# Request for Proposal ("RFP")
**RFP # 53620**
**Codes Market Progress Evaluation Report #7**

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# 1 Introduction

## 1.1 About the Northwest Energy Efficiency Alliance

The **Northwest Energy Efficiency Alliance, Inc. (NEEA)** is an alliance of more than 140 utilities and energy efficiency organizations working on behalf of over 14.5 million energy consumers across Idaho, Montana, Oregon, and Washington ("the Northwest Region").

Since 1996, NEEA has taken a market-driven approach to energy efficiency that is grounded in data, collaboration, and rigorous evaluation. NEEA works to transform markets by filling information gaps and identifying and removing barriers so that the market can align around evolving electric and natural gas energy efficiency needs. For more information, visit neea.org.

## 1.2 Acronyms and Definitions

The following acronyms, definitions, and terms provide relevant information for Bidders:

| Term | Definition |
|---|---|
| Awardee | The Finalist chosen by NEEA to enter into pre-contract negotiations to complete the work outlined in this RFP in a future potential engagement via a contract with NEEA. |
| Bidder | Any individual or firm submitting a Proposal to be considered for this RFP. |
| Finalist | Any Bidder's Proposal that NEEA determines will be considered for the award of a potential future NEEA contract as a result of this RFP. Not all Bidders will be selected as a Finalist, and more than one Finalist may be selected. |
| MPER | Market Progress Evaluation Report |
| MRE | Market Research and Evaluation |
| PI | Progress Indicator |
| Proposal | Bidder's submission detailing how they will accomplish the work, goals, and milestones set forth in this RFP. |

# 2 Background

Building codes have the potential to significantly affect energy consumption throughout the Northwest Region. In partnership with regional stakeholders, NEEA's Codes team seeks to increase the effectiveness of energy codes by identifying new potential code measures, participating in public processes by providing data and analysis, working with state code bodies to support code implementation, and providing training and education to energy code stakeholders. 'Each state in the Northwest Region engages in the code development process along different cycles and code versions, and these states and their local jurisdictions differ in how they implement the codes. NEEA's activities are tailored to each state's approach and the current phase of its code cycle.

## 2.1 Recent Prior Studies.

In 2025, NEEA commissioned the Independent Assessment of NEEA Approaches to Estimating Influence Over State Energy Codes (the "Codes Influence Assessment") to review and strengthen its approach to evaluating code influence. The assessment concluded that NEEA's existing

qualitative approach remains appropriate given the complexity and collaborative nature of code development processes but recommended deeper state- and code-cycle-specific research, stronger documentation of NEEA's role and partnerships, and greater use of state-specific planning and tracking tools to support future influence assessments. The assessment also recommended using future MPERs to create a more transparent and consistent evidence base for evaluating NEEA's influence on code outcomes and informing codes savings modeling assumptions.

MPER #6 assessed NEEA's progress on selected logic model outcomes, evaluated NEEA's influence on code development and adoption, and examined the use of code compliance tools across the Northwest Region. The study found that NEEA and its partners continue to play a highly valued and influential role in state and national code processes, while also identifying a set of viable progress indicators for tracking market progress over time. The report recommended continuing to measure established training and education indicators, adopting selected new indicators for emerging logic model outcomes, and maintaining strong engagement in state and national code development activities.

# 3 Objectives

NEEA engages third-party evaluation contractors to conduct regular MPERs to inform strategy and enable teams to measure progress toward the outcomes documented in their logic models. MPER scopes are tailored to meet an individual team's needs at the time the research is conducted.

NEEA's first three Codes MPERs were published between 2005 and 2009, with the fourth Codes MPER (renumbered at the time of release as MPER 1) published in 2017, the fifth Codes MPER (numbered at the time of release as MPER 2) published in April 2024, and the sixth and most recent Codes MPER published in January 2026. This RFP is for the seventh Codes MPER, which is intended to build on and extend the work of these prior studies.

## 3.1 Research Objectives

NEEA seeks to engage a qualified evaluation contractor to address the following research objectives:

**Research Objective 1:**
Review the updated Codes Program logic model and refine the associated progress indicators and make recommendations regarding indicator selection, evaluability and measurement cadence.

**Research Objective 2:**
Assess NEEA's progress on selected logic model outcomes using existing and newly established progress indicators.

**Research Objective 3:**
Assess NEEA's code influence activities by assigning influence score of "Low," "Medium," or "High" to relevant residential and commercial code cycles, in alignment with the recommendations from the Codes Influence Assessment.

The following subsections provide further detail regarding these three Research Objectives.

### 3.1.1. Refine Logic Model and Progress Indicators

The Awardee will assess whether (i) the updated Codes Program logic model (see Appendix B) accurately captures the theory of change underlying the team's work, (ii) the underlying logic is sound, (iii) the outcomes are evaluable, and (iv) the model captures key elements of the current Codes strategy. In particular, the review should focus on outcomes that are new or have been substantively revised since the prior logic model. For each such outcome, the Awardee will propose (i) maintaining existing related progress indicators, (ii) making minor modifications to existing related progress indicators, or (iii) establishing new progress indicators in lieu of or addition to existing related progress indicators. For each new or revised outcome, the Awardee will also assess the evaluability and recommend appropriate strategies for measuring market progress.

