



REQUEST FOR PROPOSALS

FOR

**Behavior-Based
Energy Efficiency Program**

Proposals must be received no later than

**Tuesday, February 19, 2013
at 3:00 pm PT**

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I. PROJECT INTENT

The City of Roseville – Roseville Electric (“City”) is soliciting proposals from qualified companies (“Company”) to provide a Behavior-Based Program (“Program”) designed to motivate residential customers to manage and reduce their electric energy consumption (kWh). The Program will focus on improving interaction between RE and its residential customers, and partnering with customers to help them understand their daily energy usage. The Company will provide energy consumption feedback to Roseville Electric’s customers using a customer-driven, multi-channel approach.

The City’s goal is to contract with a Company which has a thorough understanding of energy efficiency as it relates to customer behavior. The Company must also have extensive experience with methods that successfully motivate customers to manage and save energy. In addition, the Company must be familiar with California legislation related to energy efficiency and renewable energy.

Specifically, the Program must provide:

- Measurable and verifiable energy savings of at least 1% annually for participating customers
- Increased participation in Roseville Electric’s energy efficiency programs
- Options and assistance to economically disadvantaged customers
- Channels for interaction with “digital” customers who prefer to interact with RE via “smart” devices

II. BACKGROUND

The City of Roseville is located 17 miles northeast of Sacramento with a resident population of approximately 122,000. The City’s utilities serve approximately 55,000 residential accounts and 7,200 commercial accounts. The City is full-service with seventeen (17) departments and approximately 140 divisions. The City provides the full range of municipal services including, among others, police and fire protection, library services, street maintenance, and parks and recreation. The City also owns two golf courses.

Roseville Electric (RE) is a city-owned utility established in 1912. RE provides electric service to Roseville’s residents and businesses.

The Utility Billing Division is located in the Finance Department and provides utility billing services that include Field Services, Billing Services, and Customer Services. RE provides customer service for customers with non-billing related questions, and manages all electric public benefits programs.

III. REQUIREMENTS AND SCOPE OF WORK

The City is looking to contract with a Company to develop, implement, and manage a behavior-based energy efficiency program. The Program must be an outsourced solution and not require information to be housed within RE's or the City of Roseville's information technology environment.

1) The Program must include:

- a) Home Energy Reports delivered via direct mail.
- b) A secure, encrypted web-based customer portal.
- c) A secure, encrypted web-based customer service and administrative portal.
- d) Ways to promote and drive participation in RE's energy-efficiency and demand-response programs, services, and rebates through the use of targeted marketing techniques.
- e) Specific options for economically disadvantaged customers.
- f) Channel(s) for interaction with "digital" customers who prefer to interact with RE via "smart" devices.
- g) Use of utility customer account and energy usage data provided by RE.
- h) Performance reporting and verifiable energy savings measurements on a monthly basis, including analysis of how different customer segments are responding to the Program. The response to the RFP must include a sample monthly report.
- i) Verifiable annual energy savings measurements and reporting which can be included in RE's "1037 Report" on electric energy efficiency program results to the California Energy Commission. This annual (fiscal year) report must be provided to RE no later than August 15th of each year – reporting July 1 through June 30 results. The response to the RFP must include a sample of this annual report.
- j) 24/7 access to customer, administrative, and customer service portals with minimum of 99% uptime.

2) The Program may include:

- a) Other channels for customer communication. Please provide details about these channels, if any, in the response to the RFP.
- b) Data from additional sources, acquired by the Company, to complement RE's data. The Company must identify the sources it intends to use for third-party data.

- c) Communications related to water consumption, similar to the information provided to the customers about energy consumption.

3) Requirements for each Communication Channel are as follows:

a) Direct-Mailed (Paper) Home Energy Reports:

- i) The Company must regularly deliver customized, direct-mailed Home Energy Reports that motivate customers to manage and reduce energy usage.
- ii) The reports must contain energy-usage information, personal and neighborhood comparisons, and energy savings recommendations based on customers' specific energy-usage patterns.
- iii) The reports must allow for promotion of RE's energy efficiency programs, services, and rebates.
- iv) The paper used for the reports must come from FSC sources, or be produced using 30% post-consumer recycled paper.
- v) The response to the RFP must contain a sample energy report.

b) Customer Web Portal:

- i) The customer portal must be available 24 hours per day, seven days per week, and provide information and messages consistent with other customer channels. Specifically, the customer portal must provide:
 - (1) Energy usage presented through a user-friendly portal, including a comparison of the customer's energy use to an appropriate peer group.
 - (2) Energy audits that enable customers to provide more information about their households' characteristics and energy use in order to receive tailored efficiency advice.
 - (3) A customer energy-action-plan setting and tracking capability to show customers how they are progressing toward personal energy-efficiency goals
 - (4) Personalized and targeted recommendations based on customer characteristics, actions, and time of year, including:
 - (a) Promotion of RE's energy-efficiency programs, services, and rebates that help customers save energy and save money.
 - (b) Promotion of energy-saving actions that customers can take independently to reduce consumption.
 - (5) Customer education, including energy-usage recommendations and FAQs.
 - (6) Ability for customers to opt-into "paperless" reporting for Home Energy Reports.
 - (7) Ability for customers to create an account using their premise address and Roseville Utility Billing account number. It should require a password at least

eight (8) characters in length and consisting of numbers, upper and lower case letters.

