



Sustainable Homes Rochester

Request for Proposals

Date of Issue: 10/2/18

Mandatory Prebid meeting: 10/18/18

Proposal Due Date: 11/2/18

Issued by: PathStone, Inc

Proposals must be submitted to soliver@pathstone.org

Questions may be directed to soliver@pathstone.org

1. OVERVIEW

PathStone, Inc. (PathStone), is requesting proposals from contractors of home energy efficiency, weatherization, and clean heating and cooling technologies to provide installation services to homes and businesses in City of Rochester as part of the Sustainable Homes Rochester program.

Sustainable Homes Rochester is a community-based outreach, education, and group purchasing campaign led by PathStone, in partnership with the City of Rochester (City) and the Rochester People's Climate Coalition (RPCC) (collectively the "Sustainable Homes Rochester team") that will encourage the adoption of home energy efficiency and weatherization measures, heat pump water heaters ("HPWH"), air-source heat pumps ("ASHP"), and ground-source heat pumps ("GSHP"). Over the course of 2 and a half years, Sustainable Homes Rochester will seek to greatly increase the number of homes and businesses in the City of Rochester that are heating and cooling more efficiently and/or with clean heating and cooling technologies.

Sustainable Homes Rochester is seeking at least one contractor to work closely with the Sustainable Homes Rochester team to serve as trusted campaign partners to interact with campaign participants, install home weatherization and relevant clean heating and cooling technologies, and expand awareness of these technologies over the course of the program. The goals of Sustainable Homes Rochester include:

- **Increase customer awareness of** energy efficiency and clean heating and cooling technologies through community-based marketing, outreach, and education activities
- **Enroll** 200 home and business owners in the program, complete 120 home energy audits, support the installation of weatherization/efficiency measures and air- and ground-source heat pumps in 25 homes.
- **Build long-term interest and demand** for energy efficient and clean heating and cooling technologies after the conclusion of the 2 ½ years.

Sustainable Homes Rochester invites proposals from Contractors who are able to design and install home energy efficiency and weatherization measures, ASHP, and/or GSHP. Sustainable Homes Rochester may select multiple Contractors and will accept joint proposals from multiple Contractors applying as a single team.

The selected Contractor(s) will work collaboratively with the Sustainable Homes Rochester team to implement a two year community marketing and outreach campaign, which is expected to commence in November 2018. The selected Contractor(s) will be the sole recipients of customer leads from

Sustainable Homes Rochester generated from marketing and outreach activities and will be actively promoted by the team as Sustainable Homes Rochester’s competitively-selected Contractor(s).

2. ABOUT SUSTAINABLE HOMES ROCHESTER

Sustainable Homes Rochester is led by PathStone and the City of Rochester with financial support from the New York State Energy Research and Development Authority (NYSERDA) Clean Heating and Cooling Communities (CH&C) Program.

As part of the NYSERDA CH&C Community Campaign Initiative, the City of Rochester’s Office of Energy and Sustainability has partnered with PathStone as well as local non-profit organizations to form a community-wide Rochester CH&C Community Campaign. The campaign consists of community outreach, education, and bulk procurement for CH&C technologies coupled with energy efficiency improvements, such as air sealing, duct sealing, and insulation, in order to optimize the performance of clean heating and cooling systems.

PathStone is a local non-profit with over twenty years in the energy efficiency realm. For the past 7 years, PathStone has been a Community –Based Organization (CBO) for NYSERDA , helping to promote energy efficiency programs in the Finger Lakes area.

The City of Rochester’s Office of Energy and Sustainability strives to make Rochester a model for innovative, ecologically sustainable operations, policies and practices and connect the City with regional and national sustainability resources. Through the Sustainable Homes Rochester program, the City will further advance our community-wide Climate Action Plan’s goal to reduce greenhouse gas emissions by 40% from 2010 levels by 2030.

The Rochester People’s Climate Coalition (RPCC) is an inclusive, nonpartisan network of organizations that work together to identify and implement effective climate solutions in the Greater Rochester Region. RPCC’s diverse membership now includes over 130 business, faith, civic, labor, and environmental groups. Through coordinated, collaborative efforts, RPCC strives to create a more environmentally just and sustainable community, with the specific goal of inspiring and facilitating a large-scale climate mobilization in the Greater Rochester Region to identify and implement effective climate solutions that will achieve carbon neutrality by 2027.