Consistent with recommendations from prior MPERs, the Awardee will review, refine, and prioritize existing and proposed progress indicators. This task should include:

- Reviewing the continued appropriateness of progress indicators developed and measured in previous MPERs.
- Proposing metrics and measuring progress against those metrics for progress indicators for newly added or substantially revised logic model outcomes.
- Assessing the feasibility, reliability, and usefulness of proposed indicators.
- Recommending appropriate measurement frequency for each indicator.
- Identifying opportunities to streamline and strengthen longitudinal tracking across future MPERs.

### 3.1.2 Assess Progress on Selected Logic Model Outcomes

The Awardee will assess NEEA's progress toward outcomes included in the current Codes Program logic model. This work should build upon findings from previous MPERs, including established approaches for measuring training and education outcomes and associated progress indicators.

Specifically, the Awardee will assess the Codes team's progress on outcomes associated with its training and education activities conducted from 2025–2026, most of which are implemented by third-party contractors. These activities include:

- On-demand and live trainings, available to the mass market[1] to build awareness and capacity to engage with new technologies, code measures, and building practices.[2]
- Educational and technical resources, such as fact sheets, newsletters, load and trade-off calculators, code "cookbook," the 45L tax credit resource hub, and technical assistance hotlines.
- NEEA-supported code support websites, such as BetterBuiltNW.com, that host recorded trainings and other educational resources targeted to commercial and residential design and construction professionals and other market actors.

NEEA delivers different training and education activities in each state in the Northwest Region. Separate state-level evaluations are not required; however, the Awardee should identify and

[1] Targeted market actors include, but are not limited to, design and construction professionals, building officials, plan examiners, home builders, contractors, field inspectors, and fire marshals.

[2] These training activities were initially assessed in MPER #5 and reassessed in MPER #6; Bidders are encouraged to familiarize themselves with the approach taken to assessing related PIs and prioritize methodological replication to the extent appropriate.

document meaningful differences in NEEA's training and education activities, outcomes, or market conditions across states when such differences are relevant to interpreting findings. Consistent with recommendations from MPER #5 and MPER #6, the Awardee should prioritize continuity with previously established training and education progress indicators where appropriate to support longitudinal analysis of progress over time.

In addition to training and education outcomes, MPER #6 identified several viable progress indicators associated with other Codes Program outcomes. The Awardee will continue measurement of the following outcomes and associated progress indicators (see MPER #6 recommendations regarding selection and refinement of the following PIs, pp 36-38 Table 12):

- Utility programs offer incentives to encourage above-code construction (PI 5.1).
- Voluntary certifications help builders differentiate their homes and buildings (PI 6.1 and PI 6.2).
- Jurisdictions are able to progress toward building sector energy and climate goals (PI 7.1 and PI 7.2).
- State agencies increase support for code education and enforcement.
- Codes become or remain clear, simple, and enforceable.

The Awardee should prioritize continuity with established PIs while recognizing that some indicators may rely on secondary data sources that are not available on every MPER cycle. Bidders should propose practical approaches for measuring these outcomes and identify any limitations associated with data availability, measurement cadence, or reliance on external studies. NEEA encourages Bidders to recommend efficient approaches that balance the need for longitudinal tracking with practical considerations related to cost, feasibility, and market change over time.

### 3.1.3 Develop Influence Ratings to Support Code Savings Modeling and Conduct Assessment of NEEA's Code Influence Activities

The Awardee will assess the NEEA Codes team's progress on outcomes associated with its code influence activities conducted during code cycles occurring from 2024 to 2026. This assessment should follow recommendations from the Code Influence Assessment, which emphasized the use of qualitative methods to develop a credible and well-documented understanding of NEEA's role within complex and collaborative code development processes. The MPER analysis will address the contributions of NEEA and its partners across the code cycles identified below. While the assessment should consider the full historical context of NEEA's influence activities, particular emphasis should be placed on activities occurring since the completion of MPER #6 in 2024.

| State | Sector | Code Versions | Expected Adoption |
|---|---|---|---|
| Idaho | Commercial | 2024 IECC (International Energy Conservation Code) | 2028 |
| | Residential | 2024 IECC with amendments | 2028 |
| Montana | Commercial | 2024 IECC with amendments | Adopted Sept. 2026 |
| | Residential | 2024 IECC with amendments | Adopted Sept. 2026 |

| State | Sector | Code Versions | Expected Adoption |
|---|---|---|---|
| Oregon | Commercial | 2028 Oregon Energy Efficiency Specialty Code (OEESC) (ASHRAE 90.1-2025) | 2027 |
| | Residential | 2026 Oregon Residential Specialty Code (ORSC) (IECC IRC (International Residential Code) 2024 Chapter 11 with many amendments) | Adopted Oct. 2026 |
| Washington | Commercial | 2024 Washington State Energy Code — Commercial (WSEC-C) (IECC 2024 with many amendments) | Late 2026 |
| | Residential | 2024 Washington State Energy Code — Residential (WSEC-R) (IECC 2024 with many amendments) | Late 2026 |
| National/IECC | Commercial | 2027 IECC | |
| | Residential | 2027 IECC | |

Consistent with recommendations from prior studies, the Awardee will assess NEEA's influence on relevant residential and commercial code cycles and document evidence of NEEA's influence in a way that supports longitudinal assessment over time and provides a transparent basis for future influence assessments. Particular emphasis should be placed on documenting stakeholder perceptions of NEEA's role, evidence of NEEA's contributions to code outcomes, changes in stakeholder landscapes, and the evolution of NEEA's influence strategies across states and code cycles. The Awardee should conduct analyses at both the state and national level where appropriate, recognizing that NEEA's activities are tailored to the unique policy, regulatory, and stakeholder environments of each state and code cycle.

