



Energize NY
COMMUNITY REQUEST FOR INFORMATION (“RFI”)
HeatSmart Orange Campaign 2
2019

Energize NY invites Orange County Communities to submit applications to be considered for the second HeatSmart Orange campaign to promote clean heating and cooling systems (geothermal technology and cold-climate air source heat pumps) and energy efficiency to homeowners.

Key Information for Submitting Request for Information	
Issue Date	Friday, August 9, 2019
Qualified Applicants	Orange County Cities, Towns or Villages and / or Coalitions of Towns and Villages for which <i>any</i> of the following applies (1) are members of Hudson Valley Regional Council, (2) have an active sustainability group, (3) were an active participant in a Solarize campaign, or (4) have Clean Energy Communities designation.
Due Date	Wednesday, October 9, 2019
Submission Instructions	Email application to Carolyn Cassata at Carolync@Energizeny.org with subject line written as: “ <i>HeatSmart Orange [NAME OF COMMUNITY] RFI.</i> ” The application should be sent as two attachments as follows: 1) “ATT A [NAME OF COMMUNITY]” should contain Attachment A, the letter from the chief elected official (if for a consortium, these documents for the consortium communities should all be scanned together). 2) “ATT B [NAME OF COMMUNITY]” containing Attachment B (a single form even if for a consortium).
Working Session Option	You may schedule an in-person meeting with Energize NY to facilitate the process. We welcome the opportunity to get to know your community. Contact Carolyn Cassata at Carolync@Energizeny.org or 914-302-7300 ext. 8107.
Questions And Comments	Questions should be directed to Carolyn Cassata at Carolync@Energizeny.org or 914-302-7300 ext. 8107. We welcome the opportunity to answer questions and assist with your submission.

Table of Contents

Program Summary	4
Section One: Opportunity Summary	6
A) Program Goals and Overview	
B) Program Partners and Roles	
C) Timeline	
Section Two: Application Process	15
A) Eligible Applicants	
B) Application Deadline	
C) Guidelines for Cities	
D) Guidelines for Communities Applying as a Coalition	
Section Three: Submission Requirements	16
A) Submission Requirements	
B) Evaluation Criteria	
Attachment A: Community Application Form	
Attachment B: Community Profile Form	

Program Summary

The Energize NY Residential Program, engaging communities with the Home Performance with Energy Star Program and operating the Energize NY Comfort Corps Contractor list, will assemble a team of clean energy experts and implementation partners for the proposed HeatSmart Orange Program. Energize NY-Residential has contributed to the high uptake of Home Performance projects in Westchester County, with over 1,300 projects completed since Energize inception in 2011. Through the HeatSmart Orange Program, the Energize NY Team will assist local communities in offering high quality, competitively priced Clean Heating and Cooling (CH&C) installations from vetted contractors, and energy efficiency solutions to homeowners within the chosen communities.

Heating and cooling energy expenditures are responsible for one third of the carbon emissions in Orange County and New York State. The options offered to homeowners in the HeatSmart Orange Program, discussed in detail further in this RFI, provide a proven way for individuals and communities as a whole to improve local sustainability, save on heating and cooling costs, gain positive returns on investment with incentive programs and tax credits, and create a beneficial impact to air quality, family and public health, and the environment.

The following organization will administer and implement the HeatSmart Orange Program:

Energy Improvement Corporation – Sponsor and Campaign Manager

Yorktown Heights, NY 10598

Energy Improvement Corporation is a New York State non-profit, local development corporation that operates Energize NY. Energize NY and the HeatSmart Orange Campaign Team requests submissions from an Orange community (including cities, towns, and villages) or a coalition of towns and / or villages to participate (one joint application may be submitted on behalf of the applying coalition) in this HeatSmart Orange Campaign, scheduled to launch in Late 2019/ Early 2020.

