



**Request for Proposal**

**2019-1 HeatSmart Westchester**

**Date of Issue: Monday, May 6<sup>th</sup> 2019**

**Proposal Due Date:**

**Friday, May 31<sup>st</sup> 2019**

**Issued by: Sustainable Westchester, on behalf of the**

**HeatSmart Westchester Team**

**Proposals must be submitted to:**

**[HeatSmart@SustainableWestchester.org](mailto:HeatSmart@SustainableWestchester.org)**

**Questions may be directed to:**

**[HeatSmart@SustainableWestchester.org](mailto:HeatSmart@SustainableWestchester.org)**

## 1. OVERVIEW OF PROGRAM AND GOALS

Sustainable Westchester is releasing this REQUEST FOR PROPOSAL (“RFP”) for installers of home energy efficiency, weatherization, and clean heating and cooling technologies to provide installation services to homes and businesses in Westchester as part of the HeatSmart Westchester Program, a NYSERDA-funded effort to increase the adoption of air and ground source heating and cooling technologies.

HeatSmart Westchester is a community-based outreach, education, and group-purchasing campaign led by Sustainable Westchester, in partnership with Energize NY, Abundant Efficiency, EarthKind Energy, and the Association for Energy Affordability (collectively the “HeatSmart Westchester Team”) that will encourage the adoption of home energy efficiency and weatherization measures, air-source heat pump (“ASHP”), and ground-source heat pump (“GSHP”) systems.

This RFP is for the second HeatSmart Westchester campaign (the pilot campaign launched in March 2019 for the municipal coalition of Bedford-Lewisboro-Pound Ridge). HeatSmart Westchester community campaigns seek to greatly increase the number of homes in Westchester that are reducing and displacing fossil fuels through adoption of efficient and cost-effective clean heating and cooling technologies.

The HeatSmart Westchester Team is seeking at least one installer (may select multiple Installers and will accept joint proposals from multiple Installers applying as a single Installer Team) to work closely with the HeatSmart Westchester Team on the second campaign to serve as a trusted campaign partner, co-market and install home weatherization and / or relevant clean heating and cooling technologies, and expand awareness of these technologies over the course of the program.

The goals of the HeatSmart Westchester Program, which includes two campaigns as specified above, are as follows:

- **Increase the customer awareness of** energy efficiency and clean heating and cooling technologies through **community-based marketing, outreach, and education activities.**
- **Enroll 300 home and business owners** in the program.
- Complete **150 home energy audits.**
- Support the installation of **weatherization / efficiency measures in a minimum of 40 buildings.**
- Install **air and / or ground-source heat pumps in 75 homes.**
- **Build long-term interest and demand** for energy efficiency and clean heating and cooling technologies after the conclusion of the 2.5 years allotted for the program.

Sustainable Westchester invites proposals from businesses (“Installers”) that have the ability and capacity to design and install home energy efficiency and weatherization measures, ASHPs, and / or GSHPs. Selected Installer(s) will work collaboratively with the HeatSmart Westchester Team to design and implement a community marketing and outreach campaign, which is expected to commence in summer 2019.

The selected Installer(s) will be the sole recipients of residential customer leads through HeatSmart Westchester in the selected communities and will be actively promoted as HeatSmart Westchester’s competitively selected Installer(s). The first campaign, launched two months ago, has resulted in approximately 100 leads through the program to date.

## 2. ABOUT HEATSMART WESTCHESTER

Sustainable Westchester, a leading intermunicipal organization specialized in delivering innovative sustainability aggregation programs to its forty-three municipal members, has assembled a team of clean energy experts and implementation partners (“HeatSmart Westchester Team”) for the HeatSmart Westchester Program. The HeatSmart Westchester Team is led by Sustainable Westchester, in partnership with Energize NY, Abundant Efficiency, EarthKind Energy, and the Association for Energy Affordability (AEA), with financial support from the New York State Energy Research and Development Authority (NYSERDA) Clean Heating and Cooling Communities Program.

Through the program, the HeatSmart Westchester Team will assist local communities in offering high quality, competitively-priced energy efficiency solutions and clean heating and cooling (CH&C) installations from vetted Installers to homeowners in the chosen communities.