Findings from this influence assessment should serve as the primary basis for the development of influence ratings that will be used to support NEEA's Codes savings modeling. The Awardee will develop and apply definitions and decision criteria for Low, Medium, and High influence ratings (for additional detail, see Codes Influence Assessment pp. 18-22, Table 5) and assign ratings to relevant residential and commercial code cycles. The Awardee should clearly document the methods, evidence, assumptions, and rationale used to support each rating so that findings can be applied consistently in future MPERs and Codes savings modeling.

The Awardee should review state-specific and national-level roadmaps and related planning documents as part of the influence assessment. The purpose of this review is to understand how NEEA documents, plans, and tracks its code influence activities and to identify recommendations to strengthen future influence documentation, planning, and assessment practices. Relevant materials will be provided following contractor selection.

NEEA anticipates overlap in sampling and data collection across research objectives and encourages Bidders to identify opportunities to maximize efficiency, reduce respondent burden, and leverage findings across multiple objectives. Document review will be a key component of this objective. Publicly available documentation associated with code development varies across jurisdictions. Relevant resources may include code adoption records, committee materials, technical advisory group documentation, code proposals, and other publicly available records associated with state and national code development processes. Additional internal documentation, including roadmaps, planning documents, newsletters, and other records of code influence activities, will be made available to the Awardee following selection. Bidders should describe their approach to conducting influence assessments in environments with varying levels of available documentation.

# 4 Bidder Qualifications

NEEA requires Bidders have the following qualifications and experience to be considered as a Finalist or Awardee:

- Experience in evaluating market transformation initiatives, including the development and measurement of logic model outcomes, progress indicators, and market progress metrics.
- Experience designing and implementing mixed-method evaluation studies, including qualitative and quantitative data collection, stakeholder interviews, surveys, document reviews, and synthesis of multiple evidence sources.
- Experience designing and implementing mixed-method research, including analyzing and synthesizing information from interviews, surveys, documents, and other data sources.
- Knowledge of building energy codes, code development processes, or related policy environments.
- Experience synthesizing research findings into actionable insights and recommendations.
- Strong project management skills, with history of keeping projects on time and budget.

# 5 Scope of Work

It will be important for this study to maintain some of the approaches and question designs used to track PI to make the results more comparable on a year-to-year basis.

## 5.1 Sample Population

NEEA anticipates the Awardee's sampling to include individuals involved in energy code development, adoption, implementation, compliance, and education activities across the Northwest Region. Potential participants may include code officials, state agency staff, utility representatives, builders, developers, architects, engineers, designers, contractors, industry association representatives, technical advisory group participants, and other stakeholders involved in state and national code processes. The Awardee may also sample participants in NEEA-supported training and education activities, including users of educational resources, technical assistance offerings, and code support websites.

NEEA will provide contact information and relevant documentation, as available, for stakeholders involved in NEEA's Codes Program activities. Additional contacts may be identified through publicly available records, code development processes, professional organizations, and stakeholder referrals. The Awardee will be expected to supplement available contact lists as necessary to support the Research Objectives. NEEA anticipates that some stakeholder groups may be relevant to multiple research objectives and encourages Bidders to propose efficient sampling and

recruitment approaches that leverage overlap across respondent groups while minimizing participant burden.

## 5.2 Research Design (Approach and Methodology)

NEEA encourages Bidders to propose innovative research designs that build upon the methodologies employed in previous Codes MPERs and the Codes Influence Assessment. Study designs employing quantitative, qualitative, or mixed methodologies are welcomed, provided that the proposed approach clearly supports the Research Objectives described in Section 3 and maintains continuity with prior evaluations where longitudinal tracking is desired.

For Research Objective 1, Bidders should propose an approach for reviewing the current Codes Program logic model and associated PI framework. This review should include assessment of newly added or substantially revised outcomes, evaluation of existing PI, and recommendations regarding future PI selection and measurement cadence. NEEA encourages Bidders to identify opportunities to streamline future measurement efforts while preserving continuity with established PI that have demonstrated value for longitudinal tracking.

For Research Objective 2, Bidders should build on the PI framework developed through MPER #5 and MPER #6. Methods, sampling approaches, and survey instruments should maintain consistency with previous evaluations wherever practical to support longitudinal tracking of market progress over time. NEEA encourages Bidders to leverage existing PI and data collection approaches while proposing refinements that improve data quality, respondent experience, or analytical value. Bidders should clearly describe how they will assess training and education outcomes and the additional logic model outcomes identified in this RFP.

For Research Objective 3, Bidders should follow recommendations from the Codes Influence Assessment and propose qualitative or mixed-method approaches capable of generating a credible and well-documented understanding of NEEA's influence on code development, adoption, and implementation activities. The Awardee should utilize multiple sources of evidence, which may include stakeholder interviews, document reviews, roadmaps, planning documents, proposal tracking materials, technical analyses, publicly available code development records, and other relevant sources identified by the Bidder. The proposed methodology should be capable of assessing NEEA's influence across states, code cycles, and jurisdictions while recognizing the unique policy, regulatory, and stakeholder environments associated with each code process.