Once the HeatSmart Orange Community (either one city, town, or village, or a coalition of towns and / or villages) is selected, the HeatSmart Orange Campaign Team will begin the process of selecting CH&C installers through a separate Request for Proposal (“RFP”) process. The selected CH&C installers will provide, at a minimum, competitive pricing, home CH&C assessments, collaboration in community outreach, and installation services. The selected HeatSmart Orange Community and selected installers, with support from the HeatSmart Orange Campaign Team, will develop and implement an approximately 20-week community outreach campaign beginning in Late 2019/ Early 2020, with the goal of dramatically increasing the number of existing CH&C installations in the HeatSmart Orange Community.

A successful HeatSmart Orange Campaign is dependent on 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 Orange. Impactful teams will work collaboratively on a variety of tailored outreach approaches. Their objective is to encourage as many homeowners as possible to consider installing CH&C systems, especially those who may not have previously considered it, and increasing familiarity with CH&C technology and energy efficiency measures in general to displace fossil fuel-based heating and cooling systems.

The objective of HeatSmart Orange is to significantly ramp up the rate of CH&C system adoption and energy efficiency in Orange County, by creating and servicing a demand for clean energy options in home heating and cooling. HeatSmart Orange will accomplish this by encouraging public and positive conversations about CH&C adoption throughout our region, and by demonstrating CH&C success stories. Communities interested in HeatSmart Orange should also consider how they might leverage the CH&C outreach to further other local energy efforts.

The success of the Solarize Program, Energize Program, and similar programs inspired the HeatSmart Orange 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.

SECTION ONE – Detailed Opportunity Summary

A. Program Goals and Overview

i. Program Goals

HeatSmart Orange is a program aimed at making the CH&C systems more accessible to homeowners across the County, as well as to demonstrate the viability of the HeatSmart Orange Program to be replicated in other regions of New York State. HeatSmart Orange will:

- A. Substantially increase the number of CH&C installations in the selected community or coalition of communities during the outreach campaign;
- B. Lower barriers to adoption of CH&C systems and installations through careful selection of CH&C installer partners and community endorsement of the HeatSmart Orange Program;
- C. Provide education and outreach about benefits of CH&C technology to support the continued increase in adoption of CH&C throughout Orange in a way that can be sustained beyond the timeframe of the HeatSmart Orange campaigns.

The HeatSmart Orange Program will promote two prime heating and cooling technologies, as well as energy efficient building envelope improvements, as detailed below:

1. **Cold-Climate Air Source Heat Pump systems** (as defined by the Northeast Energy Efficiency Partnership), which can operate down to temperatures of five degrees Fahrenheit while also maintaining an efficiency factor of 1.75 or greater. These will include:
 - a. **Cold-Climate Air Source Heat Pump systems** that distribute the heating and cooling output through an air duct distribution system.
 - b. **Ductless Mini-Split Cold-Climate Air Source Heat Pump systems** that utilize the same two main components as central Cold-Climate Air Source Heat Pumps: an outdoor compressor / condenser and an indoor air-handling unit.
2. **Ground Source Heat Pump systems** for space heating & cooling, and water heating. An indoor heat pump unit and a heat exchanging ground loop buried underground transfer heat between the ground and the building (these systems are also known as geothermal installations).

3. **Building Envelope Improvements:** The NYSERDA Home Performance Program with Energy Star Program addresses air sealing, insulation, and upgraded heating mechanicals through a comprehensive home energy assessment done by a BPI certified contractor. These measures address tightening the building envelope with measures including, but not limited to, adding dense pack insulation, blown cellulose, and mechanical upgrades. These measures will ensure that the building envelope, distribution system, and existing heating and cooling systems are considered so that the CH&C technology is appropriately sized. The NYSERDA Empower NY program, offering 100% free improvements to income qualifying residents, will also be promoted.

ii. Barriers HeatSmart Orange is Designed to Overcome

The HeatSmart Orange Program is designed to overcome common barriers that homeowners currently face in transitioning to CH&C systems:

A) Lack of CH&C / Energy Efficiency Knowledge

- CH&C technology is unfamiliar to many homeowners and HeatSmart Orange aims to make the technology, benefits, pricing, and installation process accessible and simple to understand.
- For many people, the most complicated aspect of transitioning to CH&C is figuring out how to begin a process that is quite unfamiliar to them and their fellow community members. HeatSmart Orange provides several easy starting points: check out the online resources, come to an event, and perform a simple home analysis.
- Having several highly vetted installers reduces uncertainty about how to choose an installer and provides a sense of certainty that the installer is both well-qualified and offers transparent, competitive pricing.

