

# Market Research & Evaluation Request for Proposals



**RFP # 50472**

## **Commercial Building Stock Assessment: Phase 2 Field Work**

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## 1 Introduction

### About the Northwest Energy Efficiency Alliance

The Northwest Energy Efficiency Alliance (NEEA) is an alliance of more than 140 utilities and energy efficiency organizations working on behalf of more than 13 million energy consumers. NEEA is dedicated to accelerating both electric and gas energy efficiency, leveraging its regional partnerships to advance the adoption of energy-efficient products, services and practices.

Since 1997, NEEA and its partners have saved enough energy to power more than 900,000 homes each year. As the second-largest resource in the Northwest, energy efficiency can offset most of our new demand for energy, saving money and keeping the Northwest a healthy and vibrant place to live. [www.neea.org](http://www.neea.org)

## 2 Background

As a regional service, and in partnership with stakeholders, NEEA conducts a periodic Commercial Building Stock Assessment (hereafter CBSA). The CBSA represents a broad, regional study that provides a current characterization of the building stock within the commercial building sector. The CBSA is supported by research and analysis, resulting in a database of commercial buildings in the Northwest. Previous CBSAs were conducted in 2003/2004, 2008/2009, and most recently in 2013/2014.

The development and continuous improvement of the CBSA is framed around the needs of energy-use planning, conservation programming, and evaluation for utilities in the Northwest and other stakeholders working in the field of energy efficiency. Data from the CBSA are used directly by regional utilities in utility-specific conservation potential assessments and integrated resource plans. The CBSA is also an important planning tool for the Northwest Power and Conservation Council (NWPCC) and CBSA data informs the Northwest Power Plan. The Power Plan is currently in its seventh version and updates to the CBSA will inform the eighth Power Plan.

The CBSA database presently consists of over 3,000 commercial building records and includes over 200 variables describing buildings in terms of:

- Structural characteristics (e.g., building type and size, number of levels, building envelope, location);
- Occupancy, ownership, and usage characteristics;
- Lighting, heating, cooling, ventilation and process equipment characteristics, saturation and fuel type, and
- Energy use intensity.

The CBSA database also includes a range of fields with computed factors such as weather-normalized building energy consumption. Links to additional details about the historical CBSA process, previous reports, and other information are provided in Section 4 below.

### 3 Objectives

The primary objective of the CBSA is to characterize existing Northwest commercial building stock based on data from a sample of existing structures. For the 2017-2019 CBSA, NEEA previously released a separate RFP for Phase 1 Planning in September 2016 for work that was completed in July 2017. This RFP covers Phase 2 Field Work and Analysis for the 2017-2019 CBSA. NEEA requests bidders to submit thoughtful and innovative approaches for accomplishing the following:

- Execute the two-stage sample design
- Complete a catalog of first-stage sites and analyze those results to confirm building typology and to guide the second stage sample for on-site inspection;
- Finalize proposed data dictionary and develop and test survey data collection system;
- Recruit sites sampled for stage two field work, through efforts coordinated with local utilities, trade organizations, and any other stakeholders, that are likely to improve response rate and provide study legitimacy;
- Provide training and support to field staff sufficient to ensure consistent data collection across diverse sites and building configurations;
- Complete in-depth field audits of up to 800 commercial buildings;
- Prepare analysis-ready data products and a summary report for public consumption;
- Engage NEEA stakeholders through workgroups dedicated to overall study integrity and the specific issues associated with building contact and recruitment.

Phase 1 Planning for the 2017-2019 CBSA resulted in a proposed two-stage sample design (see the “Proposed Plan: 2017-2019 CBSA Study Design” under Section 4.2 Applicable Documents below). This plan informs the structure of work expected and requested in this RFP. Proposals received in response to this RFP will be evaluated and scored independently of and without bias to Phase 1 bidders.

### 4 Definitions and Applicable Documents

#### 4.1 Definitions

Acronym / Term	Definition
<b>Building</b>	A structure totally enclosed by wall extending from the foundation to the roof, containing over 1,000 square feet of floor space intended for human occupancy. Excludes structures not totally enclosed by walls and a roof (such as oil refineries, steel mills, or water towers), street lights, standalone pumps, billboards, bridges, swimming pools, oil storage tanks, construction sites and mobile homes and trailers, even if they house commercial activity. Open-air structures entirely devoted to parking are included in CBSA, however the entire floor space of such structures should be treated as exterior. Building boundaries end at the start of enclosed walkways, corridors, tunnels, parking areas, or other connecting spaces.
<b>Building Type</b>	Building types define the type of businesses that occupy a building or site, such as a restaurant. Space types divide the building or site floor area by function, such as storage or public access. The building types for this round of CBSA data collection are expected to be the same as the those used in the 2013/2014 CBSA.

