and/or strategy require more time to deliver benefits.

1.8 Anticipated Contract Budget

The total budget for the award(s) to be made under this solicitation is \$150,000 and may be allocated towards a single award or among several awards. The individual contract(s) will be compensated on a fixed-price or time and materials basis with a not-to-exceed total budget. The Trust prefers to award multiple contracts under this RFP.

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(s) whose proposal is selected by the Trust, and to reject any winning bidder(s) 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 process 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>

SECTION 2 – BACKGROUND INFORMATION

2.1 Efficiency Maine Trust

The Trust is the independent administrator for programs to improve the efficiency of energy use and reduce greenhouse gases in Maine. The Trust does this primarily by delivering financial incentives on the purchase of high-efficiency equipment or changes to operations that help customers save electricity, natural gas and other fuels throughout the Maine economy. The Trust is a quasi-state agency governed by a Board of Trustees with oversight from the Maine Public Utilities Commission.

2.2 Innovation Program Background and Context

The Trust's Innovation Program provides funding to support pilot projects that demonstrate new types of energy efficiency, conservation, or alternative energy measures or new strategies for promoting such measures. The program focuses on measures or strategies that show significant potential to be cost-effective and provide energy or greenhouse gas savings but that are not yet well understood or established in the marketplace. The measures piloted may or may not prove to be cost-effective or popular in the Maine marketplace. Part of the purpose of the Innovation Program is to use smaller pilot projects to generate findings of cost-effectiveness and market demand before making larger investments on incentives and program delivery.

2.3 Additional Sources of Information

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

TITLE	LOCATION (link)
Efficiency Maine Trust website	http://www.energymaine.com/
FY2019 Efficiency Maine Trust Annual Report	https://www.energymaine.com/docs/FY19-Annual-Report_final.pdf
Efficiency Maine Trust Commercial/Industrial and Multifamily Technical Resource Manual	https://www.energymaine.com/docs/EMT-TRM_Commercial_Industrial_Multifamily_v2019_4.pdf

SECTION 3 – SCOPE OF WORK

3.1 Overview and Objectives

The Trust added ENERGY STAR®-certified heat pump water heaters (HPWHs) to its program offerings in 2013 and has since incentivized over 50,000 units installed in Maine homes and businesses. The Trust motivates consumers to purchase the high-efficiency system in place of a new, code-compliant or standard efficiency, electric water heater. The Trust records savings only for the improved water heater efficiency. The Trust has also conducted a direct install initiative for heat pump water heaters in low-income households.

The Trust seeks demonstration pilots that utilize cost-effective uses for split-system HPWHs in a commercial water heating setting. The primary objective of each pilot is to measure the benefits of the heat pump water heaters, or controls, within the context of a commercial application. The Trust is specifically interested in cost-effective energy savings from split-system HPWHs used for primary heating or preheating of domestic and process water. The pilots can be applicable to any type of

commercial setting, such as restaurants, laundromats, hotels, breweries, carwashes, manufacturing, or food processing facilities.

Following are two examples of commercial pilots:

- Demonstration that a split-system HPWHs can take advantage of waste heat for pre-heating of water in commercial applications with high demand and fuel costs and that currently heat water with electricity or fossil fuels. The pilot would measure the benefits and costs of installing a HPWH and record the business's experience with the equipment.
- Demonstration of a split-system HPWH's ability to provide supplemental hot water to an existing system. The pilot would measure the benefits and costs of installing a HPWH and record the business's experience with the equipment.

Pilot proposals can include any projects that fall under the description above and do not need to conform to the examples provided.

Benefits recorded by the pilot should include but are not necessarily limited to energy savings (electric or other fuels) and greenhouse gas reductions. The Trust will provide data from its cost-benefit analysis tool so that the benefits reported by the pilot will be consistent with the benefits reported by the Trust in its annual report.

3.2 Main Pilot Activities

At a minimum, the winning bidder(s) must conduct the following activities:

- Recruiting participants for the pilot,
- Procuring and installing split-system heat pump water heaters (HPWHs),
- Where applicable, educating the participant on the use of the HPWHs and the terms and conditions of the pilot,
- Tracking the participant's use of the HPWHs in order to calculate the benefit and costs of the pilot,
- Performing cost-benefit analysis, and
- Reporting results to the Trust.

3.3 Proposal Task Descriptions

Task 1: Project Kickoff Meeting

The winning bidders(s), in consultation with the Trust, will organize and facilitate a Kickoff Meeting to establish a foundation for the pilot, review the proposed statement of work and schedule, consider any revisions or adjustments that may be necessary, and establish communication protocols.

Task 1 Deliverable: Kickoff Meeting materials

Task 2: Pilot Implementation Plan

The contractor(s) must develop a detailed Pilot Implementation Plan that details the specific approach, schedule, and quality assurance plan for each task, sub-task and deliverable required in their proposed pilot and consistent with the objectives of this RFP. The implementation plan

must include a description of the methodology for calculating the benefits and costs of the project(s).

