

Energy Trust of Oregon Request for Proposals: Process Evaluation of the Residential Program

Posted: July 6, 2021

Intent to Bid Due: July 16, 2021

Proposals Due: July 30, 2021

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About Energy Trust

Energy Trust is an independent nonprofit organization, selected and overseen by the Oregon Public Utility Commission, to lead Oregon utility customers in benefiting from saving energy and generating renewable power. Our services, cash incentives and solutions have helped participating customers of Portland General Electric, Pacific Power, NW Natural, Cascade Natural Gas, and Avista save more than \$4.6 billion on their energy bills since 2002. The cumulative impact of our leadership since 2002 has been a contributing factor in our region's low energy costs and in building a sustainable energy future. More information about Energy Trust's background, funding sources, strategic and action plans, policies and programs are available on our website at www.energytrust.org/about.

Some of Energy Trust's requirements in this RFP and in any subsequent negotiating and/or contracting phases are driven by governing law, the provisions of our grant agreement with the OPUC (the OPUC Grant Agreement) and our funding agreements with each utility.

Introduction

Energy Trust of Oregon is soliciting proposals to conduct a process evaluation of its Residential program ("the program").

Energy Trust's Residential program provides electric and gas energy-efficiency solutions for residential customers in existing and newly constructed single-family and manufactured homes in Oregon.¹ The program also supports gas energy efficiency in existing and newly constructed single-family and manufactured homes and existing small multifamily (2-4 units) in Southwest Washington. The program is managed by a Program Management Contractor (PMC), CLEARResult, which is responsible for management of program operations, development and implementation of offerings, forecasting, marketing, outreach and customer service. The program also contracts with TRC for program delivery services related to new single-family residential construction, and with CLEARResult for program delivery services that support retail promotions.² These Program Delivery Contractors (PDCs) provide targeted, market-focused residential offerings and have smaller contracts focused solely on program implementation, not program management.

Prior to 2018, Energy Trust's residential sector was divided into three separate programs (Existing Homes, New Homes and Home Products), each with its own PMC.

¹ Existing Oregon residential properties with two or more units are served through the Multifamily portion of Energy Trust's Existing (Commercial) Buildings program.

² The original Program Delivery Contractor for retail promotions, Ecova, was acquired by CLEARResult in 2018.

With the transition to a single program portfolio managed by one PMC and supported by two PDCs, Energy Trust's internal residential program staff also reorganized into three groups: Operations Fulfillment, Customer Acquisition, and New Opportunities and Development.

The program offers incentives for major residential end-uses, including HVAC, water heating, lighting, appliances, and weatherization. In order for Energy Trust to offer an incentive for a measure, the measure must pass a screening for cost-effectiveness or receive an exception from cost-effectiveness from the Oregon Public Utility Commission. The program works with a network of market actors – trade allies, distributors, retailers, homebuilders, home verifiers and community organizations – to provide incentives and achieve savings. The program coordinates with Energy Trust's funding utilities to promote energy efficiency measures, as well as Clark Public Utilities in SW Washington to share costs and savings for dual fuel measures. The program also coordinates with NEEA and its Performance Path for new residential construction to align program requirements and modeling guidelines across the region, advance residential construction codes and claim savings for new construction market transformation.

Energy Trust has developed organization-wide goals around expanding the participation of underserved customers and trade allies, including communities of color, rural communities, and low-income customers. The program has provided increased incentives for low-to-moderate income customers through its Savings Within Reach offering since 2010. Over the last few years, the program has increased outreach and marketing to Spanish-speaking customers and communities outside the Portland Metro area. The program has also increased its activity around disaster recovery for Oregon communities affected by flooding and wildfires.

The following figures show Residential program savings by program component for 2018-2020. For more data on the number of measures claimed and participating sites from 2018 through 2020, as well as the number of allies, see Appendix C.³

³ Project counts and savings totals may differ slightly from published Energy Trust reports.