<b>CBSA</b>	Commercial Building Stock Assessment
<b>Commercial</b>	For the first stage data collection, NEEA will use a very broad definition of “commercial” and catalog all sites, even if those sites will likely be excluded from site visits (such as sites under construction, vacant, or appear to be agricultural, extractive, or manufacturing).
<b>EUI</b>	Energy Use Intensity
<b>Site</b>	Basic sampling unit for CBSA. While this could be analogous to building, “site” allows for cases in which a set of buildings are operated as a unit or multi-building facility. For example, a site can be one or more buildings within a census block that are situated on one or more contiguous parcels of land that have the same property taxpayer. Sites do not cross named roadways, except in cases where such roadways are contained within a census block. In rare instances, the boundary of a census block will pass midway through one or more buildings associated with a site. In these cases, a coin toss will determine whether the site is included in the listing for that census block. However, once a site is selected by such as toss, it is not eligible to be assigned to an adjacent sampled block.

## 4.2 Applicable Documents

Link	Title & Description
<a href="https://conduitnw.org/Pages/File.aspx?rid=4162">https://conduitnw.org/Pages/File.aspx?rid=4162</a>	<b>Proposed Plan: 2017-2019 CBSA Study Design</b> This is the study design recommended by NEEA’s Phase 1 contractor. It contains detailed rationale for many of the proposed study design components. It is an important foundational document. Where sections of this proposed study design plan conflict with requests within this RFP, the RFP requirements shall prevail.
<a href="https://conduitnw.org/Pages/File.aspx?rid=4163">https://conduitnw.org/Pages/File.aspx?rid=4163</a>	<b>CBSA Plan – Data Dictionary 2017 – 07 – 24</b> A list of the variables expected to be included in the site visits for the 2017-2019 CBSA second stage buildings. The variables listed here were reviewed by NEEA staff and stakeholders, however, additional modifications may occur as part of the instrument development and review process.
To request a copy, please email Dulane Moran: <a href="mailto:dmoran@neea.org">dmoran@neea.org</a>	<b>Sample Census Blocks</b> A sample of census blocks stratified by estimated square footage across the region. File provided to enable bidders to test their approach to cataloging first-stage sites and using web-based tools to inform this task, final population frame will be provided post award.
<a href="http://neea.org/docs/default-source/default-document-library/cbsa-regional-summary-report.pdf?sfvrsn=2">http://neea.org/docs/default-source/default-document-library/cbsa-regional-summary-report.pdf?sfvrsn=2</a>	<b>2014 Northwest CBSA Regional Summary Report</b> This is the final report of the most recent CBSA conducted (2013/2014)
<a href="http://neea.org/resource-center/regional-data-resources/commercial-building-stock-assessment">http://neea.org/resource-center/regional-data-resources/commercial-building-stock-assessment</a>	<b>CBSA Regional Data Resources Site</b> Landing page of resources related to the most recent CBSA, including the publicly available data files, supporting documentation, regional summary report and supporting appendices.

## 5 Scope of Work

Work under this RFP will include data collection, field work, and analytical products to complete the 2017-2019 CBSA. **Bidders are expected to provide an approach to data collection that maintains study integrity and results in high-quality information sufficient to support subsequent analyses and inferences on the attributes of regional commercial buildings.** The scope of work will include the major components detailed below.

## 5.1 Project Initiation: Kickoff and Work Plan

The awarded contractor shall submit a draft work plan to be presented and discussed at an on-site project initiation meeting in January 2018; this kickoff meeting will be attended by internal and external project stakeholders in person as well as via webinar. The draft work plan will describe how the Contractor will conduct the CBSA field work described herein. The plan will consist of, but may not be limited to, the following:

- Proposed approach to project management and communication channels with NEEA staff and stakeholder staff;
- Proposed approach for finalizing and executing two-stage sampling approach;
- Proposed approach for finalizing an updated data collection instrument;
- Proposed approach for training and supporting field staff;
- Proposed approach for recruiting sites and scheduling field work;
- Field work protocols;
- Proposed approach for engaging with and facilitating input from regional workgroup members;
- Schedule of the major tasks, including milestones, and estimated completion dates for each task;
- Written deliverables, including dates and expected content;
- Quality assurance protocols;
- Time and effort required for each major task; and
- Party responsible for each task.

## 5.2 Project Management & Stakeholder Engagement

Executing a project as complex as the CBSA requires robust project management and a clear plan. Proposals should include proposed project management team and how project managers will keep NEEA informed of progress or unexpected setbacks.

NEEA relies on input from stakeholders through organized workgroups that provide guidance on many largescale regional projects. The CBSA is an important and high-profile project that informs many regional decisions. Bidders should anticipate several components of stakeholder engagement that include periodic workgroup communication and quarterly progress update webinars designed to inform myriad regional stakeholders.

This project will require facilitation of working group sessions with NEEA partners (funders) and other regional stakeholders. Bidders should note that NEEA is responsible for the outreach and initial engagement with regional parties in order to establish workgroup rosters as well as scheduling of workgroup sessions. This process is occurring in parallel with this solicitation process. NEEA does not proscribe the inclusion of a separate facilitation contractor, but bidders should understand the importance of these sessions and their contribution to the overall CBSA work. Proposals should provide evidence of experience in effective stakeholder communication.

