



ADDENDUM
PURCHASING OFFICE
CITY OF AUSTIN, TEXAS

REQUEST FOR PROPOSAL NO: OPJ0111 ADDENDUM NO. 2 DATE OF ADDENDUM: AUGUST 4, 2014

This addendum is to incorporate changes to the above referenced solicitation:

I. Change: This solicitation has been extended to 3:00 PM on Thursday, August 28, 2014. Proposals will be accepted until 3:00 PM on Thursday, August 28, 2014.

II. The purpose of this addendum is to respond to questions regarding the above referenced solicitation.

1. Question: Can Austin Energy elaborate on the term “product bundles?” Are these bundles representative of a group of measures that will be incentivized as a whole or is it more generally just the spectrum of measures incentivized on an individual basis?

Answer: A product bundle is composed of individual measures where the individual performance measures pass the utility’s cost benefit analysis or the performance measures included in the product bundle pass the utility’s cost benefit analysis collectively.

2. Question: In reference to the request for “cooperatively designed” marketing messaging, is it correct to interpret that this is specifically for those members which will not provide measure incentives?

Answer: This Efficient Consumer Products Manufacturer and Retailer Program contain two marketing components. The first component is a collaborative marketing opportunity that intends to market the adoption of energy efficient products and behaviors. This component is available to all participants without regard to participation in the second component. The second component includes marketing specific to the adoption of the products featured in the product bundles.

3. Question: Can Austin Energy elaborate on whether or not it expects a common brand across the program, including in those territories where incentives are provided?

Answer: Austin Energy is open to common brand development for the cooperative marketing piece priced in \$ per residential meter. For marketing specific to the product bundles, Austin Energy expects marketing pieces and messages to be Austin Energy branded in accordance with our requirements.

4. Question: Is the request for cooperative marketing priced by \$ per residential meter exclusive to those utilities which do not plan to offer incentives?

Answer: All utilities may participate in the cooperative marketing services, regardless of participation in the product bundle services that include marketing specific to the product bundles.

5. Question: What is the impetus for the inclusion of small motor equipment? Is this an emissions reduction initiative? Will the chosen implementer need to track to any goals relating to that equipment other than units moved?

Answer: The inclusion of small motor equipment is an emissions reduction initiative. The chosen implementer will not need to track any goals relating to the equipment other than units sold.

6. Question: Replacement of gas-powered small motor equipment with electric tools will not result in kW savings. Can Austin Energy provide a different measurement for pricing program operations around these measures?

Answer: Responders may provide first year costs to convert fossil fuel to electricity as a power source where the annual kwh value is provided by the utility.

7. Question: If utilities are interested in emissions reduction, would they be interested in electric vehicle programs?

Answer: Yes.

8. Question: Does Austin Energy expect that the chosen implementer will be responsible for recruiting new utility participants? What will Austin Energy's ongoing role be in that process?

Answer: Austin Energy expects utility recruitment will be performed cooperatively by the chosen implementer, Austin Energy and LPPC member utilities.

9. Question: Savings estimates can be very specific to geography. Without knowing which other utilities may participate in the program, it is very difficult for us to develop a transferrable cost proposal based on a savings metric such as \$/kW. Would Austin energy accept a cost proposal specific to central TX saving assumptions, while understanding that modifications would need to be made to accurately reflect savings resources more fit to future participants? As an alternative, could the proposal be structured on a per unit basis, which would not be sensitive to savings assumption changes from region to region?

Answer: A number of the measures are not climate specific. For those that are, please note in the proposal and use the savings metrics for those based on central Texas.

10. Question: Austin Energy requests that several cost elements be illustrated in a \$/kW year format. The proposal references this initiative as one focused on energy savings, but kW and kW year typically refer to demand savings and/or capacity costs. Can Austin Energy please clarify whether or not the proposal is intended to be priced based on demand savings and/or capacity costs?

Answer: The program is intended to be both energy efficiency and demand side management programs, so they reduce both. The proposals are not intended to be capacity cost based programs, however this is a metric we use for evaluation purposes.

11. Question: The RFP references allocations – do you mean allocation of savings between utilities that share service territories (or have abutting territories), or how we allocate savings within the budget?

Answer: In this RFP, allocations refers to savings split among utilities that share service territories or abutting territories and the reduction of savings from sales of eligible products to account for naturally occurring improvements and free ridership.