(8) Ability for customers to request a new password through the portal that will be automatically generated and sent to the email address on file.

ii) The response to the RFP must include screen shot and reporting samples from the Company's customer portal.

c) Customer Service Web Interface:

- i) The Company must provide a customer service web interface to be used by City employees to assist customers with questions regarding the Home Energy Reporting Program. Specifically, the web customer service interface must enable City staff to:
 - (1) View and update customer profiles and report delivery preferences
 - (2) Easily review and track changes made to customer profiles
 - (3) Access copies of notifications that have occurred between customers and RE through the program
 - (4) Log into customer web sessions to "see what the customer sees"
 - (5) Opt customers out of the Program if requested
 - (6) Support customers as they seek to set, modify, or cancel energy efficiency action plans
 - (7) Review and track the energy audits completed via the customer web portal
- ii) In addition, the Company must provide training to help City employees fully utilize the customer service web interface with first-call-resolution and short handle times.
- iii) The response to the RFP must include screen shot samples from the Company's customer service portal.

d) Additional Functionality

- i) Please provide information about the company's ability to provide messaging through additional customer channels such as text messages, Interactive Voice Response (IVR) systems, e-mail, apps, and social media. Explain how other channels will be integrated with the Company's solution and the benefits they may provide.
- ii) Please provide information about the company's ability to include information about water consumption as part of the overall messaging strategy.

4) Information Security

- a) Provide documentation to demonstrate that all Customer Information will be secured through a highly secure data storage facility.
- b) Describe processes/capabilities for the following:
 - i) Appropriate physical back-up

- ii) Disaster recovery
- iii) Environmental controls
- iv) 24/7-controlled access and physical security
- v) Secure data storage, transfer, and disposal standards
- vi) Malware security
- vii) Detection, monitoring, and logging for the Company's operational support tools
- viii) Formal certifications the Company has received related to the security of energy and personal data

IV. PROPOSAL REQUIREMENTS AND CONTENTS

The proposals submitted for this project are to follow the outline described below and must address all requested information. Any additional information the Company wishes to include should be presented in an appendix to the proposal.

SECTION 1 – Introduction

Provide a brief description of the Company and a statement of qualifications for performing the requested services.

SECTION 2 – Experience

Provide a summary of the Company's prior experience with similar projects. This section should include specific and detailed descriptions of similar projects performed previously, project results, client name, and year completed.

SECTION 3 – Project Overview (3 pages maximum)

Provide a narrative description of the project, based on the scope of work presented in the RFP. Include any issues that you believe will require special consideration for this project. Identify any unique approaches or strengths your Company may have related to this project. City staff will assess your understanding of all aspects of the project based on the overview.

SECTION 4 – Detailed Work Plan (20 pages maximum)

Respond to all requirements defined in the scope of work. If any of the requirements cannot be supported, provide a recommendation for an alternative approach. Include all project requirements and the proposed tasks, services, and activities necessary to accomplish the scope of the project defined in this RFP. This section of the proposal shall contain sufficient detail to convey to members of the evaluation team the Company's knowledge of the subjects and skills necessary to successfully complete the project. Include any required involvement of City staff. The Company may also present any creative approaches which might be appropriate and may provide any pertinent supporting documentation.

SECTION 5 – Project Team

Identify the project team (including proposed sub-contractors), with key tasks and associated responsible personnel. Provide an organization chart depicting the project team members proposed by the Company, and a brief resume for each team member. Identify the geographic locations of the Company and key personnel.

SECTION 6 – Sub-Contractors

In the event that the Company desires to subcontract some part of the work specified in the project, the Company shall furnish the City the names, qualifications, and experience of the proposed subcontractors and the percentage of the work under any resultant Contract to be performed by each.

The City reserves the right to reject the successful Company's selection of subcontractors. No portion of the work shall be subcontracted without prior written consent of the City.

