Request for Proposals

Third-Party Electric Energy Efficiency Program

For Ameren Illinois Customers

Implementation Period January 1, 2022 – December 31, 2025

Issued By:



**Issued:**

**September 7, 2021**

**Proposals Due:**

**October 15, 2021, 4:00 PM**

**(Central Time)**

This document and its supporting materials contain AIC confidential information. The information contained herein remains AIC property and shall not be distributed without the express written consent of AIC. It is for proposal use only and is not to be disclosed, reproduced or shared for any other purpose.

TABLE OF CONTENTS

[1. Introduction and Summary 1](#_Toc81575549)

[1.1 Introduction 1](#_Toc81575550)

[1.2 Program Term 3](#_Toc81575551)

[1.3 Target Market and Scope of Services 3](#_Toc81575552)

[1.4 TRC Test 4](#_Toc81575553)

[2. PROGRAM AND BIDDING GUIDELINES 5](#_Toc81575554)

[2.1 Program Parameters 5](#_Toc81575555)

[2.2 Key Considerations 8](#_Toc81575556)

[2.3 Accountability and Obligation 10](#_Toc81575557)

[2.4 Marketing 11](#_Toc81575558)

[2.5 Initiative Payment and Budget Design 11](#_Toc81575559)

[2.5.1 Payment of Incentive/Rebates 11](#_Toc81575560)

[2.5.2 Selected Bidder Payments 12](#_Toc81575561)

[2.6 Initiative Integration 12](#_Toc81575562)

[2.7 Initiative Operations 12](#_Toc81575563)

[2.8 Risks and Assumptions 15](#_Toc81575564)

[3. SOLICITATION PROCESS AND REQUIREMENTS 15](#_Toc81575565)

[3.1 Pre-Bid Bidder(s) Conference Call 16](#_Toc81575566)

[3.2 RFP Questions, Inquiries, Clarifications 16](#_Toc81575567)

[3.3 Intent to Bid 16](#_Toc81575568)

[3.4 RFP Due Date 17](#_Toc81575569)

[3.5 Verification of Receipt of Proposal Submission 17](#_Toc81575570)

[3.6 Proposal Preparation Cost 17](#_Toc81575571)

[3.7 RFP Updates or Cancellation 17](#_Toc81575572)

[3.8 Errors and Omissions 18](#_Toc81575573)

[3.9 RFP Responses not Confidential 18](#_Toc81575574)

[3.10 Conflicts and Disclosures 18](#_Toc81575575)

[3.11 Modification of Request for Proposal 18](#_Toc81575576)

[3.12 Contract Award 18](#_Toc81575577)

[4. PREPARING AND SUBMITTING A PROPOSAL 18](#_Toc81575578)

[4.1 Executive Summary 19](#_Toc81575579)

[4.2 Initiative Description and Schedule 19](#_Toc81575580)

[4.3 Marketing Strategy 20](#_Toc81575581)

[4.4 Market Development Action Plan 20](#_Toc81575582)

[4.5 Summary of Qualifications and Experience 20](#_Toc81575583)

[4.6 Staffing (including subcontractors) 21](#_Toc81575584)

[4.7 Proposed Budget 22](#_Toc81575585)

[4.8 Detailed Efficiency Measure Information 22](#_Toc81575586)

[4.9 Required Forms, Disclosures and Exceptions 23](#_Toc81575587)

[5. EXHIBITS 24](#_Toc81575588)

[APPENDIX A: INITIATIVE DESCRIPTIONS 27](#_Toc81575589)

[APPENDIX B: DIVERSITY DEFINITIONS 43](#_Toc81575590)

[APPENDIX C: REQUEST FOR PROPOSALS RESOURCE LIST 45](#_Toc81575591)

**Request for Proposals (RFP)**

Third-Party Electric Energy Efficiency Program

**Implementation Period:**

**January 1, 2022 – December 31, 2025**

# Introduction and Summary

## Introduction

Ameren Illinois Company (“AIC”) issues this Request for Proposal (“RFP”) pursuant to Sections 8-103B of the Illinois Public Utilities Act, 220 ILCS 5/8-103B et seq. (the “Act”) and the approval granted by the Illinois Commerce Commission in ICC Docket No. 21-0158.[[1]](#footnote-2) Pursuant to Illinois law, Illinois electric utilities conduct a solicitation process for purposes of requesting proposals for a third-party energy efficiency program, which will include select measures and/or initiatives,[[2]](#footnote-3) as described herein, to be offered during the years commencing (as applicable per the Budget and Savings Tables in Section 2.1 of this RFP) in the first quarter of 2022, January 1, 2023, January 1, 2024, and January 1, 2025, as part of the Plan.

Ameren Corporation is a Fortune 500 company that trades on the New York Stock Exchange under the symbol AEE. Ameren Corporation, located in St. Louis, Missouri, is the parent company of AIC, which is based in Collinsville, Ill.

The AIC service territory spans 43,700 square miles across the lower three-quarters of Illinois. AIC serves approximately 1.2 million electric and 806,000 natural gas customers across 1,200 communities. AIC's delivery system includes about 4,500 miles of electric transmission lines, 45,400 miles of distribution lines, 18,000 miles of natural gas transmission and distribution mains and 12 underground natural gas storage fields. AIC also offers a broad portfolio of initiatives under its energy efficiency programs to its eligible customers throughout the AIC service territory. Find more information regarding AIC at [www.AmerenIllinois.com](http://www.AmerenIllinois.com) and Ameren Illinois energy efficiency programs at [www.AmerenIllinoisSavings.com](http://www.AmerenIllinoisSavings.com).

In furtherance of Section 5/8-103B(g)(4) of the Act, Cadmus, an independent third party, will work with AIC to coordinate the RFP process.

The main contact for Bidder(s) is:

Laura James

Associate, Cadmus

[AICBidReview2021@cadmusgroup.com](mailto:AICBidReview2021@cadmusgroup.com)

The following is a summary of this RFP. Details and instructions follow this Section. Bidder(s) should carefully review these guidelines and seek guidance or clarification, as appropriate.

* Bidder(s) should propose Bids only for the electric and gas energy efficiency initiatives from AIC’s 2022-2025 Plan that are described herein. Notwithstanding the foregoing, Bidders may propose new and innovative proposals for initiatives that are not specified in the Plan or this RFP which are based on realistic market analysis and do not duplicate, compete with, or replace the other existing AIC initiatives identified for the 2022-2025 implementation period (the initiatives which have been approved by the Commission in AIC’s 2022-2025 Plan[[3]](#footnote-4)). Cadmus, an independent third party will review and evaluate the proposed Bids in accordance with the criteria set forth in this RFP, score the proposals received, and rank them according to their cost per lifetime kilowatt-hours saved and other identified criteria, as well as assemble the third-party initiative(s) to be recommended to AIC for selection. The recommended Bidder proposals can only include those that meet all qualifications described in this RFP. However, notwithstanding Cadmus’ Bidder proposal recommendations, AIC reserves the right to make the final decisions regarding Bidder selection and contracting.
* Cadmus will also conduct an assessment of the proposals, in part, based on an analysis of cost-effectiveness. Bidder(s) are not expected to provide to Ameren Illinois their cost-effectiveness analysis on the Bids, but they must provide the inputs necessary for the analysis to be performed as part of the selection process. On a bundled basis, measure(s) within each initiative must at least pass the total resource cost (“TRC”) test with a benefit cost ratio greater than or equal to 1.0, as calculated in a manner consistent with the criteria established by the Act.[[4]](#footnote-5) Please note that measures offered to low-income customers[[5]](#footnote-6) need not be cost-effective.
* The purpose of this RFP is to procure energy efficiency measure(s) that acquire cost-effective achievable net electric savings in accordance with Section 8‑103B(g)(4) of the Act, and gas savings under the Plan, as applicable. To the extent proposals capture incremental gas savings, bidders should report such savings, which will be included in TRC test calculations.
* By responding to this RFP, Bidder(s) agree that they will treat as confidential any information marked as confidential by AIC and provided in connection with this RFP, and that Bidder(s) will only use information marked confidential for the sole purpose of preparing a proposal in response to this RFP.
* By responding to this RFP, Bidder(s) also acknowledge that the RFP, the winning bid(s), contract structure(s) and the resulting initiatives(s) will be subject to Illinois law, as amended from time to time, and regulatory oversight by the Illinois Commerce Commission.

## Program Term

Bidder(s) proposals for initiatives under this RFP must be for each of the years (as applicable per the Budget and Savings Tables in Section 2.1 of this RFP) commencing in the first quarter, 2022, January 1, 2023, January 1, 2024, and January 1, 2025, as part of the Plan.

