



Community Request for Proposals
2019 HeatSmart Connecticut
 Posting Date: August 6, 2019
 Proposal Due Date: September 6, 2019

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1. Summary

People’s Action for Clean Energy (“PACE”) is releasing this request for proposals (“RFP”) to Connecticut cities and towns to apply to participate in the HeatSmart Connecticut Program (“HeatSmart CT” or the “Program”). HeatSmart Connecticut is a community-based outreach and education program that will encourage adoption of clean heating and cooling technologies (e.g., air-source heat pumps.) The Program aims to increase awareness and understanding of this technology and thereby increase deployment of residential and small-scale commercial clean heating and cooling installations through a group purchasing model. HeatSmart CT is modeled on the highly successful [Solarize Connecticut](#) program, which has been carried out over ten rounds, has served 61 communities and has resulted in over 2,000 contracts and 16 megawatts of solar photovoltaic projects.

PACE anticipates selecting two (2) municipalities or groups of municipalities to participate in HeatSmart CT. If there is benefit to pooling resources or efforts, cities and towns may form partnerships and respond to this RFP as a group, as long as each municipality within the partnership is located adjacent to at least one other municipality in the partnership (i.e. they are contiguous). An applicant municipality or multi-municipality partnership is referred to as a “Community” in this RFP.

A Community does not need to be a designated Clean Energy Community or have participated in the Solarize Connecticut Program in order to participate in HeatSmart CT. Applications will be evaluated competitively.

2. Program Description

A. Program Goals

In Connecticut, heating accounts for approximately about 1/3 of greenhouse gas emissions. It is also a large expenditure for most households, commonly thousands of dollars per year, especially in areas with higher cost heating fuels and inefficient building stocks. Clean heating and cooling technologies can directly use or amplify renewable thermal energy and often result in significant cost savings compared to traditional fossil fuel heating systems.

Yet, the level of awareness and understanding of these technologies remains generally low and much misinformation persists among the public. By educating and engaging the members of a Community, streamlining marketing efforts, and aggregating sales, the Program aims to help drive down the cost of clean heating and cooling projects and make them more accessible for residents. Moreover, the aggregation of multiple small-scale clean heating and

cooling installations within a Community might provide an opportunity to realize economies of scale for installers, which can translate to cost savings for the customer.

The goals of the HeatSmart CT Program are:

- Increasing awareness and understanding of clean heating and cooling technologies,
- Reducing both the “hard” and “soft” costs associated with the purchase and installation of clean heating and cooling projects,
- Increasing local adoption of clean heating and cooling technologies, including in historically underrepresented groups, which include low-/moderate-income households and rental housing,
- Reducing greenhouse gas emissions and
- Lowering energy consumption

B. Program Process

A timeline for the Program is provided below. Further explanation of the process is provided in the text below. **Please note that this is an estimated timeline and dates are subject to change.**

HeatSmart Connecticut Milestone	Tentative Timeline
PACE Review of Community Proposals	August-September 2019
Announce Selected Communities	September 2019
Community Volunteer Training	September 2019
PACE and Community launch RFP for Installers	September to October 2019
Communities, Technical Consultant, and PACE Review and Score Installer Proposals	November 2019
Town Kickoff Meeting/Campaign Public Launch	November 2019
Customer Sign-Up Period Begins	November 2019 (at kickoff meeting)
Customer Sign-Up Period Ends	April 2020
Deadline for Installations	Recommended 1 year after contract signature

Community Selection and Volunteer Training

Through this RFP, PACE will competitively select two Communities to participate in the 2019 HeatSmart Connecticut Program based on the criteria in Section 4 below. Each Community is required to designate:

- a lead volunteer for each municipality (“HeatSmart Coach”),

- a Municipal Representative and
- a team of volunteers.

As part of the Community selection process, PACE and the Program Technical Consultant will conduct an in-person or phone interview with each applicant Community. Representatives from the Community involved in the interview will include the proposed HeatSmart Coach(es) and Municipal Representative(s). Additional Community volunteers are welcome to participate, but are not required. PACE may ask questions that clarify the volunteer team structure, the proposed marketing and outreach plan, and overall Community interest and ability to deliver a HeatSmartCT campaign.