### 5.2.1 Study Integrity Workgroup

The Study Integrity Workgroup is not expected to have regular meetings, but will be engaged as needed to review any recommendations for changes to study design, support NEEA staff in considering regional implications of mid-study adjustments, and provide oversight to

ensure the outcomes of the study meet stakeholder expectations for statistical reliability and data elements. This workgroup will be comprised of expert users of the CBSA data, including regional planners, utility staff, energy efficiency and program planning experts, statisticians, and those with specific subject matter expertise or experience with the strengths and limitations of prior CBSA studies. For planning purposes, bidders should anticipate two meetings of this workgroup – one at the post stage-one data collection milestone and another to review preliminary site audit data and discuss any adjustments indicated in variables or data collection protocols.

### **5.2.2 Customer Contact Workgroup**

NEEA expects the recruitment process for the CBSA will include coordination with a workgroup focused on anticipating the requirements around successful building recruitment and customer contact (the Customer Contact Workgroup). Each utility serving a site selected for second-stage audit will identify a single point of contact who will be consulted on effective outreach to sampled buildings for that utility. While these points of contact are unlikely to be heavily involved in every recruitment step, bidders should expect to disseminate communication and marketing materials (including letters, FAQ, outreach scripts and other customer facing project materials) and provide time and opportunity for comment. NEEA anticipates providing messaging to support CBSA data collection through NEEA's marketing team. Proposing customer contact protocols, discussing options and concerns, and developing a final set of protocols is expected to require three workgroup meetings at least two weeks apart in Spring 2018.

Bidders should propose a customer acceleration process through which any customer complaints will be elevated for resolution. The single point of contact for each utility will be the contact point for any acceleration for a given utility customer. For planning purposes, bidders should anticipate two in-person meetings of this workgroup: one to present proposed communication and recruitment steps, and a second to present final protocols (incorporating any feedback obtained). Additional, ongoing communication around final collateral and outreach content as well as specific interaction with each utility's point of contact should also be expected.

### **5.2.3 Quarterly Regional Updates**

Beginning in Q2 2018 and continuing through project completion, the awarded contractor should expect to produce and deliver a quarterly project update webinar (up to one hour). This webinar will provide a summary of project accomplishments and status and work expected in the next quarter. Each quarterly update should place activities within the context of the overall project scope and timeframe.

## **5.3 Execute Two-Stage Data Collection**

The key components of the Proposed Plan document are illustrated in Figure 1 below. NEEA's study design contractor used an existing NEEA property list and data from prior CBSAs to prepare a population frame of all census blocks known to have commercial buildings. This population frame was then stratified by estimated square footage and used to model the sampling requirements for two-stage data collection. The level of uncertainty in estimated square footage remains a point of concern, and NEEA is exploring enhancements to the existing frame that will reduce this. The final census block population frame will be provided to the awarded contractor. Using GIS and mapping applications, the awarded

contractor will catalog the buildings on each census block. The data product resulting from this work will be used as the sample frame for the second-stage data collection effort: recruitment and field audits on approximately 800 buildings representing 11 region-wide building types.

