

QUESTIONS AND ANSWERS #2  
RFP #2023-003  
NEW HAMPSHIRE DEPARTMENT OF ENERGY

REQUEST FOR PROPOSALS  
Quantitative Research Survey Consultant

|    | Questions  | Answers   |
|----|--|---|
| 1. | The RFP mentions NH energy consumers as the target of this study by sector and key demographics. In a footnote, there is a mention of residential customer segments including income groups and there is a mention of commercial segments including small business energy customers. Could the NH DOE provide definitions for these segments to help us think through a plan for targeting these groups with outreach? Most importantly, what is the definition of small business? | Small businesses are defined based on energy use. Generally, a business with a monthly demand of less than 100 KW would be considered a small business. While energy is defined more broadly than electricity for the purpose of the survey, electricity is a common denominator across energy consumers.   |
| 2. | Will medium and large business energy consumers be excluded from this study?   | The Department is looking for a broad representation of residential, small commercial, and large commercial/industrial customers to make up the survey sample. There is a supposition that large commercial/industrial customers will have a greater awareness and better understanding of what energy efficiency is and the benefits it potentially provides to their businesses. Those customers would not be the focus of or the priority for the survey; however, those customers would not be excluded from the survey either. |
| 3. | Should residential segments include multifamily households with multifamily tenants, as well as single family households?  | Any residential household would be eligible to participate in the survey. There are no restrictions on the type of household to be included.  |
| 4. | Would the NH DOE have access to customer lists from utility partners for the purposes of sampling residential and small business energy consumers?   | The Department does not have access to utility customer lists. The survey should be a broad representation of residents and businesses in New Hampshire.  |
| 5. | For how many residential and commercial segments, would we need a survey sample size large enough to provide a minimum confidence level of 90% with a +/-2.5% margin of error? Or is this used to calculate sample size overall?   | The confidence level and margin of error is for the overall sample size as well as for residential customers and commercial customers generally.  |
| 6. | We understand that the preferred format includes 12-point font. Is it acceptable to use a smaller font   | Provided the font is legible, a smaller font in tables, figures, captions, headers, and footers would be acceptable.  |

|     |   |   |
|-----|---|---|
|     | in tables, figures, captions, headers, and footers, so long as the font is legible?   |   |
| 7.  | <p>Under the required information list that beings on RFP page 4 Item 2 Corporate/Company Consultant Information asks proposers to provide “current or prior engagements involving substantive areas similar to those described in this RFP, the parties it represented in such engagements, the scope of work it performed in such engagements, and the conclusion and recommendations it made publicly in connection with such engagements.” Item 4 Relevant Qualifications and Experience of Personnel Assigned asks proposers to provide “Detailed description of the proposer’s relevant experience with respect to the proposed scope of services.”</p> <p>a. Please clarify the difference (if any) between what is being requested in each of these sections.</p> <p>b. We understand that Item 2 is page limited. Is NHDOE requesting additional detail in Section 4 regarding the projects listed in Section 2?</p> | <p>Section 2 of the required information on page 4 of the RFP requests information regarding the responding business entity, specifically how many years it has been in business, the corporate officers or company principals, the location of branch offices, professional and business association memberships, current or prior engagements involving substantive areas similar to those described in this RFP, the parties it represented in such engagements, the scope of work it performed in such engagements, and the conclusion and recommendations it made publicly in connection with such engagements.</p> <p>Section 4 on page 5 of the RFP is specific to the personnel that will be assigned to conduct the work. To the extent there is overlap between section 2 and section 4, section 2 on page 4 of the RFP and section 4 on page 5 of the RFP should be responded to independently of one another. The information requested by section 4 is specific to the experience that the assigned personnel have that is similar to the work outlined in the scope of services. Detailed resumes (in an appendix) and summaries of each individual assigned that identifies and describes the relevant experience and the nature of the specific responsibilities shall be provided. Any proposed subcontractors and their key personnel shall also be identified.</p> |
| 8.  | If needed, may we use a page size larger than 8 ½ x 11 to display the proposed project budget?  | While the preference is for an 8 ½ by 11 page size, a larger page size may be used for the proposed budget if necessary.  |
| 9.  | The RFP requires a sample size to produce a minimum confidence level of 90% with a +/-2.5% margin of error. Is the DOE interested in achieving this confidence level among key demographic groups (i.e., residential consumers, small businesses, etc.) or just overall for the entire sample?  | The confidence level and margin of error is for the overall sample size, for residential customers, and commercial customers generally.   |
| 10. | Is there an estimated budget range you would like to stay within for this study?  | The Department has not set a budget range for this work.  |

