



# **Pre-Bid Conference**

## **EPIC**

### **Market Facilitation Category**

**Guiding Future Energy Needs, Plans, and Programs  
through Commercial End-Use Surveys, Phase 1**

**RFP-14-302**

Energy Deployment & Market Facilitation Office  
Energy Research and Development Division  
California Energy Commission  
November 17, 2014



# Agenda

Time	Topic
1:30 pm	Welcome and Introductions <ul style="list-style-type: none"><li>• Housekeeping</li><li>• EPIC Program Background, Policy Drivers and Energy Goals</li><li>• Project Introduction, Approach, Purpose, Summary of Scope, and Project Goals</li><li>• Eligible Bidders</li><li>• Key Dates</li></ul>
1:45 pm	Proposal Requirements <ul style="list-style-type: none"><li>• Formatting and Attachments</li><li>• Evaluation Process</li><li>• Grounds for Rejection</li></ul>
2:15 pm	Scope of Work
2:30 pm	Questions and Answers
3:30 pm	Adjourn



# Housekeeping

- In case of emergency
- Facilities
- Sign-In Sheet
- Updates on Solicitation Documents and today's presentation can be found at:

<http://www.energy.ca.gov/contracts/epic.html#RFP-14-302>



## Background

- The Electric Program Investment Charge (EPIC) is funded by an electricity ratepayer surcharge established by the California Public Utilities Commission (CPUC) in 2011.
- The purpose of EPIC is to benefit the ratepayers of three electric investor-owned utilities.\*
- EPIC funds clean energy technology projects that promote greater electricity reliability, lower costs, and increased safety.
- Funded projects must lead to technological advancement and breakthroughs to overcome the barriers that prevent the achievement of the state's statutory energy goals.
- Annual program funds total \$162 million per year with 80% administered by the California Energy Commission.

\* Pacific Gas and Electric Co., San Diego Gas and Electric Co., and Southern California Edison



# Policy Drivers to meet the State's Energy Goals

- Laws and Regulations
  - AB 32 (Global Warming Solutions Act)
  - SB X1-2 (Renewable Portfolio Standard)
  - AB 2514 (Energy Storage)
- Policies/Plans
  - Governor Brown's Clean Energy Jobs Plan
  - Integrated Energy Policy Report
  - CPUC Decision 13-10-040 (Energy Storage Procurement)



## Project Introduction

- The foundation of analytical work is the collection of representative data. Historically, the Energy Commission collected and independently analyzed energy-related data for the state and provided recommendations to the legislature and the public.
- The following slides will describe the data gathering effort that provide foundational data for these state analytical activities.
- Specifically energy data will be collected for the commercial sector across the state.



## Phased CUES Approach

- The Commercial End Use Survey (CEUS) will be implemented in two phases (1) the planning and support phase and (2) the survey implementation phase.
- The current RFP is for the Phase 1 activities and will involve primarily planning, methodology development, implementation support, and training.
- The Phase 2 scope is not yet defined, but will broadly include implementation of the survey data collection and possibly some analytical work.



## Purpose of CEUS

This contract's products will support data collection efforts by the Energy Commission's Demand Analysis Office (DAO). An accurate forecast establishes a reliable baseline for estimating technical and market potentials.

- Define commercial sector survey scope, goals, and methodologies to ensure successful implementation of on-going future CEUS.
- Highlight goals, Energy Commission priorities, and analyses intended for the next 5 years.
- Methodologies will include: data collection and management, quality control, validation, and monitoring procedures.



## Summary of Scope

- The contractor will facilitate the development of the survey scope, which will involve gathering information from stakeholders, consulting with Energy Commission staff and management, and considering broader analytical needs, such as efficiency analyses.
- The scope should be placed into the context of an on-going data gathering activity and should focus on the CEUS although survey data may support other research objectives.
- Survey and research planning activities should consider broader analytical needs and resources.



# Project Goals

- Estimate CEUS benefits to ratepayers
- Develop plan to communicate findings to stakeholders
- Develop preliminary research plan
- Develop and implement a data management system
- Develop tasks for survey implementation
- Provide training and project support



## Eligible Bidders

- This is an open solicitation for public and private entities.
- Bidders must accept the EPIC terms and conditions.
- Bidders are required to register with the California Secretary of State and be in good standing to enter into an agreement with the Energy Commission.  
<http://www.sos.ca.gov>
- Bidders must propose a team with proven ability to successfully complete similar projects.