## Target Market and Scope of Services

Initiatives or measures selected through this solicitation will be offered to all Ameren Illinois customers eligible to participate in the corresponding initiatives. Ameren Illinois is specifically seeking proposals for the initiatives and/or channels listed in the table below. These offerings are designed to complement initiatives that are part of the Residential and Business Programs or Breakthrough Equipment and Devices (BED) portion of the Plan. The target markets by sector and segment applicable to each initiative are described in Appendix A to this RFP, as well as expanded descriptions. The expanded descriptions are meant to provide Bidders with sufficient understanding of the initiatives, but Bidders may propose innovative approaches to achieve savings for targeted customer groups within the available budgets.

| **Initiative/Channel** | **Initiative Sector** | **Technology Identified** | **Geographic Area Identified** |
| --- | --- | --- | --- |
| Res\_HVAC\_Midstream HVAC | Residential | Heat pumps, central air conditioning, gas furnaces, hot water heaters | Entire service territory |
| Res\_Direct Distribution Efficient Products\_School Kits | Residential | LEDs, advanced power strips, low flow showerheads, faucet aerators | Entire service territory. Targeted schools will be those in which 30% or more of the students are receiving free or reduced lunch. |
| Res\_Direct Distribution Efficient Products\_Community Kits | Residential | LEDs, advanced power strips, low flow showerheads, faucet aerators | Entire service territory. Targeting underserved communities with the most in-need customers |
| Res\_Income Qualified\_Smart Savers | Residential | Advanced thermostats | Zip codes with higher propensities of IQ customers as identified from census data |
| Bus\_Standard\_Midstream HVAC | Business | Heat pumps, central air conditioners, boilers, refrigeration | Entire service territory |
| Bus\_Standard\_Midstream Lighting | Business | LED bulbs and fixtures, linear LEDs | Entire service territory |
| BED\_Manufactured Homes Weatherization and Air Sealing Initiative | Residential | Air sealing, duct insulation and sealing, pipe insulation, heat pumps, advanced power strips, advanced thermostats, LEDs, low flow showerheads, faucet aerators | Entire service territory. Parks tend to be located around the following population centers: Springfield, Danville, Peoria, Bloomington, Champaign, Decatur, Edwardsville, Belleville, Carbondale, and other larger cities. |
| BED\_One Stop Shop for Homeless Facilities | Business & Residential | Comprehensive retrofits including business and residential measures. | Entire service territory |
| BED\_Smart Home Engagement | Residential | Smart LEDs, smart hub thermostat, smart plug, smart smoke/co detector, pipe insulation, advanced power strips, hotspot and bridge (optional), portable solar charger, faucet aerators, low flow showerhead, door sweep, outlet gaskets | Entire service territory |
| BED\_Advanced Thermostats with TOU | Residential | Advanced thermostats | Entire service territory |
| BED\_New or Innovative Initiatives | Not specified. | | |

## TRC Test

A minimum requirement for consideration is that each initiative must pass the TRC test with a benefit-cost ratio greater than or equal to 1.0, as calculated in accordance with the criteria set forth in the Act, the Illinois Energy Efficiency Policy Manual, Version 2.0,[[6]](#footnote-7) any pertinent Illinois Commerce Commission orders, and as determined by AIC, provided, however, that measures offered to low-income customers[[7]](#footnote-8) need not be cost-effective (e.g., measures offered under the *Res\_Income Qualified\_Community Kits* and *Res\_Income Qualified\_Smart Savers* initiatives).

* Bidder(s) should be aware that there may be additional costs to administer the measure(s). The categories may include, but not be limited to: portfolio awareness marketing and education, evaluation, measurement and verification (“EM&V”), and general administration.
* Cadmus will perform the TRC calculation for the measure bundle, if applicable. If the measure bundle has a TRC value of greater than 1.0, Cadmus will then review the individual measures. To the extent cost ineffective measures are identified, Cadmus and AIC will work with the Bidder to either remove or minimize the use of these measures, unless those measure(s) will be offered to low-income customers.
* AIC reserves the right to request additional documentation and to make reasonable adjustments to values or assumptions provided by the Bidder. In such cases, AIC will provide the proposed adjustments to the Bidder for review.
* For multi-year bids, AIC intends to analyze TRC at both the annual year and multi-year terms.

# PROGRAM AND BIDDING GUIDELINES

The purpose of this RFP is to primarily solicit third party proposals for the 11 identified initiatives described in Section 1.3. Bidder(s) may bid on one or more of these initiatives, provided that Bidders seeking to implement the Residential and Business Midstream HVAC initiatives must bid on both initiatives together (i.e., proposals that include the Bus\_Midstream\_Midstream HVAC initiative but not the Res\_Midstream\_Midstream HVAC initiative, and vice versa, will be rejected; both initiatives must be awarded to the same Bidder). Bidders must itemize their bid detailing each initiative or measure bundle. Proposals for multiple initiatives may be provided by a single bidder. AIC reserves the right to assign higher scoring to proposals that deliver administrative efficiencies and/or are deemed to better fit AIC’s overall energy efficiency portfolio offerings.

## Program Parameters

Available electric energy savings targets are described in the tables below and are reflective of AIC's 2022-2025 Energy Efficiency Plan as approved by the Illinois Commerce Commission in Docket No. 21-0158. Natural gas budgets and savings are provided and may be used for initiatives that have dual-fuel impacts at the discretion of AIC. Additional information on initiative budgets and savings targets is available in Exhibit 2.

**Electric Budgets**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Initiative** | **2022** | **2023** | **2024** | **2025** |
| Res\_ Market Rate Single Family \_Midstream HVAC | $833,861 | $1,557,084 | $2,080,568 | $3,065,162 |
| Res\_Direct Distribution Efficient Products\_School Kits | $870,397 | $870,397 | $870,397 | $870,397 |
| Res\_Income Qualified\_Community Kits | $576,504 | $576,504 | $576,504 | $576,504 |
| Res\_Income Qualified\_Smart Savers | $1,685,427 | $1,674,194 | $1,662,944 | $1,651,711 |
| Bus\_Midstream\_Midstream HVAC | $808,032 | $2,156,678 | $2,564,918 | $3,030,278 |
| Bus\_Midstream\_Midstream Lighting | $3,205,339 | $3,067,690 | $3,062,572 | $3,185,272 |
| BED\_Manufactured Homes Weatherization and Air Sealing Initiative | $1,089,673 | $1,089,673 | $1,089,673 | $1,089,673 |
| BED\_One Stop Shop for Homeless Facilities | $30,000 | $30,000 | $20,000 | $20,000 |
| BED\_Smart Home Engagement | $199,692 | $399,383 | $599,075 | $798,766 |
| BED\_Advanced Thermostats with TOU | $57,500 | $57,500 | $57,500 | $57,500 |
| BED\_New and Innovative Initiatives | $1,214,021 | $614,947 | $225,563 | $0 |
| **Total** | **$10,570,445** | **$12,094,051** | **$12,809,714** | **$14,345,263** |

**Electric Energy Savings Targets (Annual MWh Savings)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Initiative** | **2022** | **2023** | **2024** | **2025** |
| Res\_ Market Rate Single Family \_Midstream HVAC | 1,302 | 2,519 | 3,834 | 6,379 |
| Res\_Direct Distribution Efficient Products\_School Kits | 2,017 | 2,180 | 2,318 | 2,318 |
| Res\_Income Qualified\_Community Kits | 1,096 | 1,124 | 1,145 | 1,145 |
| Res\_Income Qualified\_Smart Savers | 5,075 | 5,019 | 4,962 | 4,906 |
| Bus\_Midstream\_Midstream HVAC | 525 | 1,039 | 1,179 | 1,340 |
| Bus\_Midstream\_Midstream Lighting | 20,547 | 19,665 | 19,632 | 20,418 |
| BED\_Manufactured Homes Weatherization and Air Sealing Initiative | 996 | 996 | 996 | 996 |
| BED\_One Stop Shop for Homeless Facilities | 342 | 342 | 228 | 228 |
| BED\_Smart Home Engagement | 201 | 402 | 604 | 805 |
| BED\_Advanced Thermostats with TOU | 112 | 112 | 112 | 112 |
| BED\_New and Innovative Initiatives | 4,047 | 2,050 | 752 | 0 |
| **Total** | **36,260** | **35,448** | **35,762** | **38,647** |