|     |  |   |
|-----|--|---|
| 11. | The RFP specifies a contract start date on 6/1, but is there a deadline you will need results by?  | The start of the contract is dependent upon approval of the contract by the Governor and Executive Council. The Department anticipates that date to be June 1, however, it may be mid-June. The survey results will help inform the outreach and education campaign that the Department will be undertaking with the assistance of a marketing partner. With that in mind, it would be optimal to have preliminary survey results by the end of September and a final report by mid-November.                       |
| 12. | The RFP specifies audiences as NH energy consumers - are you looking for a blend of residential, small commercial, and large commercial/industrial?<br><ul style="list-style-type: none"><li>• For commercial and industrial energy consumers, do you have priority industries/sectors?</li></ul>  | The Department is looking for a blend of residential, small commercial, and large commercial/industrial customers to make up the survey sample. There is supposition that large commercial/industrial customers will have a greater awareness and better understanding of what energy efficiency is and the benefits it potentially provides to their businesses. Those customers would not be the focus of or the priority for the survey; however, those customers would not be excluded from the survey, either. |
| 13. | Is there a priority utility provider you want this research to focus on, or do you want the energy consumer audience to have a mix of NH providers (Eversource, Liberty, NHEC, Unitil)?  | The purpose of the survey is to establish a benchmark of consumer awareness and understanding of energy efficiency in New Hampshire – what it is, how it works, and its benefits. Any New Hampshire resident, business, non-profit, or municipality would be included in the pool from which the survey sample would be drawn.  |
| 14. | The RFP mentions subgroups including innovators, early adopters, late adopters, laggards – do you have definitions for these groups?   | Common definitions and understandings of the behavior of these groups should be used.   |
| 15. | Can you confirm that message testing will be incorporated in this study? We see message testing is mentioned in item #4 in the scope outline, but it is not mentioned in item #5 of the proposal components.<br><ul style="list-style-type: none"><li>• If message testing is a focus, do you have messaging frames developed that you want to test, or do you plan to create messaging frames with your research partner?</li></ul> | Message testing should be incorporated in the survey. The messaging frames would be developed with the research partner.  |
| 16. | Has the Department conducted any Quantitative Research in the past pertaining to New Hampshire energy consumers’ awareness and understanding of energy efficiency programs, techniques, incentives, and benefits?<br><ul style="list-style-type: none"><li>a. If so, are those results and insights available for review prior to the RFP?</li></ul>   | The NH Department of Energy has not conducted any prior research regarding energy efficiency, but the Department is aware that studies have been conducted over the past few years. Information about past studies can be found at <a href="https://www.puc.nh.gov/Electric/Monitoring_Evaluation_Report_List.htm">https://www.puc.nh.gov/Electric/Monitoring_Evaluation_Report_List.htm</a>  |
| 17. | Are you currently working with any vendor(s) who are providing consumer research services?   | No.   |