3. SUMMARY OF CAMPAIGN ACTIVITIES

The Sustainable Homes Rochester Campaign will run for 2 ½ years. During this time, two main groups receptive to installing Clean Heating and Cooling technologies in their homes will be identified. The first

group will be early adopters as well as homeowners with boiler systems. Much like electric vehicle drivers, these homeowners are willing to invest in technology that can help fight climate change. In addition, boiler owners may be interested in adding high efficiency heating as well as air conditioning to their homes. The second main group consists of homeowners that are currently using oil or electricity to heat their homes. Heat pump technology represents a real opportunity for cost savings for these customers. The City of Rochester GIS system can target which households use these fuels, allowing for targeted direct mail and neighborhood canvassing.

Additionally, a marketing campaign and public meetings aimed at educating the public about these resources will be incorporated into the campaign. Selected Contractors will be expected to have a representative at all public meetings to answer questions and to meet the homeowners. We plan to have at least 10 Community meetings over a two year period as well as targeted outreach to City of Rochester Residents using oil and electricity to heat their homes. PathStone is working with the City of Rochester and their GIS to develop a list of homeowners with oil and electric heat to receive mailers and at home visits. We have estimated that we will produce at least 100 Energy Efficiency retrofits as well as 25 heat pump installations through this program.

4. CONTRACTOR ELIGIBILITY

At a minimum, Contractors must meet the following eligibility requirements to participate in the Sustainable Homes Rochester program. Prospective Contractors must:

1. Hold all relevant licenses and other requirements for the jurisdiction served by Sustainable Homes Rochester (the City of Rochester)
2. Meet eligibility requirements for, or be approved as, a participating Contractor in all relevant NYSERDA program opportunities, including: **(1)** [Home Performance with ENERGY STAR](#) and [EMPOWER](#) (for home efficiency/weatherization Contractors), **(2)** [Air Source Heat Pump Program](#) (for ASHP Contractors), and **(3)** [Ground Source Heat Pump Rebate Program](#) (for GSHP Contractors).
3. Have completed a minimum of 20 installations of heat pump and or energy efficient improvements within New York State and/or 10 installations within the areas served by the campaign.
4. Be willing to work in coordination with any other selected Contractor(s) (if applicable) for lead management and outreach activities.
5. Submit a complete proposal containing all required information described in Section 7 by **4:00 PM on 11/2/2018.**

5. SCOPE OF SERVICES

The scope of services to be provided by Contractors participating in Sustainable Homes Rochester are described below:

Outreach and Education: Participating Contractors will work closely with the Sustainable Homes Rochester team to support marketing and outreach activities to promote awareness of Sustainable Homes Rochester. Over the course of the Sustainable Homes Rochester program, this may include:

- Collaborating with the Sustainable Homes Rochester team to refine the campaign marketing strategy and activities prior to the launch of the campaign and over the course of the campaign;
- Participating in in-person educational “meet the Contractor” events, where the Contractor will have the opportunity to meet and collect sign-ups from customers;
- Participating in other public in-person events coordinated by the Sustainable Homes Rochester team;
- Working with the Sustainable Homes Rochester team to ensure that campaign staff and volunteers are familiar with the Contractor’s technology, operations, and workflow;
- Addressing inquiries from prospective customers and the Sustainable Homes Rochester team;
- Providing information to prospective customers about relevant technologies, incentive programs, and other initiatives supported by Sustainable Homes Rochester;
- Supporting other relevant marketing, outreach, and educational activities (e.g. providing content for marketing materials, developing stories, etc.).

Selected contractors will also be asked to provide standardized, transparent pricing for the technologies they will install (see Attachment D), which will be made publicly available to prospective customers on the Sustainable Homes Rochester website. Pricing proposals from contractors that are not selected to serve Sustainable Homes Rochester will be kept confidential.