Bidders should also include a statement addressing any planned usage of artificial intelligence (AI) tools, including but not limited to Large Language Models (LLMs), to support data collection, analysis, report preparation, or any other components of their research design. Bidders should also outline their general approach to the use of AI tools, with a particular emphasis on steps taken to ensure the security and reliability of data at each stage of the study.

Finally, NEEA's MRE team aligns itself with the American Evaluation Association's Guiding Principles for Evaluators, including: (i) Systematic Inquiry, (ii) Competence, (iii) Integrity, (iv) Respect for People, and (v) Common Good and Equity. These principles collectively represent a "north star" toward which the NEEA MRE team is oriented in the selection of study methodologies, identification of inquiry questions and objectives, development of sampling frames and techniques, and engagement with market actors and members of the public. NEEA encourages Bidders to

review these Guiding Principles and highlight the ways in which their proposed study design and activities align with and support these principles.

## 5.3 Respondent Recruiting

NEEA encourages Bidders to consider the best way to use contact groups in their proposed research approach—adding, excluding, or combining groups based on the Bidder's view of how to best achieve NEEA's Research Objectives. In addition to any other groups identified by Bidders as being relevant to the proposed study design, NEEA recommends Bidders consider including the following groups:

- Current and former staff from implementation contractors.
- Organizations NEEA coordinates and collaborates with to deliver training and education activities.
- Recipients of NEEA's recent (2025–2026) training and education efforts.
- Code market actors with visibility of NEEA's code influence activities (e.g., code trainers, representatives of state agencies, code advisory group members, etc.).

NEEA can provide the Awardee with contact information for individuals representing the groups identified above. Bidders should include a detailed description of their proposed approach to recruiting any other potential respondents. Proposal budgets and timelines should reflect the fact that some respondent groups may be hard to reach. Additionally, Bidders should consider time needed for NEEA and/or its funders to review contact lists and recruitment language, if deemed appropriate by NEEA.

Please include incentives as a separate line item in the proposed budget for easy reference.

## 5.4 Deliverables

The Awardee will, at minimum, complete the items listed below (the "Deliverables"). Bidders may include additional Deliverables in their Proposals, provided any such Deliverables are clearly tied to the Objectives and related activities.

1. Kickoff Meeting and Work Plan:
    a. Plan agenda for kickoff meeting to discuss project administration and expectations, research plans, and rough timelines.
    b. Prepare a PowerPoint slide deck to guide kickoff meeting discussion.
    c. Prior to the kickoff meeting, the Awardee will submit a draft work plan in a Word format to the MRE Scientist. The work plan will describe data collection, analysis, and other proposed activities, deliverables, and timelines. Within one week of the date of the kickoff meeting, the Awardee will submit a final work plan to NEEA that incorporates any feedback received in writing and/or during the kickoff meeting.
2. Instrument Development and Sample lists:
    a. Provide draft and final data collection protocols (the description of data collection processes from recruitment to completion).
    b. Provide potential sample lists.
    c. Provide draft and final recruiting screener.
    d. Provide draft and final instruments for each method proposed.
    e. Provide any additional support materials, if proposed.
3. Data Collection and Incentive Administration:

a. Follow final protocol to recruit respondents from the NEEA-vetted and approved sample list.
b. Follow the final protocol to administer data collection methods to respondents and meet proposed quotas.
c. Track and administer proposed incentives to respondents who completed data collection within three weeks of their participation.

4. Data files:
   a. Spreadsheets of complete, cleaned, and anonymized data collected through the project should be provided to NEEA before the first draft of the final report. These should include a tab sharing any information needed to interpret the entries. NEEA will not share these files publicly; rather, the MRE Scientist may use these files to respond to questions from the Codes Program during the report review process or to suggest additional analyses for inclusion in the report.
5. Reporting and Presentation:
   a. Provide a memo within two (2) weeks of each data collection method's completion, sharing rough, aggregated data in tables and anonymized, open-ended responses. This is not for public use, only internal NEEA reflection.
   b. Conduct two (2) synthesis sessions with NEEA Codes Program staff. These sessions are for joint meaning-making with the team and provide valuable opportunities for sharing early draft findings with NEEA for review and input. Where there are no additional deliverables associated with these sessions, the Awardee is expected to lead the discussion (using whatever supports they find useful, such as PowerPoint, etc.) in order to support meaning-making with the Codes Program team.
   c. Provide two (2) draft MPER reports containing complete analysis, findings, and interpretation of results addressing Research Objectives 1-3 for NEEA review. Reports must anonymize and aggregate findings to safeguard respondent confidentiality. Awardee will integrate NEEA feedback from draft reviews into the final report.
   d. A final MPER report written to NEEA's standard of report writing to be published online and made publicly available. The report will follow NEEA's Style Guide for Public Research Reports.
   e. Two (2) presentations of the final MPER report findings to NEEA, held virtually, for the Codes Program team and broader interested parties (such as utility program managers or other NEEA staff). The Awardee will provide the MRE Scientist with PowerPoint slides a week in advance of each presentation and incorporate NEEA feedback before delivering the presentations.
   f. All work product provided to NEEA must be professionally drafted, formatted, and proofread, with minimal cosmetic revisions required. Awardee should utilize third party resources to accomplish this, if necessary, and any anticipated cost associated with such third-party resources must be included in the Bidder's Proposal.