**Electric Cost per kWh (Investment/Annual Savings)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Initiative** | **2022** | **2023** | **2024** | **2025** |
| Res\_ Market Rate Single Family \_Midstream HVAC | $0.640 | $0.618 | $0.543 | $0.481 |
| Res\_Direct Distribution Efficient Products\_School Kits | $0.432 | $0.399 | $0.375 | $0.375 |
| Res\_Income Qualified\_Community Kits | $0.526 | $0.513 | $0.503 | $0.503 |
| Res\_Income Qualified\_Smart Savers | $0.332 | $0.334 | $0.335 | $0.337 |
| Bus\_Midstream\_Midstream HVAC | $1.539 | $2.076 | $2.176 | $2.261 |
| Bus\_Midstream\_Midstream Lighting | $0.156 | $0.156 | $0.156 | $0.156 |
| BED\_Manufactured Homes Weatherization and Air Sealing Initiative | $1.094 | $1.094 | $1.094 | $1.094 |
| BED\_One Stop Shop for Homeless Facilities | $0.088 | $0.088 | $0.088 | $0.088 |
| BED\_Smart Home Engagement | $0.993 | $0.993 | $0.992 | $0.992 |
| BED\_Advanced Thermostats with TOU | $0.513 | $0.513 | $0.513 | $0.513 |
| BED\_New and Innovative Initiatives | $0.300 | $0.300 | $0.300 |  |
| **Total** | **$0.29** | **$0.34** | **$0.36** | **$0.37** |

**Natural Gas Budget**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Initiative** | **2022** | **2023** | **2024** | **2025** |
| Res\_ Market Rate Single Family \_Midstream HVAC | $0 | $0 | $0 | $0 |
| Res\_Direct Distribution Efficient Products\_School Kits | $117,206 | $117,206 | $117,206 | $117,206 |
| Res\_Income Qualified\_Community Kits | $59,927 | $59,927 | $59,927 | $59,927 |
| Res\_Income Qualified\_Smart Savers | $141,430 | $140,162 | $138,913 | $137,646 |
| Bus\_Midstream\_Midstream HVAC | $113,154 | $177,762 | $187,371 | $190,525 |
| Bus\_Midstream\_Midstream Lighting | $0 | $0 | $0 | $0 |
| BED\_Manufactured Homes Weatherization and Air Sealing Initiative | $266,287 | $196,063 | $167,165 | $157,274 |
| BED\_One Stop Shop for Homeless Facilities | $1,849 | $1,407 | $816 | $775 |
| BED\_Smart Home Engagement | $37,200 | $87,490 | $109,264 | $134,772 |
| BED\_Advanced Thermostats with TOU | $0 | $0 | $0 | $0 |
| BED\_New and Innovative Initiatives | $183,569 | $208,093 | $221,555 | $208,260 |
| **Total** | **$920,622** | **$988,111** | **$1,002,217** | **$1,006,384** |

**Natural Gas Energy Savings Targets (First Year therm Savings)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Initiative** | **2022** | **2023** | **2024** | **2025** |
| Res\_ Market Rate Single Family \_Midstream HVAC | - | - | - | - |
| Res\_Direct Distribution Efficient Products\_School Kits | 51,962 | 51,962 | 51,962 | 51,962 |
| Res\_Income Qualified\_Community Kits | 33,719 | 33,719 | 33,719 | 33,719 |
| Res\_Income Qualified\_Smart Savers | 112,307 | 111,051 | 109,813 | 108,558 |
| Bus\_Midstream\_Midstream HVAC | 12,820 | 20,319 | 20,947 | 21,261 |
| Bus\_Midstream\_Midstream Lighting | - | - | - | - |
| BED\_Manufactured Homes Weatherization and Air Sealing Initiative | 42,392 | 42,392 | 42,392 | 42,392 |
| BED\_One Stop Shop for Homeless Facilities | 960 | 960 | 640 | 640 |
| BED\_Smart Home Engagement | 23,875 | 47,750 | 71,625 | 95,501 |
| BED\_Advanced Thermostats with TOU | 34,595 | 34,595 | 34,595 | 34,595 |
| BED\_New and Innovative Initiatives | - | - | - | - |
| **Total** | **312,630** | **342,750** | **365,695** | **388,628** |

* Ameren Illinois expects all initiatives awarded through this RFP to launch in the first quarter (Q1) of 2022 and achieve annual agreed upon savings within the approved planned budgets shown above.
* Bidder(s) must perform their own market research and apply their expertise to determine the realistic amount of savings they can achieve, as well as the budgets needed, and then provide sufficient support for such assumptions in their bid so that Cadmus and AIC can assess the proposals. Please note, competitive pricing and proposing realistic magnitudes of kWh savings will be important selection factors on which qualified bid(s) are accepted.

## 2.2 Key Considerations

Bidder(s) must note the following when developing responses:

* Estimated savings must be provided as net savings including net-to-gross (“NTG”) estimations and measure values. Bids must include proposed NTG ratios.[[8]](#footnote-9) Each year the Stakeholder Advisory Group and evaluators approve prospective NTG ratios in advance of implementation for planned initiatives and measures. The proposals will be evaluated using the prospective NTG ratios for planned initiatives and measures already identified in AIC’s 2022-2025 plan. For measures proposed by Bidder but not already identified in the plan, a NTG ratio should be proposed and justified in accordance with Illinois Energy Efficiency Policy Manual Version 2.0, Section 7.2.[[9]](#footnote-10)
* AIC will only consider proposals with verifiable and measurable electric energy savings using best practices. The Illinois Statewide Technical Reference Manual (“TRM”) provides standardized savings values and algorithms for a wide range of measures. Where proposed measures exist in the TRM, Bidder(s) must propose bids that apply the most current TRM.[[10]](#footnote-11) For proposed measures that do not exist in the TRM, Bidder(s) must provide work papers and/or evaluations that define the algorithms, parameters, and input values that were used to estimate energy savings. Bidder(s) are required to provide specific TRM algorithm or alternate algorithm calculations in their bid savings.
* Bidders are required to itemize all costs in their bids (such as incentives, marketing, customer care, labor including subcontractors, material costs, initiative management, reporting, etc.) in accordance with the Illinois Energy Efficiency Policy Manual, v.2.0. If the initiative proposed receives revenue from any source, the source and expected amount of revenue should be included in the bid proposal.
* Each measure that is implemented will be subject to evaluation requirements consistent with policies authorized by the ICC.
* For Income Qualified Initiative proposals, AIC will give preference to “*independent third parties that have demonstrated capabilities to serve such households, with a preference for not-for-profit entities and government agencies that have existing relationships with or experience serving low-income communities in the State*" in accordance with Section 8-103B(c).Net savings evaluation will be conducted by an independent evaluator at the close of each program year, although evaluation activities may be ongoing throughout a program year. Process evaluation may also be performed for items such as overall initiative performance, marketing approach, implementation channels, outreach activities and customer satisfaction.
* The Bidder will be subject to the requirements of the Illinois Energy Efficiency Policy Manual and the TRM, as updated from time to time.
* Bidder(s) must have nexus in Illinois as defined by the State of Illinois, be registered with the Illinois Department of Revenue for sales tax and use tax, and accept responsibility for issuing Form 1099 as required by law.
* If bidders are proposing a new or innovative initiative, they must consider and sufficiently explain impact of any Bid on the other offerings included in AIC's Approved Plan (in terms of duplicating, competing or replacing defined measures or Initiatives that are included in AIC’s approved 2022-2025 Plan but are not included in this RFP), as well as how the Bidder believes the new or innovative initiative, if implemented, provides overall and/or incremental value to AIC customers.
* Bidders must provide all the required information set forth in Section 3 of this RFP, but should consider that the evaluation criteria will include:
  + Pricing and cost-effectiveness: pricing and cost-effectiveness will be given substantial weight; Bidders are encouraged to provide competitive pricing that provides equal or better costs and savings as outlined above.
  + Innovation and strength of offerings with justified and credible assumptions for budgets, savings and participation based on market analysis. Proposed initiative budgets with proportionally lower administrative costs will be preferred.
  + Demonstrated synergy with the goals and objectives identified in AIC’s 2022-2025 Plan, as approved by the Commission.
  + Demonstrative experience of the Bidder in the proposed initiative or measure.
  + Qualifications of key personnel that would implement with the proposed Bid.
  + Market development action plan that describes how the Bidder will reach customers, engage community partners, and develop workforce.
  + Other factors deemed important by Cadmus and/or AIC, either independently or through external stakeholder feedback, which demonstrate overall value to AIC’s customers may be applied during the evaluation process. Bidders are encouraged to consider and explain why a Bid would deliver such value.
* Bidders should endeavor to submit proposals consistent with AIC’s 2022-2025 Plan,[[11]](#footnote-12) and the Settlement Stipulation and Agreement.[[12]](#footnote-13) AIC will work with selected bidders in advance of contract to ensure Plan goals and objectives and stipulation requirements are met.

