



**Northwest Energy Efficiency Alliance  
Request for Proposals to Evaluate  
Existing Consumer Behavioral Research  
E10405**

**Intent to Respond Due:  
May 18, 2009  
Proposal Due:  
May 26, 2009**

## **1. Introduction**

This request for proposals seeks professional services to conduct secondary research on existing market/consumer behavioral research, evaluations and behavior change initiatives. The Northwest Energy Efficiency Alliance (NEEA) will issue a time-and-materials contract, not to exceed \$75,000 to the successful contractor.

NEEA is a non-profit corporation supported by electric utilities, public benefits administrators, state governments, public interest groups and energy efficiency industry representatives that operate in the states of Idaho, Montana, Oregon, and Washington. These entities work together to make affordable, energy-efficient products and services available in the marketplace. For further information on NEEA please visit our website at <http://www.nwalliance.org>.

NEEA is administering this RFP and will manage the evaluation effort on behalf a coordinating council of interested parties in the Northwest. This group will be established by the Northwest Energy Efficiency Taskforce (NEET), a partnership of utilities, government agencies, industry leaders, legislators, community action groups, consultants, educators, environmental advocates and others. The NEET partnership looks to advance the region's energy efficiency achievement through greater regional collaboration, commitment, customer involvement, and pursuit of the most cost-effective strategies. This research project is intended to help the NEET and the future coordinating council, whose primary focus is on developing a regional communications effort that will both change behavior and bolster local efficiency programs.

## **2. Project Description and Objectives:**

NEET recognizes that there have been numerous research studies and evaluations of behavior change initiatives that are potentially relevant to its goal of catalyzing behavior change to make energy efficiency as normal as recycling or not littering. In pursuit of this goal, NEET would like to capitalize on what has already been learned about behavior change, conduct research to improve insights, and use that research to evaluate the effectiveness of a regional outreach

campaign. The first step—which is the focus of this RFP—is to conduct secondary research. Key objectives of this research are:

- Identify relevant current research, evaluations and behavior change initiatives
  - within the Northwest region
  - outside the Northwest region
  - specific to consumer energy efficiency behavior
  - that could be transferrable from non-energy behavior change initiatives (e.g., water conservation; recycling; health-related).
- Glean/summarize insights from the above studies, e.g.
  - consumer beliefs surrounding conservation vs. energy efficiency attitudes and behavior
  - potential motivators that trigger energy efficient behavior among consumers
  - characteristics of various demographic segments in the Northwest.
- Identify gaps in existing research/knowledge  
What do we need to know that we don't already know to effectively affect a change in consumers' energy efficiency behavior throughout the Northwest to reduce energy use?
- Provide recommendations for next steps.

### **3. Evaluation Tasks:**

The evaluation will track progress of the above and will include the following elements. Other elements may be identified in the evaluation proposal/and or in the evaluation kickoff meeting with the implementation team.

#### **3.1 Phone Interviews with Targeted Individuals**

NEEA will provide the contractor with a targeted list of individuals to call to identify key studies and initiatives. The contractor will conduct brief telephone interviews with these individuals (between 25-30) with the goal of to develop a comprehensive list of existing research, data and other materials, and key contacts for those materials. The contractor shall focus on identifying recent studies (within the last 24 months at most) that are specific to energy efficiency. Relevant studies on other industries/behavioral initiatives may be older, if the contractor believes that the learning transcends time.

The deliverable for this task will be a comprehensive list of identified research/studies/initiatives that are promising in terms of this project's objectives. The list shall include the following information:

- Research/evaluation/initiative topic
- Who conducted it
- Approximate date conducted
- Whether interviewee(s) recalled seeing data/findings

If necessary (because of the number of materials identified) NEEA and NEET work group members will prioritize the studies for follow up by the contractor. The contractor will ultimately complete a thorough review of 10-15 studies

### **3.2 Secondary Data Collection**

The contractor will gather all available research, data and other materials associated with the research and initiatives identified in task 3.1 by whatever means available (i.e., telephoning key contacts and/or organizations identified in task 3.1; downloading reports;).

