

Sustainable Westchester
INSTALLER PARTNER REQUEST FOR PROPOSAL (“RFP”)
HeatSmart Westchester 2020

Key Information for Submitting the Request for Information	
Issue Date	Tuesday, September 1, 2020
Issued By	Sustainable Westchester
Qualified Applicants	Heat pump and building envelope experts working in Westchester County.
Due Date	Wednesday, September 23, 2020 Deadline Extended to Monday, September 28th 2020 at 5:00pm
Proposal Instructions	Email proposals to Lauren Brois at Lauren@SustainableWestchester.org
RFP Question Instructions	Questions should be directed to Lauren Brois at Lauren@SustainableWestchester.org or 914-242-4725, ext. 122 We welcome the opportunity to answer questions and assist with your submission.

ABOUT THIS RFP

This RFP acts as an application for installers to enter the installer selection process for HeatSmart Westchester. The RFP provides background information about HeatSmart and expectations that apply to all selected installer partners. The required template for proposals with submission instructions can be found in Attachments A, B, C and D.

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 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, that encourages the adoption of home energy efficiency and weatherization measures, air-source heat pump (“ASHP”), ASHP stand-alone hot water heater and ground-source heat pump (“GSHP”) systems. HeatSmart campaigns provide personal outreach to community groups along with broad advertising efforts to generate more jobs for participating businesses (installer partners). Installer partners receive leads through the program and are also personally presented to the community at public meetings.

HeatSmart Westchester seeks 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 primary focus is on residential buildings for single- or small multi- family buildings, with an emphasis on retrofitting and improving the existing housing stock and heating systems in our area. The territory covered by the HeatSmart Westchester program includes all of Westchester County. Please contribute your expertise to this effort, grow your business, and help us improve the energy efficiency of buildings in these communities!

Sustainable Westchester is seeking multiple installers to work closely with the HeatSmart Westchester team as trusted campaign partners and serve the public by installing home weatherization and relevant clean heating and cooling technologies while helping to expand awareness of these technologies over the course of the program.

The goals of the HeatSmart Westchester Program, are as follows:

- **Increase public awareness of** energy efficient clean heating and cooling technologies
- **Build long-term interest and demand for these technologies in the local market**
- **Decrease the emissions of greenhouse gasses** through better efficiency, adoption of renewable energy, and beneficial electrification.

Sustainable Westchester launched HeatSmart Westchester in 2019. Since then, approximately 550 homeowners have enrolled in our first two community campaigns. Adoption rates increased over the last two campaigns and, with your support, we shall continue to build on this momentum.

Sustainable Westchester will select multiple Installers and will accept both joint proposals from two or more installers applying as a single team to provide a broader spectrum of products and/or increased installation capacity, companies that cover all products internally, and companies which specialize in any subset of the products and services covered by the program.

The selected installer(s) will work collaboratively with the HeatSmart Westchester team to implement a marketing and outreach campaign, starting in October 2020 and lasting the duration of the campaign, ending in April 2022. The selected Installer(s) will receive leads and will be actively promoted to the community as HeatSmart Westchester competitively selected Installer(s)

2. ABOUT HEATSMART WESTCHESTER

Sustainable Westchester, a leading intermunicipal organization specialized in delivering innovative sustainability aggregation programs to its forty-four municipal members, has assembled a team of clean energy experts and implementation partners (“HeatSmart Westchester Team”) for the HeatSmart Westchester Program.

Heat pump and building efficiency technologies are proven and effective both in increasing resident health and comfort, as well as reducing energy costs for residents. There is still an on-going need for homeowner education. Homeowners often lack sufficient understanding of how these technologies operate and which choice would be appropriate for their home. HeatSmart helps simplify the experience of prospective customers by providing public education, being a trusted third party and facilitating enrollee experiences in a coordinated process that is comprehensive for building envelope, space heating, and domestic water heating technologies.

Sustainable Westchester will conduct four campaigns through HeatSmart Westchester. The first campaign will offer support Countywide for the 20-month duration of the program. Three six-month long, hyper-local Community Campaigns will be conducted in communities selected by an RFI. The selected HeatSmart Westchester Installer Partners will be promoted and act as partners for all four campaigns.