## Accountability and Obligation

By responding to this RFP, Bidder(s) acknowledge that:

* Bidder(s) will be expected to achieve the savings within the budget as provided in their bid, or revised for submission if requested by AIC, for the timeframe proposed.
* Initiative administration, implementation and assumptions are subject to legal and regulatory changes, including the TRM and annual evaluation results. Bidder(s) acknowledge that their bid assumptions may be revised as necessary to conform with the TRM in effect at the time of initiative delivery and that they will confirm their continued intent to proceed with the bid based on the revised savings targets within the original budget submitted to AIC.
* AIC shall require that payment will include a pay for performance contracting mechanism where selected Bidder(s) will receive a fixed payment amount that will be directly tied to certain negotiated performance metrics, subject to pre-determined holdbacks, customer make whole, and other payment related provisions as applicable, as determined by Ameren Illinois. Bidders should propose the pay for performance approach; however AIC reserves the right to reject the approach and suggest an alternative for consideration and agreement by the Bidder. Please note that acceptance of any bid is contingent on Bidder and AIC coming to mutually agreeable terms with respect to performance, contract requirements and payment.
* The winning bid(s), including contract terms, will be subject to any changes to AIC’s internal policies and procedures, as well as any changes to any TRM or NTG values, implementation, administration, or ICC rulings arising from AIC’s regulation by the ICC, or necessitated by a change in law or regulation affecting AIC’s 2022-2025 Plan.

## Marketing

The selected Bidder will be responsible for paying the direct costs of and managing, executing, securing, documenting, and reporting energy savings and marketing of the measure(s) under the guidance of and in partnership with AIC and its prime implementer. While it may be determined that it is more feasible for all marketing activities to be coordinated by AIC, Bidder(s) should assume this responsibility for the purposes of this bid. Final determination will be made during contract negotiations.

All aspects of initiative design and implementation, marketing plans, materials, and outreach activities, including all customer-facing aspects of the initiative, must be consistent with Illinois law, as well as reviewed and approved by AIC.

## Initiative Payment and Budget Design

Initiative budget shall be designed on a not-to-exceed basis. Subject to negotiations, bids must propose a pay-for-performance structure, in whole or in part, and AIC may elect to give preference to initiative payment structures that involve time and materials; a performance pay mechanism; and actual pass-through incentive costs (if applicable). The verified net kWh saved will be determined by an independent evaluator after the end of the program year. Release of any holdback and/or initiative payment true-up if applicable will occur after the evaluation period, which is approximately six months after the end of the program year.

## Payment of Incentive/Rebates

If customer incentives (rebates) and/or services (*e.g.*, direct install, energy audits) or other incentives are part of the initiative design, the implementer will make payment of incentives to the appropriate party and/or provide such services and report such payments or services on a monthly basis to AIC.

As applicable, the Bidder will propose a budget and a process for payment of customer incentives and/or providing of services. If the incentive amount is not a fixed price per unit, the Bidder will describe how the amount is determined for each customer or measure.

## Selected Bidder Payments

Except as otherwise set forth herein or otherwise agreed to by AIC and selected Bidder, all complete and undisputed invoices shall be due and payable within 30 days of receipt by AIC. AIC may withhold payment of any charges if, at AIC’s sole discretion, documentation or additional support is needed or AIC disputes in good faith the invoice, in whole or in part. AIC may set off amounts selected Bidder owes AIC as credits against charges payable to selected Bidder under the contract.

## Initiative Integration

Selected Bidder(s) may be required to develop and operate systems that integrate into AIC 2022-2025 EE Plan operations. As an example, AIC will have a system to track savings. AIC expects Bidder(s) to comply with and provide information to be tracked in that system. Other integration items include:

* *Staff.* Staff will be employed by the selected Bidder but will perform under the rules and guidance of AIC and/or AIC’s prime implementer. Selected Bidder(s) must provide trained personnel, as needed, who represent the diversity of Ameren Illinois’ service territory, and are able to respond to customer inquiries regarding initiative services, scheduling issues, warranty issues, and other initiative-related issues.
* *Internet Capability*. Initiative-specific internet and website initiative information and participation will be integrated with the current Ameren Illinois Energy Efficiency web platform. Any additional costs anticipated to merge an initiative to this platform must be part of the bid.
* *Information Security.* Bidder(s) will be required to have in place security protocols and policies that comply with local, state and federal law, including the orders of the ICC, as well as AIC’s own policies on electronic data and cybersecurity, and interchange as it relates to the security of customer and company information, and the appropriate treatment of customer information. Bidder requirements pertaining to cyber security are included in Exhibit 8.

## Initiative Operations

Initiative operation costs as a category should be itemized separately on the bid and be inclusive of the items in this section in addition to other initiative operations cost requirements.

During contract negotiations, it may be determined that the following items will be coordinated by AIC or its prime implementer, but Bidder(s) should assume this responsibility for the purposes of this bid:

***Intake:*** Selected Bidder(s) will develop and implement intake systems and processes to answer questions from prospective customers, screen for initiative eligibility and target markets.

***Quality Assurance and Evaluation Support:*** Selected Bidder(s) will develop and implement a quality assurance protocol to ensure that the initiative achieves net energy savings. Selected Bidder(s) will also provide documentation sufficient for AIC, its prime implementer and an independent evaluator to evaluate the initiative in terms of safety, customer service, and other performance metrics as determined by these entities.

***Access:*** Selected Bidder(s) will assist AIC’s independent evaluator, providing access to initiative records, access to initiative employees and subcontractors to answer questions and provide interviews, and other support as needed. Selected Bidder(s) shall accommodate AIC’s need to audit selected Bidder initiative processes and field activities, including subcontractor activities and will provide any information and assistance upon request.

***Initiative Management Systems and Processes:*** Selected Bidder(s) will develop, document and implement initiative management systems and processes that support effective initiative management and delivery. Initiative management systems may include computer systems, employee procedures, or other systems. AIC will retain all rights to data, results, and any other information collected/developed during the performance of these initiatives. At a minimum, these systems (documented Processes or Policies) must be capable of supporting the following functions:

* Processing customer intake requests and screening customers for eligibility.
* Procuring and managing the qualified subcontractors and trade allies required to implement the initiative and providing sufficient capacity of staff and qualified subcontractors to meet initiative demand in the geographic regions targeted by the initiative. All contractors shall have or obtain all required licenses, certifications, permits and insurance for the work proposed in a form or substance required by AIC during contract negotiations.
* Scheduling customers, subcontractors, and quality assurance personnel for efficient delivery of initiative services.
* Providing appropriate training to selected Bidder(s) staff, subcontractors, and trade allies needed to provide the initiative services.
* Ensuring the safety of Bidder's staff, subcontractors, trade allies and customers being served.
* Providing timely resolution to customer complaints and issues, with documented call center scripting and complaint escalation processes.
* Surveying customer satisfaction.
* Collecting and storing contact information, including phone numbers and email addresses, for trade allies and participants.
* Collecting and storing data on customer energy savings and customer work flow through initiative implementation steps.
* Interfacing with AIC portfolio tracking systems, allowing for secure (possibly weekly) automated data transfers of key initiative metrics meeting all of AIC’s data transfer protocols.
* Maintaining privacy of customer, trade ally and participant data. Selected Bidder(s) data security processes and systems must meet or exceed AIC security requirements as well as the requirements set forth by applicable local, state and federal law.
* Tracking information needed to assess key performance indicators used to measure and structure payments for selected Bidder(s) performance, including tracking safety, customer satisfaction, participation, energy savings, and other initiative features.
* Participating in routine status conference calls, to be coordinated between AIC, AIC’s prime implementer and selected Bidder(s), as needed, for effective initiative management.
* Providing appropriate management reports.
* Developing and maintaining policies and procedures for initiative implementation.
* Supporting bidder MDAP and program implementation that furthers the MDI goals and objectives that are identified in Exhibit 5 – Market Development Initiative Action Plan.
* Advance AIC's core objective, including the following:
  + Aim to achieve energy savings and advance AIC's efforts to meet the cumulative persisting annual savings ("CPAS") goals set forth in the Act;
  + Focus on using the energy efficiency investments in a way that till achieve the additional, important business objectives to have a positive community impact; and
  + Amplify other benefits to customers, like environmental impacts, achieved in tandem with energy savings.

***Reporting:*** Selected Bidder(s) will be required to support AIC’s independent evaluator and AIC’s prime implementer in the assessment of the Bidder(s)’ initiative(s) by providing access to initiative records and other support as needed. In addition, selected Bidder(s) will provide regular (possibly weekly, monthly, and quarterly) management reports to AIC and its prime implementer primarily through email but also through paper, as needed. These reports may also be given to the independent evaluator, who may contact participating customers (including on-site visits) to evaluate Bidder performance and verify installations. Management reports must include, at a minimum, a summary of key activities, accomplishments, initiative status, budget status and estimated savings. Selected Bidder(s) will be required to hold monthly meetings with AIC or AIC’s prime implementer, either in person or remotely over phone or web-conference. Selected Bidder(s) must also accommodate AIC’s need to audit Bidder’s initiative processes and field activities, including subcontractor or trade ally activities.

## Risks and Assumptions

Bidder(s) should include a list of all assumptions related to their initiative budget(s) or estimated savings. In addition, Bidder(s) should include a discussion of any risks Bidder(s) foresee to their ability to achieve the savings target they propose, at their estimated budget. These risks and assumptions will be used as part of the assessment of bids and failure to provide adequate information could result in removal of a bid from consideration.

