

# **Energy Trust of Oregon**

## **Request for Proposals:**

### **Process Evaluation of the Residential Program**

#### **Responses to Questions**

1. *Question: We know 90/10 precision/confidence is preferred for customer surveys, what are your preferences for a market actor/ally survey?*

Answer: While 90/10 can be a helpful benchmark to strive for, it may be difficult to achieve for some categories of allies given the population size and the overall budget for the project. Energy Trust does not have a set expectation on the number of allies to be surveyed or interviewed. We are interested in bidders' perspective on what number of surveys or interviews could reasonably be expected for the project.

2. *At Task 4 the RFP asks for a "representative sample" of allies; does Energy Trust have any expectations as to what represents a representative sample? Are there subsegments in which representativeness should be considered as well within the Trade Allies segment?*

Answer: Energy Trust sees a need for a sample that includes representation of the various measures included in the Residential program as well as level of activity within the program (in terms of the number of projects allies have submitted in recent years) and star rating in the case of Existing Single Family and Manufactured Homes trade allies. In addition, the sample should reflect the different geographic areas of Energy Trust's territory. Other considerations for representativeness may be discussed with the selected evaluator at project kick-off.

3. *Question: Do you have preferences for any quotas/targets for the number of survey responses/interviews with various types of residential program market actors, such as trade allies, retailers, distributors, home builders, and home verifiers? Or preferences for representation by utility, regions, specialties, etc. within those groups?*

Answer: As noted in the answer to Question 1, Energy Trust does not have a set expectation on the number of allies to be surveyed or interviewed. We are interested in bidders' perspective on what number of surveys or interviews could reasonably be expected for the project, considering the need for variety in trade specialties, activity level with the program, and geographic location.

4. *Question: What contact information for these residential program market actors will be available to be provided to the winning bidder?*

Answer: Energy Trust can provide the selected evaluator with primary contact names, phone numbers, email addresses and mailing addresses for market actors.

5. *Question: Do you have a specific list of preferred people/positions you would like to have contacted for the interviews with utilities, NEEA and the 14 community groups?*

Answer: Yes, Energy Trust has a list of contacts to be interviewed and will provide the selected evaluator with contact information for appropriate representatives from the utilities, NEEA and community organizations.

6. *Question: What type of data do you track on trade allies such as measures they installed, any firmographics, or anything else?*

Answer: Energy Trust can provide data on the quantities and types of measures installed by geographic area by trade ally, as well as some limited firmographic information (number of employees and potentially COBID certification).

7. *Questions: For the budget, is it alright if we create a separate line for data collection costs, etc. and provide the total rather than providing an hourly rate per the template?*

Answer: Yes, it is acceptable to include a line for fixed costs items, such as survey fees, that are not based on an hourly rate.

8. *At Task 6 we ask for “proposals to specific the numbers of community organizations to be interviewed”; does Energy Trust intend to aid in contacting the 14 community action agencies like in Task 5, or shall the bidders assume all invitations and recruiting is done without Energy Trust’s assistance?*

- a. *Is this list of 14 to be provided to the Contractor, and is it inclusive of all targets?*

Answer: Energy Trust will assist in recruiting community organization representatives for interview by providing introductions to the selected evaluator and communicating the value of the representatives’ feedback. The complete list of the 14 community organizations working with the Residential program and their contact information will also be provided to the selected evaluator.