For selected Communities, the HeatSmart Coach(es), Municipal Representative(s) and core volunteer team(s) will have the opportunity to receive training on the HeatSmart CT Program, including how to answer common questions about clean heating and cooling technologies.

Technical Consultant Selection

Along with the release of this RFP, PACE will select one or more Technical Consultants to provide support for HeatSmart CT. The Technical Consultants will provide technical assistance for installer selection and provide technical support to Communities during implementation of the Program, such as:

- assistance in developing the content for outreach materials,
- training for Community volunteers,
- guidance and training to the Communities' permitting and inspection departments on the selected clean heating and cooling technologies, and
- program administration, tracking, and analysis.

Promotion of Energy Audits

PACE and the Program Technical Consultant will work with all selected Communities between Community selection and the customer sign-up period to encourage residents to complete low-cost Home Energy Solution (HES) energy audits. Energy efficiency measures can allow a homeowner to install a smaller, less expensive heating system. An audit is a prerequisite to participation in the Program.

Installer Selection

After Community selection, PACE and the Community will craft and release an RFP for installers to participate in the Program. The selected installers will be encouraged to offer discounted pricing to participating Communities and assist with outreach, education, and

marketing activities. As part of the installer selection process, selected Communities will appoint a Community review team to review installer proposals that have met threshold technical requirements. See Section 2.C below for more information about the responsibilities and composition of the Community review team. With the support of PACE and the Program Technical Consultant, the Community review team will invite one or more installers to one day of scheduled interviews with PACE, the Technical Consultant, and the Community (“Interview Day”). After the completion of the Interview Day, the Community review team, with input from PACE and the Technical Consultant, will select their first choice and contract with the installer the duration of the HeatSmart CT Program.

Outreach, Education, and Marketing

A central focus of the HeatSmart CT Program is to reduce the overall installed cost of ASHP installation costs by alleviating some of the marketing and customer acquisition costs typically incurred by the installer. HeatSmart CT will provide several types of outreach and marketing support to participating Communities. The Program Technical Consultant will conduct a market assessment of the best targets for the campaign to assist the Community volunteer team and the selected installer. Each Community will be provided standardized marketing and outreach materials, such as clean heating and cooling fact sheets, incentive fact sheets and presentation templates. Additionally, each Community will have the opportunity to apply for a budget to support a local marketing and outreach plan. The amount of this budget, as approved by PACE, will reflect the size of the community, whether the plan includes a focus on income eligible (IE) residents and other community characteristics.

Additionally, each Community can request the following marketing grants to utilize for Community-specific marketing needs (as approved by PACE):

- **Base marketing grant:** each municipality may request a base marketing grant, of an amount to be determined.
- **Income Eligible (IE) adder:** Municipalities engaging in specific outreach to residents that meet the EnergizeCT income eligibility requirements (as defined on the EnergizeCT website [here](#)) may request **an additional grant**. To qualify for this adder, the municipality must demonstrate in their proposal narrative that they have a specific outreach plan to engage income-eligible residents. This strategy should ideally be in addition or complementary to their standard marketing and outreach efforts, and may include designating a volunteer or volunteers who will focus on this portion of the Community’s outreach efforts. Budget should additionally demonstrate how these additional funds will be used to support targeted outreach and engagement efforts.

Up to \$1,000 of the affordable access adder may be used as a stipend for a single volunteer or subset of volunteers who will focus their efforts on outreach and

education to income-eligible residents. This may be the HeatSmart Coach, or a separate volunteer or volunteers.

Applicant Communities that consist of multiple municipalities may request the amounts described previously for each municipality. Communities do not need to request the entire amount, and PACE will pay out the marketing grant in increments no greater than \$2,500. Of the total marketing grant, up to \$1,000 may be used by each municipality as a stipend for the HeatSmart Coach. If the Community wishes to pay the HeatSmart Coach a stipend, it is the responsibility of the participating municipalities to determine the feasibility and administration of remitting such payment. Please see Section 2.C below for more information about the HeatSmart Coach role. Each selected installer(s) will also be expected to deploy an outreach and marketing strategy to enhance local interest in the selected clean heating and cooling technologies with input from the Community.