Figure 1. Oregon Electric Savings by Program Component, 2018-2020

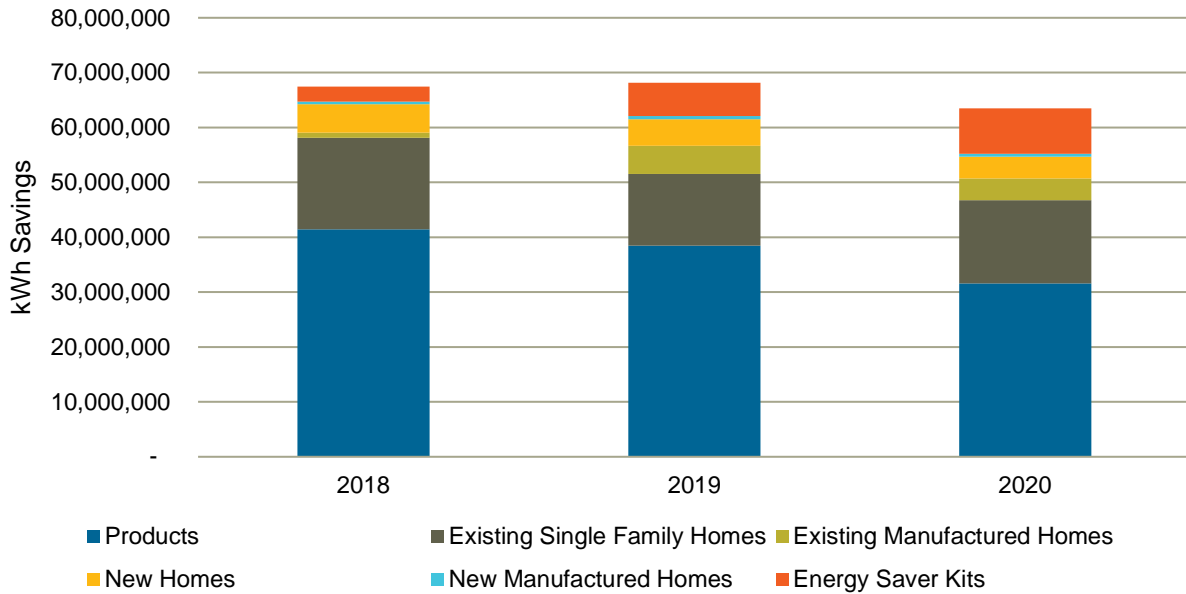


Figure 2. Oregon Natural Gas Savings by Program Component, 2018-2020

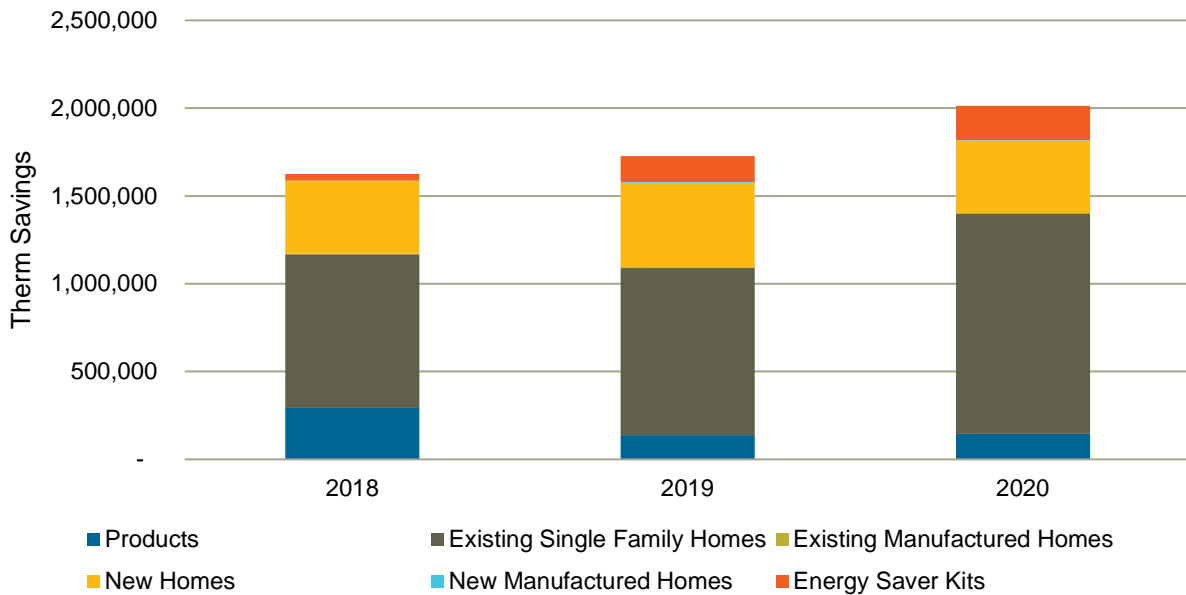
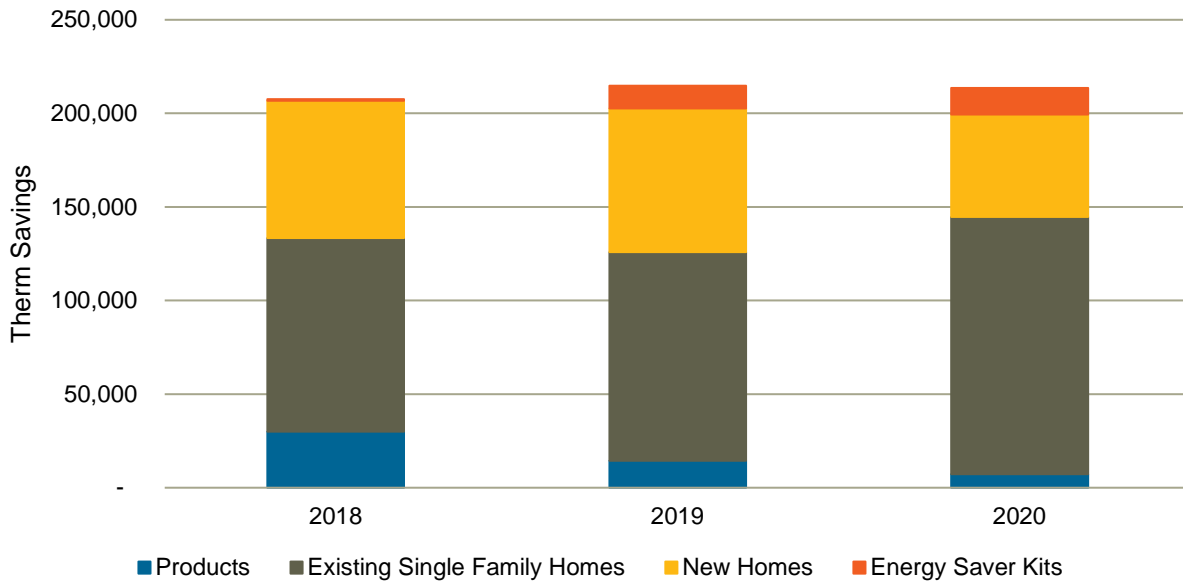


