



# TEACH 2009 Request for Proposals

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## Teaching Energy Awareness with Children's Help

**The Commercial & Industrial Market Manager for New Jersey's Clean Energy Program is pleased to announce an exciting opportunity to participate in the 2009 TEACH Program.**

**TRC is seeking proposals from qualified Contractors to deliver the TEACH program to approximately 6-9 public school districts reaching 100 schools in New Jersey.**

### **Program Description**

The TEACH Program (or "program" or "TEACH") provides a range of services to educate students, teachers, and staff on energy efficiency, while simultaneously enhancing the ability of schools to manage operational energy use and to comprehensively access New Jersey Clean Energy Programs. Rather than directly delivering technologies, the program builds institutional and individual capacities to understand and implement energy efficiency and environmental concepts and measures in an ongoing fashion. The program aims to build a self-sustaining culture among school energy decision makers, as well as the broader communities they serve by providing a set of tools and educational experiences that school districts can use on a continuing basis after formal program activities conclude. The program will be delivered at the school district level by one or more selected program contractors, who will be referred to throughout this RFP as either "Contractor" or "Contractors."

### **Program Target Market and Eligibility**

TEACH targets New Jersey public schools that serve kindergarten through twelfth grade (K-12). New Jersey is home to more than five thousand K-12 school buildings, which are major energy consumers with substantial opportunity for energy savings through the implementation of energy efficiency and renewable energy technologies.

### **Program Offerings and Incentives**

The TEACH Program, through the Contractors, will provide introductory, intermediate, and advanced educational services to the school districts selected to participate. Program participation will be offered statewide, however Contractors may be assigned to work in either northern or southern New Jersey, or statewide depending on the number of Contractors selected. Contractors will have the opportunity to identify in which region they wish to participate. The Contractors will provide opportunities for educational activities for students. When schools participate in other Clean Energy Program offerings, this program will assure that the site-

specific impacts of implemented energy saving technologies are brought into the classroom and understood by students as a learning experience. In addition to grade-appropriate teaching material, the program will provide extracurricular activities relating to energy efficiency and renewables, such as home or school energy audits. The goal in educating and involving students is to have a spillover effect from the program; where increased energy awareness among students results in energy related actions outside the school by parents and others in the community.

TRC will collect basic building characteristics for each school in the recruited districts for energy benchmarking. At least 24 months of utility bills will be collected from each school to produce a baseline energy rating.

The Contractors will educate school faculty and staff in energy efficiency and the environment. This focused training will explain to administrative, maintenance, and teaching staff how their school uses energy and the technical and operational ways to manage and change energy use patterns, including case study examples from other schools involved in the Program. This professional development is important because most teachers may not feel comfortable teaching about energy and energy conservation because they have not been formally trained to do so. Professional development workshops coupled with inquiry-based lessons provided by the Contractor will result in numerous enthusiastic, creative and confident energy educators and energy conservation advocates.

## Program Goals

The following are the TEACH recruitment goals, which the selected Contractors will be expected to achieve, subject to change by the Market Manager.

- **Market Penetration/Cost Effectiveness:** Reach significant numbers of students, teachers, school operations personnel, and parents at reasonable costs. Goal: 100 schools from six to nine school districts, involving 500 teachers, administrators, and custodians, who in turn involve approximately 9,000 students. The Market Manager and selected Contractors will agree on terms relating to market penetration, timing and goals during contract negotiation.
- **Reaching new constituencies:** Recruit participants from multiple subject areas and grade levels. By focusing on the entire school community, TEACH involves teachers, not only from science and math, but also language arts, technology, social studies, performing arts, as well as extracurricular activities such as environmental clubs and energy patrols.
- **Lasting impact:** The program becomes institutionalized in schools in both the curriculum and facility operations. Teachers incorporate lessons into their ongoing curricula and extracurricular activities, as well as through the upgrading of O&M practices at the district and school levels.
- **Demonstrable results:**
  - Schools' energy use decreases compared to established energy baselines, and/or the use of renewable energy increases. Energy Benchmarking will not only establish baseline use for each participating school, but also provide verifiable comparisons that show the results of TEACH Teams' efforts to save energy in their buildings.