Task 2 Deliverable: Pilot Implementation Plan

Task 3: Project Management and Reporting

The winning bidder(s) will manage all aspects of the pilot, including management of all tasks, oversight of any subcontractors, and submission of all deliverables. Management of the pilot should be designed to deliver high-quality, on-time, on-budget services to the Trust. As part of this ongoing task, the winning bidder (s) will, at a minimum:

- Implement formal and informal communication strategies (e.g., status reports) throughout the contract period to maintain effective and timely communication with the Trust;
- Prepare interim memos documenting key findings as they are reached; and
- Prepare comprehensive draft and final reports on the pilot.

Task 3 Deliverables: Monthly Project Status Reports; Draft and Final Pilot Reports; Draft and Final PowerPoint Presentation.

3.4 Project Deliverables

Specific deliverables will include, but are not limited to, the following:

- Interim reports to the Trust in the form of conference calls, emails, and/or memos;
- Draft and final Pilot Implementation Plans that outlines the approach used by bidder(s) to implement their proposal;
- All customer-facing instruments, documents, or protocols to ensure they meet the Trust's standards;
- Monthly Project Status Reports;
- Original data files and final, cleaned project data and analysis files resulting from the pilot;
- Draft and final reports summarizing the results of the pilot; and
- Draft and final presentations summarizing the results of the pilot to the Efficiency Maine Board of Trustees.

The winning bidder(s) must provide Efficiency Maine with electronic copies of all deliverables in Microsoft Office software format or other appropriate format approved by Efficiency Maine.

SECTION 4 – GENERAL RESPONSIBILITIES AND REQUIREMENTS

4.1 Contractor Responsibilities

The winning bidder(s) must commit to completing all tasks within the time frames established in the approved Pilot Implementation Plan. Note that the winning bidder(s) must procure all equipment used in the pilot and find participants for the project. In addition, the winning bidder(s) will be responsible for adhering to the following requirements:

- **Confidentiality.** All customer information is confidential, and the winning bidder(s), and any subcontractors will be required to sign a nondisclosure agreement before any customer data is

released to the contractor. See <http://legislature.maine.gov/statutes/35-A/title35-Asec10106.html> for additional information on related confidentiality restrictions.

- **Project Personnel.** 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.
- **Call Center Coordination.** The winning bidder(s) will be required to work cooperatively with the Trust's call center contractor and assist with call center training, monitoring, and support to ensure maximum customer satisfaction and cost-effective project implementation.
- **Communication and Marketing Coordination.** The winning bidder(s) will be required to work cooperatively with the Trust's Communications Division and any marketing contractors to ensure project marketing materials and messages conform with style guidelines and to ensure message coordination between various media outlets.
- **Database Management and Coordination.** The winning bidder(s) will be required to collect and provide accurate pilot program data and customer information to the Trust.
- **Safety.** The contractor will be responsible for adhering to safety protocols and providing all necessary safety gear for site visits conducted as part of the pilot.

4.2 Efficiency Maine Trust Responsibilities

The Trust, through its designated Program Manager for this contract, will oversee the contract requirements and review all work undertaken by the winning bidder(s), including but not limited to:

- Providing project/pilot oversight and management;
- Reviewing, commenting on and approving all deliverables;
- Reviewing and approving, or rejecting, invoices;
- Providing guidance and direction regarding pilot implementation, initiatives and strategies;
- Reviewing pilot data; and
- Making available relevant work products and data that are the property of the Trust.

SECTION 5 – PROPOSAL REQUIREMENTS

5.1 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. Bidders may not substitute personnel without prior written approval of the Trust.

5.2 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-011-2020 – Commercial Split-System HPWH Pilots.**”

The proposal submission must include one (1) electronic copy of the complete proposal emailed to the designated contact person identified in section 1.2; 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.

5.3 Format Requirements

Proposals will be evaluated 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.
- Any attachments beyond those sufficient to present a complete, comprehensive, and effective proposal will not be considered the evaluation of the proposal.
- Proposals must adhere to prescribed page limits specified in section 5.4. 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.

5.4 Content and Organization Requirements

The proposal must include the following contents in the order presented:

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.

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 (8 pages maximum)

- **Overview:** Provide an overview of the proposed approach. Describe how the project will be implemented to fulfill the objectives of the pilot, as specified by the Trust, and the requirements of the Scope of Work (Section 3).
- **Task-by-Task Program Implementation Plan:** Provide a proposed Program Implementation Plan for accomplishing each individual task specified in the Scope of Work. Each task-specific description must outline the approach to the task and specify the relevant methods and deliverables.
- **Schedule and Deliverables:** Provide a chart or outline detailing the proposed schedule for the pilot, including proposed timelines for each task and associated deliverables or reports.