12. Question: In the Proposal Format topic, can you please clarify the differences between the information that you are looking for in Section B (System Concept and Solution), and in Section C (Program) (see below)

Section B Part II - System Concept and Solution: Define in detail your understanding of the requirement presented in the Scope of Work of this request for proposal and your system solution. Provide all details as required in the Scope of Work and any additional information you deem necessary to evaluate your proposal.

i. Completeness of descriptive narrative work-plan

ii. Ability for quick-turn on

iii. Product Mix/Incentive Plans

iv. Field Services

v. Promotional Support

- vi. Coordination with other District Programs
- vii. Data Tracking, Rebate Processing & Customer Service
- viii. Quality Assurance
- ix. Strategies for reducing costs over time
- x. Flexibility and Adaptability
- xi. Quality and comprehensiveness of the implementation plan

C. Section C Part III - Program: Describe your technical plan for accomplishing required work. Include such time-related displays, graphs, and charts as necessary to show tasks, sub-tasks, milestones, and decision points related to the Scope of Work and your plan for accomplishment. Specifically indicate:

- i. A description of your work program by tasks. Detail the steps you will take in proceeding from Task 1 to the final tasks.
- ii. The technical factors that will be considered in section above, and the depth to which each will be treated.
- iii. The degree of definition provided in each technical element of your plan.
- iv. The points at which written, deliverable reports will be provided.

Answer: Section B should be a complete description of your proposed solution. It should include a work plan narrative that discusses, at the minimum, the program components listed in Section B plus any others that the respondent feels should be a part of their proposal.

Section C should describe the timeline for development and implementation of the proposed solution including all supporting tools, technology, process development and testing, scheduling and completion of all tasks needed to implement the solution as described in Section B.

13. Question: In the Proposal Format topic, Item C.ii – which section are you referring to when you say “The technical factors that will be considered in section above...”? Can you provide more clarity on this? (see below)

C. Part III - Program: Describe your technical plan for accomplishing required work. Include such time-related displays, graphs, and charts as necessary to show tasks, sub-tasks, milestones, and decision points related to the Scope of Work and your plan for accomplishment. Specifically indicate:

- ii. The technical factors that will be considered in section above, and the depth to which each will be treated.

Answer: In Section C, Paragraph ii. “The technical factors that will be considered in section above,” refers to the items listed in Section B, Items i-xi.

14. Question: In the same Proposal Format topic, item C.iii – Could you please expand on what is meant by the “degree of definition”; is this to include market share? meeting program goals? meeting training goals? Or other? (see below)

C. Part III - Program: Describe your technical plan for accomplishing required work. Include such time-related displays, graphs, and charts as necessary to show tasks, sub-tasks, milestones, and decision points related to the Scope of Work and your plan for accomplishment. Specifically indicate:

- iii. The degree of definition provided in each technical element of your plan.

Answer: For the technical elements of your plan, provide as much detail as possible to describe element. Refer back to the introductory paragraph for C. Part III-Program.

III. The attached Solicitation Goals (5 Pages) was provided by a SMBR representative at the Pre-Proposal meeting held July 24, 2014, and is incorporated to the solicitation as Attachment B.

IV. The attached No Goal Solicitation Tip Sheet (1 page) was provided by a SMBR representative at the Pre-Proposal meeting held July 24, 2014 and is incorporated to the solicitation as Attachment C.

ATTACHMENT B
Efficient Consumer Products Retailer Program (SPUR)
RFP 1100 OPJ0111

POLICY: The City of Austin and its contractors shall not discriminate on the basis of race, color, national origin, disability, or gender in the performance of contracts. Refer to the MBE/WBE Volume included with the project specifications for further information.

SOLICITATION GOALS

MBE	African American	Hispanic	Asian/Native American	WBE
No Goal	No Goal	No Goal	No Goal	No Goal

GOOD FAITH EFFORTS (2-9C-21) NONPROFESSIONAL SERVICES

When bidder/respondent cannot meet the established goals, the responding firm shall provide documentation of the firm's good faith efforts to meet the goals. The ability or desire of a contractor to perform the work of the contract with its own organization does not relieve the contractor of the responsibility to demonstrate good faith efforts. The fact that additional costs may be involved in finding and using MBEs and WBEs is not reason for the bidder to not meet the MBE/WBE goals.