Figure 3. Washington Natural Gas Savings by Program Component, 2018-2020



The most recent process evaluations of Residential program components are:

- Existing Homes Process Evaluation – completed in 2017, covering program years 2013-2015
- New Homes Process Evaluation - completed in 2016, covering program years 2014-2015
- Home Products Process Evaluation – completed in 2015, covering the program transition to a new PMC in late 2014 and early 2015

For more background on Energy Trust’s Residential program, see “Residential Sector Highlights” sections in Energy Trust’s Annual Reports and previous program process evaluations on Energy Trust’s website at: <http://www.energytrust.org/about/reports-financials/documents/>.

Research Objectives

Energy Trust performs process and impact evaluations on all of its programs on a regular basis. Given that the Residential program has evolved over time, this process evaluation will briefly document changes since the last process evaluation; give an overview of the program’s current structure, delivery and implementation strategy, and effectiveness in serving residential customers; and take a forward-looking approach to understand how the program needs to evolve to be successful in the future.

The goal of this process evaluation is to obtain feedback on program design and implementation that can be used by Energy Trust to more effectively and efficiently

deliver the Residential Program. The evaluation is anticipated to address the following questions:⁴

Program Operations

- What challenges has the program encountered in the last three years and how have they addressed them (or how do they plan to address them)? How has the program adapted to unforeseen forces, such as COVID-19 and natural disasters?
- What opportunities do staff feel would benefit most from added resources moving forward?
- How effective is the current structure of one PMC and two PDCs? How might program management and delivery be structured differently to improve implementation and efficient use of program resources?
- How effective is the current structure of program staff into teams for Operations Fulfillment, Customer Acquisition, and New Opportunities and Development?
- How effective is communication between Energy Trust and the PMC and PDCs? Do the monthly reports compiled by the PMC provide the right level of detail? Are the right people included in communications and program planning?
- How does the Residential program support referrals and customer participation in other Energy Trust programs, such as the Multifamily track of the Existing Buildings program and the Solar program?
- How can Energy Trust and/or the PMC improve processes - for incentive processing, forms development, marketing campaigns and others - to increase efficiency?

Outreach and Relationships

- How can the program best engage customers who have not participated before?
- How is the program reaching out to historically underserved customers?
- How has the program been targeting marketing efforts to customers with high potential for saving energy and/or a high likelihood of adopting measures?
- How does the program reach builders in different regions and how effective is each outreach style?
- How is the program working with its funding utilities, Clark Public Utilities and NEEA? Are there opportunities to enhance these working relationships?
- How is the program working with community action agencies (CAAs) and community-based organizations (CBOs)? Are there opportunities to enhance these working relationships?
- What are the current experiences of the various allies and how might they be improved?
- How is the program reaching out to minority- and women-owned trade allies?

⁴ The final list of questions to be addressed will be determined after the kick-off meeting and documented in the evaluation work plan.

- How is the program leveraging or promoting the multiple benefits of efficiency measures (e.g., health benefits, disaster recovery/resilience)? How can it improve in this area?

Offerings

- How is the program using data to gain insight into customers? How are data insights being fed into development of new or updated measure?
- How can the program educate customers about energy efficiency and options for reducing energy use? How can it motivate customers to take action?
- What benefits, outside of incentives, are offered to new home builders and verifiers, and which of these are most effective?
- How can the program support customers who are self-installing efficient equipment or otherwise unable to use a trade ally contractor?
- What are the main challenges in serving low- to moderate-income customers with cost-effective measures?
- Are there measures besides heat pumps that would work well as fixed price offerings?
- What are additional opportunities to serve customers living in manufactured housing?
- Does the program have the right mix of measures to achieve its goals? Where are there opportunities to develop new or adapted measures to better serve customers?

The Residential program conducts some special activities, such as pilot projects, and participates in Energy Trust-wide efforts with funding utilities, including Targeted Load Management. While they may be noted in the course of this process evaluation, these activities and efforts have separate evaluations and this process evaluation will not specifically address them.

Tasks

It is anticipated that the selected evaluator will be required to undertake the following major tasks and the submitted proposal should address these topics. Given the limit of 10 pages for the project proposal (see Proposal Requirements section below), bidders are encouraged to focus their proposal on Tasks 3-6.