# SOLICITATION PROCESS AND REQUIREMENTS

Bidder(s) interested in submitting a proposal in response to this RFP must adhere to the solicitation process set forth in this section. Failure to comply with the requirements and deadlines will result in disqualification.

|  |  |
| --- | --- |
| RFP Release Date | September 7, 2022 |
| Pre-Bid Bidder(s)' Conference Call | September 14, 2021 |
| Bidder Questions Deadline | September 20, 2021 |
| Responses to Questions Issued | September 24, 2021 |
| Intent to Bid Due | September 28, 2021 |
| Bidder Proposal(s) Submission Due | October 15, 2021 |
| Proposal Review\* | October 15–December 1, 2021 |
| Notification of Bid Selection(s)\* | December 1, 2021 |
| \*Estimated dates, subject to change. | |

## Pre-Bid Bidder(s) Conference Call

Bidder(s) are encouraged, although not required, to participate in a Pre-Bid Bidder's conference call. There is no registration required to participate in the conference call. The conference call will provide interested firms with an opportunity to seek clarification on the requirements of this RFP. Below are the schedule and instructions for the conference call. **Cadmus recommends using Google Chrome or Microsoft Edge to access the meeting.**

**Date:** September 14, 2021

**Time:** 2:00 – 3:00 PM CDT

**Join via computer or mobile phone:** [Teams Meeting Link (Click here)](https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZWVkYTRlYzEtYzYyOS00NWY2LWI2N2EtN2YwZjhiYWFiNWY4%40thread.v2/0?context=%7b%22Tid%22%3a%229775d500-e49b-49a7-9e24-1ada087be6ee%22%2c%22Oid%22%3a%2285ec104b-5b7b-49d9-b049-bcd5e4a43189%22%7d)[[13]](#footnote-14)

**Conference Line:** +1 978-746-6050

**Access Code:** 667 570 341#

## RFP Questions, Inquiries, Clarifications

Questions, inquiries and clarifications regarding this RFP must be received by Cadmus no later than 4:00 PM Central Time on September 20, 2021. Outside of the Pre-Bid Bidder(s)’ conference call, all questions, inquiries, and clarifications will be handled by email only, and the responses distributed to those who submitted an intent to bid.

## Intent to Bid

Potential Bidder(s) are required to submit a notification of intent to submit a proposal in response to this RFP to [AICBidReview2021@cadmusgroup.com](mailto:AICBidReview2018@cadmusgroup.com). Notification of the intent to bid must be received by Cadmus no later than 4:00 PM Central Time on September 28, 2021. The notification of the intent to bid should include Exhibit 1\_General Company Information Form completed by the Bidder and a list of the initiatives the Bidder intends to include in their proposals. In the event a Bidder chooses to bid on fewer or more initiatives than listed in the intent to bid, those proposals will still be accepted.

Bidder(s) are responsible for confirming their intent to bid was received if they so choose. Those who submit a signed intent to bid will be provided all responses to submitted questions, as provided under Section 3.1, including any questions that are responded to after the specified question and answer period.

## RFP Due Date

All proposals must be submitted electronically, as provided herein. All proposals must be sent electronically and be received by Cadmus no later than 4:00 PM Central Time on October 15, 2021. Electronic proposals should be sent to the addresses below:

[AICBidReview2021@cadmusgroup.com](mailto:AICBidReview2018@cadmusgroup.com)

Jmyers6@ameren.com

AIC has not committed to any course of action as a result of the issuance of this RFP and/or its receipt of proposal from any Bidder response to it. Further, AIC reserves the right to amend or alter this RFP, as appropriate, as well as reject as non-responsive any proposals that do not contain the information requested in this RFP, reject late proposals, reject proposals that are determined from the information submitted to not be in the customers’ interest and negotiate with one or more Bidder(s). AIC is not liable for any Bidder costs, including but not limited to any incurred by any person or firm responding to this RFP or participating in any phase of this RFP, and regardless of whether such Bidder costs are incurred by modifications to this RFP or other delays.

## Verification of Receipt of Proposal Submission

It is the Bidder’s sole responsibility to ensure that its proposal is received at the email addresses provided in Section 3.3 by the prescribed deadline for submission.

## Proposal Preparation Cost

The cost of RFP preparation and any on-going expenses incurred during the process leading up to implementation will be the sole responsibility of the Bidder.

## RFP Updates or Cancellation

AIC reserves the right to make changes, updates or cancel the RFP. Any updates to or the cancellation of this RFP will be communicated only to prospective Bidder(s) who have indicated their intent to bid by the deadline stated in this RFP.

## Errors and Omissions

A Bidder that discovers an error or omission in its RFP response package may withdraw that package and resubmit a revised version, provided that it does so before the deadline for submission of the RFP responses.

## RFP Responses not Confidential

AIC does not guarantee that proposals will be kept confidential, including either the proposals submitted in response to the RFP or any contract/purchase order arising from the solicitation. Furthermore, AIC disclaims any liability to a Bidder or other party as a result of any public disclosure of any proposal or the resulting contract/purchase order.

## Conflicts and Disclosures

Bidder(s) also need to provide a list of any potential conflicts and a disclosure of any professional relationships they have with AIC, any of its entities, implementers and contractors currently engaged by AIC. The presence of such relationships is not necessarily disqualifying, however.

## Modification of Request for Proposal

After the assessment and analyses of proposals submitted in response to this RFP are completed, AIC reserves the right to modify the requirements and terms of this RFP. AIC may also, at its sole discretion, request additional information or resubmission of some or all items from some or all of the initial Bidder(s).

## Contract Award

Following the review of all qualified responses by AIC and an independent third party, AIC will notify each Bidder regarding the desire to conduct (or not conduct) further negotiations and/or discussions regarding proposed initiative(s). Acceptance of any proposal may be contingent upon ICC approval, pertinent ICC Orders, new legislation passed into law and the execution of a subsequently negotiated, written contract. For avoidance of doubt, this RFP creates no contractual relationship between AIC and Bidder and implementation of any initiative approved by the ICC will be subject to AIC and Bidder coming to agreement with respect to all contract terms and all attachments thereto.

# PREPARING AND SUBMITTING A PROPOSAL

Proposals must include a proposal cover, a cover or transmittal letter, and a table of contents consisting of the items listed below in the order shown. Bidder(s) must address each item. If an item does not apply, the Bidder must provide an explanation. Bidder(s) should provide sufficient detail to address each item clearly and briefly but should avoid excessive or elaborate submittals. Pages must be numbered and dated. All required attachments as listed below must be included in the submission.

The submission of a proposal shall constitute the acknowledgement and acceptance of all the terms, conditions, and requirements set forth in this RFP unless exceptions are noted specifically. For each proposed initiative, the Bidder should include:

## Executive Summary

Bidder shall provide an executive summary that includes a high-level summary of the proposal as well as a brief description of the proposed measures and approach (limit of 2 pages). If the Bidder is submitting proposals for more than one initiative, any synergies or savings from the implementation of multiple initiatives can be described in the executive summary.

## Initiative Description and Schedule

Address at least the following:

* The description should summarize the market or market segment being served, the applicable electric and/or gas efficiency measures that will be implemented, and how the measures will be marketed and delivered.
* Bidders are encouraged to explain how the proposal(s) would synergize with the current offerings of AIC’s Plan, and how the proposal(s) demonstrate overall value to AIC’s customers. Bidders proposing new or innovative approaches should address how the proposals do not duplicate or seek to replace existing initiatives within the Plan, as well as explain with sufficient detail how the Bidder anticipates its proposal will complement existing Initiatives in a manner that is consistent with the overall goals of the Plan without adversely impacting the Plan. Bidder(s) should describe how their approach to delivery and implementation of energy efficiency measures will verify that customers receiving the energy efficiency measures are actually AIC electric customers and natural gas customers where applicable. If Bidder’s delivery and implementation approach cannot verify energy efficiency measures are delivered to AIC electric and/or gas customers, Bidder(s) should describe the steps the Bidder will take to minimize delivery of energy efficiency measures to non-AIC electric and/or gas customers, and the assumption used by Bidder as to what proportion of products will be installed by AIC electric and/or gas customers.
* To the extent any bids propose controlling a device within the home or business, the Bidder must fully explain the extent of the control and how it will obtain consent from the utility customer prior to implementation.
* The proposed schedule should address initiative planning, launch and operations, focusing on the time required from contract award to full operation. The schedule should be in bar chart or tabular form with key milestone dates.
* The schedule should also address the steps required for initiative shutdown.

## Marketing Strategy

The marketing strategy should be based on market analysis and define the target market and how the Bidder intends to reach the market as well as the delivery approach, including any reliance on or leveraging any AIC administrative or marketing assistance. The Bidder should address key messaging and the value proposition that will be used to attract participants.