B) Trust

- An experienced team coordinates the HeatSmart Orange Campaign. Within each community, a “Core Team” of dedicated community volunteers champions the program.
- HeatSmart Orange Core Team outreach is designed to (1) provide residents with safe and accessible ways to learn about CH&C systems from people they know in their communities, (2) meet neighbors who also want to learn about CH&C technology, and (3) take the next step when they are ready (i.e., attending a workshop, discussing with the selected installer, and signing a contract to install a CH&C system).
- HeatSmart Orange is designed to be as transparent as possible with all relevant information, including detailed campaign information, available through the [HeatSmart website](#).

C) Cost

- HeatSmart Orange outreach helps reduce the typical cost for a CH&C installer to acquire customers and can lead to numerous installation jobs for selected installers. The concentrated focus on a narrow geographical area for the limited period of the campaign produces efficiencies for the installers in travel and staff time. These factors help the selected HeatSmart Orange installers to offer competitive pricing for quality installations.

Through the HeatSmart Orange Program, we are helping deliver lower cost CH&C and energy efficiency options with transparent pricing.

- Information about financing CH&C will be available via HeatSmart Orange online resources.

D) Inertia

- Deadlines matter. Having an approximately 20-week timeframe to act is important. Residents must sign a contract with the installer by a certain date to take advantage of the special pricing offer. The actual installation can take place after the program window passes.

E) Other

- Standardize equipment specification and design processes across the selected community.

iii. HeatSmart Orange Campaign Process:

In this HeatSmart Orange Campaign, the HeatSmart Orange Core Team of community volunteers will follow a four-step process:

1. Apply to be a HeatSmart Orange Community.
2. Prepare for Campaign Launch.
3. Launch and Run an Outreach Campaign.
4. Celebrate and Share Results.

Step One: Apply to be a HeatSmart Orange Community

Respond to this Request for Information ("RFI") to be considered to participate in a HeatSmart Orange campaign by October 9, 2019. The HeatSmart Orange Campaign Team will select one HeatSmart Orange Community (either one city, town, or village, or a coalition of towns / villages). HeatSmart Orange Campaign Team members who live in communities applying to be part of the HeatSmart Orange Campaign will not be part of the selection process.

Communities with active sustainability groups or CAC will be considered favorably.

Step Two: Prepare for Campaign Launch

The Core Team of community volunteers will, with the assistance of the HeatSmart Orange Campaign Team, be responsible for (1) becoming familiar with the offered CH&C technology along with its environmental and financial benefits, and (2) participating in the campaign-planning and implementation process with the HeatSmart Orange Campaign Team and selected installers.

How are installers selected?

Energize NY will issue a Request for Proposal (“RFP”) for the CH&C installers. The HeatSmart Orange Campaign Team will collect RFP responses from installers and facilitate a selection process, with support from NYSERDA.

The selected CH&C installers will enter into an agreement with Energize NY. There will be no official, written agreement between the HeatSmart Orange Community and selected installers.

Step Three: Launch and Run Outreach Campaign

The Core Team of community volunteers will work with the HeatSmart Orange Campaign Team, including Technical Advisors contracted by NYSERDA, to develop and implement a strategy for collaboration and outreach during the approximately 20-week program. Activities include the following:

- Select and share a date / time / location for a HeatSmart Orange Launch Event;
- Pre-Launch Meeting facilitated by the HeatSmart Orange Campaign Team, the Core Team of community volunteers, and selected installers to discuss the launch event and plan the first month of outreach;
- Launch Event– presentation and Q & A to kick off the campaign;
- Outreach aimed at reaching as many homeowners as possible, especially those who may not have considered CH&C before, and encouraging them to learn more and schedule a home assessment;
- Publicize the Program Deadline Date;
- Close-Out Meeting to reflect on the process and consider next steps; and
- Follow-Up Survey of volunteers, leads, and participants to inform future HeatSmart Orange campaigns.