6. Staffing, Management and Qualifications (5 pages maximum)

- **Overview:** Briefly describe the overall staffing plan and management approach to the pilot, including coordination with subcontractors where applicable.
- **Organizational chart:** Provide an organizational chart of the proposed team for the pilot. 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 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 with 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. Upon request, in order to provide the Trust with the ability to judge the bidder's financial capacity and capabilities to undertake and successfully complete the contract, the bidder may be required to submit two years of certified financial statements that include a balance sheet, income statement and statement of cash flow, and all applicable notes for the most recent calendar year or the bidder's most recent fiscal year. If certified financial statements are not available, the bidder should provide either a reviewed or compiled statement from an independent accountant setting forth the same information required for the certified financial statements, together with a certification from the Chief Executive Officer or the Chief Financial Officer, that the financial statements and other information included in the statements fairly present in all material respects the financial condition, results of operations and cash flows of the bidder as of, and for, the periods presented in the statements. In addition, the bidder may be required to submit a bank reference. The bidder

may clearly mark financial documents submitted in connection with the proposal as “Confidential Financial Information.”

7. Budget/Cost Proposal (2 pages maximum)

- **Budget:** Provide either a fixed-price bid or time and materials bid with a not-to-exceed budget for delivering the pilot.
- **Narrative:** Provide a detailed narrative explanation of the pilot budget/cost proposal, including the total price, price for each task, incentive structure (if relevant), 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 (including equipment related specifically to the pilot or incentives required to motivate customers to participate); and total costs. All related expenses must be included and itemized on this form; any costs not included on this form will be disallowed.

8. 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 in writing.

SECTION 6 – PROPOSAL EVALUATION AND AWARD

Proposals that are received by the submission deadline and that meet the requirements established in the RFP will be reviewed and 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.

6.1 Evaluation Criteria

In evaluating proposals submitted in response to this RFP, the proposal review team will use the following criteria, which are described in subsequent paragraphs:

Scoring Category	Maximum Points Available
1. Statement of Work	35
2. Staffing, Management and Qualifications	25
3. Project Cost/Budget	25
4. Overall Quality and Responsiveness	15
5. Bonus Points for Preferred Areas of Interest	10
Total	110

1. Statement of Work

- Does the Statement of Work present a comprehensive, sound approach for accomplishing the requirements of this RFP?
- Is the Statement of Work thorough, specific and responsive to the requirements and details specified in the RFP?
- Does the proposal demonstrate a clear understanding of the pilot and the Trust's expectations for the Innovation program?
- Does the Statement of Work reflect best practices in program delivery?
- If the proposed pilot is successfully implemented, to what degree will the technology, application or configurations used in the pilot have the potential to deliver future quantifiable, cost-effective, load management and reduced costs for the utility customers and/or the grid in Maine?

2. Staffing, Management and Qualifications

- Is the proposed pilot staffing plan clear, well-defined and appropriate to the substance and scope of the services requested by the Trust?
- How qualified are the proposed personnel in terms of skills, expertise and experience relevant to this particular pilot?
- How qualified are the proposed organizations (lead bidder and subcontractors) in terms of demonstrated experience and capacity to execute this type of pilot?

3. Project Budget/Cost

- Are appropriate resources being devoted to the individual tasks and sub-tasks?
- How does the total bid compare to other comparable proposals?
- Is the proposed budget consistent with the proposed Statement of Work?
- To what degree do the budget details reflect cost conservation and the likelihood to successfully complete the project as proposed?
- Where appropriate/relevant, does the proposal reflect a reasonable incentive structure to encourage participation in the pilot?

4. Overall Quality and Responsiveness

- 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?

- Does the proposal reflect and respond to the specific attributes of the pilot and the Trust's priorities for the Innovation program?

5. Bonus Points for Preferred Areas of Interest

- Does the proposal fall within the specific areas of interest?

6.2 Contract Award

The Trust will notify all bidders of the contract award decision by email. The anticipated award date is specified in section 1.

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.

SECTION 7 – GENERAL CONDITIONS

7.1 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 any and all submissions in response to this RFP and to waive formalities if doing so is in the best interests of the Trust.

7.2 Contract Agreement

A copy of the Efficiency Maine Trust Standard Agreement appropriate to 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.

7.3 Billing

The Trust requests that bidders submit a bid that contains either a fixed-price or a time and materials not-to-exceed billing proposal.

For bids using a time and materials not-to-exceed budget approach, invoices submitted for work performed under the resulting contract shall be sufficiently specific to allow the Trust to evaluate charges billed in light of the tasks required. Each invoice must include a clear breakdown, by task where appropriate, indicating the individual personnel who performed work; the date, nature, and duration of work; and the rate charged.

For bids using a fixed-price approach, the bidder is responsible for outlining specific milestones, payment amounts, and completion criteria to be included in the resulting contract. Disbursements will be made only once all specified completion criteria have been met.

7.4 Termination of Contract

Termination of the agreement by the Trust is governed by section 7 of the Standard Agreement (see Attachment B).

7.5 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>

7.6 Confidentiality

All bids are treated as confidential until notification of award. Unless subject to a statutory or regulatory confidentiality exemption, bids become public documents after the contract award.