### **3.3 Analysis/Review**

The contractor will review and assess gathered data/materials for 10-15 relevant studies and identify relevant, actionable information. The contractor will also identify information gaps.

### **3.4 Final Report**

The contractor will develop a report that includes:

- A 2-3 page executive summary (see style guide)
- An overview of methodology and studies/initiatives investigated
- A comprehensive summary of actionable findings from the most relevant studies/initiatives (what was learned and how that knowledge could be used)
- Recommendations for effective marketing/behavior change strategies and tactics
- Recommendations for additional research efforts that will fill any existing gaps.

## **4. Schedule & Deliverables**

### **4.1 Work Plan**

The Evaluation Contractor shall submit a draft work plan including total cost and schedule required to complete this project prior to the kick-off meeting. The plan will describe how the Evaluation Contractor will proceed with the research, data collection, analysis, report preparation, and other proposed activities. The plan will consist of the following:

- Schedule of the major evaluation tasks, including start up, milestones, and completion dates for each task;
- Methodologies to be used;
- Matrix outlining the tasks that will address each evaluation element
- High-level outline of final report;
- Time and effort required for each major evaluation task; and
- Party responsible for each task.

#### **4.2 Kickoff Meeting**

The kick-off meeting will be held in the Portland area the second week of June 2009. During this meeting, the Contractor shall present their proposed work plan to the NEEA Project Manager and NEET Work Group members. The work plan will describe how the Contractor will proceed with the research, analysis, report preparation, and other proposed evaluation activities. It shall specify the responsible party for each activity.

#### **4.3 List of Identified Studies/Initiatives**

The contractor will provide NEEA with a list of identified studies/initiatives after completing task 3.1, before proceeding with task 3.2.

#### **4.4 Monthly Updates/Status Reports**

The contractor shall submit written Monthly Status Reports to the NEEA Project Manager outlining project progress by task, detailing work done under each task, a discussion of any difficulties or problems encountered and how they were resolved, and a schedule for the next month's activities. These reports are due by the 10<sup>th</sup> of every month, starting with the first month after the revised work plan has been accepted, and must follow the format defined in the executed contract. These reports generally accompany the monthly invoice; monthly invoices will not be processed prior to receipt of the Monthly Status Report.

#### **4.5 Collected Materials**

The contractor will provide NEEA with a copy of all materials collected in task 3.2. The materials shall be well-organized into a binder or binders so that they may be easily referenced, prior to delivery of the draft report.

#### **4.6 Market Research Report**

The Evaluation Contractor shall submit a report outline to the NEEA evaluation project manager prior to drafting the report. This outline should serve as a basis for discussion between the contractor and the project manager, to ensure that both parties agree to the report structure.

A draft report must be provided to the NEEA project manager. This draft will be reviewed and commented on by NEEA staff and Work Group members. Based on these comments, the Evaluation Contractor shall make revisions and deliver to NEEA a final version of the report. The contractor should expect that it will take more than one iteration between the Evaluation Contractor and NEEA to achieve an acceptable final report. Where applicable, data, phone conversations, non-confidential sources, publications, and other media used in the report must be referenced and cited. (It is anticipated that any respondents or sources can be promised confidentiality in terms of attribution of their responses in the written report.) Findings and conclusions shall be based on the information collected by the Evaluation Contractor and referenced in the report. The use of tables and graphs is recommended for visual representation of important findings and for material that does not lend itself well to narrative form. Please see the NEEA Style Guide (Appendix B of this Request for Proposals) for more details.

#### **4.7 Presentation**

The Evaluation Contractor may be asked to make a presentation to the Work Group at the conclusion of the project on key findings from major data collection/analysis efforts.

**Table 1. Schedule Key Deliverables**

	<b>Date</b>
Contract Awarded	June 4, 2009
Kickoff Meeting	Week of June 8, 2009
Draft Report	Week of September 15, 2009
Final Report	Week of October 15, 2009

### **5. Product Quality**

It is important that both the content of the market research report be of the highest quality. Bidders are strongly urged to retain the services of a professional editor. NEEA reserves the right to reject and withhold payment for any document that is not clearly written, grammatically correct, or does not use Standard English. Please see the NEEA Style Guide (Appendix B of this Request for Proposals) for more details.