## 5.5 Timeline

NEEA anticipates the study to be ten (10) months from the estimated study launch date in January 2027 to the delivery of a final report and presentation in November 2027. Bidders are encouraged to propose a reasonable timeline that enables them to achieve the Objectives as outlined in Section 3, above.

## 5.6 Budget

NEEA estimates the Budget for the study to be between $190,000 and $210,000 but will consider all well-written Proposals that present thoughtful and cost-effective strategies. If necessary, NEEA will work with Bidders to negotiate the specifics of their proposed Budget to meet resource constraints. Bidders are asked to provide cost estimates on a time and materials basis with work broken out by discreet and logical task (mirroring the deliverables in Section 5.4, with the addition of a separate line-item for any incentive budget needed for data collections). Bidders should also include hourly rates per job description and anticipated allocation of time to each job. For project activities that exceed or supplement the work required to address the objective, Bidders may choose to designate these as "optional" tasks with associated resources clearly identified.

Proposal estimates should reflect that the Awardee is responsible and accountable for the following:

- All logistics associated with executing the proposed tasks, including, but not limited to, review of Codes Program materials and published reports, sample development, participant recruitment, and report preparation.
- Preparing and delivering all Deliverables.
- All subcontractors used to accomplish the Objectives.
- Bidders' allocation of resources to each task.
- Invoicing and expense reporting per contract terms.
- Payment of any honorariums/incentives for study participation.

## 5.7 Approach and Methodology

NEEA recommends Bidders structure their Proposal in the following manner:

### 5.7.1 Executive Summary of Research Design

Include the key strategies and approach to completion of the scope of the work, proposed costs, and the reasons NEEA should select your team.

### 5.7.2 Tasks and Deliverables

Provide a detailed description of the specific methodologies and approach to be undertaken to complete the scope. Be sure to include project management activities in the proposed implementation strategy. Identify all major phases and milestones for the project and the associated deliverables.

### 5.7.3 Project Timeline & Cost Estimate

Provide the proposed timeline for all major phases and milestones of the project broken out by proposed task and associated deliverables. Include the cost estimate for each task. A breakout of any direct costs and an hourly rate sheet for the project period may be included here or in the Proposal Appendix section.

### 5.7.4 Proposal Appendix

Provide an appendix with at least the following details, as applicable:

- Hourly rate sheet for all proposed project team members with estimated hours by task.
- Company background and qualifications.
- Project team and team biographies: include information about program team members and team structure, past team efforts on similar work, years of experience, and other relevant qualifications.

- Examples of case studies.

# 6 Proposal Submission

Bidders must submit one (1) electronic copy of the Proposal by 5:00 p.m. Pacific Time of the Proposal due date, identified in the RFP Schedule below, to NEEA's RFP Point of Contact. NEEA may alter or adjust the RFP Schedule in its sole discretion, without further notice.

## 6.1 RFP Schedule

| | |
|---|---|
| 11/13/2026 | Intent to Respond Form due |
| 11/13/2026 | Deadline to submit questions |
| 11/19/2026 | Answers to questions e-mailed back |
| 12/14/2026 | Proposals due |
| 12/18/2026 | Anticipated award decision |
| 01/25/2027 | Anticipated Work start date under Contract |

## 6.2 RFP Point of Contact

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

Nithya Bengali
Market Research and Evaluation Scientist
E-mail: nbengali@neea.org

## 6.3 Intent to Respond

All "Intent to Respond" forms (see Appendix A) must be received no later than 5:00 p.m. Pacific Time on the Intent to Respond Form due date listed in the RFP Schedule above. Only Bidders submitting a timely Intent to Respond form as established in the RFP Schedule will be provided with updates to the RFP, receive responses to their questions, and have their Proposals considered.

# 7 Selection Criteria & Insurance Requirements

## 7.1 Scoring and Evaluation

Bidders are rated by NEEA in terms of the overall responsiveness to the RFP (i.e., how well each Bidder addresses all RFP requests), including but not limited to:

1. Responsiveness to the RFP and demonstrated understanding of the issues surrounding the Scope of Work.
2. The thoughtfulness and appropriateness of the proposed methodology used to accomplish the desired results of the study.
3. The experience and qualifications of the individuals Bidder proposes to execute and manage the project.
4. The experience of the firm or team of firms making the Proposal.
5. The capability to execute the plan, including past experience and aptitude for collaboration.
6. Overall value for expenditure.

Bidders' Proposals may be evaluated by the NEEA Project Manager and other NEEA Staff that NEEA believes have the perspective and knowledge needed to make this important decision. NEEA treats all Proposals as confidential.

*NEEA is under no obligation to provide contracted work to any Bidders responding to this RFP, nor is there any obligation or intent implied to reimburse any Bidder for the cost of preparing a Proposal in response to this RFP. Moreover, Bidders have no right or expectation to obtain contracted future work absent a subsequent written contract agreed to by NEEA and the contracted party.*

## 7.2 Insurance Requirements

Future contractors engaged to work with NEEA must maintain adequate and reasonable insurance for their performance as independent contractors and should be aware of the following policy requirements:

- Commercial General Liability insurance of at least $1,000,000 per occurrence/$2,000,000 aggregate;
- Professional Liability Insurance of at least $1,000,000/combined single limit;
- Business Automobile Liability insurance, $1,000,000 combined single limit;
- Any workers' compensation and unemployment insurance required by law; and
- Cyber Liability insurance (if required).

