

As of 1/17/2019

**Efficiency Maine
Retail Initiatives Program and Distributor Initiatives Program
RFP # EM-005-2019
Responses to Questions**

1. Does the proposal require a bid on both items 1 and 2 or can an implementer bid on just item 1 or 2? **Answer:** In order to win, the contractor must bid on both programs.
2. Please provide the “Previous Incumbent & Contract Award Document” for this project.
Answer: These two programs are currently administered by two companies.
 - 1) CLEAResult Consulting, Inc. was awarded the contract to administer the “Consumer Products Program” 3/24/2016 as listed on our [website](#) and
 - 2) GDS Associates, Inc. was awarded the contract to administer the C&I Prescriptive, New Construction, and Small Business Incentive Program on 4/21/2016, a portion of which includes equipment that will be shifted to the Distributor Initiatives Program.
3. Do the annual budgets reflect program operations from July 1 - June 30, April 1 - March 31, January 1 - December 31, or another option? **Answer:** The annual budgets cover our fiscal years, which run July 1-June 30.
4. Please confirm the rebate for Commercial-Scale Furnaces and Boilers: \$1,500 or \$15,000? **Answer:** Apologies for the typographical error. The number should read “\$1,500.”
5. Who manages the budget for the LEDs sold through distributors and delivered through the C&I Prescriptive Program: The Distributor program or C&I Prescriptive? **Answer:** The C&I Prescriptive Program. LEDs are not part of the Distributor Initiatives Program portion of this RFP.
6. Please clarify the volume of retailer/distributor reimbursements. The RFP states that the program reimburses approximately 10 retailers with 200 locations and 15 distributors with 40-50 locations. Does the program send reimbursements to the head offices, the individual stores, or a mixture? **Answer:** The program sends payments to the head offices, representing about 25 checks per month (10 retailers and 15 distributors).
7. Are the three 1-year contracts executed all at once or at the end of each term? **Answer:** Two contracts will be executed each year for three years.
8. The RFP references lighting in the context of retail and residential, however it does not explicitly state commercial lighting as part of the Distributor Initiatives. Would Efficiency Maine like to receive bids that include a commercial lighting strategy? **Answer:** No. The only lighting measures that will be part of this award are retail LEDs. Commercial lighting

is not part of these two programs. That said, businesses are not prohibited from purchasing LED bulbs through retail locations.

9. Would Efficiency Maine consider proposals focused exclusively on Retail Initiatives or Distributor Initiatives? Or would it prefer proposals include both? **Answer:** We will only award these contracts to a single bidder who will deliver both Retail and Distributor Programs.
10. The RFP seeks to reduce peak load demand, is this through energy efficiency energy efficiency measures or would Efficiency Maine consider Demand Response enabled technologies in these initiatives? **Answer:** Efficiency Maine will not consider demand response proposals as part of this procurement.
11. Can you provide any information on how the bulk of rebates are identified and processed currently? **Answer:** Mail-in rebates are received via email or postal mail then screened against eligibility criteria. Rebate checks are sent to those found to be eligible. Denial of claim letters are mailed to those found to be ineligible. Those who send in incomplete applications are asked via phone or letter to provide missing information.
12. Can you provide any information on consumer options for the downstream rebates? **Answer:** Please visit our [website](https://www.energymaine.com) for current downstream rebate programs. We intend to continue this approach. <https://www.energymaine.com/at-home/>
13. Can you identify any areas of opportunity that are of focus for 2019 / 20 not identified in the RFP or Triennial plan? **Answer:** No.
14. Were there any goals not met last year? **Answer:** Please refer to our [Annual Report](https://www.energymaine.com/about/library/reports/). <https://www.energymaine.com/about/library/reports/>
15. For the retail initiatives program, if we can drive retail consumer action for appliance and other consumer products in specific product categories for the highest efficiency (e.g., top 10% - 20%) without rebate, can we propose those energy savings? (This wouldn't be all categories, as there are likely product categories where instant markdowns or mail-in rebates are necessary to drive savings FYI.) **Answer:** We are looking for proposals to administer rebate programs for the measures outlined in our proposed Triennial Plan. We are not looking for alternatives to the programs or measures outlined in the Plan or our RFP.
16. The triennial plan budget for Distributor Initiatives is \$10.4 million dollars with MWh targets of 120,173 and MMBtu targets of about 52,000. On page 12 of the RFP, it states, "Although funded through the Distributor Initiatives Program, markdowns on LEDs sold through distributors will be delivered separately through the C&I Prescriptive Program." How much funding needs to be deducted from the Distributor Initiatives for that measure? If the funding being repurposed to another Initiative is a portion of the MWh goals moving over as well? If so, how much? **Answer** Twenty percent of the Distributor Initiatives funding is for LEDs, but to facilitate proposal comparisons, please use the budget number provided in the RFP. There are no MMBtu targets associated with this RFP.
17. For residential boilers, commercial boilers, commercial pumps, and DCM (sic) commercial pumps, can Efficiency Maine Trust please clarify how many units historically

have been moved through the midstream program versus the traditional C&I Prescriptive Program? **Answer** Following are rough projections for FY2020: 1,850 residential boiler units, 85 commercial boiler, 35 commercial furnaces, 2,400 pumps, and 21,000 ECM Smart Circulator Pumps.

18. For the four measures, previously included in the C&I prescriptive and listed in the RFP, is it a widget-based incentive? (e.g., if a customer buys an HVAC system with 87 percent or better rating, would they be eligible for the rebate?) **Answer:** Yes, the midstream incentive is anticipated to be paid per efficient measure sold.
19. Beyond the measures listed in the RFP, would Efficiency Maine Trust consider recommendations of other measures? **Answer:** No.
20. We understand the proposal submission must include “one electronic copy of the complete proposal. Files must be provided in Microsoft Word and/or PDF format and a copy of Attachment C must be provided in Microsoft Excel format.” Can you please specify what format you would like to receive the electronic submission? Email, USB or CD? **Answer:** We would like the electronic submission on a USB drive or CD.
21. On page 3, section 1.1 Purpose mentions that one bidder will be awarded both programs and on page 3, section 1.4 Anticipated Contract Award mentions awarding 3 consecutive one-year contracts to a single bidder for each program (Retail Program and Distributor Program). Since there are such differences in the experience needed, the program design and distributor strategy, is it correct to assume that Efficiency Maine would award each program individually to qualified bidders? **Answer:** No. We will not award these contracts to two different bidders. We intend to award both the Distributor and the Retail Program contracts to the same contractor to result in one field team.
22. Would Efficiency Maine consider reviewing proposals that include one of the two programs since there are such different skills needed by the implementer to be successful for each program? **Answer:** No.
23. Are the seven field representatives and field manager currently staffed by a program implementer or Efficiency Maine staff? Can you share the approximate time each representative spends on the retail products program verses the distributor program? **Answer:** Currently, field representative are employed by our program delivery contractor (CLEAResult) and spend about 50% of their time supporting retailers and 50% of their time supporting distributors.