|     |   |   |
|-----|---|---|
| 18. | Does the department have a preferred method of administering the surveys to NH energy consumers, or an indication of what survey delivery mechanisms have been successful in the past with NH energy consumers?           | The Department does not have a preferred method and would instead work with the research partner in identifying the best method(s).   |
| 19. | Will the survey be available in multiple languages?   | The Department did not envision that the survey would be conducted in multiple languages; however, if a respondent believes the demographics support surveying in more than one language, the respondent is free to include that in its bid response.   |
| 20. | Does the department currently utilize any mobile or web survey platforms for quantitative research? Will the vendor be required to use the same tools in this research?   | The Department does not utilize mobile or web survey platforms for quantitative research.   |
| 21. | Should the proposal include deployment of a web-survey platform as part of the solution?  | The Department has not identified methods by which the survey would be deployed.  |
| 22. | Are there any incentives planned for participation in quantitative research?<br>a. If incentives are part of the scope, how should they be budgeted? Will they be included as part of the project fee and cost estimates? | There are no incentives for participation.  |
| 23. | Does the Department have a budget set aside for the purposes of this project and specifically to the scope outlined in the RFP?   | The Department has not set a budget range for this work.  |
| 24. | Is the letter of transmittal a separate file or should all required information be part of a single PDF file that is less than 25MB?  | The State of NH has a limit of 25 MB on emailed documents. If necessary, the letter of transmittal can be submitted separately.   |
| 25. | Is there a format that the Department prefers to utilize to provide pricing and cost estimates?   | The Department has no preferred format.   |
| 26. | Do you have a timeframe in mind to complete the quantitative research or is that left to the vendor to propose?   | The survey results will help inform the outreach and education campaign that the Department will be undertaking with the assistance of a marketing partner. With that in mind, it would be optimal to have preliminary survey results by the end of September and a final report by mid-November. |
| 27. | Questions regarding Form P-37 to determine whether these exceptions would be acceptable:<br><br>8.2.1 give the Contractor a written notice specifying the   | The provisions contained in Form P-37 are standard provisions for all State of NH contracts. The Department has reviewed the exceptions requested and does not accept the proposed amendments to the P-37.  |

|   |  |
|---|--|
| <p>Event of Default and requiring it to be remedied within, in the absence of a greater or lesser specification of time, thirty (30) days from the date of the notice; and if the Event of Default is not timely cured, terminate this Agreement, effective two (2) days after giving the Contractor notice of termination;</p> <p>8.2.1 give the Contractor a written notice specifying the Event of Default and requiring it to be remedied within thirty (30) days from the date of the notice; and if the Event of Default is not timely cured, terminate this Agreement, effective seven (7) business days after giving the Contractor notice of termination;</p> <p>9.2 In the event of an early termination of this Agreement for any reason other than the completion of the Services, the Contractor shall, at the State’s discretion, deliver to the Contracting Officer, not later than fifteen (15) days after the date of termination, a report (“Termination Report”) describing in detail all Services performed, and the contract price earned, to and including the date of termination. The form, subject matter, content, and number of copies of the Termination Report shall be identical to those of any Final Report described in the attached EXHIBIT B. In addition, at the State’s discretion, the Contractor shall, within 15 days of notice of early termination, develop and submit to the State a Transition Plan for services under the Agreement.</p> <p>9.2 In the event of an early termination of this Agreement for any reason other than the completion of the Services, the Contractor shall, at the State’s discretion, deliver to the</p> |  |
|---|--|

|   |  |
|---|--|
| <p>Contracting Officer, not later than fifteen (15) days after the date of termination, a report (“Termination Report”) describing in detail all Services performed, and the contract price earned, to and including the date of termination. The form, subject matter, content, and number of copies of the Termination Report shall be identical to those of any Final Report described in the attached EXHIBIT B. In addition, at the State’s discretion, the Contractor shall, within 15 days of notice of early termination, develop and submit to the State a Transition Plan for services under the Agreement. The state agrees to compensate the Contractor for any and all cost associated with the Final Report and if requested a Transition Plan.</p> <p>10.2 All data and any property which has been received from the State or purchased with funds provided for that purpose under this Agreement, shall be the property of the State, and shall be returned to the State upon demand or upon termination of this Agreement for any reason.</p> <p>10.3 Confidentiality of data shall be governed by N.H. RSA chapter 91-A or other existing law. Disclosure of data requires prior written approval of the State.</p> <p>10.2 All data and any property which has been received from the State or purchased with funds provided for that purpose under this Agreement, shall be the property of the State, and shall be returned to the State upon demand or upon termination of this Agreement for any reason. The Contractor retains the right to use the work products internally to develop Contractor’s surveying techniques and methodology, and</p> |  |
|---|--|