Sustainable Westchester issued a COMMUNITY REQUEST FOR INFORMATION (“RFI”) for the 2019-1 HeatSmart Westchester Campaign to Westchester County Cities, Towns or Villages, and / or Coalitions of Towns and Villages that are municipal [municipal members](#) of Sustainable Westchester as of the date of issue for this RFP. Applicants must have been previously involved in EITHER (1) a Solarize campaign, OR (2) an Energize campaign. The HeatSmart Westchester Community for this campaign will be selected in mid-May 2019 and that information will be shared with Installer candidates who register by completing the form [here](#).

The information about the selected Community, Appendix 1 (to be considered part of this RFP and will be made available to Installer candidates registered [here](#) after the Community selection is finalized) will contain information from the selected Community regarding the activities they have planned for the campaign, as well as relevant lessons from their Solarize and Energize campaigns.

To supplement NYSERDA funding for this program and be able to offer additional campaigns on a self-sustaining basis, HeatSmart Westchester includes a success fee paid by the selected Installer(s) for projects contracted through the HeatSmart Westchester Campaigns. This fee is described in [Section 5, Scope of Services](#).

## 3. SUMMARY OF CAMPAIGN ACTIVITIES

The selected HeatSmart Westchester Community and selected Installer(s), with support from the HeatSmart Westchester Team, will develop and implement an approximately 8-month community

outreach campaign beginning in summer 2019 and extending through January 2020, with the goal of dramatically increasing the number of existing clean heating and cooling (CH&C) installations in the HeatSmart Westchester Community.

A successful HeatSmart Westchester Campaign will leverage committed and well-connected volunteers and community leaders, particularly in identifying creative and effective ways to get the word out to their community about HeatSmart Westchester. Volunteers and the HeatSmart Westchester Team will work collaboratively on a variety of tailored outreach approaches. The goal is to encourage as many homeowners as possible to consider installing CH&C systems, especially those who may not have previously considered it, and increase homeowner familiarity with CH&C technologies - and energy efficiency measures in general - to displace fossil fuel-based heating and cooling systems.

The objective of the HeatSmart Westchester Program is to significantly ramp up the rate of CH&C system adoption and energy efficiency solutions in Westchester by creating and servicing a demand for clean energy options in home heating and cooling. The HeatSmart Westchester Program will accomplish this by encouraging public positive conversations about CH&C adoption throughout our region, and by demonstrating CH&C success stories.

The success of the Solarize, Energize, and similar programs inspired the HeatSmart Westchester Program. For examples of other community-based CH&C programs, see the HeatSmart Tompkins program in Tompkins County, NY and HeatSmart Mass in various communities within Massachusetts, as well as the HeatSmart Westchester Pilot Campaign in the selected community coalition of Bedford-Lewisboro-Pound Ridge.

#### 4. INSTALLER ELIGIBILITY

At a minimum, Installers submitting a response to this RFP must meet the following eligibility requirements to participate in this HeatSmart Westchester Campaign:

1. Hold all relevant licenses and other requirements for the jurisdiction(s) served by the HeatSmart Westchester Campaign.
2. Meet eligibility requirements for or be approved as a participating Installer in all relevant NYSERDA program opportunities, including: (1) Home Performance with ENERGY STAR (for home efficiency / weatherization Installers) and / or (2) Air Source Heat Pump Program (for ASHP Installers).
3. Have completed a minimum of 50 installations within New York State.
4. Be willing to work in coordination with any other selected Installer(s) (if applicable) for lead management, outreach activities and / or installations within the areas served by the campaign.
5. Submit a complete proposal containing all required information described in "Section 7. Proposal Requirements" on **Friday, May 31<sup>st</sup> 2019 by 5:00 p.m.**

## 5. SCOPE OF SERVICES

The scope of services to be provided by Installers participating in the HeatSmart Westchester Program are as follows:

**Outreach and Education:** Participating Installers will be responsible for working closely with the HeatSmart Westchester Team and HeatSmart Community Team (comprised of community volunteers) to directly support marketing and outreach activities to promote awareness of the HeatSmart Westchester Campaign. This may include:

- Collaborating with the HeatSmart Westchester 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 Installer” events, where the Installer will have the opportunity to meet and collect sign-ups from customers;
- Participating in other public in-person events coordinated by the HeatSmart Westchester Team;
- Working with the HeatSmart Westchester Team to ensure that campaign staff and volunteers are familiar with the Installer’s technology, operations, and workflow;
- Addressing inquiries from prospective customers and the HeatSmart Westchester Team;
- Providing information to prospective customers about relevant technologies, incentive programs, and other initiatives supported by the HeatSmart Westchester Program;
- Supporting other relevant marketing, outreach, and educational activities (e.g. providing content for marketing materials, developing stories, etc.);
- Participating in NYSERDA’s Coop Marketing to leverage NYS advertising co-funding.

Selected Installers 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 HeatSmart Westchester website. Pricing proposals from installers that are not selected to serve in this HeatSmart Westchester Campaign will be kept confidential.

**Installation Services:** Participating Installers 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 promptly after completion of a site visit, which shall reflect pricing consistent with information provided in the Installer’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 relevant technologies that meet the minimum requirements for eligibility for relevant NYSERDA incentive programs, including the Home Performance with ENERGY STAR program, and Air Source Heat Pump Program;

*Note: If Applicant seeks to install equipment that does 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 about installation timeline, expected pricing, and any anticipated delays.

**Lead Management and Reporting:** Participating Installers will manage customer leads, track data on leads, and work with the HeatSmart Westchester Team to provide regular reporting so that the HeatSmart Westchester Team are 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 HeatSmart Westchester Team and other Installer(s) to manage leads that are not suitable for the technology and, if relevant, share leads with other Installer(s) if the site is not suitable for the Installer’s technology;
- Providing contact information for leads generated during the course of the campaign with the HeatSmart Westchester Team;
- Providing data on lead status on a bi-weekly basis to the HeatSmart Westchester Team, which shall include but not be limited to those specified in Appendix 2 (Reporting Metrics Template)
- Participating in bi-weekly calls with members of the HeatSmart Westchester Team;

All prospect contact information acquired as part of the HeatSmart Westchester Campaign can be used by the Installer only for the HeatSmart Westchester Campaign and not for any other purposes. *Contact names may not be provided or sold to a third party.* All leads must be provided to the Program Administrator as requested and at the end of the Campaign.

**Success Fee Payment:** Participating Installers will pay Sustainable Westchester 4% of the total contracted price of each job contracted through the HeatSmart Westchester Campaigns (“Installer Payment”) to support the HeatSmart Westchester Program. Within 10 days following the receipt of an invoice from Sustainable Westchester, Installer will send a check or transfer funds via ACH to Sustainable Westchester covering all HeatSmart Westchester projects for which the Installer substantially completed installation since any prior invoicing period.

## 6. RFP AND PROGRAM TIMELINE

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

HeatSmart Westchester 2019-1 Milestones	Date
RFP Released	May 6 <sup>th</sup> 2019
Written Questions Due	May 24 <sup>th</sup> 2019
<b>PROPOSALS DUE</b>	<b>May 31<sup>st</sup> 2019 by 5:00 p.m.</b>
Interviews with Installers	Week of June 17 <sup>th</sup> 2019
Installer(s) Announced	Late June 2019
Installer(s) – Community Team Meetings	Late June 2019
Campaign Launch Event	Late July 2019
Campaign Public Outreach and Education Events	July 2019 - January 2020
Deadline for Participants to Sign Contracts	January 31 <sup>st</sup> 2020
Deadline to Complete Installations Contracted through HeatSmart Westchester	March 31 <sup>st</sup> 2020

## 7. PROPOSAL REQUIREMENTS

Installer Proposals (submissions in response to this HeatSmart Westchester 2019-1 RFP) must include the following documents:

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

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

- **Addendum 1: Example customer project proposal and contract**
- **Addendum 2: Sample marketing materials**
- **Addendum 3: Relevant licenses of key members of the Installer team**, including any subcontractors if necessary.

