

**REQUEST FOR QUALIFICATIONS**  
**Independent Consultant**  
August 12, 2010

The Statewide Energy Efficiency and Renewable Administration (SEERA) is seeking qualifications from potential independent consultants to manage the request for proposals process for the following Wisconsin Focus on Energy Program Administrator contracts:

- Business Energy Efficiency & Renewable Programs;
- Residential Energy Efficiency & Renewable Programs; and,
- Environmental and Economic Research and Development Program.

***Background***

This section briefly describes the role of SEERA, the Public Service Commission of Wisconsin, and the Focus on Energy Program Administrators.

***SEERA***

SEERA is a not-for-profit organization that was formed by Wisconsin investor-owned utilities to fulfill their obligations under 2005 Wisconsin Act 141 (Act 141). This organization creates, funds, and contracts for the administration of the statewide energy efficiency and renewable energy programs in Wisconsin known as Focus on Energy.

***Public Service Commission of Wisconsin***

The Public Service Commission of Wisconsin regulates energy utilities and oversees the management of the Focus on Energy program. The Commission must approve the contract(s) between SEERA and their chosen Program Administrator(s). The Commission also sets overall goals, funding levels, and priorities for the statewide programs through the Quadrennial Planning Process, as required by 2005 Wisconsin Act 141. The first Quadrennial Planning Process is expected to be complete early this fall. Additional information can be found on the Commission website ([www.psc.wi.gov](http://www.psc.wi.gov)) under docket number 05-GF-191.

***Focus on Energy Program Administrators***

Currently there are two Program Administrators. The Energy Center of Wisconsin administers the Environmental and Economic Research and Development Program (EERD). This program provides grants to researchers to study the environmental and economic impacts of energy use in the state. Wisconsin Energy Conservation Corporation (WECC) administers the Business and Residential Programs. WECC is in charge of the overall administration of these programs, which are delivered by sub-contractors and/or the marketplace. These programs work with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus on Energy information, resources and financial incentives help to implement projects that otherwise would not be completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state's demand for electricity and natural gas. For more information on Focus on Energy program offerings, visit [focusonenergy.com](http://focusonenergy.com).

### ***Eligibility***

**The contractor selected as a result of this RFQ cannot be an employee working for an organization currently serving as a Program Administrator, an employee working for an organization currently working on Evaluation, or an employee working for an organization currently serving as a Sector Lead with the Focus on Energy program.<sup>1</sup> Also, the selected contractor would not be eligible for any of these positions with the Focus on Energy program during the four year time frame. SEERA and Commission staff reserve the right to make final determinations on eligibility.**

### ***Qualification Request***

Current Program Administrator contracts go through December 31, 2010. SEERA is seeking an independent consultant to develop and finalize RFPs for the three Focus on Energy programs mentioned above, and to manage the RFP process overall. It is expected that new program administrator contracts will be in place on or about January 1, 2011.

### ***Consultant Qualifications***

Respondents to this RFQ should have the following qualities:

1. Demonstrated experience in writing RFPs and managing an RFP process.
2. Demonstrated ability to effectively work with multiple stakeholders at the same time.
3. Practical knowledge of the Focus on Energy framework and programs and/or energy efficiency and renewable energy programs in other states.
4. Demonstrated ability to meet tight deadlines and provide timely feedback.
5. An organized self-starter with the ability to work independently.

### ***Tasks to be Completed***

All of the tasks below must be completed under a tight timeframe. It is expected that the Commission's Quadrennial Planning Process will be completed early fall. RFPs should be released shortly after this to allow adequate time for proposals to be submitted, reviewed, and selected.

The selected consultant will be responsible for completing the following:

1. Draft RFPs for the Focus on Energy Business, Residential, and EERD Program Administrator positions. Work with SEERA members and Commission staff to finalize the RFPs.
2. Release the RFPs to interested parties and trade organizations both inside and outside of the state. Respond to inquiries from interested parties.
3. Work with SEERA members and Commission staff to organize and manage the selection process and evaluation of the responses.

### ***Not-to-Exceed Award***

The final awarded contract shall be for a not-to-exceed amount of \$ 50,000.

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<sup>1</sup> Sector leads are those contractors currently managing the Industrial, Commercial, Agribusiness and Schools and Government programs.

This amount does not include expenses related to preparing a response to this RFQ or for any subsequent negotiations. SEERA will not be liable to any respondent for expenses related to preparing a response for this RFQ.

***Evaluation Criteria***

Qualifications of the individuals or companies that respond to this solicitation will be evaluated using the following criteria:

1. Level of compliance with the Consultant Qualifications;
2. References from third parties;
3. Ability to stay within the not-to-exceed amount; and,
4. Overall quality of the response.

At the discretion of SEERA, an award may be given based on the responses to this RFQ. If none of the responses meet the above criteria, SEERA reserves the right to award none of them.

***Submission Requirements***

Respondents shall include the following in their submission:

1. A cover letter which includes the following information:
  - a. A description of the individual or company's compliance with the Consultant Qualifications section; and,
  - b. The ability to stay within the not-to-exceed award amount.
2. Professional resumes of the key individual(s) who will be completing the tasks called for in this RFQ.
3. A list of at least three third-party professional references who can be contacted. Please describe your connection with the reference and include their name, title, organization, phone number and email address.

By submitting a response to this RFQ, respondents represent that they are authorized to submit a response and explicitly accept the terms and conditions of this RFQ.

***Submission Deadline***

Statements of qualification must be received no later than 5:00 p.m., Central Standard Time, on September 4, 2010. Statements must be submitted via email to [Phyllis.Dube@we-energies.com](mailto:Phyllis.Dube@we-energies.com) and a copy to [jolene.sheil@wisconsin.gov](mailto:jolene.sheil@wisconsin.gov). A selection is planned by mid- September 2010, and all respondents will be notified within 5 business days after a selection has been made.

For any questions, please contact Jolene Sheil at the email address above or by phone at 608.266.7375.

***Ownership of Responses***

All materials submitted in response to this RFQ shall become the property of SEERA and shall not be returned to the respondent.