NEEA's insurance requirements are compulsory unless otherwise determined by NEEA, in its sole discretion. NEEA may request documentation evidencing such coverage in a form determined sufficient by NEEA prior to awarding work under any subsequent contract with any selected final Bidder.

## 7.3 Cyber Assessment

By submitting a Proposal, Bidder understands and consents to NEEA's use of a third party for background checks regarding business health and cyber security. To facilitate this process, Bidder should include its full legal name and state of formation in the Intent to Respond Form and will cooperate with NEEA's cybersecurity assessment as required. NEEA estimates this process will be completed within one week after a Bidder is selected as a Finalist.

## 7.4 Incorporated Documents

NEEA has attached and incorporated the following documents for additional context and clarity:

| Document | Description |
|---|---|
| Codes MPER #5 | https://neea.org/wp-content/uploads/2025/03/codes-mper-5.pdf |
| Codes MPER #6 | https://neea.org/resource/codes-market-progress-evaluation-report-6/ |
| Codes Influence Assessment | https://neea.org/resource/code-baseline-and-assumption-review/ |
| Codes original logic model | See Appendix B |
| Codes updated logic model | See Appendix B |

# Appendix A - Intent to Respond Form

## RFP #: 53620

Project Title: Codes MPER #7
NEEA Point of Contact: Nithya Bengali, MRE Scientist at NEEA, nbengali@neea.org

**PLEASE PRINT**:

| | |
|---|---|
| **Company's full legal name** | |
| **Address** | |
| **City, State, Zip** | |
| **Contact Name** | |
| **Contact Title** | |
| **Phone #** | |
| **E-mail** | |

Please ensure the address listed represents the Company's state of incorporation and/or principal place of business.

The Company named above intends to submit a Proposal in response to this RFP. The deadline for submitting the "Intent to Respond" form is 5:00 PM Pacific Time of the date listed in the RFP Schedule.

**List any relevant certifications below:**

_____

_____

_____

_____

# Appendix B: Logic Model (Original)

**Purpose:** A logic model is a systematic and visual representation of a NEEA Market Transformation programs. It depicts the relationships among the resources to operate, the activities you plan to do and the changes or results you hope to achieve. They facilitate effective program planning, implementation and evaluation. Program logic models are used and updated throughout a program's life.

**Lead:** Market Transformation Manager

**Budget:** Program Cost Center & MRE Cost Center

**Audience:** General Population; Program Team, Portfolio Management Team, Directors

**Version Control:** Prior to making changes to a logic model, save the original or prior version of the logic model to a new dated tab in this Visio workbook. See the Logic Model Review Process section of the Logic Model Development and Review Instructions for more information.

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# RESIDENTIAL AND COMMERCIAL CODES LOGIC MODEL

## Appendix B: Logic Model (Original)

**Barriers / Opportunities**

- Lack of sufficient government investment in codes to sustainably advance and maintain codes and compliance
- Market Actors (builders, manufacturers, supply chain) do not value code changes
- Market Actors don't always have the capability to comply with code (including implementation and verification)
- Lack of consistent and timely compliance feedback to confidently advance code stringency.
- Uncertainty how to structure code to meet goal
- State / national policies for decarbonization
- Emergence of performance based approaches
- Public processes for code changes

NEEA's Role

**Strategic Interventions**

In order to address our problem or asset we will conduct these activities.

- Facilitate education and training with builders, market actors, building officials, utilities
- Coordinate with market actors and efficiency groups to develop code proposals
- Participate in public code processes within each state, nationally, and with ASHRAE
- Collect and share data and technical materials from NEEA programs, ET, market research, and engagement with the market
- Explore alternative frameworks for code
- Coordinate and test tools to streamline code implementation and compliance
- Develop code strategies to support NEEA programs and state and national needs / opportunities

**Outputs**

We expect that once completed or under way these activities will produce the following evidence.

- Technical publications, Curriculum, Trainings completed, Website updated, Newsletters, Hotlines
- Completed code proposals including proposals that support NEEA programs; Meetings with market actors and efficiency groups
- Attendance at public meetings, Proposals submitted, Public testimony
- Product specifications, market data, analysis provided by programs
  Completed market research
  Meetings with builders, green labels, manufacturers, etc.
- Reports from researching performance based codes and alternative pathways to code compliance
- Reports about effectiveness of available tools (ex web based compliance checker, TSPR). Data from tools
  Development of new tools
  Maintenance of existing tools
- Policy strategies available for programs with codes in their logic models

Market's Response

**Outcomes**

**Short-Term**

We expect that if completed or ongoing these activities will lead to the following changes in 1-3 years

- Market Actors (**builders, manufacturers, supply chain)** understand requirements of code
- Utility Programs offer incentives to encourage above code construction
- Efficiency partners and market actors submit proposals that support efficiency
- NEEA's proposals and proposals impacted by NEEA collaboration influence final code
- Code officials and other participants in the code process understand the value of energy code and how to achieve their goals
- Code officials understand best practices to code compliance and the ongoing cost to maintain compliance.
- Market Actors neutral toward or value energy codes
- Public process leads to increase stringency in codes
- Codes remain clear, simple, and enforceable

**Med-Term**

We expect that if completed or ongoing these activities will lead to the following changes in 3-5 years

- Increased builder industry understanding of product availability and use of or application of new products
- Voluntary certifications help builders differentiate their homes
- Jurisdictions are able to progress toward their building sector related energy/climate goals

**Long-Term**

We expect that if completed or ongoing these activities will lead to the following changes in 5-10 years

- Builders meet and in some cases exceed code:
  MPI – compliance doesn't decrease over time
- State agencies increase support for education and enforcement of code

**IMPACT**

What is the final state of the market after it has transformed?