The Company shall remain fully liable and responsible for supervising and directing the work to be done by his/her subcontractor(s). This includes those persons either directly or indirectly employed by Company and the Company shall assure compliance with all the requirements of the contract; payment to; performance, acts and omissions of their subcontractors, partners and of all persons employed by them. Company shall assure that the subcontractor'(s) insurance is in compliance with the requirements of this RFP and assure that all subcontractors, partners, and/or others furnished by or acting at Company's direction or on Company's behalf, comply and remain in compliance with all federal, state, and local laws, rules, regulations, orders and other legal requirements that are directly or indirectly related to the performance under the contract. This includes procurement of required permits, certificates, licenses, insurance, approvals, and/or inspections.

The Company shall not enter into any subcontract with any subcontractor who has been suspended or debarred from participating in contracting programs by any agency of the United States Government, the State of California, or other state where the Contract is to be performed.

The Company shall insert appropriate clauses in all subcontracts to bind subcontractors to the terms and conditions of the Contract insofar as they are applicable to the work of subcontractors.

Nothing contained in the Contract shall create any contractual relationship between any subcontractor and the City.

SECTION 7 – References

Provide a description of projects similar in nature and scope that the Company has completed in the last 5 years. Include client names, addresses, and telephone numbers. If a team or joint venture is proposed for this project, indicate which Company was involved with the listed project. Identify project team members that worked on the project and their respective roles and responsibilities. Only include those projects where there is significant involvement from individuals who are part of the proposed project team.

SECTION 8 – Deliverables

Fully describe deliverables to be submitted under the proposed contract.

SECTION 9 – Project Schedule

Include a project schedule indicating when the elements of the work will be completed and when deliverables will be provided.

SECTION 10 – Service Level Agreement

Include Company's standard Service Level Agreement outlining expected response to low, medium, and high priority issues. Provide Program availability (uptime) and mean time between failure (MTBF) statistics for calendar year 2012.

SECTION 11 – Project Cost

Identify all costs including expenses to be charged for performing the services necessary to accomplish the objectives of the contract. Please include a separate cost to implement and maintain each of the channels identified in Section III.

Submit a fully detailed budget including staff costs and any expenses necessary to accomplish the tasks to produce the deliverables under the contract.

SECTION 12 – Conflicts of Interest

Companies submitting a proposal in response to this RFP must disclose any actual, apparent, direct, indirect, or potential conflicts of interest that may exist with respect to the Company, management, or employees of the Company, employees of the City of Roseville (including but not limited to business partners, relatives, etc), or any other persons relative to the services to be provided. Specifically, Companies submitting a proposal in response to this RFP must be "CIS software vendor independent" and must not be affiliated with any Customer Information System vendors. If a Company has no conflicts of interest, include a statement to that effect in the proposal.

SECTION 13 – Insurance (1 page maximum)

During the time of the contract, the Company shall maintain insurance in force at its own expense. The insurance requirements are included in the sample agreement.

SECTION 14 – Proprietary Information

Companies submitting a proposal in response to this RFP must provide a statement that nothing contained in the submitted proposal will be proprietary. All proposals shall become the property of the City once submitted.

SECTION 15 – Standard Agreement

During the time of the contract, the Company shall abide by the terms of the City of Roseville’s Professional Services Agreement. A sample Agreement is attached. Please note that the specific agreement between the City and the Company will also contain penalties for non-compliance with the scope of work as defined in the contract.

SECTION 16 – Signatures

The proposal shall be signed by an official authorized to bind the Company and shall expressly state that the proposal is valid for 120 days.

V. PROPOSAL SCHEDULE

The anticipated schedule is below. If it becomes necessary to change any part of this schedule, all RFP recipients will be notified.

RFP Approved for Release	January 11, 2013
Receive Questions	January 22 – January 30, 2013
Proposals Due	February 19, 2013
Preliminary Evaluations	February 20, 2013 – March 1, 2013
Oral Interviews	March 18-22, 2013
Selection of Company	March 29, 2013
Contract Approved by City Council	June 19, 2013
Project Start Date	June 20, 2013

VI. PROPOSAL SUBMITTAL

Proposals must be submitted electronically via email **and** through hardcopy. Send electronic submittals to Mamie Mierzwak - mmierzwak@roseville.ca.us and Shelley Gollender - sgollender@roseville.ca.us. Companies must submit an original hardcopy and three (3) copies of the proposal labeled “**Behavior-Based EE Program**” and deliver to:

City of Roseville
City Clerk’s Office
311 Vernon Street
Roseville, CA 95678

The deadline for submittal of the electronic and hardcopy proposals is **3:00 pm PT on February 19, 2013**. Proposals delivered after the deadline or to the wrong location will be rejected and returned un-opened.