Sustainable Westchester issued a COMMUNITY REQUEST FOR INFORMATION (“RFI”) for the 2020-2 HeatSmart Westchester Campaign to Westchester County Cities, Towns or Villages, and / or Coalitions of Towns and Villages that are [municipal members](#) of Sustainable Westchester. The HeatSmart Westchester Community for this campaign will be selected in late September and that information will be shared with Installer candidates who register by completing the form [here](#). As each RFI is released, the Installer Partners will be notified.

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.

The program will generate customer leads through enrollment in the HeatSmart Program that are then dispersed to the participating installers who contact prospective customers, assess needs, and offer product solutions. In this effort, our success is linked to the business success of our participating installers. This is the basis of our partnerships.

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 Community Campaigns. This fee is described in [Section 5, Scope of Services](#).

3. SUMMARY OF CAMPAIGN ACTIVITIES

As stated previously, Sustainable Westchester will conduct four HeatSmart campaigns. The first campaign will offer support Westchester Countywide for the 20-month duration of the program. Three additional six-month long, hyper-local Community Campaigns will be conducted in communities selected by an RFI. The HeatSmart Westchester team has the goal of dramatically increasing the number of existing clean heating and cooling (CH&C) installations across Westchester County.

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 first HeatSmart Westchester Pilot Campaigns in the selected community coalitions of Bedford-Lewisboro-Pound Ridge and Dobbs Ferry- Hastings.

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. Heat pump contractors must meet eligibility requirements for and be approved as a Participating Contractor with Con Edison, NYSEG and/or the NYS Clean Heat Statewide Program.
3. Meet eligibility requirements for or be approved as a participating Installer in relevant NYSERDA program opportunities, including: (1) Single Family Residential, Comfort Home Pilot, Assisted Home Performance with Energy Star (for home efficiency / weatherization Installers) and / or (2) NYS Clean Heat Contractor for ASHP and GSHP Installers.
4. Have completed a minimum of 40 installations within New York State.
5. 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.
6. Submit a complete proposal containing all required information described in “Section 7. Proposal Requirements” on **September 23, 2020 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 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 NYSEDA’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 and New York State Clean Heat Statewide Heat Pump incentive programs;

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, with a price cap of \$500, contracted through the HeatSmart Westchester Community Campaigns to support the HeatSmart Westchester Program. Contractors will only be charged the 4% or \$500 success fee on jobs completed in the Community Campaign area, during the community specific campaign timeframe. Completed HeatSmart jobs in Westchester that are not within the community specific campaigns will be charged a success fee of \$200. For a campaign timeline see “HeatSmart Westchester Milestones” chart in Section 6.

Within 30 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 Milestones	Date
RFP Released	September 3, 2020
Written Questions Due	September 20 2020
PROPOSALS DUE	September 23, 2020 by 5:00PM Deadline Extended to Monday, September 28th 2020 at 5:00pm
Interviews with Installers	Early October 2020
Installer(s) Announced	Mid-October 2020
HeatSmart Westchester Campaign Launch Event	Late October 2020
HeatSmart 2020-2 (Community Campaign)	9/20/2020- 3/20/2020
<ul style="list-style-type: none"> HeatSmart Westchester Campaign Launch Event Installer(s) – Community Team Meetings 	<ul style="list-style-type: none"> October 2020 October 2020

<ul style="list-style-type: none"> • Campaign Public Outreach and Education Events • Deadline for Participants to Sign Contracts 	<ul style="list-style-type: none"> • October 2020- March 2020 • 4/20/2020
<p>HeatSmart 2021-1 (Community Campaign)</p> <ul style="list-style-type: none"> • HeatSmart Westchester Campaign Launch Event • Installer(s) – Community Team Meetings • Campaign Public Outreach and Education Events • Deadline for Participants to Sign Contracts 	<p>3/20/2021- 11/20/2021</p> <ul style="list-style-type: none"> • March 2021 • March 2021 • March 2021- November 2021 • December 2021
<p>HeatSmart 2021-2 (Community Campaign)</p> <ul style="list-style-type: none"> • HeatSmart Westchester Campaign Launch Event • Installer(s) – Community Team Meetings • Campaign Public Outreach and Education Events • Deadline for Participants to Sign Contracts 	<p>11/20/2021- 5/20/2022</p> <ul style="list-style-type: none"> • November 2021 • November 2021 • November 2021- May 2022 • 5/20/2022

7. PROPOSAL REQUIREMENTS

Installer Proposals (submissions in response to this HeatSmart Westchester 2020 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 Lauren@SustainableWestchester.org by September 20, 2020. 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 September 23rd, 2020. 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.
- **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.