- Measurable impact on energy and environmental awareness of students. Student pre- and post-tests will be administered and tabulated to assess changes in student knowledge about energy and its environmental impacts as well as changes in student energy-saving behaviors.

## **Program Deliverables**

### **Contractor Deliverables**

TEACH will provide the following services via the selected Contractors in addition to TRC's defined program deliverables:

1. Recruit approximately 100 schools within six to nine school districts to participate in TEACH.
2. Develop marketing material specific to the TEACH program. Any marketing material will be subject to Market Manager and BPU approval.
3. Provide quarterly energy reports to each participating school and to each district's central administration.
4. Provide an initial two-day professional development workshop for each of the recruited six to nine districts for approximately 500 participants, which will consist of teachers, administrators, and school custodians.
5. Provide each participating teacher and administrator a set of developed, age appropriate, learning activities and each participating custodian a set of technical opportunities for improving energy efficiency in schools.
6. Provide a professional energy instrument kit to each participating school for student use.
7. Provide each Pre-K through early elementary school (~20 of the 100) with a supplemental set of educational resources to facilitate energy education at this student level.
8. Conduct a mid-year professional development workshop for each team and provide technical assistance during the initial professional development workshops on best practices for energy efficiency in schools.
9. Create and distribute electronically at least three (3) issues of an energy update newsletter featuring the activities and accomplishments of participating schools, as well as supplementary educational and energy saving resources.
10. Conduct, or assist participating schools in conducting, end-of-the-year student celebrations in each participating district.

## Market Manager Responsibilities

1. Overall management and administration of the program
2. Energy benchmarking for all recruited schools
3. Marketing assistance
4. Calculating the financial savings for each participating school

## Proposal Submission Requirements

Each responding Contractor should provide in its proposal all the information requested below.

1. Technical proposal clearly describing the Contractor's proposed tasks and plan for satisfying the requirements stated herein. This will include details of how the Contractor will provide the Contractor Deliverables referenced above. Details should be presented in the same order as the Deliverables referenced above.
2. Contractor should identify its ability and preference for working in either northern or southern New Jersey and indicate whether it would be able to provide services statewide.
3. Price proposal referencing each Contractor deliverable as listed above.
4. Contractor should provide per deliverable pricing, per school district, and identify any cost implications to providing services for multiple school districts either statewide or only in northern or southern New Jersey. Contractor shall demonstrate the capability to conduct business successfully by providing one of the following:
  - a. A satisfactory Dunn and Bradstreet Rating; OR
  - b. Membership in the Better Business Bureau; OR
  - c. Specific evidence of business capacity including all of the following:
    - i. a satisfactory banking reference; and,
    - ii. confirmation that the firm has been in business for a minimum of one (1) year; and,
    - iii. confirmation that the principals in the business have a satisfactory individual credit score.
5. The Contractor shall demonstrate that they possess thorough experience in energy efficiency education at a K-12 level.
  - a. The Contractor must provide the following:
    - i. A minimum of three relevant project descriptions in which similar deliverables were executed with documented results. Full references shall be submitted for each project.
    - ii. Resumes of all staff and relevant experience.

## Program Rules

As part of the TEACH program, the selected Contractor(s) will agree to the following terms and conditions, subject to change by the Market Manager.