# Key Dates

Activity	Action Date
✓ Solicitation Release	November 4, 2014
Pre-Bid Workshop	November 17, 2014
<b><u>DEADLINE FOR WRITTEN QUESTIONS</u></b>	<b><u>November 17, 2014 by 5:00 p.m.</u></b>
Post Questions and Answers to Website	Week of December 1, 2014
<b><u>DEADLINE TO SUBMIT APPLICATIONS</u></b>	<b><u>December 16, 2014 by 3:00 p.m.</u></b>
Post Notice of Proposed Award (NOPA)	February 3, 2015
Anticipated Energy Commission Business Meeting Date	March, 2015
Anticipated Agreement Start Date	April, 2015
Agreement Termination Date	November 30, 2018



## Proposal Requirements

- Submit Proposals with all sections and attachments in the order specified by the due date and time listed.
- Proposal documents should meet formatting requirements, page limits, and number of copies specified in Section III of the solicitation .
  - **Seven** hard copies and **one** electronic copy
- Evaluation Consists of Two Parts
  - Section 1 – Administrative Response (Section III, p. 33)
  - Section 2 – Technical and Cost Proposal (Section III, pgs 33-37)



# Section 1: Administrative Response Requirements

Every Bidder must complete and include the following:

1. Cover Letter	6. Small Business Certification (if applicable) or Non-Small Business Preference
2. Table of Contents	7. Completed DVBE Form (Attach 3.3)
3. Contractor Status Form (Attach 1)	8. Bidder Declaration Form (GSPD-05-105) (Attach 3.4)
4. Darfur Contracting Act Form (Attach 2)	9. Contractor Certification Clauses (Attach 4)
5. Iran Contracting Act Form (Attach 9)	



## Small/Non-Small Business Preference

- Small Business Preference – Certified Small Businesses or microbusinesses can claim the five percent preference when submitting a proposal. See RFP, page 40 and Attachment 3.1 for more information.
- Non-Small Business Preference – Bidder commits to small or micro business subcontractor participation of 25% of net bid price. See RFP, page 40 and Attachment 3.1 for more information.



## Disabled Veteran Business Enterprise (DVBE) Requirements

Full DVBE participation (3% of total Agreement amount)

Proposer commits to meet or exceed the DVBE participation requirements by either of the following methods:

- Method A1 – Proposer is a Certified DVBE
- Method A2 – Subcontractor is a certified DVBE and will receive at least 3% of the Agreement amount



## DVBE Incentive Program

The DVBE Incentive Program gives a contractor an opportunity to improve their bid status based on the efforts attained from the DVBE Participation Program. See RFP, page 48 and Attachment 3.1 for more information.

- The incentive computation is only applied during the evaluation process and only to responsible Bidders.
- The incentive points for awards based on high score are as follows:
  - Participation of 3.01% - 4.99% = 1 point
  - Participation of 5% or more = 2 points



## Section 2: Technical Proposal Requirements

**Every Bidder must complete and include the following:**

- |                                                     |                                                                     |
|-----------------------------------------------------|---------------------------------------------------------------------|
| 1. Technical Need and Merit                         | 5. EPIC Funds Spent in California                                   |
| 2. Technical Approach                               | 6. Budget and Cost Effectiveness                                    |
| 3. Team Qualifications, Capabilities, and Resources | 7. Client References (Attach 5)                                     |
| 4. Previous Work Products                           | 8. Commitment and Support Letters for Match Funding (if applicable) |



## Client References Form (Attachment 5)

**This form is necessary to be completed for use in evaluating the technical score under the Team Qualifications, Capabilities, and Resources section of the Scoring Criteria**

### References

- Provide Bidder and subcontractor references as instructed
- Include **3 references** for Prime and **3** for each subcontractor

**\*Complete a new form for each reference**



# Commitment and Support Letter Form (Attachment 8)

- This form provides guidelines for the submission of letters of support or commitment that are submitted with the proposal.
  - Commitment letter commits an entity to providing the service or funding described
  - Support letter details an entity or individual's support for the project
- Any match funding provided must be supported by a match fund commitment letter.
- Any project partners that will make other contributions to the project must submit a commitment letter.
- Limited to **2 pages** per letter, excluding the cover page.