At a minimum, the following should be submitted to support Good Faith Effort documentation:

- Solicitation sent to MBE/WBE firms in the Significant Local Business Presence (SLBP – 5 Counties include Travis, Hays, Williamson, Bastrop, and Caldwell) identified on the availability list for subcontracting opportunities not less than 7 business days prior to bid date. Notices must be sent using two separate reasonable, available, and verifiable methods (e.g. email, fax, mail, or phone).
 - Such as evidence of written notice includes copy of letters (solicitation notice) that was sent by email, fax, or mail.**
 - Such as evidence of two separate methods used to notify MBE/WBEs include fax logs, email confirmations, copies of stamped envelopes/hand-delivered and/or phone logs (Phone contacts, alone, will not be sufficient.)**
- Written correspondence to certified vendors should include names, addresses, and other identifying information including your company's phone number, contact person, where to locate plans and specifications; and due date for responding.
- Take appropriate steps to follow up the initial solicitation with interested MBEs or WBEs.
 - Submit copies of written responses from all respondents to your solicitation.**
 - If interested MBEs or WBEs responded, document follow up on log of contacts and include date and contact information**
- Publish notice in a local publication such as newspaper, trade association publication, or via electronic/social media.
- Bidder/proposer must state a specific and verifiable reason for not contacting each certified firm with a SLBP.
 - If MBEs and WBEs were not sent solicitation notices, document reason on log of contacts.**
- Negotiate in good faith with interested MBEs and WBEs.
 - If negotiated in good faith with interested MBEs and WBEs, document results on log of contacts.**
- Contact SMBR for assistance (i.e. additional scopes identified or assistance with MBE/WBE Program requirements).
- Not rejecting MBEs or WBEs as being unqualified without sound reasons.
- Seeking the services of available minority and women community organizations
 - Documentation of contacts with trade associations and Chambers of Commerce.**
- Selecting portions of the work that will increase the likelihood that the MBE/WBE goals will be met.

The following additional Good Faith Efforts factors may also be considered:

- Efforts to assist MBE/WBEs in bonding, insurance, and financing where appropriate.
 - If assistance was provided, document in log of contacts.**

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- Efforts to assist MBE/WBEs in obtaining necessary equipment, supplies, and materials.
- If assistance was provided, document in log of contacts.

In assessing minimum good faith efforts, SMBR may consider the performance of other Bidder/Proposers successfully meeting the goals.

FAILURE TO COMPLY WITH THE MBE/WBE PROCUREMENT ORDINANCE WILL RESULT IN REJECTION OF YOUR COMPLIANCE PLAN

MBE/WBE AVAILABILITY LIST:

If subcontracted scopes of work are identified, please contact SMBR. Once contacted, SMBR will provide a list of certified MBE/WBEs firms for the scopes of work that have been requested by the bidder. This list is not to be considered as the sole source of available MBE/WBEs.

Bids or responses will not be accepted for consideration, if the MBE/WBE "NO GOALS" UTILIZATION FORM is not submitted prior to the deadline specified in the solicitation document.

2-9A-25 SANCTIONS FOR NOT COMPLYING WITH THE MBE/WBE PROCUREMENT ORDINANCE

The following violations are unlawful and may be prosecuted at Municipal Court

- ❖ Providing false or misleading information.
- ❖ Substituting MBE/WBE subcontractors without written approval.
- ❖ Repeated failure to comply with Good Faith Efforts.

SMALL & MINORITY BUSINESS RESOURCES CONTACT INFORMATION

SMBR Representative

CERTIFICATION

MAIN OFFICE

Cassidy Villegan	Certification Main Number	512.974.7600
512.974.9113	512.974.7645	512.974.7601 (fax)
cassidy.villegan@austintexas.gov	Dsmbr-certification@austintexas.gov	www.austintexas.gov/smbr



SMBR's Plan Room

The City of Austin's Small & Minority Business Resources (SMBR) Department has a Plan room for viewing City of Austin project plans and specifications as well as other local, private, and public sector jobs. In addition, SMBR and McGraw-Hill Dodge have partnered to provide contractors up-to-date construction project information, plans and specification through the Internet. Projects include public and private sector opportunities in 100 South and Central Texas counties.

Where is the Plan Room?

It's located at the offices of SMBR
4201 Ed Bluestein Blvd.
Austin, TX 78721

How much will it cost?

There are no fees to access the information. There are minimal fees for copying and printing of plan and specification sheets.

What are my next steps?

Attend a free one-hour orientation session to learn how to operate the on-line service. Contact SMBR at (512) 974-7799 to make an appointment or for more information.

For more information or to view a list of projects currently available in the Plan Room visit website at www.austintexas.gov/smbr under the Plan Room projects.

BONDING

Bonding is a type of protection that a governmental agency or prime contractor may require that your company have in order to work on a contract. A bonding application will take several days. Get started today. Be proactive by making an appointment to talk to SMBR's Bonding Financial Consultant, Luke Ortega Luper as soon as possible. He can be reached at (512-974-7733 or email him at Luke.Luper@austintexas.gov. You will also find past copies of his newsletters on our website at <http://austintexas.gov/department/bonding>.