Installation Services: Participating Contractors will provide site visits, quotes, and installation services in a timely fashion to program participants. This shall include:

- Conducting outreach to customers to screen customer suitability for relevant technologies;
- Providing assessments to evaluate a site’s suitability for relevant technologies, including any structural, electrical, or mechanical issues;
- Completing heating/cooling load calculations (e.g. Manual J) using industry best practices and ACCA-approved software, if applicable;
- Providing pricing quotes to customers and the Sustainable Homes Rochester campaign manager promptly (within 2 weeks) after completion of a site visit, which shall reflect pricing consistent with information provided in the Contractor’s Pricing Proposal;
- Providing information to customers about all relevant incentives, as well as basic information on system financial analysis and energy savings potential;

- Installing technologies that meet the minimum requirements for eligibility for relevant NYSERDA incentive programs, including the Home Performance with ENERGY STAR program, Air Source Heat Pump Program, and Ground Source Heat Pump Rebate Program;
 - *Note: If Applicant seeks to install equipment that do not meet the eligibility requirements for these incentive programs, Applicant shall provide this information in the proposal materials, as well as reasoning for including equipment and how it will be presented to customers.*
- Providing turnkey contracting, permitting, installation, and all other activities associated with the sales and installation process within one year of contract signing, unless mutually agreed upon with the customer;
- Completing incentive paperwork and providing support for completing financing paperwork (if applicable) for all customers who sign contracts;
- Providing clear communication to customers and program manager about installation timeline, expected pricing, and any anticipated delays.

Lead Management and Reporting: Participating Contractors will manage customer leads, track data on leads, and work with the Sustainable Homes Rochester team to provide regular reporting so that the Sustainable Homes Rochester team is apprised of the status of customers participating in the program. This shall include:

- Tracking and managing leads to provide timely customer service to all interested leads;
- Developing a process in collaboration with the Sustainable Homes Rochester team and other Contractor(s) to manage leads that are not suitable for the technology and, if relevant, share leads with other Contractor(s) if the site is not suitable for the Contractor's technology;
- Providing contact information for leads generated during the course of the campaign with the Sustainable Homes Rochester team;
- Providing data on lead status on a weekly basis to the Sustainable Homes Rochester team, which shall include but not be limited to energy audits, energy retrofits, HPWHs, and ASHPs installed
- Participating in bi-weekly calls with members of the Sustainable Homes Rochester team;
- Providing a final report detailing energy audits, energy retrofits, HPWHs, and ASHPs installed upon completion of the program.

6. RFP AND PROGRAM TIMELINE

Please note that dates provided below are estimates and subject to change.

RFP/Program Milestone	Date
RFP released	10/2/18
Written questions due	10/24/2018
Question responses posted online	10/29/2018

Proposals due	11/2/2018
Interviews with Contractors	November 2018
Contractor(s) announced	12/1/2018
[Campaign launch event]	January 2019
[Campaign public outreach and education events]	1/19-4/21
[Deadline for participants to sign contracts]	5/1/21
[Deadline to complete installations contracted through campaign name]	6/1/21

7. PROPOSAL REQUIREMENTS

Proposals must include the following documents:

- **Proposal Checklist (Attachment A)**
- **Individual Application Form (Attachment B):** If you are submitting a proposal as a team with multiple Contractors, each participating Contractor must complete this application.
- **Core Proposal (Attachment C)**
- **Pricing Proposal (Attachment D)**

Proposals must also include the following documents. If you are submitting a proposal as a team with multiple Contractors, each participating Contractor must include this information.

- **Addendum 1: Example customer project proposal and contract**
- **Addendum 2: Relevant licenses of key members of the Contractor team**, including any subcontractors (if necessary)

8. APPLICATION INSTRUCTIONS

Written questions may be submitted to soliver@pathstone.org by **10/24/2018**. Responses will be posted online at www.cityofrochester.gov/SHR by **10/29/2018**.

All proposals must be received by 11/2/2018. Late proposals may be rejected without review by the Sustainable Homes Rochester selection committee.

9. EVALUATION CRITERIA

In order to be evaluated by the Sustainable Homes Rochester selection committee, the Applicant must meet all eligibility requirements described in Section IV. Contractor Eligibility. Proposals that do not include all required information may not be reviewed by the selection committee at its sole discretion.