## Market Development Action Plan

In addition to a marketing strategy that will support successful implementation of the initiative(s), Bidders must develop a proposed Market Development Action Plan (MDAP), as outlined in Exhibit 5. The MDAP is a detailed description of the strategies and actions an implementer will take to support Ameren Illinois' efforts to achieve the objectives of its Market Development Initiative including: engaging underserved customers, building a diverse workforce, and supporting diverse businesses. In addition, the MDAP developed by Bidders should identify opportunities for partnering with diverse business enterprises and non-profit and community-based organizations.

## Summary of Qualifications and Experience

Bidders should provide a summary of qualifications and experience including, but not limited to:

* Proven ability to accurately plan as well as manage, design and implement proposed initiatives efficiently and effectively.
* *Overall Relevant Project Experience***:** Bidder(s) shall describe their team’s relevant experience implementing projects with similar measures and scope, for the past three years. For each experience discussed, Bidder(s) must provide the following:
  + - Energy Efficiency program/initiative name and location where implemented
    - Entity for whom the program/initiative was implemented
    - Budgeted dollars, budgeted savings, actual dollars, and achieved savings
    - A copy of the evaluation results if the program/initiative was evaluated
* *Client References***:** Bidder(s) shall provide three (3) client references including each reference’s company name, contact information (name, title, phone number, and email). At least one reference must be from a project listed under *‘Overall Relevant Project Experience.’*
* *Supplier Diversity*: AIC is committed to increasing opportunities for diverse suppliers. As such, bidders are encouraged to identify if they are certified as minority (i.e., African American, Asian Pacific American, Asian Sub-Continent American, Hispanic American, and Native American)-, women-, veteran-, LGBT- and service-disabled veteran-owned enterprises and to complete [Ameren's Supplier Diversity Registration.](https://www.poweradvocate.com/publicRegistration.do?companyKey=ypJo%2FTfuAMs%3D&locale=en_US)

## Staffing (including subcontractors)

Bidder(s) shall describe how the initiative will be staffed. Staff will be employed by the selected Bidder but will perform under the rules and guidance of AIC and/or AIC’s prime implementer. The staffing plan must include the following information:

* **Roles and Responsibilities:** Identify and describe key personnel, their role(s) and their primary responsibilities.
* **Subcontractor Responsibilities:** Describe how subcontractors will be integrated into the Initiative staffing structure and identify their responsibilities. (If specific subcontractors have not been identified but are planned, use generic identifiers.) Diversity status of any subcontractor(s) should also be included.
* **Rates and Hours:** Estimate staff hours and list proposed hourly rates by role. Hourly rates should be “all inclusive” with no expectation on the part of Contractor to charge AIC for any additional employee benefits.
* **Staff Qualifications:** Bidder shall summarize staff qualifications. This will enable AIC to determine whether the skills and experience of individuals assigned are appropriate to the work requirements. Note, if Bidder is selected for award, any changes to the identified key personnel described in the proposal must be approved by AIC.
* **Organizational Chart:** Bidder(s) should provide an organization chart with the key positions and individuals within the Bidder and subcontractors’ organizations responsible for designing, implementing and marketing.

Full resumes or bios may be attached to the proposal.

## Proposed Budget

Bidder(s) must provide a budget in the format provided in the table below for each year the bidder proposes to offer the initiative. Budget items are defined as follows, and Bidder should clearly explain what is included in each item:

* **Administration**: includes the on-going administrative costs to support initiative operations. These may include tracking, reporting, subcontractor administration, call center and customer support operations, etc.
* **Marketing**: includes advertising, customer outreach and education, development and production of marketing materials, website and content development, media purchases (if any), and related expenses.
* **Delivery**: includes the costs of application intake, pre-qualification, incentive processing, technical support, and other costs related to applicant project support.
* **Incentives**: are payments made to reduce the customers’ costs of energy efficiency measures. Incentives are not intended to eliminate customers’ costs for purchasing and installing measures. If measures are provided at no cost to the customer, those costs should be provided separately as the Costs of Direct Delivery (see below). The product of the Estimated Annual Participation Units and the Incentive Per Unit provided in Exhibit 2 should equal the Incentives in the Budget Item table.
* **Costs of Direct Delivery**: apply to certain initiatives where the full cost of measures, including installation, is provided at no charge to the customer. Many residential direct install initiatives provide some measures at no charge to the customer. The product of the Estimated Annual Participation Units and the Direct Delivery of Free Measures provided in Exhibit 2 should equal the Costs of Direct Delivery in the Budget Item table.

## Detailed Efficiency Measure Information

* Each proposed measure must be provided with the information required in Exhibit 2, which includes examples for illustrative purposes (see Measure Level Detail tab). There is no limit on the number of measures that may be submitted as part of an initiative. For multi-year initiatives, please specify measures and participation for each year.
* For measures that are covered by the TRM, Bidder(s) must propose bids that apply the most current, Commission-approved TRM and are responsible for ensuring that proposed measure values comply with TRM calculation methodologies and/or deemed savings values.
* Bidder(s) must provide estimated annual participation, or number of efficiency units deployed, and estimated NTG ratios. The TRM does not provide participation or NTG ratios. NTG ratios are studied and provided by independent evaluators on an annual basis.
* Where proposed measures exist in the TRM, Bidder(s) are required to include the specific TRM algorithm calculations, with all inputs and assumptions, in the spreadsheet.
* For proposed measures that do not exist in the TRM, Bidder(s) are required to provide work papers and/or evaluations that define the alternate algorithms, parameters, and input values that were used to estimate energy savings.
* AIC reserves the right to evaluate and adjust Bidder’s proposed measure information as it deems necessary.

## Required Forms, Disclosures and Exceptions

Bidder(s) shall provide their response to the following attachments as part of their proposal submission, where applicable. Bidder(s) must include all mandatory attachments with their response unless previously provided to AIC.

Bidder(s) should append the file name to include the Bidder(s) name. For example: “Exhibit 1-General Company Information Form\_[Bidder Company Name].doc.”

* **Exhibit 1**—General Company Information Form. Bidder shall submit the General Company Information Form as part of its intent to bid.
* **Exhibit 2**—Energy Savings and Budget Template
* **Exhibit 3**—Supplier Response Form. Bidder(s) must complete and include as attachment. Failure to properly complete and include certification may subject the bid to disqualification.
* **Exhibit 4**—Quality Questionnaire. Bidder(s) must complete and include as attachment. Additional documents specified in the questionnaire should be included as attachments as well.
* **Exhibit 5**—Market Development Action Plan (MDAP). Bidders(s) should include a MDAP that address the key element described in this exhibit.
* **Exhibit 6**—Energy Efficiency Program Services Agreement Terms and Conditions. The contract awarded to Bidder as a result of this RFP will be subject to AIC’s Energy Efficiency Program Service Agreement Terms and Conditions, which can be modified at any time. Any Bidder exceptions to these terms must be specifically objected to by providing redlined version as Exhibit 6 of the proposal. Failure to provide exceptions in the proposal response shall be deemed a waiver of Bidder’s right to take exceptions and as an acceptance of all said terms and conditions at time of award.
* **Exhibit 7**—Statement of Work. This document defines the roles and responsibilities of AIC and the Bidder under the Energy Efficiency Program Services Agreement. Any Bidder exceptions to these terms must be specifically objected to by providing redlined version as Exhibit 7 of the proposal. Failure to provide exceptions in the proposal response shall be deemed a waiver of Bidder’s right to take exceptions and as an acceptance of all said terms and conditions at time of award.
* **Exhibit 8**—Digital Questionnaire. Bidder(s) will be required to have in place security protocols and policies that comply with local, state and federal law, including the Orders of the ICC, as well as AIC’s own policies on electronic data security and interchange as it relates to the security of customer information, and the appropriate treatment of customer information, each of which can be modified at any time. The contract awarded to Bidder as a result of this RFP will be subject to AIC’s Information Access and Cyber Security Terms and Conditions. Any Bidder exceptions to these terms must be specifically objected to by providing redlined version as Exhibit 8 of the proposal. Failure to provide exceptions in the proposal response shall be deemed a waiver of Bidder’s right to take exceptions and as an acceptance of all said terms and conditions at time of award.
* **Exhibit 9**—Program Template
* **Exhibit 10**— Supplier Diversity, Subcontractor Business Plan for Ameren. AIC values diversity and believes in providing equal opportunity to all qualified suppliers, including diverse suppliers (i.e., minority, women, veteran, and disabled veteran owned businesses). As a valued supplier/contractor, AIC is requesting Bidder(s) share in our commitment to provide qualified diverse suppliers an opportunity to participate in this proposal. AIC’s commitment to supplier diversity reflects our belief diverse supplier partnerships are vital to the economic success of our region. AIC’s definitions of diversity are included in Appendix B.