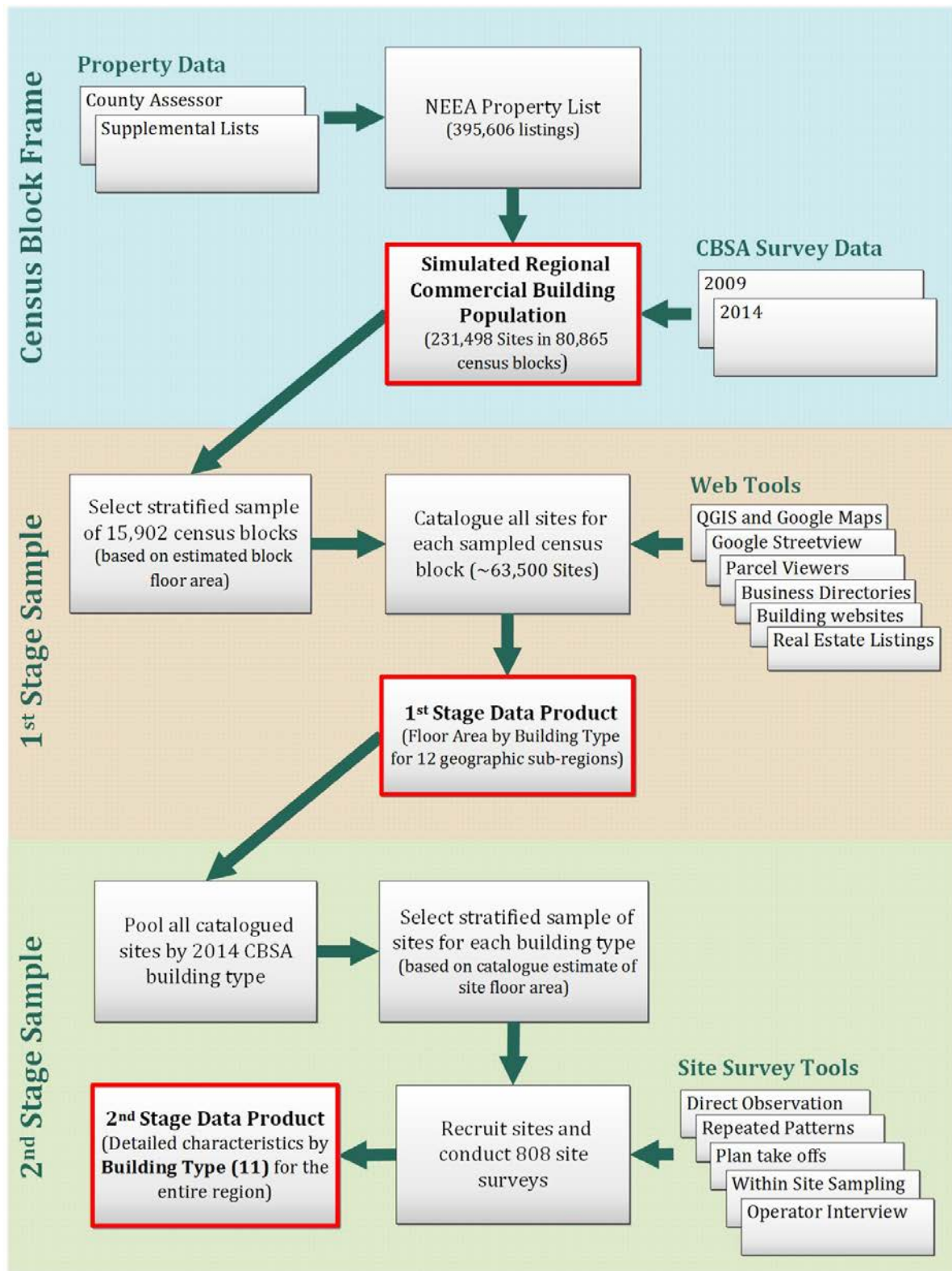


Figure 1



The sections below provide additional detail on each of the steps involved.

### **5.3.1 Finalize First Stage Sample Design**

As described above, this round of the CBSA will be informed by a two-stage data collection process. The first stage involves cataloging buildings on a substantial number of census blocks using a NEEA-provided list of census blocks expected to have commercial buildings stratified by expected total square footage. This task requires electronic review of the buildings on each selected census block using Google Maps or other data source sufficient for providing a verified count of buildings, an estimate of size, and categorization of catalogued buildings into one of 11 established building types. Web tools expected to inform this process include Google Maps, Google Street view, parcel viewers, business directories, building websites, and real estate listings.

NEEA has provided a sample of census blocks stratified by estimated square footage as part of this RFP (see “Sample Census Blocks” in Section 4: Applicable Documents) to allow bidders to examine the data and estimate the time required to complete the electronic catalog task. Census blocks may contain multiple buildings or sites. The awarded contractor will be expected to review this sample frame and confirm its utility. Any changes in sampling approach will require rationale and review from the Study Integrity Workgroup.

### **5.3.2 Integrate Oversample**

This will only be needed if one or more utilities decide to fund oversamples in order to achieve target precision for their service territories. If oversamples are desired, utilities will negotiate directly with the awarded bidder on cost, scope, and desired sampling precision; the requesting utilities will have to review the census blocks that lie near the borders of their service territories and identify those that they serve prior to first-stage data collection. Once that is done, the full census block sample frame can be modified accordingly. Each oversample utility will be treated as a sub-region. A new, separate sample will be drawn that represents each new sub-region. NEEA has informed study funders that oversampling decisions must be made prior to the start of first stage data collection and anticipates at least one oversample participant.

### **5.3.3 Catalogue Sites for First Stage Areas Sample**

The objective of the first stage is to catalogue all sites present in a set of sampled census blocks using Google Maps and other web-based tools. The resulting catalog of sites will comprise the sampling frame for the second stage sample. For each census block, sites will be identified and the following information will be obtained:

- Count of buildings comprising each site.
- An estimate of the floor area of the site and for each building comprising the site.
- A preliminary list of businesses (finalized as part of the second stage site survey, if the site is selected) that includes the following information as available:
  - Business name.
  - Description of business activity sufficient to substantiate the assignment of a building type subcategory.
  - Approximate share of total site floor area. This will be difficult to estimate. It will be used to assign a primary building type to each site prior to second stage

sampling, based on the building type that has the largest share of site floor area. Its accuracy will only be critical for a relatively small number of sites that contain a wide variety of businesses, such as strip malls that may have businesses that will be assigned to different building types (restaurant, grocery, other services and office).