INQUIRIES

The deadline for submitting questions is **3:00 pm PT on January 30, 2013**. All inquiries must be in writing and submitted via e-mail to Mamie Mierzwak and Shelley Gollender:

Email: mmierzwak@roseville.ca.us and sgollender@roseville.ca.us

Questions will be answered in writing and posted as a request for information at the City of Roseville’s Website. Verbal questions will not be accepted.

ATTACHMENTS

Sample Professional Services Agreement, which includes insurance requirements

PROPRIETARY INFORMATION / PUBLIC DISCLOSURE

Materials submitted in response to this competitive procurement shall become the property of the City.

All received material shall remain confidential until the award of contract recommendation has been filed with the City Clerk for City Council action. Thereafter, the proposals shall be deemed public records.

Any information in the proposal which the Company desires to claim as proprietary and exempt from disclosure under the provisions of state law shall be clearly designated. Each page claimed to be exempt from disclosure must be clearly identified by the word "Confidential" printed on it. Marking the entire proposal exempt from disclosure will not be honored.

PROPOSAL CONTENTS

Proposals shall be submitted on, or be in the format of, eight and one-half by eleven (8 ½ x 11) inch paper with tabs separating the sections of the proposal.

Proposals shall provide information in the same order as presented in this document, with the same headings. This will not only be helpful to the evaluators of the proposal, but should assist the Proposer in preparing a thorough response.

LETTER OF SUBMITTAL

The Letter of Submittal shall be the cover letter of the proposal, and must be signed and dated by a person authorized to legally bind the Company to a contractual relationship, e.g., the President or Executive Director if a corporation, the managing partner if a partnership, or the proprietor if a sole proprietorship. Along with introductory remarks, the Letter of Submittal must include the following information about the Company and any proposed subcontractors:

1. Name, address, principal place of business, telephone number and fax number / email address of legal entity or individual with whom contract would be written.
2. Legal status of the Company (sole proprietorship, corporation, etc.) and the year the entity was organized to do business as the entity now substantially exists.
3. Location of the facility from which the Company would operate.

VII. PROPOSAL TERMS AND CONDITIONS

- A. ASSURANCE OF DESIGNATED PROJECT TEAM - In order to assure that the designated project team is used for the project, the City shall have an unconditional right of refusal for any departure or reassignment of, or substitution for, any member of the designated project team.
- B. COST OF PROPOSAL PREPARATION – The City will not pay any costs incurred by the Company in preparing or submitting the proposal. The City reserves the right to modify

or cancel, in part or in its entirety, this RFP. The City reserves the right to reject any or all proposals, to waive defects or informalities, and to offer to contract with any Company in response to any RFP. This RFP does not constitute any form or offer to contract.

- C. NOTIFICATION OF WITHDRAWAL OF PROPOSAL- Proposals may be modified or withdrawn prior to the date and time specified for proposal submission with a formal written notice by an authorized representative of the proposer. Proposals submitted will become the property of the City after the proposal submission deadline.
- D. RIGHTS TO PERTINENT MATERIALS - All responses, inquiries, and correspondence related to this RFP and all reports, charts, displays, schedules, exhibits, and other documentation submitted, as part of the proposal shall become the property of the City after the proposal submission deadline.
- E. RIGHT OF THE CITY TO REJECT PROPOSALS - The City reserves the right to reject any and all proposals or any part of any proposal, to waive minor defects or technicalities, or to solicit new proposals on the same subject or on a modified project which may include portions of the originally proposed project as the City may deem necessary in its interest.
- F. OTHER CONDITIONS - All responses to the RFP submitted shall be deemed confidential during the evaluation period.

VIII. SELECTION PROCESS

The evaluation process is designed to award this procurement not necessarily to the Company of least cost, but rather to the Company whose proposal best meets the requirements of this RFP. Subject to approval by the City Council, the selection of the most highly qualified Company will be based upon the following criteria:

- Client History
- Proposal Quality
- Industry experience
- Electric Utility experience
- Availability with the City timeframes per Section V: Proposal Schedule
- Company's ability to maintain the same project team through completion of project
- Methodology and work plan
- Understanding of the project

- Completeness of proposal submitted
- Technical Expertise
- Qualifications of proposed project team members
- Direct experience and qualifications of project team and Company
- Information obtained from references
- Total project cost

The City, at its sole discretion, may elect to select the top finalists from the written evaluation for an oral presentation and final determination of the contract award. Should the City elect to hold oral presentations, it will contact the finalists to schedule a date, time and location. Commitments made by the Company at the oral interview, if any, will be considered binding. The City staff will then enter into contract negotiations with the highest rated Company. Following successful negotiations, a recommendation will be made to the Roseville City Council to award the contract. In the event the cost negotiations are not successful, the City reserves the right to enter into negotiations with the other ranked companies.