Proposals will be evaluated by the selection committee in accordance with the criteria listed below. Additionally, a select number of applicants may be invited to interview with the selection committee and provide a brief presentation on their firm's qualifications to serve the campaign:

- **Overall quality and value:** Overall quality of the proposal and specified equipment.
- **Experience:** Degree of Contractor's experience and proficiency in the scope of work, including demonstrated experience in developing, designing and installing all relevant technologies included in the Contractor's proposal, record of customer service, and experience working within the region to be served by Sustainable Homes Rochester.
- **Collaboration:** Ability of the Contractor to collaborate with the Sustainable Homes Rochester team and any other selected contractor(s) (if applicable) to implement a successful outreach and education campaign focused on all relevant technologies.
- **Capacity and implementation:** Ability to provide timely, quality customer service and installations throughout the duration of the program, as well as ability to work with the Sustainable Homes Rochester team.
- **Pricing proposal:** Quality, simplicity, clarity, and value of the proposed equipment, price adders, and contract terms.
- **Interview:** Quality of interview presentation and responses to interview questions.

10. GENERAL CONDITIONS

Indemnification

Contractor(s) will protect, indemnify and hold harmless PathStone, The City of Rochester, and the RPCC, and their officers, directors, employees, agents, and affiliates from and against all liabilities, losses, claims, damages, judgments, penalties, causes of action, costs and expenses (including, without limitation, experts' and attorneys' fees and expenses) imposed upon, incurred by or asserted against [campaign name team members/procuring entity], resulting from, arising out of or relating to the Contractor's work completed through Sustainable Homes Rochester. The obligations of the Contractor(s) under this indemnity will survive the expiration or termination of Sustainable Homes Rochester, and are not limited by any insurance coverage required under this RFP.

Limitation of Liability

Sustainable Homes Rochester shall not be liable to the Contractor(s) for any special, indirect, incidental, consequential, punitive, or exemplary damages of any kind whatsoever, whether based on contract, warranty, tort (including negligence or statutory liability), or otherwise.

Non-discrimination

Contractor(s) agrees and warrants that they will not discriminate or permit discrimination against any person or group of persons in any manner prohibited by the laws of the United States, the state of New York, and or the City of Rochester;

Waiver Authority

Sustainable Homes Rochester reserves the right, at its sole discretion, to waive minor irregularities in submittal requirements, to modify the anticipated timeline, to request modifications of the application, to accept or reject any or all applications received, and/or to cancel all or part of this RFP at any time prior to Contractor selection.

Confidentiality Statement

Proposal documents are generally considered to be a matter of public record once the contract for work has been awarded. Sustainable Homes Rochester will endeavor to keep information confidential if the proposer marks the subject information as confidential (including pricing proposals for all applicants that are not selected for Sustainable Homes Rochester), provided that the matters are withheld from the public are in such a manner as to leave no discretion on the issue.

Disclaimer

This RFP does not commit the Sustainable Homes Rochester to award any funds, pay any costs incurred in preparing an application, or procure or contract for services or supplies. The Sustainable Homes Rochester team reserves the right to accept or reject any or all proposals received, negotiate with all qualified applicants, cancel or modify the RFP in part or in its entirety, or change the application guidelines, when it is in its best interests.

ATTACHMENT A – PROPOSAL CHECKLIST

CONTRACTOR PROPOSAL CHECKLIST

Please include the following items in your application. Incomplete proposals or proposals not received before the deadline of 11/2/2018 may not be considered by the Sustainable Homes Rochester selection committee.

- ___ **Proposal Checklist and Team Cover Letter (Attachment A)** (one per proposal)
- ___ **Individual Application Form (Attachment B)** (one for each Contractor participating in the proposal)
- ___ **Core Proposal (Attachment C)** (one per proposal)
- ___ **Pricing Proposal (Attachment D)** (one per proposal)
- ___ **Addendum 1: Example customer project proposal and contract** (one for each Contractor)
- ___ **Addendum 2: Sample marketing materials** (if available, for each Contractor)
- ___ **Addendum 3: Relevant licenses of key members of the Contractor team** (for each Contractor and any subcontractors that will be used)

ATTACHMENT B: INDIVIDUAL APPLICATION FORM

Note: If multiple Contractors are applying as part of this proposal, this attachment must be completed by each Contractor individually.

COVER LETTER

The undersigned is the duly authorized representative of the company or entity identified below (the "Company"), with full authority to sign this document and to submit this proposal pursuant to the Sustainable Homes Rochester Request for Proposals (the "RFP").