- If businesses cannot be reliably listed for a site, other web-based information should be used to determine the primary building type for the site and the subcategory that *most likely* corresponds to the majority of businesses that will be found if the site is selected for a second stage site survey.

The data described above will be collected via Google Maps and other web-based tools for all sites located in the sampled areas. The procedures for preparing this catalog should be pre-tested on a random sample of 50 census blocks. The data will be reviewed by NEEA staff and members of the Study Integrity Workgroup to confirm that appropriate methods are used in the listing process, resulting in reliable and consistent data across all sites. After validation, the procedures should be applied to the entire sample of census blocks.

The first stage data collection will require ongoing monitoring of the level of variance in the sampled blocks. The proposed first stage sample size reflects an expectation that the potential design effect must be addressed through an extensive first stage data collection effort that reflects expected variance between estimated and actual square footage. If the true level of variance is lower than expected, fewer census blocks may be required to obtain a sufficient sample. At a minimum of at least two points during the first stage data collection the awarded contractor should re-calculate the design effect and, if possible, recommend adjustments to first stage data collection.

#### **5.3.4 Summarize Results from First Stage Catalog**

The data from the first stage catalogue should be prepared in an analysis-ready form. Informed by the data from a complete first stage catalog, the awarded contractor will provide a summary of the findings: the number of sites cataloged, the estimated square footage, the overall distribution of building type, and a proposed second stage sample frame. NEEA anticipates the results of this will likely need to be presented to the Study Integrity Workgroup.

#### **5.4 Finalize Second Stage Sample Design**

Any first stage data quality issues identified by NEEA or third-party reviewers should be resolved. The awarded contractor, under NEEA's guidance, will finalize the coding approach behind building type assignment for the first stage catalog and determine whether any specific types of sites should be excluded from the second stage sample frame. Special attention should be paid to the building type coding of mixed-use sites, especially with regard to the uncertainties regarding the fraction of each site occupied by each business (see section 7.4.2 in the proposed CBSA study plan provided with this RFP). Once building type coding is complete, the awarded contractor, under NEEA supervision, will confirm the final building type domains and formulate the final second stage sampling frame for each domain. Precision targets should be established for each domain consistent with NEEA priorities and available resources. The contractor will then select a stratified sample for each domain, order it randomly within domain and strata and identify replacement sample. Replacements should be the next site in random order within a domain and stratum. Whenever replacements in a

stratum are exhausted, replacements should come from the next smaller size stratum in the domain.

The proposed CBSA study design provides the following list of building types and estimated sample size. This proposed sample should be used for pricing and bidding purposes, knowing that some adjustment in exact sample by building type domain and even the final number of stage-two sample points will be confirmed with the results of stage one.

				Estimated Sites	
State	Density	Utility Type	Building Type	N	n
All	All	All	Dry Goods Retail	47,990	89
All	All	All	Other Health	9,317	80
All	All	All	Other	60,130	104
All	All	All	Office	45,770	116
All	All	All	Warehouse	29,133	83
All	All	All	Hotel/Motel	9,747	71
All	All	All	University	333	56
All	All	All	Hospital	545	45
All	All	All	School	8,105	45
All	All	All	Grocery	5,712	68
All	All	All	Restaurant	14,716	51
<b>Total</b>				<b>231,498</b>	<b>808</b>

## 5.5 Develop and Test Survey Data Collection System

This task should proceed in parallel with the activities described above. The objective of this task is to have a fully tested survey data collection system ready to be deployed when the second-stage sample is drawn. Survey data collection instruments (paper, electronic or both) should be created to capture the data elements described in the proposed data dictionary (“CBSA Plan – Data Dictionary 2017 – 07 – 24”, provided in Section 4: Applicable Documents above).<sup>1</sup> These instruments should be tested on at least six sites<sup>2</sup>, selected to represent a wide variety of architectural, equipment, and business configurations. The instruments and procedures developed and tested must support within-site sampling, by surveyors, during a site visit. Testing should confirm that the within-site sampling approach produces reasonable extrapolation of sampled characteristics for each of the test sites.

Modifications and improvements should be implemented real-time during this testing. If possible, test sites should be re-surveyed with the revised instruments so that these test cases can be used in developing training materials for the field audit staff.

Training materials should be developed and vetted with members of the field audit staff. Needed changes to the instruments, identified during the development of training materials should be implemented and all test cases brought into conformance.

Data entry systems should be developed and tested using the data from sites used in developing training materials, including appropriate data quality control. The data entry

<sup>1</sup> NEEA has access to data through ARC GIS' Survey 123 platform, which can support field data collection and be integrated with NEEA's data warehouse.

<sup>2</sup> Data from these test sites can be included in the final second-stage survey results but the must be treated as certainty selections.

systems must include any necessary procedures for coding raw data after an on-site survey is complete. The data entry for the test cases should be subject to review to confirm the data are reliable, well documented, and consistently rendered across the test cases. Any changes identified by this review should be implemented through appropriate modifications to survey instruments and data entry design and procedures.