## 8. APPLICATION INSTRUCTIONS

Written questions may be submitted to [HeatSmart@SustainableWestchester.org](mailto:HeatSmart@SustainableWestchester.org) by **Friday, May 24<sup>th</sup> 2019**. Responses will be sent to Installer candidates that register to RFP updates by completing the form [here](#).

**All proposals must be received by 5:00 p.m. on Friday, May 31<sup>st</sup> 2019.**  
**Late proposals may be rejected without review by the HeatSmart Westchester Team Selection Committee.**

## 9. EVALUATION CRITERIA

To be evaluated by the HeatSmart Westchester Selection Committee, the Applicant must meet all eligibility requirements described in [Section 4. Installer 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 will 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 Installer's experience and proficiency in the scope of work, including demonstrated experience in developing, designing and installing all relevant technologies included in the Installer's proposal, record of customer service, and experience working within the region to be served by HeatSmart Westchester.
- **Energize NY Comfort Corp.:** A preference will be given to Installer candidates that are members of the Energize NY Comfort Corp. (<https://energizeny.org/residential/contractors>). Contractors who are not yet members but are interested in joining the Energize NY Comfort Corp. should contact Lauren Brois at Energize NY at 914.302.7300 for more information.
- **Outreach and Marketing Plan:** Ability of the proposed outreach and marketing activities to drive community adoption of relevant technologies and reduce costs of installations.
- **Collaboration:** Ability of the Installer candidate to collaborate with the HeatSmart Westchester Team and any other selected Installers (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 HeatSmart Westchester Team. Ability of Installer(s) to educate customer on benefits of technologies and communicate options available.
- **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**

Installer(s) will list as an additional insured the partner organizations and participating communities and will protect, indemnify and hold harmless all members of the HeatSmart Westchester Team, including the procuring entity, 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 HeatSmart Westchester Team members, resulting from, arising out of or relating to the Installer's work completed through HeatSmart Westchester. The obligations of the Installer(s) under this indemnity will survive the expiration or termination of the HeatSmart Westchester Campaign and / or HeatSmart Westchester Program and are not limited by any insurance coverage required under this RFP.

### **Insurance**

Throughout the duration of the HeatSmart Westchester Campaign, including the period during which the Installer is installing systems under contracts entered into during the HeatSmart Westchester Campaign, the Installer must maintain insurance of the types and in the amounts specified in the NYSERDA Home Performance and/or Air Source HP Program requirements, as applicable to the type of work being performed.

Such insurance must be evidenced by insurance policies, each of which (i) names Sustainable Westchester, Inc.; Energy Improvement Corporation, Abundant Efficiency LLC; EarthKind Energy, Association for Energy Affordability and the HeatSmart Westchester Community as additional insureds, and (ii) provides that such policy may not be cancelled or modified until at least 30 days after receipt by Sustainable Westchester of written notice thereof. Proof of this coverage will be provided by the Installer once the Installer is selected to serve a HeatSmart Westchester Community.

### **Suspension / Termination**

Installer agrees that if at any time throughout the project the Installer is suspended or terminated from any of the NYSERDA programs, all work and or services will immediately cease unless otherwise directed by the HeatSmart Westchester Team. It is the HeatSmart Westchester Team's discretion to determine a course of action following this removal. All leads generated through the HeatSmart Westchester Campaign are owned by Sustainable Westchester and must be provided at time of removal.

### **Limitation of Liability**

All members of the HeatSmart Westchester Team and the participating HeatSmart Westchester municipalities shall not be liable to the Installer(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**

Installer(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 or of the state of New York.

### **Waiver Authority**

The HeatSmart Westchester Team 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 Installer selection.

### **Confidentiality Statement**

Proposal documents are generally considered to be a matter of public record once the contract for work has been awarded. The HeatSmart Westchester Team 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 the HeatSmart Westchester Program), 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 HeatSmart Westchester Team to award any funds, pay any costs incurred in preparing an application, or procure or contract for services or supplies. The HeatSmart Westchester 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.