Task 1. Conduct Evaluation Kick-off and Develop Work Plan

The evaluator will meet with Energy Trust and PMC staff to present and discuss the proposed evaluation research plan. Discussion at the meeting will determine the final set of research questions to investigate. Based on comments and discussion during the kick-off meeting, the evaluator will develop a final work plan that will be the basis for all evaluation activities. The work plan will include:

- Evaluation goals and research questions
- Evaluation methodologies

- Sampling plans for interviews/surveys with allies and community organizations
- Recruitment and communications plan
- Schedule of tasks and deliverables

The evaluator will provide the draft work plan to the Energy Trust Evaluation Project Manager for review and incorporate feedback before finalization.

Deliverables:

- Kick-off meeting agenda
- Notes from kick-off meeting documenting decisions
- Draft and final work plan

Task 2. Review Program Documents and Activity

Energy Trust will gather, and the evaluator will review, program documents including past evaluation reports, surveys, the program implementation manual, monthly and annual reports and marketing plans to understand the program background and structure in preparation for interviews and surveys in subsequent tasks. The evaluator will be provided with a summary of 2018-2020 residential program activity for review to determine trends, opportunities and challenges to the program.

Deliverables:

- Chapter(s) in final report on methodology and findings of document and program activity review

Task 3. Conduct Staff Interviews

Staff interviews will be used to review program direction, strategies, anticipated changes, and plans for the future. The evaluator will obtain feedback on their findings from the document and program activity review as well as insights on markets and market barriers, program challenges and opportunities. It is anticipated that the evaluator will conduct interviews with approximately 12 program staff at Energy Trust, its PMC and PDCs, two of which are also involved with program activities in Washington. The evaluator will provide a draft interview guide to the Energy Trust Evaluation Project Manager for review and incorporate feedback before finalizing. The interviews should cover all applicable research questions related to program design, delivery, processes and plans that can be addressed by program staff.

Deliverables:

- Draft and final staff interview guide(s)
- Chapter(s) in final report on findings from staff interviews

Task 4. Conduct Interviews/Surveys with Allies

There are currently over 2,000 allies of various types and specialties working with Energy Trust on the Residential program (see Table 6 in Appendix C). The evaluator

will develop draft survey instruments and/or interview guides to collect input from a representative sample of allies – including trade allies, retailers, distributors, home builders and home verifiers – who work with the various components of the Residential program in Oregon and Washington. The draft survey instruments and/or interview guides will be provided to the Energy Trust Evaluation Project Manager for review and comment before finalization.

The evaluator will use the sampling plan developed in Task 1 to conduct the interviews and/or surveys. The interviews/surveys should cover all applicable research questions related to allies.

Proposals should specify the numbers of Oregon and Washington allies to be interviewed, as well as the proposed methods (survey and/or interview) to be used. Proposals should also specify a plan for recruiting allies for interviews/surveys, given that allies can be difficult to reach and schedule.

Deliverables:

- Draft and final interview guides and/or survey instruments for allies
- Chapter in final report on methodology and findings of ally interviews/surveys

Task 5. Conduct Interviews with Utilities and NEEA

Energy Trust collaborates with its funding utilities on marketing efforts to promote energy efficiency. In addition, Energy Trust coordinates with Clark Public Utilities to promote and share costs and savings from Energy Saver Kits, products and new homes in Southwest Washington. The Residential program coordinates with NEEA and its Performance Path for new residential construction. Energy Trust is interested in documenting the recent collaboration efforts and processes and identifying ways to improve collaboration going forward. The evaluator will develop draft interview guides and provide them to the Energy Trust Evaluation Project Manager for review, incorporating any feedback before finalization. Energy Trust will assist the evaluator with scheduling the following interviews:

- A group interview with representatives from PGE and Energy Trust residential program and marketing staff
- A group interview with representatives from Pacific Power and Energy Trust residential program and marketing staff
- An interview with a representative(s) from NW Natural
- An interview with a representative from Cascade Natural Gas
- An interview with a representative from Avista
- An interview with a representative(s) from Clark Public Utilities
- An interview with NEEA's Residential New Construction Program Manager

Deliverables:

- Draft and final interview guides for utility interview

- Chapter in final report on methodology and findings of utility interviews

Task 6. Conduct Interviews with Community Organizations

Energy Trust collaborates with 14 community action agencies and community-based organizations to deliver energy efficiency measures and increase awareness of Energy Trust and energy efficiency among specific customer groups. The evaluator will develop a draft interview guide to collect input from representatives of community organizations. The draft interview guide will be provided to the Energy Trust Evaluation Project Manager for review and comment before finalization.

The evaluator will use the sampling plan developed in Task 1 to conduct the interviews. The interviews should cover all applicable research questions related to community organizations.

Proposals should specify the numbers of community organizations to be interviewed, as well as a plan for recruiting representatives for interviews, given that they have many demands on their time and can be difficult to schedule.

Deliverables:

- Draft and final interview guides for community organization representatives
- Chapter in final report on methodology and findings of interviews with community organization representatives

Task 7. Analysis and Reporting

The evaluator will provide the Energy Trust Evaluation Project Manager with an evaluation report in draft form. All evaluation reports must include, at a minimum, executive summary, methodologies, findings, and recommendations sections. Findings and conclusions shall be based on the information collected by the evaluator and referenced in the report. The use of tables and graphs is recommended for material that does not lend itself well to narrative form, as well as for important findings. Where applicable, non-confidential data, phone conversations, sources, publications, and other media used in the report must be referenced and cited. It is anticipated that respondents or sources can be promised confidentiality in terms of attribution of responses. The draft will be reviewed and commented on by Energy Trust and other parties deemed appropriate by Energy Trust. Based upon these comments, the evaluator shall make revisions and deliver to Energy Trust a final version of the report. Achieving an acceptable final report may take more than one iteration between the evaluator and Energy Trust.