In addition to PACE's marketing and education toolkit, PACE and the Program Technical Consultant will work with the Community to host a "Meet the Installer" presentation, where various stakeholders, including Community and other municipal representatives, PACE, the Program Technical Consultant, and the selected installer) will meet with residents to increase awareness of clean heating and cooling and its benefits.

PACE reserves the right to modify the marketing grant award to award less than applied for due to limited budget availability or for any other reason(s).

Customer Sign-Up Period

Starting around November 2019, interested customers in the selected Community will be able to contact the installer and sign up for a site assessment. The installer will be responsible for assessing individual sites, working with interested customers to design appropriate systems, and contracting with customers for installation of clean heating and cooling systems. The installer will be responsible for completing each clean heating and cooling installation within one year of application approval.

C. Roles and Responsibilities

HeatSmart Coach

The main role of the HeatSmart Coach is to be the primary contact between the municipality, the installer and PACE. Communities composed of multiple municipalities may require a separate HeatSmart Coach for each municipality. The HeatSmart Coach will manage the outreach and education efforts of the core volunteer team and additional volunteers. Responsibilities will include:

- Reaching out to local Community organizations, potential partners, and volunteers;

- Organizing volunteer distribution of information and marketing materials;
- Organizing and mobilizing Community networks over the course of the Program;
- After the “Meet the Installer” session(s), serving as point person for questions on Program mechanics and basic clean heating and cooling information;
- Developing communication tools unique to the Community (i.e. Facebook page, Google group, etc.); and
- Attending and reaching out to members of the public at municipal meetings, legislative events, and other community events;
- Participating in check-in calls every other week with PACE and the installer.

Please review *ATTACHMENT C: HeatSmart Coach Commitment Form* for further details about this role. The HeatSmart Coach is encouraged, but not required, to complete this document. Please note that an individual who works for a clean heating and cooling installer may be part of a Community volunteer team, but will not be allowed to take on the role of HeatSmart Coach, or participate in the installer selection process.

Core Volunteer Team

It is encouraged that Communities not only designate a HeatSmart Coach to manage outreach efforts, but also develop a **core volunteer team** that includes an additional one to six volunteers per participating municipality. Experience from HeatSmart Programs in other states has demonstrated that defining the volunteer team structure at the outset of a campaign can be tremendously beneficial because it allows a Community to begin outreach immediately. It is recommended that each individual volunteer be considered for specific outreach efforts based on their interest and skillset. The following are examples of core volunteer roles:

- Publicizing events through social media and/or website;
- Attending events
- planning events;
- Canvassing;
- Recruiting and training other volunteers;
- Outreach to resident organizations (civic groups, clubs, and places of worship); and
- Person-to-person engagement and outreach.

These roles are not exhaustive and may or may not be applicable depending on Community-specific volunteer team structure. It is also understood that these roles may change or evolve during the course of the Program.

Members of the volunteer team are encouraged, but not required, to complete *ATTACHMENT D: Volunteer Commitment Form*.

As the Community volunteer team is the primary driver of the HeatSmart Program within a Community, the success of the Program is heavily dependent on the planned outreach and education efforts of the volunteers.

Municipal Representatives

In addition, it is expected that the municipalities will be a supportive resource for the Community volunteer team during the course of the HeatSmart CT Program. The municipalities may support the local HeatSmart CT Program in several different ways. First, by applying on behalf of the Community, a municipality is demonstrating support for the HeatSmart CT Program and the adoption and promotion of clean heating and cooling in general. In addition, the municipality and the Municipal Representative may offer additional support in the following ways:

- Utilizing municipal infrastructure for the benefit of the HeatSmart CT Program, such as municipal email lists, mailers in tax bills or water bills, municipal press releases regarding the Program, or announcements and links on a municipal website;
- Providing space for community events, such as “Meet the Installer” presentation, for minimal or no fee;
- Reviewing and streamlining clean heating and cooling permitting process (as applicable);
- Leveraging municipal staff hours or additional funds (as applicable);
- Generally supporting the adoption of clean heating and cooling projects;
- Clarifying the municipal reimbursement process for marketing funds and HeatSmart Coach stipends. Additionally, clarifying whether the municipality will reimburse volunteers for pre-approved purchases of marketing materials, including reimbursement for sales tax;
- (Optional) Collaborate with PACE and the Technical Consultant on permitting review and streamlining efforts; and
- (Optional) Collaborate with PACE and the Technical Consultant on organizing code and safety trainings on clean heating and cooling technologies.

These methods of support are not exhaustive and may or may not be applicable in each Community. However, the scope of municipal support will be reviewed as an important aspect of the Community selection process.

Ideally, the Municipal Representative should be a municipal employee. However, PACE may allow an individual to hold the position of Municipal Representative if they are not a municipal employee, as long as the Community can verify the following items are accurate:

- Municipality will clarify why a paid employee is not available to manage the position;
- The individual maintains a volunteer position on behalf of the municipality.
- Municipality will clarify that they support the HeatSmart CT Program in their community, and will additionally support the proposed Municipal Representative to conduct their role as noted in this section, and that the individual will have adequate access to request the resources listed above; and
- The municipality will clarify if the proposed Municipal Representative or a separate municipal employee will remain available as the point person for any questions from the public or press once the HeatSmart CT Program sign-up period is completed.²

PACE

PACE is responsible for the overall management of the HeatSmartCT Program. This role includes the following tasks:

- Issue this request for proposals to Communities.
- Engage the Program Technical Consultant.
- Together with the Technical Consultant, interview and select Communities to take part in the campaign.
- Together with the Community and Technical Consultant, issue a request for proposal (RfP) to Installers.
- Assist the Community in creating and funding a marketing plan.
- Coordinate bi-weekly check-in calls with Community, Installer and Technical Representative.
- Monitor progress of Community campaigns and share results with Core Volunteer Teams.

Teaming

Teaming with one or more of the partners listed below is strongly encouraged and will increase the likelihood of selection and eventual campaign success. Team partners recommended with the proposer include, but are not limited to:

- Local financial institutions;

² After a HeatSmart CT program is completed, the Community may receive periodic questions from the public or press about the program. PACE does not provide contact information for program volunteers once a HeatSmart CT program is completed, and therefore will request that either the proposed Municipal Representative or other municipal employee be designated as the point person for these questions.

- Local secondary and higher education institutions or
- Local Program Administrators.

Community Review Team

As part of the installer selection process, selected Communities will appoint a Community review team. The Community review team will be made up of the Municipal Representative, the HeatSmart Coach, and up to two additional representatives selected by the Municipal Representative.³ For Communities that are participating as a group, the Community review team will comprise the Municipal Representative and the HeatSmart Coach from each Community. Although PACE will launch the installer RFP, the Community review team will be responsible for conducting the installer review, with input from PACE and the selected Program Technical Consultant. The Community review team should be prepared to allocate appropriate time during the installer selection timeframe.

Prior to submitting a proposal, the Community review team, in conjunction with the HeatSmart Coaches and/or Municipal Representative, should conduct local research to create a list of local installers who install the clean heating and cooling technology. This list of local installers should be submitted with the proposal and, if the Community is selected, the list will be utilized by PACE and the Program Technical Consultant to conduct outreach for the Installer RFP. However, the Community volunteers must not show any preference for particular installers.

D. Clean Heating and Cooling Technologies

This campaign focusses on Air Source Heat Pump technology. Future HeatSmart campaigns may include additional technologies such as ground-source heat pumps, heat pump hot water heaters and solar thermal.

The installer and the equipment must meet all requirements for all state- or utility-administered residential rebate programs. Clean heating and cooling technologies will likely be more cost-effective compared to electric resistance, propane, or oil for a typical home. Other factors that may make each of these technologies well suited to certain towns are listed below. Links to more information about each technology, are provided below.