The HeatSmart Orange Program is meant to catalyze the installation of residential CH&C in the selected HeatSmart Orange Community. Any homeowner in the participating community can receive a quote based on the equipment and pricing outlined in the installer’s RFP response. Participants must sign a contract with one of the selected installers by the program deadline in order to participate in the HeatSmart Orange Campaign.

Homeowners within the HeatSmart Orange Community are free to seek bids and work with other installers at any point in the program. This is an important message for the core volunteer team to share. Any installations contracted during the HeatSmart Orange Program with non-HeatSmart Orange installers may be celebrated (with permission from the homeowners) but will *not* be counted as progress toward any community incentives established by the selected HeatSmart Orange installers.

It’s important that the Core Team community volunteers to be prepared to go the distance and maintain a strong outreach presence during the entire campaign. The HeatSmart Orange Campaign Team will support the Core Team with bi-weekly phone calls to strategize

about potential outreach opportunities, help draft media advisories or press releases and ensure that the community page of the supported online resources has upcoming events, testimonials and other information posted.

Step Four: Celebrate and Share Results

The HeatSmart Orange Campaign Team will help the HeatSmart Orange Community gain well-deserved recognition for their results. After announcing and celebrating their CH&C successes, the HeatSmart Orange Campaign Team will help the Core Team of community volunteers to identify opportunities to leverage the momentum from the HeatSmart Orange Campaign efforts to support other sustainability initiatives.

B. Program Partners and Roles

Community Roles:

- **Core Team** – A team of 4-6 community volunteers that serve as the primary organizers and drivers for the HeatSmart Orange Campaign. The Core Team can also include community elected officials or staff members.
- **Project Lead** – One of the Core Team members should be selected as the primary contact for the Core Team. His or her contact information may appear in the HeatSmart Orange Campaign web resources. The Project Lead will also be the main point of contact for the HeatSmart Orange Campaign Team and the selected installers (though most communication will involve the entire Core Team). The Project Lead can be a community elected official, staff member, or volunteer.
- **Community Volunteers** – Not all volunteers need to serve on the Core Team. **The Core Team is encouraged to recruit additional volunteers (who would not be part of the Core Team) that can assist in the HeatSmart Orange Campaign with outreach activities.** Some residents will be happy to volunteer to support specific outreach activities such as arranging an article in their church or synagogue newsletter, allowing yard signs to be placed at their home or business, or inviting a speaker to come to group meeting to explain the HeatSmart Orange Campaign.
- **Municipal Energy Committee Members** – If your community has an energy, sustainability, or similar committee, consider focusing some of its efforts and resources on the HeatSmart Orange Campaign for the duration of the outreach period.
- **Local Civic Groups** – The Core Team will need to leverage existing networks and groups to get the word out about the HeatSmart Orange Campaign. Consider inviting representatives from local groups (e.g., PTA, Lions Club, or religious groups) to join the Core Team or to stay in the loop and report to their networks.
- **Individuals with Interest or Expertise in CH&C and Energy Efficiency** – Are there any CH&C energy professionals in your town? These folks may not have a lot of time to spare but might still be interested in helping out.
- **Multiple Communities** – If you are planning to partner with another municipality on HeatSmart Orange, be sure to include volunteers from both municipalities on the Core Team.

Installers

The selected installers will offer transparent and competitive pricing, collaborate with community volunteers on outreach and lead tracking throughout the program, and provide HeatSmart Orange customers with a turnkey inquiry-to-installation process that will make them want to encourage their neighbors to transition to CH&C too.