## Section 2: Cost Proposal Requirements

**Every Bidder must complete and include the following budget forms found in Attachment 7 of the solicitation:**

1. Labor Hours by Personnel and Task for Regular Tasks	6. Prime Non-Labor Rates - Att B-4
2. Task Summary – Att B-1	7. Non-Labor Rates for each Subcontractor - Att B-4a-z
3. Category Summary - Att B-2	8. Direct Operating Expenses - Att B-5
4. Prime Labor Rates -Att B-3	9. Match Funding – Att B-6 (if applicable)
5. Labor Rates for each Subcontractor - Att B-3a-z	10. Loaded Rate Calculation – Att B-7 (for evaluation purposes)

The Applicant must submit information on **all** of the attached budget forms, and in the format required. **Don't delete sheets or rows; use the hide/expand function.**



## Project Budget (Attachment 7)

For Attachment B-1, Task Summary, Bidders will be required to provide a budget for each non-WA task (i.e., all tasks except for Tasks 6 and 8 which are each predetermined)

- Tasks 6 and 8 are predetermined at 10 percent of the funding source total
- Tasks 7 and 8 combined must NOT exceed \$350,000



## Scope of Work

Task	Title	Estimated Completion Date
1	Agreement Management	11/30/2018
2	Evaluation of CEUS Benefits	TBD
3	Technology/Knowledge Transfer Activities	TBD
4	Preliminary Commercial Survey Research Plan Development	9/11/2015
5	Implementation Plan Development	3/29/2016
6	Training and Project Support (Unanticipated Tasks)	TBD
7	POU Commercial Survey Project Planning	8/17/2015
8	POU Survey Implementation Support	TBD



## Agreement Management

- The Contractor will closely manage staff and subcontractors to ensure all deliverables set out in the Scope of Work are on time and complete. Task 1 specifically includes:
  - Kick-off Meeting
  - Invoicing details
  - Monthly Progress Reports
  - Work Authorization details
  - Subcontractor management details
  - Project Meetings and Briefings
  - Technical Advisory Committee and meeting
  - Final report and meeting
  - Match funding information



## Evaluation of CEUS Benefits and Transfer Technology/Knowledge

- Estimate and report benefits from CEUS activities by:
  - Administering and summarizing questionnaires
  - Developing methodologies to estimate CEUS benefits
  - Summarize commercial survey research costs
- Transfer knowledge by:
  - Preparing project description and Technology/Knowledge Transfer Plan
  - Communicate project results through workshops and fact sheet



## **Preliminary Commercial Survey Research Plan**

- Contractor will develop a comprehensive preliminary survey research plan including CEUS goals, recommended implementation methodologies, defined data management, data analysis methodologies, and resource estimates.
- Utilizing survey and data collection and analysis best practices will ensure high quality data and mitigate any sampling biases.
- Identify and quantify survey implementation resources and technology needs considering goals and recommended data collection methodologies.



## **Develop Implementation Plan, Training, and Project Support**

- Draft commercial survey tasks and requirements for future survey implementation RFP.
- Provide subject matter expert review and evaluations
- Provide training to support on-going data collection activities.
- Training will include coordinated monitoring activities, classroom-style training, and shadowing during key development and validation activities.
- Documentation of procedures and the development of a data management system to support CEUS.
- Provide information and data to support EPIC annual reporting requirements.



# How will my Proposal be Evaluated?

## → Administrative Screening

### Proposal Admin Screening Process

1. Energy Commission staff screens proposals per criteria in the solicitation (page 33).
2. Criteria is evaluated on a pass/fail basis.
  - ✓ Bidders must pass all screening criteria or the Bidder will be disqualified

### Some Reasons for Failing Screening

- ✓ Proposal not submitted by the specified due date and time
- ✓ Project completion date beyond the specified agreement end date
- ✓ Proposal contains confidential material



