



TEACH Solicitation for Program Evaluator

Teaching Energy Awareness with Children's Help

The *Commercial & Industrial Market Manager for New Jersey's Clean Energy Program*, TRC, is seeking proposals from qualified contractors to evaluate the TEACH Program.

Program Description and Background Information

Description

The TEACH 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 is being delivered at the school district level by one or more selected contractors ("Contractor(s)").

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 selected Contractor(s), will also provide introductory, intermediate, and advanced educational services to the school districts selected to participate. The Contractor(s) 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 12 months of utility bills will be collected from each school to produce a baseline energy rating.

The Contractor 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 educators 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 for the current and second year of the Program, which the selected Contractor 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. First year goal: 100 schools from six to nine school districts, involving 500 teachers, administrators, and custodians, who in turn involve approximately 9,000 students. Second year goals will be double that of the first year. The Market Manager and selected Contractor 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.

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 via benchmarking reports before and after participation

Program Evaluator Deliverables

The Program Evaluator will provide the following deliverables to the Market Manager, TRC:

1. Establish evaluation criteria measuring:
 - a. Deliverables of Contractor and Market Manager
 - b. Market Penetration
 - c. Benchmarking Reports
 - d. Experience of Participants
 - e. Results compared to Program Goals
2. Develop an evaluation plan with Program staff
3. Deliver an evaluation report to the Market Manager
4. Administer tests to program participants before (where possible) and after participation
5. Report on impact of project on participating schools

Submission Requirements

Firms interested in being considered for the role of Evaluator for this Program must submit the documentation described below for review by the C&I Market Manager.

1. Technical proposal clearly describing the Evaluator's energy efficiency program experience, particularly with the K-12 market plus the Evaluator's proposed tasks and plan for satisfying the requirements stated herein. Proposal format should follow the above-referenced Program Evaluators Deliverables on a per section basis.
2. Price proposal to provide the Program Evaluator Deliverables as described in the previous section. Pricing should be provided for three components:
 - a. Develop Evaluation Plan & Instruments with Project Staff
 - b. Administer Pre and Post Tests (based on quantity of 4)
 - c. Report on Impact of Project on Participating Schools
3. A New Jersey business registration certificate and indicate if it is a New Jersey registered small business.
4. The Program Evaluator 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. Bidder must submit New Jersey State Treasury required forms which can be found at the following link:

<http://www.state.nj.us/treasury/purchase/forms/StandardRFPForms.pdf>

These forms include:

- Ownership Disclosure Form
- Disclosure of Investigations or Actions Involving Bidder
- MacBride Principles Form

All Program documentation should be submitted electronically to NJTEACH@trcsolutions.com by no later than 4PM EST **February 19, 2010**.

Program Rules

As part of the TEACH Program, the selected Program Evaluator will agree to the following terms and conditions, subject to change by the Market Manager.

- 1. The Program Evaluator shall abide by the following business practices.**
 - a. The Program Evaluator shall treat Participants fairly and deliver promised services in a timely and responsible manner.
 - b. The Program Evaluator shall provide all Participants, or potential Participants, with the Program information and materials made available through the C&I Market Manager.
 - c. If the Program Evaluator becomes involved in a dispute with a Participant, the Evaluator shall work with the C&I Market Manager to resolve the dispute amicably. In any event, the Program Evaluator 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.
- 2. The Program Evaluator recognizes that participation in this Program is a privilege.**
 - a. The Program Evaluator 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.

Schedule

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

1. Solicitation Announced and Posted on NJCEP Website – **January 25, 2010**
2. Communications - All communications, including questions, shall be directed to the Market Manager's representative, via email to NJTEACH@trcsolutions.com on or before 4:00 p.m. EST on **February 8, 2010**.
3. Proposal Submittal - All pricing and written proposals shall be submitted to the Market Manager's representative via email to NJTEACH@trcsolutions.com by no later than 4:00 p.m. on **February 19, 2010**. All proposals shall become the property of the Market Manager and will not be returned to bidders.
4. Selected Contractor Meetings - The Market Manager in its sole discretion will review Submittals and may arrange preliminary meetings with the eligible Program Evaluators to discuss program implementation and expectations of deliverables.
5. Contract Design/Award – The Market Manager will develop and work with the Program Evaluator upon agreeable terms for delivery and implementation of the TEACH Program.