The following chart outlines specific partner roles and responsibilities:

	HeatSmart Orange Campaign Team	Core Volunteer Team	Installers
Securing HeatSmart Orange Partners	<ul style="list-style-type: none">· Select HeatSmart Orange communities.· Release RFP to installers; assist / coordinate the installer selection process.· Work with communities to identify strategies for engaging volunteers.	<ul style="list-style-type: none">· Seek partnerships with community organizations to help spread the word.· Find hosts for CH&C open houses and other events.	<ul style="list-style-type: none">· Submit competitive RFP response.
Providing Customers with Competitive Pricing	<ul style="list-style-type: none">· Provide online resources and handouts detailing available incentives and financing options.	<ul style="list-style-type: none">· Advise community outreach to help the HeatSmart Orange campaign promote the competitively priced CH&C solutions offered by selected installers.	<ul style="list-style-type: none">· Provide site assessments.· Offer competitive pricing.· Help customers understand and apply for available incentives.· Assist customers in assessing purchase / financing options.

Marketing / Outreach	<ul style="list-style-type: none"> · Manage online resources for program information. · Facilitate outreach planning. · Organize / mobilize community networks and utilize a broad range of tactics to get the word out. · Attend and support key outreach events for homeowners. 	<ul style="list-style-type: none"> · Co-organize and host outreach events and table at existing community events. · Send regular HeatSmart Orange updates to community contacts. 	<ul style="list-style-type: none"> · Participate in outreach planning. · Participate in community outreach events. · Supplement community outreach through cost-effective marketing (e.g. banners, mailings, yard signs, etc.)
Education	<ul style="list-style-type: none"> · Provide online resources on CH&C and energy efficiency. · Help orient volunteers with basic information about CH&C and energy efficiency. 	<ul style="list-style-type: none"> · Answer community questions about the HeatSmart Orange Program. · Answer basic CH&C energy questions and direct residents to available resources. 	<ul style="list-style-type: none"> · Give presentations at HeatSmart Orange events. · Answer technical questions from volunteers / residents.
Web / Media	<ul style="list-style-type: none"> · Provide information about the HeatSmart Orange online. · Communications and media strategy /support. · Manage attention from regional media outlets. · Create messaging content 	<ul style="list-style-type: none"> · Assist in providing content (including photos and stories) for HeatSmart Orange online resources and media outreach. · Encourage and cooperate in local media coverage (print, digital media, and TV). · Submit “letters to the editor” to local newspapers. 	<ul style="list-style-type: none"> · Provide relevant information for the HeatSmart Orange online resources. · Cooperate with partners to provide content (e.g., photos, stories) and accommodate reporters.

Leads / Installs	<ul style="list-style-type: none"> · Manage an online form for potential customers to sign up for HeatSmart Orange site assessments and with automated leads sent to the appropriate installer. 	<ul style="list-style-type: none"> · Participate in occasional outreach to leads as needed. 	<ul style="list-style-type: none"> · Provide excellent customer service through customer inquiries, site assessments, system design, and turnkey installation.
Administration	<ul style="list-style-type: none"> · Organize bi-weekly check-in calls. 	<ul style="list-style-type: none"> · Participate in bi-weekly check-in calls. 	<ul style="list-style-type: none"> · Participate in bi-weekly check-in calls.
Tracking	<ul style="list-style-type: none"> · Receive and manage bi-weekly reports from installers. · Track leads generated from web form(s). · Ensure all partners have access to up-to-date contacts. · Provide inbound and outbound homeowner support. 	<ul style="list-style-type: none"> · Gather and maintain a list of residents who have expressed interest in the program through events. · Track residents who request / receive information about other energy opportunities beyond CH&C. 	<ul style="list-style-type: none"> · Track leads and contracts. · Provide bi-weekly reports to HeatSmart Orange Campaign Team.