### **6. Proposal Submission and Selection**

#### **6.1 Contents**

Bidders must address the following in their proposals:

- Proposed specific tasks that will be conducted in order to meet the deliverables specified in this RFP.
- Proposed methodologies/approach for accomplishing proposed tasks.
- Proposed timing for specific tasks and deliverables.
- High-level outline of contents to be included in final report.
- Proposed staffing, and qualifications of proposed staff.  
Proposed staffing—team composition and personnel—is a significant factor in bidder selection. As such, bidders should carefully consider this element of the proposal. In particular, bidders should clarify staffing qualifications related to:
  - Interviewing and data collection
  - data analysis
  - report writing
- Estimate of time and materials required to complete each of the proposed tasks, including the dollars and hours per staff estimated for each task.
- Finalists may be requested to submit applicable work samples for review. Note: all materials will be returned following final contractor selection.

Proposals must not exceed 10 pages. Information on staff and firm qualifications should be included as an appendix to the proposal and is not included in this 10-page limit.

## **6.2 Intent to Respond**

NEEA will only consider proposals from parties who have submitted an “Intent to Respond” form (Appendix A) indicating their intent to respond. All Intent to Respond forms must be received by NEEA no later than 4:00 p.m. Pacific Time on Monday, May 18, 2009. These may be sent via fax, mail or electronic mail. Only those parties submitting the Intent to Respond form will be provided with updates to the RFP, receive answers to questions for all bidders to view and have their proposals considered.

## **6.3 Submission**

Proposers must submit an electronic copy (MS-Word, any version) and one hard copy of their technical and cost proposals by 4:00 PM Pacific Time on Tuesday, May 26, 2009 to:

Anu Teja  
Market Research and Evaluation Project Manager  
Northwest Energy Efficiency Alliance  
529 SW Third Avenue, Suite 600  
Portland, OR 97204  
Phone: (503) 827-8416 x252 or 800-411-0834, ext. 252

Electronic proposals shall be sent to: [ateja@nwalliance.org](mailto:ateja@nwalliance.org). FAXED PROPOSALS WILL NOT BE ACCEPTED.

## **6.4 Selection**

Proposals will be rated in terms of:

1. Responsiveness to the RFP and demonstrated understanding of the issues surrounding the evaluation.
2. The thoughtfulness and appropriateness of the proposed data collection and analysis plan for evaluating the project.
3. The experience and qualifications of the individuals specifically proposed to manage and conduct the evaluation. NOTE: Proposed staffing—both composition/structure and personnel—is a significant factor in bidder selection. As such, no changes in key staff—or substitutions or changes in roles/responsibilities—can be made without the written agreement of NEEA evaluation project manager.
4. The credibility of the proposed work plan, from both a staffing and timing perspective. NEEA is committed to providing deliverables to the region according to schedule, and the proposal should reflect an approach that will reasonably allow the contractor to support this commitment.
5. The management plan for carrying out the evaluation, including past experience at working together if there are multiple entities represented in the bid.
6. The experience of the firm or team of firms making the proposal.

7. References from other projects and clients with regard to reliability, project management, data collection skills, analytical skill, writing skill, and adaptability.
8. Cost: the cost of the contract should be bid as time and materials, not to exceed basis. The level of effort and time devoted by key staffers will be a consideration.

NEEA is under no obligation to select any proposal that results from this solicitation, nor is there any obligation or intent implied to reimburse any party for the cost of preparing a proposal in response to this RFP. NEEA encourages proposers to submit proposals that include innovative methods or tasks in addition to or different from those listed in the RFP.