|     |   |   |
|-----|---|---|
|     | <p>to use data collected under this agreement for Contractor's own purposes solely on an anonymized, aggregated, and non-identifiable basis. In the event the State publicly releases survey result which contain inaccuracies, Contractor reserves the right to correct such inaccurate information.</p> <p>10.3 Confidentiality of data shall be governed by N.H. RSA chapter 91-A or other existing law. Disclosure of data requires prior written approval of the State. Nothing in this section shall prevent the Contractor from utilizing materials created in accordance with this agreement for internal use. Such use shall be allowed without prior consent of the State. Nothing furnished to the Contractor which is generally known, or has become known, to the related industry shall be deemed confidential.</p> |   |
| 28. | <p>Is there any existing public messaging in mass media (out-of-home advertising/direct-to-consumer ads) being used by the Department to advertise renewable energy programs/incentives for energy efficiency, or for the NH Saves program? If so, is there a desire for that messaging to be tested to measure its efficacy?</p>   | <p>The NH Department of Energy is not currently engaged in any mass media outreach and education efforts around energy efficiency. The Department will be engaging with a marketing partner later in 2023, and the survey results will help inform the outreach and education campaign the Department will undertake with the assistance of that marketing partner.</p> |
| 29. | <p>Has the department conducted any previous surveys on this subject that may be pertinent to developing this questionnaire?</p>  | <p>The NH Department of Energy has not conducted any prior research regarding energy efficiency.</p>  |
| 30. | <p>Is there an anticipated budget for the research? A general range is very useful in scaling a best-fit approach.</p>  | <p>The Department has not set a budget range for this work.</p>   |
| 31. | <p>Does the DOE have any attitudinal data they can share from past research on residential/business customers?</p>  | <p>The NH Department of Energy has not conducted any prior research regarding energy efficiency.</p>  |
| 32. | <p>Testing of messages is mentioned in the RFP as a goal for the baseline survey. Is this something DOE already has in place or is</p>  | <p>Message testing should be incorporated in the survey. The messages to be tested would be developed with the research partner.</p>  |

|     |   |   |
|-----|---|---|
|     | developing, or would the successful contractor have a role in message development?  |   |
| 33. | Is this a new initiative or a continuation of previous research? If the latter, is there an incumbent?  | The NH Department of Energy has not conducted any prior research regarding energy efficiency.   |
| 34. | Please clarify the statement on page 8 of the RFP: Cost savings that may result from a firm having responded to multiple concurrent requests for proposals may be considered.   | This is the only RFP issued by the Department for this work.  |
| 35. | What is the budget?   | The Department has not set a budget range for this work.  |
| 36. | What is the timeline for deliverables?  | The start of the contract is dependent upon approval of the contract by the Governor and Executive Council. The Department anticipates that date to be June 1, however, it may be mid-June. The survey results will help inform the outreach and education campaign that the Department will be undertaking with the assistance of a marketing partner. With that in mind, it would be optimal to have preliminary survey results by the end of September and a final report by mid-November. |
| 37. | In addition to testing the effectiveness of different messages about the benefits of energy efficiency and why investing in energy efficiency is good for energy customers would the consultant also be creating these messages (per items 3 and 4 in SOW)? | Message testing should be incorporated in the survey. The messaging frames would be developed with the research partner.  |