# What is the technical scoring scale?

% of Possible Points	Interpretation	Explanation for Percentage Points
0%	Not Responsive	Response does not include or fails to address the requirements being scored. The omission(s), flaw(s), or defect(s) are significant and unacceptable.
10-30%	Minimally Responsive	Response minimally addresses the requirements being scored. The omission(s), flaw(s), or defect(s) are significant and unacceptable.
40-60%	Inadequate	Response addresses the requirements being scored, but there are one or more omissions, flaws, or defects or the requirements are addressed in such a limited way that it results in a low degree of confidence in the proposed solution.
70%	Adequate	Response adequately addresses the requirements being scored. Any omission(s), flaw(s), or defect(s) are inconsequential and acceptable.
80%	Good	Response fully addresses the requirements being scored with a good degree of confidence in the Bidder's response or proposed solution. No identified omission(s), flaw(s), or defect(s). Any identified weaknesses are minimal, inconsequential, and acceptable.
90%	Excellent	Response fully addresses the requirements being scored with a high degree of confidence in the Bidder's response or proposed solution. Bidder offers one or more enhancing features, methods or approaches exceeding basic expectations.
100%	Exceptional	All requirements are addressed with the highest degree of confidence in the Bidder's response or proposed solution. The response exceeds the requirements in providing multiple enhancing features, a creative approach, or an exceptional solution.



## How will my proposal be evaluated?

- **Evaluation Committee applies the scoring scale to the scoring criteria**
- **A minimum passing score of 70% is required for criteria 1 to 4, 1 to 6, and all criteria (1 to 7) — equivalent to a score of 42.7, 49, and 70, respectively, in order for an Proposal to be considered for funding**
- **Bidders must review Section IV - Evaluation Process and Criteria section of the solicitation and ensure that their proposal provides a clear and complete response to each scoring criteria.**

<b>Scoring Criteria (page 41-45)</b>	<b>Maximum Points</b>
1. Technical Merit and Need	2
2. Technical Approach	47.5
3. Team Qualifications, Capabilities & Resources	8.5
4. Previous Work Products	3
5. Funds Spent in California	7
6. Budget Cost Effectiveness	2
7. Average Loaded Hourly Rate (Cost Points)	30
Total	100
<b>Minimum points to pass</b>	<b>70</b>



## Technical Merit and Need (Criterion 1 pg 41)

- Provide a clear and concise description of the goals, objectives, technological or scientific knowledge advancement, and innovation for the project.
- Summarize the current status of the relevant technology and/or scientific knowledge, and explain how the project will advance, supplement, and/or replace current technology and/or scientific knowledge.



## Technical Approach (Criterion 2 pg 41)

- Describes the technique, approach, and methods to be used in providing the services listed in the Scope of Work, highlighting any outstanding features, qualifications and experience.
- Describes how tasks will be executed and coordinated with various participants and team members.
- Identifies and discusses factors critical for success, in addition to risks, barriers, and limitations. Provides a plan to address them.



## Team Qualifications, Capabilities, and Resources (Criterion 3 pg 42)

- Describe the organizational structure of the Bidder and the project team. Include an organizational chart that illustrates the structure.
- Identify key team members, including the project manager and principal investigator.
- Summarize qualifications, experience, capabilities, and credentials of the key team members.
- Provide detailed estimates of hours for each task for each team member.
- Explain how the various tasks will be managed and coordinated, and how the project manager's technical expertise will support the effective management and coordination of all activities described in the Scope of Work.
- Describe the facilities, infrastructure, and resources available to the team.



## Team Qualifications, Capabilities, and Resources (Criterion 3 pg 42) (cont'd)

- Describe the team's history of successfully completing projects.
- References are provided as required and are current, meaning within the past three years (*include this information in the Client References Form Attachment 5*). References will be checked and scored accordingly.
- Identify any collaboration with utilities, industries, or others. Explain the nature of the collaboration and what each collaborator will contribute.
- Demonstrate that the Bidder has the financial ability to complete the project, as indicated by the responses to the following questions.



## Previous Work Products (Criterion 4 pg 43)

- Each Bidder shall provide at least one example of a similar work or academic research product, for the services to be provided as described in the RFP. If subcontractors will be providing technical support in a task area, each subcontractor shall also submit one example of a work or academic product that demonstrates experience in potential work assignments described in this RFP.
- Where appropriate work or academic products should describe in detail and highlight the Bidder's ability to support tasks identified in this RFP including equations, data analysis methods and strategies, data schema, and diagrams.
- It is not necessary to provide more than one copy of each work product example. Web links are acceptable.



## EPIC Funds Spent in California (Criterion 5 pg 43)

- Projects that spend EPIC funds in California will receive points as indicated in the table below. “Spent in California” means that: (1) Funds under the “Direct Labor” category and all categories calculated based on direct labor in the B-4 budget attachments (Prime and Subcontractor Labor Rates) are paid to individuals who pay California state income taxes on wages received for work performed under the agreement; and (2) Business transactions (e.g., material and equipment purchases, leases, rentals, and contractual work) are entered into with a business located in California.

