

DESCRIPTION OF WORK AND MATERIALS

The City of Madison seeks vendors to provide design and development of a substantial and complex grant application in a national competition to maximize energy reduction in municipalities. This step in the competition requires participants to develop a comprehensive plan for “innovative, replicable, scalable and continual reductions in the per capita energy consumed from local natural gas and electric utilities.” (see: www.guep.org) The implementation period for the plan is from Jan. 2015-Dec. 2016.

At the outset, the applicant would be expected to work closely with stakeholders in the business, utility, conservation and educational communities as well as other units of government within the boundaries of the City. These relationships would be essential in the design of a plan that reflects best practices and that would be conscientiously implemented by these institutions. The plan design is expected to include additional dimensions that would spur innovative methods and identify promising approaches for energy reduction.

Key elements of a proposed plan design would include:

- A focus on methods to motivate the public, with a special emphasis on K-12 students, to change personal behavior that would reduce energy consumption. Within the K-12 sphere this would include engaging school systems and personnel in this mission and providing guidance on educational materials and school-based change.
- A focus on modifying workplace behaviors through creating new sets of normative behavior within selected social networks. Use of evidence-based and testable methods for group and individual behavioral change.
- Improving energy efficiency in single and multi-family homes. These strategies should include integration with existing programs and recommendations for improvement and higher levels of adoption. Potential activity includes technical assistance for homeowners and renters, analysis of municipal policies and innovative methods of marketing energy efficiency to target audience
- Strategies for the City of Madison to analyze and improve the current energy status of city owned and operated buildings and strategies for reducing energy usage. This might include some of the methods used in other workplace or educational arenas.

Proposals will be scored along the following criteria:

1. Relevant experience in grant development
2. Relevant experience in incentivizing energy efficiency
3. Knowledge/experience in negotiating agreement with community partners.
4. Current capacity to develop a highly competitive proposal under a demanding timeline.

REQUIRED INFORMATION AND CONTENT OF PROPOSALS

Design Concept

Proposers should outline the theory underpinning their proposed approach. Why will Proposal successfully enhance efficiency and reduce overall electric energy consumption in the City of Madison? Identify the key operating components, their interrelation and anticipated impact relative to the grant goals. This should include the evidence basis to support their overall theory.

Statement of Work

The Statement of Work delineates all proposed tasks required to accomplish the project objectives. Each task should correlate with: a clear objective, the activities related to the task, how it will be accomplished, and the anticipated deliverables. Objectives must be measurable, and quantitative objectives are strongly preferred. The proposed Statement of Work will be the subject of negotiations prior to finalizing a grant Agreement.

Schedule

Complete a schedule indicating the starting and completion times for all major tasks, including the major milestones and agreements with community partners, research completed, reports, and other key deliverables.

Deliverables

Clearly describe the deliverables that will result from this project and the format and timeline in which these deliverables will be provided to the City of Madison. Deliverables should include:

- Research on energy use, existing efficiency efforts, key community partners and best practices in community based energy efficiency. This should be largely completed prior to engaging in the overall plan design.
- Multi-institutional programs to incentivize individual behavioral change towards energy conservation at home and in workplaces including throughout city government;
- Adaptation of evidence-based best practices in energy efficiency for single-family and multi-unit residences and in buildings owned and operated by the City of Madison;
- Strong partnership with K-12 schools and youth-oriented organizations.
- Strategies to develop partnership with institutions primarily consisting of or serving lower-income residential energy users;
- Strategies to enhance coordination and use of existing energy efficiency programs;
- Structure and process of providing technical assistance to residential owners and multi-unit owner organizations.

- Regular meetings with City coordinating group that will provide project review and provide opportunities to change project scope or direction if warranted by data or project barriers to ensure a valuable product. Payment schedule may be tied to deliverables.

Description of Team, Qualifications

Identify the prime contractor and all sub-contractors including program leaders. Include resumes and letters commitment or support where applicable. Staffing plan, team organization (org. chart), related projects and potential conflicts of interest should be outlined.

4-Month Budget

This contract will require a high level of commitment from the vendor-staff and focus of organizational resources for a four month period. If the proposal is successful, the contract may be extended for an additional two years. The City of Madison Megawatt has allocated funds for a range of energy efficiency funds for 5 years and is committed to the support of individual, institutional and policy change.