### **5.5.1 Document Survey Methods**

Because the CBSA is repeated at regular intervals, it is important that all methods used in completing the tasks/activities described above are well documented and that the procedures, rationale for changes, and training materials be provided to NEEA. The awarded contractor will be expected to highlight any modifications made to proposed data collection procedures in any stage of the project, including design, pre-testing, or mid-project. As appropriate, said contractor should provide recommendations regarding any changes to procedures that should be made in future iterations of the CBSA.

### **5.6 Recruit Sampled Sites**

Recruitment of commercial building owners is a perpetual challenge for projects like the CBSA and is an important component of a successful project. Bidders should 1) describe successful recruiting campaigns from other projects and 2) propose creative and effective strategies for recruiting sampled commercial building sites. As part of this section, please include a discussion of anticipated recruitment challenges and strategies expected to overcome those challenges, as well as any proposed performance metrics associated with recruitment (such as conversion rate, cost per site, or similar).

Preparation for recruitment can begin as soon as the first stage sample is finalized, and should include documentation of procedures for recruitment and sample replacement (particularly in rural areas where there are fewer replacement buildings). The awarded contractor will identify electric, gas and steam utilities that serve any of the sampled census blocks. Recruitment processes should include a plan for engaging and obtaining support from utilities for recruitment of their customers and should consider opportunities to solicit support from appropriate regional and national trade organizations that could improve study legitimacy and building access. The awarded contractor will develop, in collaboration with NEEA, Bonneville Power Administration, Energy Trust of Oregon and individual utilities, a step-by-step recruitment procedure.

Recruitment materials should include content that can be delivered by the utility contacts and/or the recruitment/field audit staff. Bidders should consider the use of financial or non-financial incentives<sup>3</sup> to encourage the participation of building representatives. The awarded contractor will be expected to train the survey work force that will be responsible for recruitment and scheduling.

To the extent possible during recruitment, and without placing unnecessary burden on the site contacts, the awarded contractor should confirm existing information (obtained from stage one data) on businesses that occupy the site and the estimated floor area occupied by each. (This information will be valuable in preparing sampling plans for sites that are occupied by many businesses.)

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<sup>3</sup> Non-financial incentives could include provision of building audit results, data visualization products that enhance understanding of building energy use, and/or results of building benchmarking

## **5.7 Conduct Site Surveys**

Selected contractor will assign each site selected for building audit in stage two a qualified auditor to complete the building assessment. These staff will travel to selected sites and conduct on-site building assessment surveys. For sites with more than one business, building audits will involve developing lists of businesses occupying each site and rooms, by space type, as needed to support reliable within-site sampling. Data should be collected consistent with protocols developed and tested in previous tasks, and should be coded appropriately and reviewed for quality and completeness. Bidders should consider whether field photography is a viable source of back up data.

## **5.8 Collect Energy Use Data**

Obtaining energy use data typically requires a signed release delivered to the electric and gas utilities serving a given building. Preparation for this task should start as soon as the first stage sample is finalized. The awarded contractor can begin working with regional utilities to establish procedures for obtaining utility billing information from the second stage sample. Completed waivers can be obtained during on-site data collection and provided to appropriate utility staff. In similar projects, contractors have created a pro-forma release form request and provide a mechanism through which the utility can upload the information securely (an FTP site or similar secure connection).

The contractor will be responsible for reviewing data quality and editing data as needed to correctly represent the history of energy use for each site or related complex, as well as document all data editing procedures.

## **6 Other Considerations**

NEEA has worked closely with workgroups focused on sample design and building data variables to develop the Proposed Plan: 2017-2019 CBSA Study (see Section 4.2). NEEA is confident in the proposed study design approach. However, bidders are encouraged to propose other options and/or modifications to the approach described above. To enable comparison among bidders, we are requesting that all bidders respond to the proposed scope of work above. Bidders wishing to include additional information or optional tasks should keep that information and related cost impacts separate from the core proposal.

## **7 Deliverables**

### **7.1 Presentations and Status Updates**

The awarded contractor should anticipate presenting information to regional stakeholders on an as-needed basis. NEEA suggests bidders assume quarterly webinars to inform regional stakeholders. These presentations will be important for informing regional stakeholders of project progress and should be designed to collect feedback and provide answers to questions of project stakeholders.

Additionally, the awarded contractor will be expected to provide weekly status updates to the NEEA Project Manager.

## 7.2 Database and Report

### 7.2.1 Database

The awarded contractor will combine all data collected into an analysis-ready dataset. This should include a fully specified relational database with detailed tables as needed to support data entry and quality control for all categories of survey data, such as lighting, envelope, and mechanical. Contractor will provide a “flat file” (one record per site) summary dataset with key calculated metrics, such as energy use intensity by fuel and lighting power density by space type. Contractor will need to provide a data dictionary, data sources, coding and editing procedures, statistical weights, and other important information for potential users of the data. This database should be inclusive of all sites, including any oversample sites. Contractor should plan to provide a mockup or Entity Relationship Diagram depicting database structure before finalizing it. The proposed database will be reviewed by NEEA staff and other external parties deemed appropriate by NEEA.