The evaluator will be required to submit monthly status reports presenting (1) a summary of accomplishments during the previous month, (2) current month's activities/plans; (3) variances in schedule and budget, including any necessary explanations; and if applicable, (4) issues or concerns to be addressed with proposed

solutions. These reports are due by the 10th of every month and must accompany the invoice, starting with the first month after the final work plan has been delivered.

Deliverables:

- Draft and final evaluation report
- Monthly status reports

Schedule

The draft report will be delivered to Energy Trust by **January 31, 2022**. A final report will be delivered within two weeks of having received all comments and edits on the submitted draft. The evaluator will be required to provide a monthly status report to Energy Trust on the 10th of every month.

Budget

It is anticipated that the approximate budget for the scope as described in this RFP will be in the neighborhood of \$85,000; however, Energy Trust reserves the right to revise budget assumptions at any time. The proposal should be bid as a time-and-materials, “not-to-exceed” type contract. Final budget determination will be documented in the resulting contract between the selected respondent and Energy Trust as described below.

Proposal Requirements

Proposals must be clear, complete and concise. Pages must be numbered, sections must be clearly titled, and fonts must not be smaller than 11 point. Respondent’s proposal must contain the following elements; failure to include any required elements may result in the rejection of respondent’s proposal.

1. Proposal Information

- 1) *Firm qualifications.* A description of the firm’s qualifications to conduct this process evaluation of a residential energy efficiency program; not to exceed five pages.
- 2) *Project proposal.* A project proposal, including proposed approach to the specific tasks identified in the Tasks section above, the firm’s proposed approach to the evaluation overall, and a management plan; not to exceed 10 pages.
- 3) *Proposed schedule of deliverables.* A proposed schedule of deliverables, including a kickoff meeting scheduled within two weeks of awarding the contract; not to exceed one page.
- 4) *Detailed budget proposal.* A detailed budget proposal broken out by task and by individual performing the work. Key staff should be identified by name, with billing rates for each. Assume that billing will be on a time and materials

basis, up to a not-to-exceed cap. Please use the following budget template; not to exceed one page.

Budget Template

| Staff Name | Hourly Rate | Hours Per Task | | Total Hours | Total Cost |
|----------------------|-------------|----------------|--------|-------------|------------|
| | | Task 1 | Task 2 | | |
| | | | | | |
| | | | | | |
| Total Hours Per Task | | | | | |
| Total Cost Per Task | | | | | |

- 5) *Resumes of key staff and subcontractor team members who will be executing the work scope.*
- 6) *Diversity, equity, and inclusion (DEI) experience.* Energy Trust seeks to contract with organizations that share its commitment to building a diverse, equitable, and inclusive workplace and business environment and that apply a diversity and equity perspective to their work. Respondents must provide responses to each of the questions in Appendix B; not to exceed 5 pages in total.

Please note that the 22-page limit for the proposal does not include the resumes of key staff and subcontractor team members who will be executing the work scope. These should be addressed in attached appendices.

2. Conflict of Interest Disclosure

Respondent must disclose any direct or indirect, actual or potential conflicts of interest respondent may have with Energy Trust in its proposal. A “direct or indirect conflict” is defined as any situation in which an individual or a member of their family or close business or personal acquaintance, is employed by Energy Trust or the OPUC, or may be reasonably construed to have a direct or indirect personal or financial interest in any business affairs of Energy Trust, whether because of a proposed contract or transaction to which Energy Trust may be a party or may be interested or is under consideration, or whether such conflict is purely conceptual, because of similarity of business interests or affairs.

If no conflict is identified by respondent, the respondent will explicitly provide such a statement in their RFP response. The determination of whether a conflict of interest exists is left to the sole discretion of Energy Trust.

3. Representations and Signatures Page

Respondent’s proposal must contain the signature of a duly authorized officer or agent of the respondent company submitting the proposal. Respondent’s duly authorized officer or agent shall sign **Appendix A** certifying to the representations stated on **Appendix A**.

Proposal Selection Criteria

Proposals will be judged on the following criteria, and any other factors deemed relevant by Energy Trust:

- Project proposal, including proposed approach to specific evaluation tasks and the evaluation overall
- Qualifications and experience of firm and proposed staff (including all subcontractors that will be involved in the evaluation)
- Diversity, equity, and inclusion experience
- Proposed budget and schedule of deliverables

Schedule & Administration of Proposal Selection Process

RFP Schedule:

- **July 6, 2021** RFP issued
- **July 16, 2021** **Intent to bid due**
- **July 16, 2021** Questions/request for additional information due
- **July 23, 2021** Response to questions posted no later than
- **July 30, 2021** **Proposals due**

Requests for Additional Information and Proposal Submission

Any questions and/or requests for clarification or additional information regarding this RFP, as well as stating intent to bid on the project, must be submitted via email to the contact named below by **July 16, 2021**. Responses to questions and requests for additional information will be posted on Energy Trust's website no later than **July 23, 2021**. Energy Trust cannot accommodate individual phone, mail, or fax inquiries about the RFP. All questions must be submitted via email.