I hereby certify:

- The Company is duly organized and in good standing under the laws of the jurisdiction in which it is organized. The financial statements are true, correct and complete and fairly present the financial condition of the Company as of their date. Since the date of the most recent financial statements, there has been no material adverse change in the Company's financial condition. All tax returns required to be filed in any jurisdiction have been duly filed, and all taxes due in respect of the Company have been duly paid.
- The Company has read the RFP, understands it and is familiar with its requirements.
- The information contained in this proposal, and any correspondence or other documentation relating to this proposal, are all true, correct and complete. The information disclosed by the Company in this proposal relating to the nature of the Contractor partnership (if applicable), corporate partnerships, affiliations and other relationships is true, correct and complete.
- The Company understands and acknowledges that, until a final selection is made under the RFP, the Sustainable Homes Rochester team may enter into discussions with the Company to negotiate the terms of its proposal in an effort to reach the most favorable arrangement for the relevant community. Moreover, the Sustainable Homes Rochester team reserves the right (i) to reject any or all proposals; (ii) to waive defects or irregularities in any proposal; (iii) to discontinue discussions at any time and for any reason; (iv) to correct inaccurate awards; (v) to change the timing or sequence of activities related to Sustainable Homes Rochester; (vi) to modify, suspend or cancel Sustainable Homes Rochester; and (vii) to condition, modify or otherwise limit the mandate pursuant to the RFP.

By submitting this proposal, the Company represents and warrants that, if it is selected under this RFP, it will comply with the terms of the RFP and will perform all of the duties and obligations of the "Selected Contractor" under the RFP.

Contractor: _____

(Printed Name of Contractor Organization 1)

By: _____ Title: _____

(Printed Name of Authorized Representative)

Signature: _____

Date: _____

CONTRACTOR INFORMATION

Company Information

Company Name	
Headquarters Address	
Additional locations with proximity to [campaign name region]	
Service Territory	
Company Website	
Technologies to be installed	

Company Team

Primary Point of Contact	
Contact Title	
Contact Phone	
Contact Email	
Total number of full-time employees	
Total number of part-time employees	

List all relevant key staff (e.g. salespeople, site assessors, Contractors, project managers, and key administrative staff) in your company who will be working on Sustainable Homes Rochester, as well as

roles, years of experience, and relevant certifications/licenses held by each. Add additional rows as necessary. This information may also be submitted as an additional addendum.

Staff #1	
Staff #2	
Staff #3	
Staff #4	
Staff #5	
Staff #6	
Staff #7	
Staff #8	

Please provide the names and contact information of any subcontractors (e.g. electricians, plumbers) who would support installations through this program.	
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Company Experience

Number of years in operation	
Number of technology installations in New York State in past 12 months	
Number of EE or CH&C installations in Rochester in past 12 months	

<p>Please describe any other relevant experience, skills, and capabilities of your company.</p>	
<p>Please provide references for at least five (5) EE and CH&C projects within the state completed within the last three (3) years.</p>	

Installation Capacity

Describe the number of full- or part-time salespeople and Contractors who will be made available to serve Sustainable Homes Rochester during the course of the campaign, as well as their capacity for site assessments and installations.

	Number of full-time equivalents (FTEs)
Expected average number of full-time salespeople active in community during sign-up period	

Expected average number of physical site assessments conducted <u>per week</u> during sign-up period	
Average estimated number of installations that can be performed <u>per month</u> within community	

How will seasonal fluctuations affect your ability to make the capacity described above available?	
Are you applying to serve as the selected Contractor of any other Clean Heating and Cooling Community?	
Beyond single-family homes, what other project types (e.g. multi-family/condo associations of 5+ units, small commercial, etc.) does your company complete?	

Please provide copies of your company's workman's compensation and liability insurance.

ATTACHMENT C: CORE PROPOSAL

Please complete all information in this attachment where applicable. If necessary, you may provide additional information or attach additional materials to supplement this attachment.

Proposal Team

Please list all companies that are part of the proposal team (not including subcontractors)

Company Name	Technology/Role	Contact Person	Contact Phone Number	Contact Email

Community Partnership Strategy

Describe how your company will work with Sustainable Homes Rochester team to support outreach activities and motivate residents to install energy efficient and clean heating and cooling technologies. Describe specific activities you would intend to complete to support Sustainable Homes Rochester's marketing and education activities, as well as your plan to communicate with the Sustainable Homes Rochester team and your previous experience completing residential or community-level sales, marketing, and outreach efforts in the past.