C. Timeline

HeatSmart Orange Timeline (Dates May Vary)	
RFI for Communities: Released	Fri., August 9th, 2019
RFI for Communities: Due	Wed., October 9th, 2019 by 5:00 PM
Communities Selected and Applicants Notified	Mon., October 14th 2019
RFP for Installers Issued	September 2019 (TBD)
RFP for Installers: RFP Responses Due	October 2019 (TBD)
Interviews with Installers	October 2019 (TBD)
Installer Selected	Late October / Early November 2019 (TBD)
The Core Team and Selected Installers meeting facilitated by the HeatSmart Orange Campaign Team (get to know the Installers and plan the first month of outreach efforts)	November 2019 (TBD)
HeatSmart Orange Launch Events	Late 2019/ Early 2020 (TBD)
End Date of the HeatSmart Orange Campaign	Spring 2020

SECTION TWO – Application Process

A. Eligible Applicants

Orange County Cities, Towns or Villages and / or Coalitions of Towns and Villages for which *any* of the following applies (1) are members of Hudson Valley Regional Council, (2) have an active sustainability group, (3) were an active participant in a Solarize campaign, or (4) have Clean Energy Communities designation.

B. Application Deadline

Responses to this RFI are requested to follow the instructions listed on page one (1) of this RFI.

C. Guidelines for Cities

The HeatSmart Orange Program depends on community engagement and will be more successful in communities with strong social networks and community identification. Campaigns will likely have better results if focused on a particular neighborhood (or grouping of neighborhoods) or quadrant. We encourage interested cities, particularly large cities, to consider this approach and to reach out to the HeatSmart Orange Campaign Team to discuss it.

D. Guidelines for Communities Interested in Applying as a Coalition

Towns or Villages interested in forming a coalition with one or more neighboring Towns or Villages can indicate such interest in their application, with the following considerations in mind:

- No more than three municipalities may apply jointly for this HeatSmart Orange Campaign.
- Cities may not join or form coalitions.

SECTION THREE – Submission Requirements

A. Submission Requirements

□ **Letter from chief elected official**, containing the following (if part of a coalition, required of each coalition participant):

- Statement of commitment to the HeatSmart Orange Program for the duration of the HeatSmart Orange Campaign.
- Brief description of how the municipality will support the HeatSmart Orange Campaign (e.g., communicating via municipal e-mail list, allowing placement of banners, flyers, etc.)
- Articulate why your community is well positioned to take full advantage of the opportunities presented by the HeatSmart Orange Program.
- Describe your community's commitment to sustainability and CH&C and energy efficiency.
- If your community wishes to enter a coalition with a neighboring municipality, please clearly indicate which municipalities will be partnering.
- Identify a primary program contact (the Project Lead) for the HeatSmart Orange Campaign in your community and if part of a coalition, also specify the primary Project Lead for the overall coalition. Include an explanation of this individual's interest and commitment, along with any relevant experience in community outreach.

□ **Completed Attachment A - Applicant Community Contact and Authorized Signature Form** (if applying with another municipality, one for each municipality):

- Include names of Core Team contacts and information about their background.
- Sign the Authorized Signature Section.

□ **Completed Attachment B - Community Information Form** (if applying with another municipality, a single form for the combined application – information about all participating municipalities should be included on the form):

- List potential outreach activities in your community to promote the HeatSmart Orange Program.
- Provide list of partner organizations who will help communicate about the HeatSmart Orange Program and communication outlets that can be leveraged.

B. Evaluation Criteria

Community Commitment to Clean Energy and Sustainability

- Record of or clear articulated interest in expanding CH&C, energy efficiency and renewable energy initiatives in the community, and intent to leverage the HeatSmart Orange Program in working toward a longer-term goal of promoting community sustainability.
- Success of the Solarize programs in the community. Provide the number of completed projects for the Solarize campaigns.

Project Leadership

- Ability of designated Project Lead to champion the HeatSmart Orange Campaign and commitment of the Core Team. Examples of relevant, successful community projects should be referenced.
- Commitment of elected officials and other key community leaders to promote the HeatSmart Orange Campaign.

Unique Qualities, Resources and Communication Channels

- Strong community communication channels such as a local paper, digital media, community website, community-wide e-mails, social media and other resources to spread the word about the HeatSmart Orange Program.
- Ideas and plans for effective outreach and active partnerships within the community.

Community Heating Fuel Usage

- Displacing high cost heating fuel (heating oil and propane) results in greater customer savings from CH&C installations. The HeatSmart Orange Campaign Team will assess heating fuel type used in your community.