Percentage of EPIC funds spent in CA (derived from budget attachment B-4)	Percentage of Possible Points
>60%	20%
>70%	40%
>80%	60%
>90%	80%
>100%	100%

- Airline ticket purchases and payments made to out-of-state workers are not considered funds “spent in California.” However, funds spent by out-of-state workers in California (e.g., hotel and food) are considered funds “spent in California.”



## Budget and Cost-Effectiveness (Criterion 6 pg 44)

- Justifies the reasonableness of costs for direct labor, non-labor (e.g., indirect overhead, general and administrative costs, and profit), and operating expenses by task.
- Justifies why the hours proposed for personnel and subcontractors are reasonable to accomplish the activities in the Scope of Work.
- Explains how the bidder will maximize funds for the technical tasks in the Scope of Work and minimize expenditure of funds for program administration and overhead.
- Ratio of direct labor and fringe benefits to loaded rates is reasonable. (This will be based on the formula in B-7 of Attachment 7 Budget Forms. The closer it is to 1, the higher the amount of points will be provided.)



# Ratio of Direct Labor and Fringe Benefit Rates to Loaded Labor Rates

## (Criterion 7 pg 44)

- The Score for this criteria will be derived from the mathematical cost formula set forth below, which compares the cumulative average loaded hourly rate of all loaded hourly rates listed in the subject Bidder's Cost Bid, with the cumulative average loaded hourly rate of all loaded hourly rates listed in the Lowest Bidder's cost bid.



## Project Match Funds (Preference Points)

- Bidders will receive up to 10 preference points based on the criteria below:
  - Each match funding contributor must submit a commitment letter that meets the requirements of Attachment 8. Failure to meet these requirements will disqualify the proposal from consideration for match funding points.
  - Up to 5 points for this criterion will be awarded based on the percentage of match funds relative to the EPIC funds requested. This ratio will be multiplied by 5 to yield the points, and rounded to the nearest whole number. For example: If requested EPIC funds are \$1,000,000 and match funds are \$500,000, the match funding ratio is 0.50. The proposal will be awarded 3 points.
  - The remaining 5 points for this criterion will be based on the level of commitment, dollar value justification, and funding replacement strategy described in the match funding commitment letter (see Attachment 8). The proposal scoring scale in this solicitation will be used to rate these criteria.
- All bidders providing match funds must submit commitment letters that: (1) identify the source(s) of the funds; (2) justify the dollar value claimed; (3) provide an unqualified (i.e., without reservation or limitation) commitment that guarantees the availability of the funds for the project; and (4) provide a strategy for replacing the funds if they are significantly reduced or lost. Please see Attachment 8, Commitment and Support Letter Form.



## Grounds for Rejection

- A proposal may be rejected by the Energy Commission for the following reasons:
  - ✓ Proposal contains false or misleading statements
  - ✓ Proposal is intended to mislead the State in its evaluation
  - ✓ Proposal does not comply with the solicitation requirements
  - ✓ Proposal contains confidential information
  - ✓ Bidder is not in compliance with royalty provisions from previous Energy Commission awards
  - ✓ Bidder has received unsatisfactory evaluations from the Energy Commission or another California state agency
  - ✓ Bidder has not demonstrated financial capability to complete the project
  - ✓ Bidder is a business that is not in good standing with the California Secretary of State
  - ✓ Proposal is not submitted in the format specified



## Other Information

- **Updates on Solicitation Documents and today's presentation:**  
[www.energy.ca.gov/contracts/epic.html#RFP-14-302](http://www.energy.ca.gov/contracts/epic.html#RFP-14-302)
- **Sign up for the Listserver by selecting "Opportunity:"**  
[www.energy.ca.gov/listservers/](http://www.energy.ca.gov/listservers/)
- **Information on EPIC:**  
[www.energy.ca.gov/research/epic/index.html](http://www.energy.ca.gov/research/epic/index.html)
- **Information on other EPIC solicitations:**  
[www.energy.ca.gov/contracts/epic.html](http://www.energy.ca.gov/contracts/epic.html)



# Questions and Answers

Please send all RFP related questions in written form to:

Angela Hockaday  
Commission Agreement Officer

1516 Ninth Street, MS-18

Sacramento, CA 95814

(916) 654-5186

(916) 654-4423 (fax)

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**Deadline to submit questions is November 17, 2014,  
5:00 PM PDT!**