# EXHIBITS

Bidder(s) should submit, in completed form, the following forms, certifications, templates and questionnaires and those Exhibits that are applicable to the Bidder’s proposal. Content included in Exhibit 2 is provided to serve as an example of the information AIC requires. Bidder(s) should replace the existing content with content appropriate to their proposal. Bidders may add tabs or adjust rows or columns as needed. Bidders should complete one set of forms for each initiative proposed.

Exhibit 1—General Company Information Form



Exhibit 2— Energy Savings and Budget Template



Exhibit 3—Supplier Response Form



Exhibit 4—Supplier Quality Questionnaire



Exhibit 5—Market Development Action Plan



Exhibit 6— Energy Efficiency Program Services Agreement Terms and Conditions



Exhibit 7— Statement of Work



Exhibit 8—Digital Questionnaire



Exhibit 9—Program Template



Exhibit 10—Supplier Diversity, Subcontractor Business Plan for Ameren



# APPENDIX A: INITIATIVE DESCRIPTIONS

**Midstream HVAC (Res\_ Market Rate Single Family \_Midstream HVAC and Bus\_Midstream\_Midstream HVAC)**

**Purpose of the Initiative**

Midstream energy efficiency programs provide incentives to equipment distributors and contractors to stock, promote and sell energy efficient equipment. This initiative is focused on heating and cooling equipment. This program has impacts beyond the energy savings. Motivated by the financial incentives, participating contractors and installers educate and work with their customers to improve the efficiency of their businesses and residences. This has a market transformation effect since it encourages installers to keep efficient equipment on hand. It also has a business development effect, by providing direct support for these installers through the rebates issued by the program. AIC seeks a program implementer that will prioritize partnerships with community partners (Community Based Organizations (CBO), Community Action Agency (CAA), etc.) and look for opportunities to utilize diverse and/or local vendors when possible. Note that AIC intends to select a single implementer for Midstream HVAC, but separate budgets and savings targets are provided for the residential and business components.

**Initiative Description**

The initiative provides rebates to HVAC distributors to stock and sell a prescribed set of heat pumps and air conditioners, including high efficiency rooftop units, which are widely used in smaller commercial buildings, as well as other high efficiency commercial cooling products. Residential customers will also be served through this Midstream offering with thermostats, air source heat pumps, central air conditioners, ductless heat pumps and heat pump water heaters. Rebates administered through distribution or point-of-sale at the wholesale level that require no paperwork from customers or contractors.

**Target Markets by Sector, Segment and Participation Eligibility Requirements**

The network of distributors that sell HVAC to contractors and program allies and directly to Business and Residential customers.

The Bidder may explore data analysis to assist in identifying households with electric resistance heating that could be offered incentives for the installation of heat pumps (either ductless or ducted, as appropriate) to serve as the primary heating system.

**Special Considerations**

As a more recently introduced midstream HVAC program there are currently a small number of distributors participating. The distributor network is geographically dispersed across the Ameren Illinois territory to be within reach to all customers. The selected implementer will continue to enroll new distributors in the program as it continues to grow. Opportunities lie in expanding the network to include diverse distributors and into underserved areas. The distributors drive participation in the program and implementation staff provide them support.

The selected implementer should ensure that participating distributors adhere to program guidelines through effective and regular communications, ongoing training, and notification of any program changes and updates.

**Applicable Measures**

Existing HVAC products available through the offering include heat pumps and air conditioners, which are widely used in smaller commercial buildings, as well as other high efficiency commercial cooling products. New types of HVAC equipment are regularly reviewed to be offered in the program as requested by stakeholders and customers.

|  |  |
| --- | --- |
| **Measure** | **Requirements** |
| Smart Thermostat | Must be ENERGY STAR listed |
| Central Air Conditioner | Must be 16 SEER or greater as confirmed by AHRI » Must be 12.5 EER or greater as confirmed by AHRI » Maximum capacity of up to 135 kBtu |
| Air Source Heat Pump | Must be 16 SEER or greater as confirmed by AHRI » Must be 9.0 HSPF or greater as confirmed by AHRI » Maximum capacity of up to 135 kBtu |
| Ductless Heat Pump | Must be 17 SEER or greater as confirmed by AHRI » Must be 9.5 HSPF or greater as confirmed by AHRI |
| Heat Pump Water Heater | Must be ENERGY STAR listed |
| Notched V-Belt | Must be notched belts with AX or BX cross section » Must be suitable for replacement of smooth V-belts between motor and fan in non-residential HVAC RTU systems |

**School Kits (Res\_Direct Distribution Efficient Products\_School Kits)**

**Purpose of the Initiative**

The purpose of the school kit Initiative is to provide basic energy efficiency and conservation awareness to youth attending public and private middle schools, with a specific focus on underserved areas. A further objective is to provide energy saving kits that contain products and educational materials for the student and their family to self-install at home. AIC seeks an initiative implementer that will prioritize partnerships with community partners (Community Based Organizations (CBO), Community Action Agency (CAA), etc.) and looks for opportunities to utilize diverse and/or local vendors when possible.

**Initiative Description**

The initiative recruits schools to participate in energy efficiency presentations that support the distribution of no cost energy saving kits to households throughout Ameren Illinois service territory. The presentation material is designed to create a foundational understanding and awareness of the different types of energy used and the benefits of energy efficiency. Additional collateral is developed and serves to cross promote the other Initiatives offered within the Ameren Illinois Residential Program. The Energy Efficiency Kits contain marketing collateral that is created to inform and educate recipients on the contents, installation, as well as the benefits gained by installing the products. Products included in the kit can be found in Energy Savings and Budget Template, Tab 2. Bidders should include a detailed description of how they plan to recruit schools and teachers with a focus on low-income communities.

**Target Markets by Sector, Segment and Participation Eligibility Requirements**

* + All targeted schools will be those in which 30% or more of the students are receiving free or reduced lunch (targeted schools are listed here: https://www.cyberdriveillinois.com/departments/library/libraries/pdfs/il-nslp-eligibility.pdf).

**Special Considerations**

* + Bidders' response should identify/describe ways to increase student participation regarding the installation of the energy saving products received in the kits.
  + Bidders are encouraged to respond with creative/innovative ways to engage students and families and provide insight on how the initiative design will cross promote with other energy efficiency offerings and guide customers to the next phase of their EE journey.

**Success Criteria and Metrics**

* + Bidders should detail key performance indicators in their response that include, but are not limited to, savings achieved, number of kits targeted for distribution, products suggested for inclusion in the energy efficiency kits along with their associated useful life and a detailed strategy on how they will create awareness and cross promotion with other energy efficiency offerings.

**Applicable Measures**

* + Bidders may propose measures that enhance the measure life of kits and/or provide high impact for customers.

**Opportunities for Innovative Approaches**

* + Bidders are encouraged to provide innovative approaches to outreach, engage and provide education for students and their families.

**Community Kits (Res\_Income Qualified\_Community Kits)**

**Purpose of the Initiative**

The objective of the community kit initiative is to provide basic energy efficiency and conservation awareness to underserved communities and our most in-need customers. Distribution of kits within the community presents an entry point for customers to engage with the Ameren Illinois Energy Efficiency Program.

**Initiative Description**

The Community Kits initiative serves to increase awareness, interest, and education for customers regarding the availability of energy efficiency programs. This offering is delivered using trusted partners such as community-based organizations, community action agencies and local non-profits. These trusted partners distribute kits containing low-cost energy efficient products that can provide customers reductions in electricity, natural gas, and water consumption. Energy efficiency educational material is also included in the kit that is distributed to raise awareness about the products included and other energy efficiency offerings available. The purpose of this offering is to provide products to low-income families and communities to improve their comfort, help them manage their usage and reduce their costs.

**Selection Criteria**

Proposals should include the following:

* + A detailed description that outlines how supplier will engage and/or partner with community-based organizations
  + A detailed description that outlines how supplier will utilize local and diverse vendors for initiative delivery
  + A detailed description that outlines how supplier will identify and educate customers about additional EE benefits - environmental/sustainability, etc.

**Target Markets by Sector, Segment, and Participation Eligibility Requirements**

The target market for this initiative is low-moderate income customers with income up to 300% of the Federal Poverty Level. Customers are also eligible if they are participating in LIHIEAP, on bill pay assistance, or other various identified assistance programs, including, but not limited to, customers that are served through Community Action Agencies and/or Community Based Organizations that primarily serve low-income customers.

**Special Considerations**

Bidder's proposals should identify/describe ways to reduce the risk of duplicative kit shipments and innovative ways to ensure installation of the contents which results in the ability to claim higher savings

**Success Criteria and Metrics**

Bidders should detail key performance indicators in their response that include, but are not limited to, savings achieved, average measure life for the kits, number of kits targeted for distribution, products suggested for inclusion in the energy efficiency kits along with their associated useful life and a detailed strategy on how they will create awareness and cross promotion with other energy efficiency offerings. Bidders should also provide a detailed plan on how the kits will have strong utility program attribution.