- **Air-Source Heat Pumps (“ASHP”):**
 - Technology Description:
 - While traditional systems burn fuel to create heat, ASHPs work by moving thermal energy from outside air into or out of a home.

³ No member of the Community review team can be affiliated (either directly employed or contracted for employment) with a clean heating and cooling installation company.

- ASHPs are an efficient source of heating and cooling in cold climates like Connecticut. Specifically, the ASHPs eligible for EnergizeCT residential rebate programs must meet certain cold-climate performance metrics that make them well-suited to providing heating in Connecticut's climate.
- Although they require electricity to operate, efficient ASHPs use 40% to 70% percent less electricity than traditional electric-resistance heating.
- Factors for Suitability:
 - Because ASHPs operate on electricity, Communities with a high penetration of residential solar photovoltaic energy and/or access to cheaper than average electricity may be especially well suited for this technology.
 - ASHPs can be ductless, providing heating and cooling to individual rooms of the home, or ducted, using existing or new ductwork to serve as a central heating and cooling system. Most building types can be retrofitted without distribution upgrades, however, communities with newer homes with forced air distribution might also make good fits.

For more information, go to <http://pace-cleanenergy.org/heatpumps>

3. Requirements and Deadlines

A. Community Eligibility Requirements

In order for a Community to be eligible to apply, it must meet the following requirements:

- The Community must either:
 - a) be serviced by an investor-owned utility that participates in the EnergizeCT rebate program for heat pumps.
 - b) be serviced by a municipal utility that offers low-cost energy audits and incentives for the selected clean heating and cooling, thereby ensuring that the selected clean heating and cooling technologies will be cost effective for residents. EnergizeCT rebates will continue to only be available to residents of that are served by electric utilities that contribute to the Energy Efficiency Fund.
- Municipality partnerships: If there is benefit to pooling resources or efforts, cities and towns may form partnerships and respond to this RFP as a group, as long as each municipality within the partnership is located adjacent to at least one other municipality in the partnership (i.e. they are contiguous). PACE recommends that partnerships should include no more than three municipalities in order to facilitate coordination. However, if a larger group of municipalities with a strong history of collaboration and an existing

organizational framework are interested in applying together, PACE will work with these municipalities on a case by case basis.

- Note: This section lists the minimum requirements Communities must meet to apply. See Section 4 for a list of the evaluation criteria that PACE will use to competitively select participating Communities.

B. Proposal Requirements

Proposals must include all the required information listed in *ATTACHMENT A: Proposal Checklist and Application Form*, including a signed copy of *ATTACHMENT B: Signature and Acceptance Form*. PACE is seeking Community proposals with a clear and comprehensive outreach plan and timeline that demonstrates a committed volunteer team, a significant potential for resident interest in participating in the Program, and an engaged municipality. PACE will return an application to a Community if any key aspect of the Community proposal or marketing plan lacks clarity or volunteer resources needed in order to make for a successful Program, or does not meet programmatic or timeline requirements. PACE may elect to provide feedback to the Community, at which time the Community may elect to re-submit an application that takes any feedback into account.

Proposals for HeatSmart campaigns that are responsive to the Program Goals but utilize a modified program structure will be considered. However, PACE reserves the right to deny or request modifications to proposals that are not structured consistent and up to the standards with this RFP.

Upon PACE'S authorization to proceed with a proposal, PACE and the awarded Community will execute a contract which will set forth the respective roles and responsibilities of the parties. A template PACE-Community Contract is attached to this RFP as *ATTACHMENT E: Template Community Contract*. It is essential, in order to meet the Program goals and timelines, that communities are prepared to execute a contract with PACE soon after their selection. Therefore, each applicant Community must review the Terms and Conditions outlined in the Community Contract. PACE generally does not allow the Terms and Conditions of this contract to be modified. Any questions or concerns regarding these Terms and Conditions must be made at the time of application.

C. Application Deadlines & Contact Information

The timeline for the RFP process outlined below.