Stating intent to bid does not obligate a respondent to submit a proposal. Only electronically submitted proposals (in PDF form) will be accepted; faxed or print proposals will not. A signed letter of transmittal (cover letter) is required and should be scanned and submitted along with the proposal. All proposals must be received by 5 pm Pacific Time on **July 30, 2021**. Energy Trust will not be obligated to consider information received outside this time interval for the purposes of this RFP. Please submit proposal to:

Sarah Castor
Program Manager – Evaluation & Engineering
Energy Trust of Oregon
Phone: 503.445.7619
Email: sarah.castor@energytrust.org

Revisions to RFP

If it becomes necessary to revise any part of this RFP, an addendum will be issued by Energy Trust and will be posted on the website. Respondents should contact Energy Trust if they find any inconsistencies or ambiguities to the RFP. Clarification given by Energy Trust may become an addendum to the RFP.

Withdrawal and Modification of Proposals

Respondents may withdraw their proposal and submit a revised proposal prior to the response deadline. After the response deadline, Respondent initiated changes will not be accepted. Respondents may withdraw their proposal from consideration at any time.

Proposal Evaluation and Notification for Negotiations

Energy Trust will review the proposals as received and will initiate negotiations with the leading Respondent(s).

Validity and Deadlines

Proposals should specify the date through which the proposal is valid.

RFP GOVERNING PROVISIONS

All submitted proposals are subject to the following additional provisions.

Right to Accept or Reject Proposals, Multiple Awards

Energy Trust reserves the right to make multiple awards, reject any and all proposals and to waive any nonconformity in proposals received, to accept or reject any or all of the items in the proposal, and award the contract in whole or in part as it is deemed in Energy Trust's best interest. Energy Trust may also choose to negotiate any of the details of proposals prior to contracting.

Confidentiality

Respondents shall clearly identify only those portions of their proposals that they do not want revealed to third parties and label such portions as "Confidential Information". Except as required under law or for regulatory purposes Energy Trust will maintain confidentiality of such information. Energy Trust will not accept proposals or other documents that are marked to indicate the entire document is the confidential or proprietary information of the sender or that restricted handling is required. Normal business practices will be observed in handling proposal materials.

Ownership and Return of Proposals

All materials submitted in response to this RFP shall become the property of Energy Trust and shall not be returned to the respondent.

No Verbal Addendums

No verbal agreement or conversation made or had at any time with any officer, agent, or employee of Energy Trust, nor any oral representation by such party shall add to, detract from, affect or modify the terms of the RFP, unless specifically included in a written addendum issued by Energy Trust.

Proposal Costs

Each proposal prepared in response to this RFP will be prepared at the sole cost and expense of the Respondent and with the express understanding that there will be no claims whatsoever for reimbursement from Energy Trust.

Waiver of Claims

Respondent waives any right it may have to bring any claim, whether in damages or equity, against Energy Trust or its officers, directors, employees, or agents, with respect to any matter arising out of any process associated with this RFP.

Energy Trust Rights Reserved

Energy Trust reserves the right, in its sole discretion, to reject any or all proposals in whole or in part, to waive any minor irregularities or informalities in a proposal, and to enter into any agreement deemed to be in their best interests. In addition to any other enumerated reserved rights and/or options as stated in this RFP, Energy Trust may in its sole discretion do any one or more of the following:

- Determine which proposals are eligible for consideration in response to this RFP.
- Disqualify proposals that do not meet the requirements of this RFP, in the sole determination of Energy Trust.
- Negotiate with any Respondent to amend any proposal.
- Select and negotiate and/or enter into agreements with Respondents who, in Energy Trust's sole judgment, are most responsive to the RFP and whose proposals best satisfy the interests of Energy Trust, in its sole discretion, and not necessarily on the basis of price alone or any other single factor.
- Issue additional subsequent solicitations for proposals, including withdrawing this RFP at any time and/or issuing a new RFP that would supersede and replace this one.
- Vary any timetable or schedule, add or change any provisions discussed herein.
- Conduct any briefing session or further RFP process on any terms and conditions.
- Suspend or modify the RFP process at any time.
- Enter into relationships with more than one Respondent.

Resulting Contract

The selected respondent will be required to execute a written contract, including a detailed statement of work, with Energy Trust to perform the evaluation work. No award

will be considered a commitment, and no obligations or legal relations shall exist between Energy Trust and the selected respondent until a final and binding contract has been executed by and between Energy Trust and the contractor. Time is of the essence with regard to this program, and prolonged contract negotiations will not be undertaken. In general, Energy Trust strongly prefers contracts that are consistent with Energy Trust's standard terms and conditions; negotiations for such contracts can generally be completed quickly. In some cases, a few terms and conditions may need to be substituted or waived, in accordance with contract negotiations. Any party involved in these contract discussions can terminate negotiations at any time and for any reason. If it appears that contract negotiations are not proceeding in a timely manner, Energy Trust may opt to terminate the discussions and select another respondent.