**Zero Energy Ready Energy Codes**
**(70% Energy Reduction Compared to 2006 Codes Baseline) – and compliance?**
**Maintained without utility or NEEA involvement**

| | |
|---|---|
| **Program:** | **Residential and Commercial Codes** |
| **Logic Model Level:** | **Draft** |
| **Date:** | **June 27, 2022** |
| **Approval Status:** | **Approved** |
| **Approver:** | **Mark Rehley** |



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# Appendix B: Logic Model (Original)

**<Code>**

NEEA's code activities leverage the state and national public process for updating codes to present market and product data generated by NEEA's MT program and activities in order to advance data driven changes to codes that eventually lead to net zero ready code in each state in the region.

**Opportunities:**

The codes process is a public process that enables companies like NEEA to participate without getting involved in legislative changes. Recently, there has been an increase in decarbonization goals by states and the Federal government that are putting pressure on codes to decarbonize new construction. Often decarbonization is complimentary with efficiency. Finally, there are interesting and potential transformative methods emerging that could streamline designing and complying with code even as codes become much more stringent.

**Leveraged infrastructure:**

The code process is a well established method of collecting public comment about code changes and wrestling with those changes to achieve a new code that meets the states / Federal goals and builders are able to meet. While these processes change from cycle to cycle, so far the processes have remained public.

**Key Assumptions:**

The high level assumptions are fairly well proven, but with changes in code processes and complexity of the code new assumptions are emerging that need to be tested. The Mural documents many of these questions.

**Final Impact / Initiative Goals:**

The end state for code is net zero ready buildings. This seems to be the most common state and Federal goal, and it aligns with NEEA's efficiency goals.

# Appendix B: Logic Model (Original)

| Link | Why does this link lead to this outcome? | MPI # |
|---|---|---|
| 1 | Example - Trade Allies are funded by NEEA to support end users in implementing SEM | I |
| 2 | Example - BCS characterization study will inform NEEA about Trade Allies so NEEA can train and fund them to implement SEM | II |
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# Appendix B: Logic Model (Original)

Please provide a list of relevant terms used in the logic model readers may not know the meaning of.

**<Term>** - <Definition>

# Appendix B: Logic Model (Updated)

**Purpose:** A logic model is a systematic and visual representation of a NEEA Market Transformation programs. It depicts the relationships among the resources to operate, the activities you plan to do and the changes or results you hope to achieve. They facilitate effective program planning, implementation and evaluation. Program logic models are used and updated throughout a program's life.

**Lead:** Codes & Standards Strategist

**Budget:** Program Cost Center & MRE Cost Center

**Audience:** General Population; Program Team, Portfolio Management Team, Directors

**Version Control:** Prior to making changes to a logic model, save the original or prior version of the logic model to a new dated tab in this Visio workbook. See the Logic Model Review Process section of the Logic Model Development and Review Instructions for more information.

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# RESIDENTIAL AND COMMERCIAL CODES LOGIC MODEL

## Appendix B: Logic Model (Updated)

| Code Market Phase | CODE DEVELOPMENT – seeding the market with technologies and practices that build capability for future code advancement | CODE ADOPTION – facilitating and participating in the process of considering and adopting code amendments | CODE IMPLEMENTATION/COMPLIANCE/ENFORCEMENT – providing the market (both code officials and folks in the supply chain) |
|---|---|---|---|

**Barriers & Opportunities**

- Utility and other market based programs for above code homes and emerging technologies
- Lack of availability and awareness of cost-effective technologies and practices to advance building energy code
- Lack of consistent and timely compliance feedback to confidently advance code stringency
- Market Actors (builders, manufacturers, supply chain) do not value energy efficiency or load flexibility
- State / national policies for decarbonization
- Uncertainty how to structure code to meet goal
- Public processes for code changes in some states and nationally
- Lack of sufficient government investment in codes to sustainably advance and maintain codes and compliance
- Market Actors don't always have the understanding or capability to comply with code (including implementation and verification)
- Code is becoming increasingly complex and challenging to enforce

NEEA's Role

**Strategic Interventions**
In order to address our problem or asset we will conduct these activities.

- Support utility program development as codes advance
- Collect and share data and technical materials from NEEA programs, ET, market research, and engagement with the market
- Explore alternative frameworks to code that unlock further energy savings and flexibility opportunities
- Develop code strategies to support NEEA programs and state and national needs / opportunities
- Coordinate with market actors, efficiency groups, and national code organizations to develop and submit recommendations to advance code appropriate to each state
- Support tool development that can support code implementation, compliance, enforcement, and education
- Facilitate education and training on code implementation with builders, market actors, building officials
- Collaborate with state agencies on code implementation support