### 7.2.2 Report

While the key deliverable is a high-quality dataset, NEEA also requires a report summarizing the broad findings of the CBSA, particularly any emerging or surprising trends or findings and lessons learned for future stock assessments. A report outline shall be submitted to the NEEA Project Manager prior to drafting the report. This outline will serve as a basis for discussion between the contractor and the Project Manager to ensure that both parties agree to the report structure.

The report must be provided in draft form to NEEA Project Manager. This draft will be reviewed and commented on by NEEA staff, and other external parties deemed appropriate by NEEA. Based on these comments, the contractor shall make revisions and deliver to NEEA a final version of the report. It may require multiple iterations between the contractor and NEEA to achieve an acceptable final report. Findings and conclusions shall be based on the information collected during the first and second stages of data collection and referenced in the report. The use of tables and graphs is recommended for visual representation of important findings and for material that does not lend itself well to narrative form.

The NEEA Project Manager may request other deliverables as necessary to support the project. These will usually be in the form of interim memos or “white papers” whose information will later be incorporated into the final report. As such, these deliverables should be considered covered under the existing work plan. NEEA will consider contract modifications to the extent these work products are outside the original scope.

## 8 Contractor Qualifications

NEEA is seeking a qualified contractor or team of contractors to conduct data collection and analysis for the 2017-2019 CBSA. Bidders should demonstrate experience with and qualifications in the following: executing complex sample designs; outreach and recruitment of commercial buildings; developing and executing reliable site visit protocols; development and deployment of field surveys; and effective data management in the form of databases, data visualization, data cleaning, and analysis. This CBSA involves a web-based geographic sample to collect first stage data. NEEA acknowledges that this is a somewhat new approach to sampling and will be looking for evidence of competency needed to successfully execute geographic sampling and virtual data collection.

## 9 Budget & Timeline

### 9.1 Timeline

Bidders should provide a proposed timeline for all major phases and milestones of this project broken out by proposed task and associated deliverables. One important milestone will be at the conclusion of the stage one data collection. NEEA and the Study Integrity Workgroup will need a summary of the virtual catalog in order to confirm the expected building typology and the proposed stage two sample. Analysis-ready data should be available by Q4 2019.

### 9.2 Budget

The maximum budget for this portion of the 2017-2019 CBSA is \$3.1 million. Bidders should provide cost estimates (on a time & materials basis) for each proposed task including a breakout of incentives and direct costs; key tasks include:

1. Project initiation
2. Project management and stakeholder communication
3. Stage one virtual catalog
4. A data collection instrument and protocols guided by the data dictionary
5. Pre-testing data collection and training for stage two auditors
6. Sampling and recruitment of stage two buildings
7. On-site audits of stage two buildings
8. Database development and delivery
9. Analysis and reporting

Bidders should include an hourly rate sheet for all contributors during the project period in the Appendix section of their proposal. Please work within the maximum budget described above. If necessary, proposers are asked to suggest changes to enable completion of the project on budget without sacrificing study integrity.

## 10 Proposal Submission Instructions and RFP Requirements

Bidders shall submit one (1) hardcopy and one (1) electronic copy of their proposal to the RFP Point of Contact no later than the end of business day in the RFP schedule listed below.

Bidders should note that proposals **MUST** adhere to the page limits noted below. Core proposals must be no longer than 30 pages (not including the Appendix) and include the following components:

1. **Executive Summary (2-page maximum)** – Include the key strategies and approach to executing the CBSA, a summary of proposed costs, and the reasons NEEA should select your team.
2. **Introduction (2-page maximum)** – State your understanding of the scope and key objectives of this project.
3. **Project Team Identification (3-page maximum)** – Provide information regarding the proposed project team, including project management and management of field work. Project team bios and/or resumes should be included in the Appendix section.

4. **Proposed Approach (16-page maximum)** – Describe how you expect to execute the study design described in this RFP. Please include any notable strengths or risks you see in proposed design and your approach to leveraging those strengths or mitigating those risks.
5. **Timeline (3-page maximum)** – Provide the proposed timeline for all major phases and milestones of the project broken out by proposed task and associated deliverables.
6. **Project Cost (4-page maximum)** – Provide a summary cost estimate for each task of the project and identify any critical assumptions that underlie those costs. A detailed breakout of costs by task, including direct costs as well as an hourly rate sheet should be included the Proposal Appendix. General format should be a cost matrix whereby tasks are “rows” and contributors are identified in “columns”.