Appendix A – Representations and Signature page

I, the undersigned declare that;

1. I am an authorized agent of the respondent and have authority to submit this proposal on behalf of the respondent.
2. The information provided in this proposal is true and correct to the best of my knowledge.
3. I have read this Request for Proposals in its entirety and agree unconditionally to all of its conditions and requirements.
4. The respondent has not directly or indirectly induced or solicited any other respondent to submit a false or sham proposal.
5. The respondent has not solicited or induced any other person, firm, or corporation to refrain from proposing.
6. The respondent has not sought by collusion to obtain for itself any advantage over any other respondent or Energy Trust.
7. The respondent's proposal is genuine; not made in the interest of, or on behalf of, any undisclosed person, firm, or corporation; and is not submitted in conformity with an agreement of rules of any group, association, organization, or corporation.
8. I understand and accept that the approval or rejection of respondent's request is within the sole discretion of Energy Trust and that there is no legal commitment until all due diligence has been performed and a properly authorized contract has been duly and properly executed.
9. I authorize the representatives of Energy Trust to investigate the business and personal financial credit history of respondent, its affiliates, and all associated partners, principals and management and authorize the release of all said information.
10. I agree that I will report immediately in writing to Energy Trust any changes to the information contained herein at any time while I am under consideration for funding.

The information contained in this proposal and any part thereof, including its exhibits, schedules, and other documents and instruments delivered or to be delivered to Energy Trust is true, accurate, and complete. This proposal includes all information necessary to ensure that the statements therein do not in whole or in part mislead Energy Trust as to any material fact.

Date: _____

Authorized Signature: _____

Name and Title: _____

(please print)

Appendix B – Diversity, Equity, and Inclusion Experience

DEI ownership, hiring practices, and policies

1. Indicate if respondent's firm is certified with Business Oregon's Certification Office for Business Inclusion and Diversity (COBID) as one or more of the following: Emerging Small Business, Women Business Enterprise, Minority Business Enterprise, Service Disabled Veteran, Disadvantaged Business Enterprise.
2. Is respondent's firm required to submit equal opportunity employment (EEO) reports? (For companies of 100 staff members or more, the Equal Employment Opportunity Commission requires regular filings of form EEO-1 to report on company demographics.)
 - a. If so, provide a copy of respondent's most recent EEO-1 report.
 - b. If not, please provide a summary of staff from respondent's firm who would be performing work on this project, using a table format and employment data categories aligning with EEO-1 reporting – see [this sample form](#), specifically, the table in section D.
3. Provide specific examples of activities, projects, or plans worked on or developed by respondent that demonstrate how respondent promoted DEI within respondent's company in the areas of (1) recruitment, hiring, retention and promotion, (2) training and professional development, and (3) respondent's company operations and strategy.
4. Provide information regarding other state or federal certifications, awards or recognition for respondent's organizational policies and practices relating to DEI.

DEI planning, evaluation, and research experience

5. Provide specific examples of how respondent has ensured cultural competence⁵ in research or work similar in nature to the work described in this RFP.

Experience in subcontracting with diverse firms and associations

6. Does respondent have an existing supplier diversity program?
 - a. If so, describe efforts respondent has made to increase business with woman-, minority-, and service disabled veteran-owned businesses (i.e., does respondent company have a policy statement, participate in outreach activities, promote diverse firm subcontracting, publicize contract opportunities, provide certification assistance, etc.?)
 - b. If not, please explain why.

⁵ The American Evaluation Association's [Public Statement on Cultural Competence in Evaluation](#) provides a detailed explanation of cultural competence in evaluation.

Appendix C – Additional Data on the Residential Program

Table 1. Oregon Existing and New Homes Measures and Savings, 2018-2020

| | Measures | Sites | kWh Savings | Therm Savings |
|-------------------------------------|----------|--------|-------------|---------------|
| Existing Single-Family Homes | | | | |
| 2018 | 27,994 | 23,021 | 16,650,211 | 873,197 |
| 2019 | 25,730 | 22,327 | 13,065,513 | 951,406 |
| 2020 | 27,070 | 24,080 | 13,566,693 | 1,229,790 |
| Existing Manufactured Homes | | | | |
| 2018 | 1,503 | 914 | 923,052 | 3,759 |
| 2019 | 3,445 | 2,572 | 5,125,166 | 5,836 |
| 2020 | 2,949 | 2,207 | 3,995,167 | 4,832 |
| New Homes | | | | |
| 2018 | 4,925 | 2,742 | 5,179,324 | 417,217 |
| 2019 | 5,615 | 3,038 | 4,852,678 | 480,436 |
| 2020 | 5,890 | 3,210 | 3,940,628 | 412,844 |
| New Manufactured Homes | | | | |
| 2018 | 161 | 160 | 507,631 | 1,346 |
| 2019 | 200 | 196 | 571,652 | 3,494 |
| 2020 | 172 | 157 | 517,831 | 2,209 |