Project Implementation Plan

<p>Describe your customer management process, including lead intake, screening, site visit, and installation process</p>	
<p>Describe the typical timeline for customers from lead intake through to project close-out.</p> <p>If applicable, provide the timeline for each technology offered by your team.</p>	

<p>Describe your quality assurance process, including measures to commission and protect equipment installed and how you will address any customer disputes.</p>	
<p>Describe your geographic proximity to the community and how this will affect your ability to provide services to all regions included in Sustainable Homes Rochester</p>	
<p>Describe your process for handling customer leads that are not suitable for the technology(-ies) you are offering.</p>	

<p>Describe your proposed process for sharing leads with Contractors in your team (if applicable) and other Contractors in the program, as well as how this will offer customers a streamlined experience.</p>	
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Pricing, Financing, and Incentives

<p>If applicable, please describe any discounts (e.g. flat/tiered pricing), customer incentives (e.g. referral bonuses, discounted/free systems after a certain number of contracts signed) you will offer to Sustainable Homes Rochester</p>	
<p>If applicable, describe any financing options (e.g. manufacturer financing, Home Performance with ENERGY STAR, lease/power purchase agreements) you will offer to customers.</p>	
<p>Please describe how you will pass NYSERDA incentives onto the customer (if applicable) and provide support to customers to obtain other incentives.</p>	

ATTACHMENT D: PRICING PROPOSAL

Please present prices for the following items in the same format you would use with customers in this program. (Note: it is understood that all Contractors may not be providing all of these services; only provide pricing for applicable services you may provide)>

1. Energy Efficiency work:
 - 125 lineal/ft of rim joist- spray foam 2" foam
 - 1500 sq/ft exterior walls with wood clad siding dense pack cellulose 3.5"
 - Dense pack 600 sq/ft of enclosed attic floor 6" deep
 - Install and vent to exterior bath fan second floor
 - Air seal attic and basement for a two story 1400 sq/ft house built in 1921
 - All equipment should meet NYSERDA rebate, financing and installation standards.
2. 1- 50 gallon Heat Pump Water Heater EF ≥ 2.2 , Energy Star Qualified. Includes new electrical circuit and City of Rochester electrical permit. All equipment should meet NYSERDA rebate, financing and installation standards.
3. 1 Centrally ducted Air Source Heat pump with exterior unit at least 46,000 btu (± 1000 btu) ≥ 14.5 SEER, 12 EER, 8.2 HSPF or better NEEP certified Cold Climate Heat Pump with new electrical circuit and City of Rochester electrical permit. Pricing should include installed cost, including all refrigeration and electrical work, explanation of equipment and labor warranties, explanation of annual maintenance plan costs and services included (if applicable), and options for extended warranties, if applicable. All equipment should meet NYSERDA rebate, financing and installation standards.
4. 2- Ductless mini split air source heat pump systems at 24,000 btu (± 1000 btu) each ≥ 14.5 SEER, 12 EER, 8.2 HSPF or better NEEP certified Cold Climate Heat Pump with new electrical circuit and City of Rochester electrical permit. Ground mounted. Pricing should include installed cost, including all refrigeration and electrical work, explanation of equipment and labor warranties, explanation of annual maintenance plan costs and services included (if applicable), and options for extended warranties, if applicable. All equipment should meet NYSERDA rebate, financing and installation standards.
5. Ground Source Heat pump -5 Ton Variable Speed Water-to-Air Heat Pump (no elec heat), with single 500' Vertical Bore with 1 1/2" pipe within 30' of the building (1.2 K thermally enhanced grout), 50 ft of casing, 2 Ton Water-to-water heat pump for 100% DHW (do not include tank), load side bronze circulator, single variable speed pump flow center to serve both heat pumps, 2 way valve on W/W heat pump, P/T plugs and isolation valves on all source and load piping, antifreeze to 15o F (specify what material you are proposing), full monitoring to include wi-fi access for homeowner thermostat control as well as remote diagnostics capability with refrigerant parameters for both heat pumps. Your proposal needs to include all power & control wiring, 10 year parts & labor allowance warranty, all quality assurance and start-up procedures as required by NYSERDA Rebate Program.
6. Please list any addendums or up sales such as line hide or wall mounting that you think you would offer a customer.