### 10.1 Proposal Appendix

Appendix materials do not count against the 30-page limit above. Please include each of the following items in your Proposal Appendix:

- **Hourly Rate Sheet:** For all proposed project team members; include estimated hours by task.
- **Company Background & Qualifications**
- **Project Team & Team Bios:** Include information about project team members and team structure, past team efforts on similar work, years of experience, and other relevant qualifications.
- **References:** Provide three (3) references for similar work conducted.
- **In Good Standing Documentation:** Provide documentation reflecting your organization’s good financial standing, such a Dun & Bradstreet report

### 10.2 RFP Schedule

<b>October 9, 2017</b>	<b>RFP Released</b>
<b>October 16, 2017</b>	<b>Intent to Respond Submissions Due</b>
October 20, 2017	Questions Submitted
October 27, 2017	Answers to Questions Emailed
<b>November 15, 2017</b>	<b>Written Proposals Due</b>
November 30, 2017	Selection of Finalists
December 4-13, 2017	Finalists’ Presentations
<b>December 18, 2017</b>	<b>Contract Award Date</b>
January 2018	Project Initiation

### 10.3 RFP Point of Contact

All correspondence, including but not limited to questions and submissions, shall be directed to:

**Dulane Moran**, Project Manager  
 Email: [dmoran@neea.org](mailto:dmoran@neea.org)

Northwest Energy Efficiency Alliance



421 SW 6<sup>th</sup> Avenue, Suite 600  
Portland, OR 97204  
Phone: 503-688-5413

## **10.4 Intent to Respond**

All “Intent to Respond” forms (provided in Appendix A of this RFP) must be received no later than by the end of business day listed in the RFP Schedule above.

Only those parties submitting the “Intent to Respond” form will be provided with updates to the RFP, have questions responded to and have their proposals considered.

## **11 Selection and Proposal Scoring**

Bidding firms will be assessed in terms of the overall responsiveness to the RFP and how well all RFP requests have been addressed including, but not limited to:

- 1) Demonstrated understanding of project objectives, nuances, and potential roadblocks to meeting objectives.
- 2) Overall approach to executing proposed study design.
- 3) Thoughtfulness and appropriateness of site recruitment approach and creative ideas for hard-to-recruit buildings.
- 4) Reasonableness of work plan – timing, tasks and deliverables.
- 5) Prior experience developing database deliverables.
- 6) Overall cost and value.
- 7) Experience of the project management team and evidence of effective project management.

In addition, the following factors will play a key role in the selection process:

- 1) The experience and qualifications of the individuals specifically proposed to execute and manage the project. (Note: Proposed staffing is a significant factor in bidder selection. As such, no changes in key staff/substitutions or changes in roles/responsibilities can be made without the written agreement of NEEA Project Manager once the RFP has been awarded.)
- 2) The experience of the firm or team of firms making the proposal.
- 3) The capability to execute the plan, including past experience and aptitude for collaboration.

Proposals will be evaluated by the NEEA Project Manager and other stakeholders including members of the Study Integrity Workgroup.

## **12 Insurance/Warranties**

Without limiting any liabilities or any other obligations of Contractor, Contractor shall, prior to commencing work, secure and continuously carry with insurers having an A- rating (or better) from A.M. Best Company the following minimum insurance coverage:

### **12.1 Commercial General Liability insurance**

With a minimum single limit of \$1,000,000. The coverage shall include:

1. Bodily Injury and Property Damage Liability;
2. Contractual Liability;

3. Products and Completed Operations to protect against and from all loss by reason of injury to persons or damage to property, including all third persons, and property of NEEA and all third parties based upon or arising out of Contractor's operations hereunder, including the operations of its subcontractors of any tier.

### **12.2 Business Automobile Liability insurance**

With a minimum single limit of \$1,000,000 for bodily injury and property damage with respect to Contractor's vehicles, whether owned, hired or non-owned, assigned to, or used in the performance of the Tasks.

## **13 Miscellaneous**

NEEA is under no obligation to select any proposal that results from this solicitation, nor is there any obligation or intent implied to reimburse any party for the cost of preparing a proposal in response to this RFP. NEEA encourages bidders to submit proposals that include innovative methods or tasks in addition to or different from those listed in the RFP.

# Appendix A - Intent to Respond Form

**RFP #:**           **50472**

Project Title:       Commercial Building Stock Assessment: Phase 2 Field Work & Analysis  
NEEA Point of Contact:   Dulane Moran

Refer to section: Point of Contact for more details

**PLEASE PRINT:**

<b>Company</b>	
<b>Address</b>	
<b>City, State, Zip</b>	
<b>Contact Name</b>	
<b>Contact Title</b>	
<b>Phone #</b>	
<b>Fax #</b>	
<b>E-mail</b>	

The company named above intends to submit a proposal in response to NEEA’s request for proposal listed above.

Deadline for submitting the “Intent to Respond” form is end of business day of date listed in the RFP schedule.

Signature of Authorized Representative: \_\_\_\_\_

Print Name \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_