Table 2. Oregon Products – Retail and Distributor, 2018-2020

| | Retail Units | Distributor Units | kWh Savings | Therm Savings |
|--------------------------------|--------------|-------------------|-------------|---------------|
| Clothes dryer | | | | |
| 2018 | - | - | - | - |
| 2019 | 2,337 | - | 179,949 | - |
| 2020 | 9,210 | - | 696,276 | - |
| Clothes washer | | | | |
| 2018 | - | - | - | - |
| 2019 | 2,464 | - | 332,464 | 6,587 |
| 2020 | 11,342 | - | 1,520,009 | 32,698 |
| Gas fireplace | | | | |
| 2018 | - | 5,922 | - | 33,163 |
| 2019 | - | 6,964 | - | 38,998 |
| 2020 | - | 4,309 | - | 24,130 |
| Gas tanked water heater | | | | |
| 2018 | 466 | 260 | - | 18,658 |
| 2019 | 426 | 370 | - | 20,457 |
| 2020 | 335 | 243 | - | 14,855 |

| | Retail Units | Distributor Units | kWh Savings | Therm Savings |
|-------------------------------|--------------|-------------------|-------------|---------------|
| Heat pump water heater | | | | |
| 2018 | 1,108 | 1,047 | 3,445,796 | - |
| 2019 | 1,727 | 1,896 | 5,841,673 | - |
| 2020 | 1,868 | 2,222 | 6,098,991 | - |
| Lighting | | | | |
| 2018 | 4,651,496 | - | 33,825,864 | - |
| 2019 | 4,687,304 | - | 30,876,036 | - |
| 2020 | 4,515,400 | - | 21,991,755 | - |
| Showerhead | | | | |
| 2018 | 41,290 | - | 4,208,969 | 241,953 |
| 2019 | 37,731 | - | 1,231,993 | 71,743 |
| 2020 | 38,740 | - | 1,264,334 | 72,901 |

Table 3. Washington Existing and New Homes Measures and Savings, 2018-2020

| | Measures | Sites | Therm Savings |
|-------------------------------------|----------|-------|---------------|
| Existing Single-Family Homes | | | |
| 2018 | 1,250 | 1,120 | 103,477 |
| 2019 | 1,206 | 1,062 | 111,590 |
| 2020 | 1,409 | 1,275 | 137,739 |
| New Homes | | | |
| 2018 | 704 | 704 | 73,327 |
| 2019 | 739 | 739 | 76,808 |
| 2020 | 536 | 536 | 54,594 |

Table 4. Washington Products – Retail and Distributor, 2018-2020

| | Retail Units | Distributor Units | Therm Savings |
|--------------------------------|--------------|-------------------|---------------|
| Gas fireplace | | | |
| 2018 | - | 1,481 | 8,294 |
| 2019 | - | 1,895 | 10,612 |
| 2020 | - | 1,114 | 6,238 |
| Gas tanked water heater | | | |
| 2018 | - | 17 | 437 |
| 2019 | - | 20 | 514 |
| 2020 | - | 15 | 386 |
| Showerhead | | | |
| 2018 | 2,644 | - | 21,174 |
| 2019 | 1,554 | - | 3,197 |
| 2020 | 305 | - | 669 |

Table 5. Energy Saver Kits, 2018-2020

| | Kits | kWh Savings | Therm Savings |
|-------------------|-------------|--------------------|----------------------|
| Oregon | | | |
| 2018 | 12,427 | 2,730,527 | 35,622 |
| 2019 | 21,374 | 6,103,186 | 148,894 |
| 2020 | 27,596 | 8,294,038 | 196,149 |
| Washington | | | |
| 2018 | 99 | - | 841 |
| 2019 | 565 | - | 12,005 |
| 2020 | 662 | - | 14,198 |

Note. Depending on the utility providers for the site, ESKs in Oregon could contain lightbulbs, showerheads and faucet aerators. Washington ESKs could contain only showerheads and faucet aerators.

Table 6. Residential Ally Enrollments, by Program Component and Ally Type (as of June 2021)

| | Retailer Ally | Trade Ally | Distributors | Total |
|--|----------------------|-------------------|---------------------|--------------|
| Existing Single-Family and Manufactured Homes | 63 | 560 | | 623 |
| <i>5 Stars</i> | | 245 | | 245 |
| <i>4 Stars</i> | | 76 | | 76 |
| <i>3 Stars</i> | | 62 | | 62 |
| <i>2 Stars</i> | | 4 | | 4 |
| <i>1 Stars</i> | | 12 | | 12 |
| <i>0 / No Star Rating</i> | 63 | 161 | | 224 |
| New Homes | | 526* | | 526 |
| New Manufactured Homes | 32 | | | 32 |
| Products | 1,135** | | 16 | 1,151 |
| Grand Total | 1,230 | 955 | 16 | 2,183 |

Note. Allies can be enrolled in multiple program components; Grand Total row reflects the number of unique allies. Distributors, retailer allies and trade allies outside the Existing Single Family and Manufactured Homes programs do not receive star ratings. Star rating is based on work quality, incentive application quality and customer service; five stars is the highest rating. Approximately 120 Existing Single-Family trade allies, 80 New Homes trade allies and 10 Products retailer allies serve Washington.

* New Homes trade allies include 11 new home verifiers.

** These retailer allies represent 32 distinct retail companies and a smaller number of independently owned stores. Each retail location within a company is counted as an ally enrollment.