# APPENDIX A – INTENT TO RESPOND FORM

Request for Proposals  
to Evaluate  
Existing Consumer Behavioral Research

PLEASE PRINT:

Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Contact Title: \_\_\_\_\_  
Telephone #: \_\_\_\_\_  
Facsimile #: \_\_\_\_\_  
E-mail Address: \_\_\_\_\_

The company named above intends to submit a proposal in response to the Alliance's RFP for an contractor to evaluate existing consumer behavioral research. Deadline for submission of this "Intent to Respond" form is no later than 4:00 p.m. Pacific Daylight Time on Monday, May 18, 2009.

Signature of authorized representative: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

## Submit to:

Anu Teja  
Evaluation and Market Research Project Manager  
Northwest Energy Efficiency Alliance  
529 SW Third Avenue, Suite 600  
Portland, OR 97204  
Phone: 503-827-8416, ext. 221 or 800-411-0834, ext. 221  
Fax: 503-827-8437



## Appendix B – NEEA Style Guide

### **Purpose**

The purpose of all evaluation writing is to “provide unbiased, independent, empirically based information to decision-makers.” These decision-makers include the Northwest Energy Efficiency Alliance (NEEA) Board of Directors, partners/stakeholders, project planning staff, and implementation staff/contractors.

### **Syntax and writing style**

NEEA values clarity in report writing over all other aspects of style and syntax.

There are as many ways to write reports as there are contractors and projects, but the following three maxims provide good rules for writing NEEA evaluation reports:

- Brevity is preferable to length – but not at the expense of key information.
- Let graphics tell their story with a minimum of accompanying text.
- An active voice conveys more meaning than a passive voice.

Regarding the last maxim, compare the following two sentences:

*The marketing activities were completed before the end of the funding cycle. (Passive)*

*The contractor completed the marketing activities by the end of the funding cycle. (Active)*

Both of these sentences are true and approximately the same length. However, they do not convey the same degree of meaning. The first sentence provides no understanding of who completed the marketing activities. The second (active) sentence tells us that it the contractor who was responsible for the completion. Accurate and informative evaluations provide the reader with a clear understanding of cause, effect and responsibility. The active voice is a more effective way to deliver this information.

### **Format and pagination**

Report writers must deliver their final reports in Microsoft Word in Times New Roman.

Other than pages from the executive summary and appendices, reports must use sequential pagination rather than sectional pagination. That is, the introduction must begin with page “1” and continue in succession through the last page of the Conclusions / Recommendations section. The reports must not be paginated by section, as in 1-1, 1-2, 1-3, followed by 2-1, and 2-2, etc.

The report writer may number figures and tables consecutively or by section.

### **Jargon (including acronyms)**

NEEA contracts for the evaluation of sophisticated technical projects that may not be familiar to all audiences. Each of these projects seems to spawn a language of its own. Report writers shall define and regulate the use of these terms so that all audiences will understand the report.

Specifically, report writers must define all technical terms and acronyms upon their first occurrence in the report. In addition, the report writer shall include a glossary of technical terms and acronyms in the appendices of the report when appropriate, so that readers may refer to a central source for all technical terms and acronyms.

### **Grammar, spelling and punctuation**

NEEA expects all report writers to use proper grammar, spelling and punctuation when developing reports. *The Elements of Style* (Strunk and White) is an excellent resource for all who write for NEEA.

### **Citation**

Report writers must accurately and properly cite all text references, as well all graphs and tables in NEEA evaluation reports in accordance with the *Chicago Manual of Style*.

### **Font size and margins**

Report writers will use Times New Roman font in NEEA evaluation reports with font size for text must be 12 points. Writers may use smaller fonts in footnotes, text in tables or exhibits. All margins (top, bottom, left and right) shall be 1 inch.

### **Report Cover**

The MPER cover will include: the title of the Project or Initiative and MPER number; the date of publication; and the name of the evaluation firm. The cover must ***not*** include any graphics other than line-art.

### **Executive Summary**

All final reports must contain an executive summary. An executive summary stands alone as a representation of the report's most important findings and conclusions. The summary does not serve as an introduction or abstract of the report itself. Rather, it distills the report's key issues into salient points. The executive summary shall be limited to 2-3 pages with limited or no graphics.