Keep in mind that SMBR does not issue bonds; however, we do provide our bonding resource program as a free and confidential service to our business owners.

AUSTIN MINORITY NEWSPAPERS

Capital City Argus News
PO Box 140471
Austin, TX 78714-0471
512-926-0348 Fax: 512-926-0348

Charles M. Miles
email : CMilesArgus@yahoo.com

Arriba Art & Business News
PO Box 12865
Austin, TX 78711-2865
512-479-6397 Fax: 512-479-6721

Romeo Rodriguez
email : arribanews@yahoo.com

Nokoa The Observer
PO Box 1131
Austin, TX 78767-1131
512-499-8713 Fax: same as phone

Akwasi Evans
email : akwasievens@gmail.com

The Villager
1213 North IH 35
Austin, TX 78702-2098
512-476-0082 Fax : 512-476-0179

Tommy L. Wyatt
email: vil3202@aol.com

La Prensa
PO Box 6504
Austin, TX 78762-6504
512-478-3090 Fax: 512-482-6400

Catherine Vasquez-Revilla
email : laprensa@aol.com

LOCAL MINORITY SERVICE PROVIDERS

Asian Contractor Association

4201 Ed Bluestein Blvd, Suite 2105
Austin, TX 78721
512-926-5400 Fax: 512-926-5410

Aletta Banks

www.acta-austin.com

email: asiancontractor@gmail.com

Austin Area Black Contractors Association

6448 Highway 290 East, Suite E-107
Austin, TX 78723
512-467-6894 Fax: 512-467-9808

Alayne Johnson/Carol S. Hadnot

www.abcatx.com

email: brc-pro@swbell.net

Business Investment Growth (BIG Austin)

5407 N. IH-35, Ste 200
Austin, TX 78723
512-928-8010 Fax: 512-926-2997

Stacy Dukes-Rhone

www.bigaustin.org

email: info@bigaustin.org

Business Resource Consultants (BRC)/(Bid Briefs)

6448 Highway 290 East, Suite E-107
Austin, TX 78723
512-467-6895 Fax: 512-467-9808

Carol S. Hadnot

email: brc-pro@swbell.net

Capital City African American Chamber of Commerce

5407 N. IH-35, Suite 304
Austin, TX 78723
512-459-1181 Fax: 512-459-1183

Natalie Madeira Cofield

www.capcitychamber.org

email :admin@capcitychamber.org

Greater Austin Asian Chamber of Commerce

3432 Greystone Drive, Suite 202
Austin, TX 78731
512-407-8240 Fax: none

Marina Bhargava

www.austinasianchamber.org

email : exec.admin@austinasianchamber.org

Greater Austin Hispanic Chamber of Commerce

2800 S. IH-35, Suite 260
Austin, TX 78704
512-476-7502 Fax: 512-476-6417

Lisa Rodriguez

www.gahcc.org

email: lrodriguez@gahcc.org

U.S. Hispanic Contractors Association (USHCA)

323 Congress Ave, Suite 250
Austin, TX 78701
512-922-0507

Juan Oyervides

www.ushca-austin.com

email :info@ushca-austin.com



ATTACHMENT C

MBE/WBE Procurement Program No Goal Solicitation Tip Sheet

The City has determined that no goals are appropriate for this project. Even though no goals have been established for this solicitation, the Bidder/Proposer is required to comply with the City's MBE/WBE Procurement Program, if areas of subcontracting are identified. Areas of subcontracting include services, supplies, or materials that the Bidder/Proposer does not perform with its own workforce or supply in its inventory. The following tips are suggestions that apply only to No Goal procurements.

GENERAL INFORMATION

- ✓ Review the solicitation and determine whether subcontractors/subconsultants will be needed in order to submit a bid/proposal response. It is critical to contact the City as early as possible of subcontracting opportunities in order to meet requirements and timelines set out in the solicitation.
- ✓ If subcontracting opportunities are identified, contact SMBR immediately at 512-974-7600 to speak with the solicitation point of contact and obtain Good Faith Effort instructions. To request MBE/WBE availability lists, email SMBR at SMBRComplianceDocuments@austintexas.gov. Emails to SMBR should include:
 - Solicitation Number and Project Description in the subject line.
 - List of services, materials, or supplies that will be subcontracted (i.e. marketing services, auditing, copying, transformer, etc.).
 - Courtesy copy the Authorized Procurement Agent on all email communication with SMBR.
- ✓ Perform good faith efforts to obtain MBEs and WBEs as instructed by SMBR.
- ✓ Failure to comply with the MBE/WBE Procurement Program will result in the rejection of bids/proposals.
- ✓ The MBE/WBE Procurement Program requirements apply throughout the completion of the project when areas of subcontracting are identified.