RFP Milestone	Date
RFP for Communities Released	August 6, 2019
Deadline to submit Community Questions	2 weeks after receipt of Community RFP
Proposals Due for RFP for Communities	September 6, 2019

Please submit all questions to heatsmartct@gmail.com no later than midnight on August 20, 2019. "HeatSmart CT RFP – Community Question" should appear in the email subject line. Responses to submitted questions, and other frequently asked questions, will be provided by August 23.

Responses to this RFP must be received by PACE by midnight on September 6, 2019. Only complete, timely responses will be considered. Responses to this RFP must be submitted electronically to heatsmartct@gmail.com. "HeatSmart CT RFP – Community Proposal" should appear in the email subject line.

4. Evaluation Criteria

Proposals will be evaluated on the criteria below:

- **Overall quality and completeness:**
 - Overall quality of proposal; well-thought-out proposal components.
- **Team:**
 - Degree of team's outreach experience, breakout of volunteer roles, demonstration of volunteer team capacity to drive the Program and the breadth of partnerships identified in proposal.
 - Additional consideration will be given to communities that have:
 - an Energy or Sustainability Committee, Task Force or Commission that has been meeting regularly for at least one year prior to the release of this RFP;
 - direct experience with the Solarize CT and/or Clean Energy Communities Program; or have municipal experience with the installation of clean heating and cooling technologies.
- **Marketing plan and budget:**
 - Overall quality, scope, and creativity of marketing plan and use of grant budget. Plan should incorporate applicable lessons from *ATTACHMENT F: HeatSmart CT Kick-Off Best Practices Guide*.
 - Additional consideration will be given to communities that can provide innovative and effective marketing and educational outreach plans and those who plan to create a HeatSmart Facebook page or leverage an existing Facebook page or other social media forum.
- **Suitability of building stock:**
 - Proportion and total number of households with high cost heating fuels (electric, oil, and propane) located in the Community. Communities can access an estimate the number of households heating with electricity, oil, and propane from the [U.S. Census Bureau](https://www.census.gov). PACE will give preference to

Communities that are under a moratorium for the expansion of new natural gas service.

- **Geographic diversity:** PACE will aim to select Communities from different regions of the state, while balancing other evaluation criteria.
- **Additional resources:** The extent to which additional resources (both financial and otherwise) are identified and potentially committed to the Program.
- **Promote energy access:**
 - Proposals from municipalities engaging in specific outreach to residents that meet the EnergizeCT income eligibility requirements (as defined on the EnergizeCT website [here](#)) will be given additional consideration;
 - Proposals from municipalities that have proposed a promising plan to increase adoption within other under-represented sectors, such as within rental housing.
- **Permitting:** Degree to which Community can outline the permitting process for clean heating and cooling projects and identify any process or cost streamlining efforts.
- **Proposed methodology:** Ability of proposal to drive resident awareness and interest in the Program, sign-ups for site assessment, and Community adoption of clean heating and cooling projects. If a modified campaign structure is proposed, the expected benefits of the modified campaign structure will be weighed against a traditional campaign structure.
- **Group proposal (if applicable):** Demonstrate the advantages to responding to the RFP as a group rather than individual Communities.
- **Installer research:** Demonstrate that the Community has researched the installer base in their region for the technology/ies that they intend to install. However, the Community volunteers must not show any preference. (See Section C. Roles and Responsibilities for details.)

5. General Request for Response Conditions

A. Notice of Public Disclosure

Inasmuch as PACE is acting as a public entity, it may be subject to Connecticut Freedom of Information requests (as codified in Connecticut Gen.Stat. §1-200 et seqat.) Thus, any documentary material, data, or other information received by PACE from an applicant may be a public record subject to disclosure. Applicants shall not send PACE any confidential or sensitive information in response to this RFP.

B. Disclaimer & Waiver Authority

This RFP does not commit PACE to award any funds, pay any costs incurred in preparing an application, or procure or contract for services or supplies. PACE reserves the right to accept

or reject any or all applications 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.

This RFP has been distributed electronically using PACE'S website. It is the responsibility of applicants to check the website for any addenda or modifications to an RFP to which they intend to respond. PACE accepts no liability and will provide no accommodation to applicants who apply based on an out-of-date RFP document.

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