1. **The Contractor shall properly respond to leads referred by the Program.** The Contractor shall accept referrals from the Program. Services shall be provided expediently to these referrals and in accordance with the Program guidelines.
2. **The Contractor shall be active in the Program.** The Contractor shall execute a signed resolution with each participating school district to confirm acceptance of Program deliverables.
3. **The Contractor shall abide by the following business practices.**
  - a. The Contractor shall treat Participants fairly and deliver promised services in a timely and responsible manner.
  - b. The Contractor shall properly represent its relationship to the State of New Jersey, the C&I Market Manager and Applied Energy Group (the Program Coordinator), this relationship being that Contractor is an independent contractor, qualified to provide services to Participants within the Program.
  - c. The Contractor shall provide all Participants, or potential Participants, with the Program information and materials made available through the C&I Market Manager.
  - d. If the Contractor becomes involved in a dispute with a Participant, the Contractor shall work with the C&I Market Manager to resolve the dispute amicably. In any event, the Contractor shall indemnify and hold harmless the NJBPU/OCE, the C&I Market Manager and/or the Program Coordinator from any suit arising from services provided with Program support.
  - e. The Contractor shall allow random inspections by C&I Market Manager, or its designated agents, of the work it performs under the Program. The Contractor shall, upon request from C&I Market Manager, and at no additional cost to the Participant or C&I Market Manager, make reasonable corrections to work that the Contractor has performed to bring such work up to Program standards.
4. **The Contractor recognizes that participation in this program is a privilege.**
  - a. The Contractor acknowledges that serving as a Contractor to this Program is a privilege and the C&I Market Manager may, in its sole discretion and at any time, suspend or terminate this Agreement.
  - b. The C&I Market Manager reserves the right to make changes to the Program upon notice to the Contractor, through notifications by e-mail and posting on [NJCleanEnergy.com/ssb](http://NJCleanEnergy.com/ssb).

## Schedule and Deadlines

Subject to change by the Market Manager, the schedule of milestones related to this solicitation is as follows:

- Solicitation Announced and Posted on NJCEP Website – **September 2<sup>nd</sup>, 2009**
- Intent to Bid- All entities intending to submit a proposal in response to this solicitation **must** communicate such intent to the Market Manager’s representative, by emailing **the Intent to Bid form located in the appendix** to [NJTEACH@trcsolutions.com](mailto:NJTEACH@trcsolutions.com) on or before 4:00 p.m. EST on **September 9<sup>th</sup>, 2009**.
- Communications - All communications, including questions, shall be directed to the Market Manager’s representative, via email to [NJTEACH@trcsolutions.com](mailto:NJTEACH@trcsolutions.com) on or before 4:00 p.m. EST on **September 9<sup>th</sup>, 2009**.
- Proposal Submittal - All pricing and written proposals shall be submitted to the Market Manager’s representative via email to [NJTEACH@trcsolutions.com](mailto:NJTEACH@trcsolutions.com) by no later than 4:00 p.m. on **October 2<sup>nd</sup>, 2009**. All proposals shall become the property of the Market Manager and will not be returned to bidders.
- Selected Contractor Meetings - The Market Manager in its sole discretion will review Submittals and may arrange preliminary meetings with the eligible Contractors to discuss program implementation and expectations of deliverables.
- Contract Design/Award – The Market Manager will develop and work with the Contractor upon agreeable terms for delivery and implementation of the TEACH program.

## Evaluation of Proposals

The Market Manager will evaluate proposals received in response to this RFP and select the desired Contractor(s). Proposals will be evaluated based on the following criteria:

- Contractor’s experience and qualifications relating to the scope of work, specifically with respect to energy efficiency education at K-12 levels,,
- Proposed pricing,
- Proposed plan for performing deliverables and satisfying requirements,
- Contractor’s resources relating to the ability to satisfy schedule and workload,
- Proposal responsiveness and completeness in response to this RFP,
- Proposal organization and professionalism,
- Capability to conduct business successfully as described herein under Submission Requirements
- Other criteria which may be deemed pertinent by the Market Manager.

The Market Manager shall select, in its sole discretion, the program Contractor(s).

The Market Manager reserves the right to invite one or more bidders to present, discuss and/or clarify its proposal prior to selection for negotiation of final Program pricing and other terms. Additionally, the Market Manager reserves the right to disqualify and bidder for any reason.

Appendix

**TEACH 2009  
Solicitation  
Intent to Bid Form**

By submitting this form, the contracting entity listed below is hereby expressing its intent to submit a proposal in response to the Teach 2009 Solicitation, issued by TRC Energy Services which seeks Participating Contractor to provide services, outlined in the solicitation document posted September 2<sup>nd</sup>, 2009 on the NJ Clean Energy website.

**Name of Contracting Entity:** \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State \_\_\_\_\_

Zip Code: \_\_\_\_\_

**Participating Contractor Entity's Contact Person Information:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

This form must be fully completed and submitted via email to **TEACH@trcsolutions.com** by **no later than September 9<sup>th</sup>, 2009.**