NO GOAL UTILIZATION PLAN

- ✓ Subcontractors/subconsultants identified by Bidders/Proposers should be listed on Form 0900 No Goal Utilization plan and submitted with the bid/proposal. The form can be found online by clicking the "Standard Bid Documents" tab at the City of Austin's website in Vendor Connection. The link to the website is https://www.ci.austin.tx.us/financeonline/vendor_connection/index.cfm.
- ✓ Only City of Austin certified MBEs and WBEs will be counted, and must be certified for the scope of work they are listed to perform. This information can be found using the Certified Vendor Directory located on SMBR's website at <http://www.austintexas.gov/smbr> (click on "MBE/WBE/DBE Certified Vendor" toward the bottom of the web page). Please contact SMBR if you experience any problems using the directory.
- ✓ Participation is calculated based on the entire amount of the bid or proposal. For Invitation for Bid (IFB) procurements, use the base bid amount to calculate participation.
- ✓ Attach good faith efforts if adding non-certified firms. Documentation is not limited to the following:
 - Copy of written solicitation
 - Emails, phone logs, fax transmittals
 - Correspondence with MBEs and WBEs
 - Copy of advertisement (social media or newspaper ad)
 - Copy of notices sent to Minority & Community Organizations
 - Documentation of contact with SMBR (phone or email)

SMALL & MINORITY BUSINESS RESOURCES CONTACT INFORMATION

SMBR Main Office
512-974-7600 ♦ 512-974-7601 Fax
Website: www.austintexas.gov/smbr
MBE/WBE Availability List Requests: SMBRComplianceDocuments@austintexas.gov

MEETING SIGN-IN SHEET

IFB No: RFP OPJ0111 – Efficient Consumer Products Manufacturer and Retailer Program	Meeting Date: July 24, 2014 @ 10 A.M.
Buyer: Oralia "Lolly" Jones	Place/Room: Town Lake Center Assembly Room 130, 721 Barton Springs Road, Austin, TX 78704

Name	Title	Company/Agency/Dept.	Phone	Fax	E-Mail
Oralia Jones	Sr. Buyer Spec.	Purchasing	512 322-6594		oralia.jones@austinenergy.com
Melissa Culbertson	Manager	CLEARresult	512 416.5946		mcullbertson@clearresult.com
Ivy Le	Principal	9Terrains	706 254 3001		ivy@9terrains.co
Austin Collins	Consultant	Enervee	512-318-2881		acollins@enervee.com austin@micropowermanagement.com
Sandy Calles	Contact	AE	482-5363		
Rebecca Baise	Product Dev Coord	AE	322 6326		
Joel McManus	Mgr	Lockheed Martin	202 309 3150		joel.r.mcmanus@lmco.com
Erin Zayko	Proj. Mgr.	Lockheed Martin	210.882.8879 210.200.2222		erin.k.zayko@lmco.com
SHANE FAY	Client Solutions	SIMPLE ENERGY	404 323 9722		shane@simpleenergy.com
Amelie Gonzalez	AE- BD	Business Development & Contract Compl.	512-322-6169		amelie.gonzalez-flors@austinenergy.com
Phil Audet	VP	Operations	512 372 8778		paudet@frontierassoc.com
Jean Krausse	VP	Implementation	"		jkrausse@frontierassoc.com
Marissa Aldrete	PODC	SMBCOA	974-7053		

MEETING SIGN-IN SHEET *-via Conference Bridge Dial-In*

IFB No:	RFP OPJ0111 – Efficient Consumer Products Manufacturer and Retailer Program	Meeting Date:	July 24, 2014 @ 10 A.M.
Buyer:	Oralia "Lolly" Jones	Place/Room:	Town Lake Center Assembly Room 130, 721 Barton Springs Road, Austin, TX 78704

Name	Title	Company/Agency/Dept.	Phone	Fax	E-Mail
Frank Molander	Director of Bus. Dev.	Applied Proactive Tech., Inc.			
Dan Dent	V.P.	Nexant Inc			
Jim Stovall	Senior Consultant	Skipping Stone, LLC			
Robin Lisowski	Director Client Svcs Support	WECC			
Samantha Taragka		Marketing Innovatives			
Jack Hill		Marketing Innovatives			
Steve Allison		ICS International			
Effie Weaver		CleareResults			
Carol Long		CleareResults			
Colin Gibbs		CleareResults			
Denise Shearer		Lockheed Martin			
Susie Komornik		Lockheed Martin			
Debra Hill		Lockheed Martin			