**Outputs**
We expect that once completed or under way these activities will produce the following evidence.

- Above Code program support infrastructure and active utility program measures
- Resources (Technical publications, Curriculum, Trainings, Websites, Newsletters, databases) to educate the market on Above Code programs and emerging technologies and practices to reduce building energy impacts
- Data on energy performance, cost, availability, and non-energy benefits of specifications, technologies, and practices
- Submitted code proposals or recommendations, including proposals that support NEEA programs and state goals
- Attendance and participation in public meetings
- Meetings and correspondence with market actors and efficiency groups
- Meetings and correspondence with state agencies and code bodies
- Reports and data about effectiveness of available compliance tools, degree of market compliance, and alternative compliance pathways. Development and maintenance of new and existing tools to support code compliance.
- Trainings for code officials on state code, resources for how to assess and increase compliance
- Trainings and resources for builders and other market actors on state code, for how to comply, and benefits

Market's Response

**Outcomes**

**Short-Term**
We expect that if completed or ongoing these activities will lead to the following changes in 1-3 years

- Voluntary certifications help builders differentiate their homes
- Utility Programs offer incentives to encourage above code construction
- Increased builder industry understanding of product availability and use of or application of new products
- Efficiency partners and market actors submit proposals or recommendations that support efficiency
- NEEA's and NEEA's partners involvement influences final code
- Code officials understand best practices to code compliance and the ongoing cost to maintain compliance
- Market Actors (**builders, manufacturers, supply chain)** understand requirements of code

**Med-Term**
We expect that if completed or ongoing these activities will lead to the following changes in 3-5 years

- Robust above code market exists to demonstrate the feasibility, value, and efficacy of new measures
- Market Actors neutral toward or value energy codes
- Consistent and transparent process available in all states
- Codes are as clear, simple, and enforceable as possible
- Code officials, state agencies, and code bodies understand the value of energy code and how to achieve their goals
- Jurisdictions are able to progress toward their building sector related energy/climate goals

**Long-Term**
We expect that if completed or ongoing these activities will lead to the following changes in 5-10 years

- Builders meet and in some cases exceed code
- State agencies increase or hold constant their support for education, advancement, and enforcement of code

**IMPACT**
What is the final state of the market after it has transformed?

**The energy code in each state continue to incorporate all available, cost-effective, and feasible improvements**

| | |
|---|---|
| **Program:** | **Residential and Commercial Codes and New Construction** |
| **Logic Model Level:** | **FINAL** |
| **Date:** | **April 20, 2026** |
| **Approval Status:** | **FINAL** |
| **Approver:** | **Mark Rehley** |



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# Appendix B: Logic Model (Updated)

**Code & New Construction**

NEEA's code activities leverage the state and national public process for updating codes to present market and product data generated by NEEA's MT program and activities, as well as NEEA's support of New Construction programs and independent research, in order to advance data-driven changes to codes that allow each state in the region to incorporate all available, cost-effective, and feasible improvements in each energy code cycle and eventually leading to states achieving their specific energy code-related goals.

**Opportunities:**

The codes process is a public process that enables companies like NEEA to participate without getting involved in legislative changes, although the level of formality, transparency, and predictability varies in each state. Recently, there has been an increase in decarbonization goals by states and the Federal government that are putting pressure on codes to accelerate energy (and decarbonization) new construction in some states. Finally, market and utility interest and support for above-code new construction programs continues to lead the market and yield additional opportunities for code advancement.

**Leveraged infrastructure:**

The code process is a well established method of collecting public comment about code changes and wrestling with those changes to achieve a new code that meets the states / Federal goals and builders are able to meet. While these processes change from cycle to cycle and varies significantly within each state, so far the processes have remained public.

**Key Assumptions:**

The high level assumptions are fairly well proven, but with changes in code processes and complexity of the code new assumptions are emerging that need to be tested. The Mural documents many of these questions.

**Final Impact / Initiative Goals:**

NEEA's primary goal and role in the code market is three-fold: (1) Code Development - to support activities that push the new construction and code-driven market to adopt new technologies, improve construction practices, and generally advance toward more energy efficiency and load flexible technologies, (2) Code Adoption - to provide and support data-driven advances in code that are supported by the market, and (3) Code Implementation/Compliance/Enforcement - to facilitate streamlined compliance and implementation through providing training and education to code officials and the market, in collaboration with state agencies. Due to the varied context and code environment in each state, NEEA's role is focused on achieving the adoption of all available, cost-effective improvements, and feasible energy improvements in each state and energy code cycle. Overtime, NEEA works to ensure states are on track to meet their articulated, unique goals for energy codes. Conceptually, NEEA is aligned with national model code frameworks that are working towards net zero energy buildings, as this seems to be the most common state and Federal goal. However, NEEA acknowledges the role of states in setting their own goals and objectives related to state energy code. We want to ensure Codes continue to incorporate all available, cost-effective improvements that allows Codes to continue to progress (not move backwards), as well as ensure Codes remain enforceable and implementable in the market.

**Notes on timing and scope**

NEEA's involvement in Code is long-term and cyclical. The scope of this Logic Model captures NEEA's long-term investment and goals across all four NW states. However, some of the goals, particularly in the Code Adoption section, occur on a cyclical basis, typically every 3 years.

Given the cyclical nature of each code cycle and unique contexts of each NW state, NEEA also prepares Code Roadmaps for each state and model code development process, to develop and document the more detailed and nuanced strategy within each code update process. Those Roadmaps are meant to supplement this high-level Logic Model framework and are located here: Codes and Standards -> Team Documents -> Roadmaps

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