**Applicable Measures**

* + Bidders may propose measures that enhance measure life of kit and/or high impact for customers.

**Opportunities for Innovative Approaches**

* + Bidders are encouraged to provide innovative approaches to outreach and education for customers served through community partners. Additionally, bidders are encouraged to provide innovative ways to engage new community-based organizations.

**Smart Savers (Res\_Income Qualified\_Smart Savers)**

**Purpose of the Initiative/Pilot**

The purpose of the Smart Savers initiative is to provide smart thermostats to Low-and-Moderate (LMI) customers in such a way that “meets them where they are”. The initiative design focuses on removing any and all barriers to participation: financial, time, choice, etc. This approach is part of every step of the initiative process. During enrollment, Smart Savers qualifies customers based on their zip code, rather than requesting income documentation that may be time-consuming or confusing for some customers. Post-enrollment, customers can select their thermostat model as well as installation method. Local contractors help to ensure a local, trusted resource is on-site for all professional installs, and educational materials are provided at every step to ensure customers are empowered with information to manage their energy usage and save money on their bill.

**Overall Initiative Description**

The AIC Smart Savers Initiative offers LMI income residential customers (up to 300% of the current year Federal Poverty Level) the ability to acquire a smart thermostat at no cost. The Smart Savers channel offers an entry point into the Initiative by offering a free smart thermostat to those eligible customers residing in a qualifying zip code. Customers are identified as eligible candidates through an online/phone application verifying their HVAC equipment meets requirements. Additional education is provided both at the time of the install and leave behind materials. This initiative also serves as an entry-level opportunity for new Program Allies to the Ameren Illinois Energy Efficiency Program. A key component of the initiative is engaging local and diverse contractors to provide professional install for customers. Historically, this initiative has the highest diverse Program Ally spend across the Ameren Illinois Energy Efficiency portfolio and successful bidders will demonstrate strategies to continue and/or increase this local and diverse spend.

Historically, customers are offered the choice of a Nest E smart thermostat or ecobee3 lite thermostat at no cost, but AIC is open to other suggestions. Eligible LMI customers are also given the option upon enrollment to opt into a self-install or request a Program Ally to professionally install the smart thermostat. Self-install customers receive a $25 gift card for completing the thermostat installation, and the professional install option is offered to the customer at no cost. Communication and outreach is primarily launched through digital campaigns (email, social media, AIC website, etc.) but may also include community events targeting both single-family (SF) and multi-family (MF) LMI customers.

The selected implementer will complete the following tasks, including but not limited to:

* + Manage enrollment portal, including data for eligible zip codes
  + Process customer applications, including referrals to Program Allies for direct install customers as well as packaging and shipping smart thermostat models to self-install customers
  + Create and deploy all initiative marketing and collateral, including emails, brochures, and educational materials
  + Manage thermostat inventory for Program Ally network as well as self-install customers
  + Provide forecasting to Ameren Illinois for spend, savings, and other initiative activity (diverse spend, non-profit spend, call-backs, etc.) as agreed upon in the implementation plan
  + Manage call center for customer questions, inquiries, and issues
  + Deploy customer surveys on an on-going basis to gauge satisfaction and identify potential initiative improvements
  + Escalate customer issues to Ameren Illinois in a timely manner
  + Provide reports to Ameren Illinois and portfolio prime implementer on an on-going basis, as agreed upon by Ameren Illinois and the selected implementer

**Target Markets by Sector and Segment**

* + Census data should be utilized to identify zip codes with higher propensities of IQ customers. This list should be vetted with Ameren Illinois and final eligible zip codes are identified. Rural locations should be considered based on distance to program ally or are restricted to self-install only.
  + The zip code list may be expanded or adjusted through additional analysis and consensus between Ameren Illinois and selected implementer.
  + Ameren Illinois is open to expanding eligibility approach as agreed upon between Ameren Illinois and the selected implementer.

**Participation Eligibility Requirements**

* + Customers can be combo, electric or gas only customers, however gas only customers cannot equate for more than 5% of total participants. Gas only customers must have their home heated with an Ameren Illinois heating source. Ameren Illinois envisions that anyone residing within an eligible zip code may participate. A customer’s primary account address must be used to validate eligibility. No additional income qualifying questions are required.
  + Smart thermostat goal will be set during contracting process between Ameren Illinois and selected implementer, including strategy to serve customers through other channels once Smart Savers is fully subscribed for each program year.

**Special Considerations**

* + Capacity-building for the program ally network is crucial to the success of this initiative. A successful implementer will be able to assess Program Ally needs and provide technical assistance to participating program allies in areas including but not limited to invoicing, forecasting, inventory management, customer service, marketing, and installation.
  + The Smart Savers initiative entered 2021 with a continued focus on health and safety due to COVID-19. Moving into the next program cycle, Program Allies should continue to produce Health and Safety plans, participate in daily health screenings, and use proper PPE when entering customer’s homes.
  + Smart Savers currently relies heavily Ameren Illinois-provided email lists. Successful implementers will have additional defined strategies to generate leads to the initiative, including robust Program Ally marketing support, community-based marketing strategies, digital content, etc.
  + Initiative enhancements to further engage local HVAC contractors through cobranded initiative materials, neighbor engagement programs, direct mail, and more advanced social media techniques to further engage potential customers should be considered
  + Program allies have less capacity for Smart Savers installations during certain months of the year. Capacity management for allies in Direct Install will continue to be imperative during the summer months of May thru August.
  + Income-qualified customers outside of the eligible zip codes can still participate in the offering. The selected implementer will need to coordinate with the prime implementer to ensure customers referred through community-based organizations with income-eligible initiatives have a path to participation within the program processes.
  + The initiative offers a central landing page for enrollment, but each participating Program Ally also receives their own landing page and custom application for the leads they generate.
  + Customer education on energy-savings benefits to smart thermostats, as well as helping to spark interest in additional energy-savings opportunity, is extremely important to this offering.
  + Strong initiative attribution to the utility is key to this initiative, and should be considered at every step of the process (branding, packaging, website, etc.).

In proposals, Bidders should identify how to address special considerations listed above, and describe solutions to all perceived barriers. Bidders should include a Health & Safety Plan.

**Applicable Measures**

Required measures include smart thermostats. Approved models are:

* + Google/Nest – Nest Thermostat E
  + Eco bee – Eco bee 3 lite

AIC is open to considering other smart thermostat models.

Bidders can propose additional measures, where applicable, as part of their proposal for AIC's consideration. AIC is open to providing an energy efficiency kit or other measure-based incentive in place of the $25 gift card.

**Opportunities for Innovative Approaches to Implementation**

* + Initiative attribution and customer education are key areas of consideration for this offering. The packaging of the smart thermostat (shipping container and inserts) is a priority area for innovation and enhanced customer experience.
  + A small portion of Smart Savers customers switch from a self-install to professional install due to challenges with installing the device themselves. AIC is open to creative solutions to help customers through this process, including video assistance or creative how-to guides for install.
  + We encourage bidders to examine potential to subcontract with local/small businesses as well as non-profits to support delivery of this initiative, including marketing, logistics and shipping, etc.

**Midstream Lighting (Bus\_Midstream\_Midstream Lighting)**

**Purpose of the Initiative**

Midstream energy efficiency initiatives provide utility-funded incentives to equipment distributors and contractors to stock, promote and sell energy efficient equipment, such as commercial lighting products. This initiative has impacts beyond the energy savings. Motivated by the financial incentives, participating contractors and installers educate and work with their customers to improve the efficiency of their businesses. This has a market transformation effect since it encourages installers to keep efficient equipment on hand. It also has a business development effect, by providing direct support for these installers through the rebates issued by the initiative.

**Overall Initiative Description**

Midstream lighting provides reimbursement to distributors for lighting sales to contractors and Business end-user customers. The purpose is to provide a quick and easy way to purchase energy efficient equipment and receive an instant discount at the point of purchase without the need of submitting an application or processing times for incentives. The initiative provides rebates to lighting distributors to stock and sell a prescribed set of efficient lighting products such as LED lamps, tubes, strip lighting and fixtures.

The implementer prepares a list of products for the distributors that will pre-qualify for rebates, typically based on the DesignLights Consortium’s Qualified Products List ([www.DesignLights.org](http://www.designlights.org/)) or ENERGY STAR ([www.EnergyStar.gov](http://www.energystar.gov/)), which must satisfy a certain standard of performance.

**Target Markets by Sector, Segment and Participation Eligibility Requirements**

The target market for lighting products are Business customers.

**Special Considerations**

The midstream initiative will seek market transformation through increased specifications and standards. As a mature midstream lighting initiative there are currently over 100 distributors participating. The distributor network is geographically dispersed across the Ameren Illinois territory to be within reach to all customers. New distributors continue to be enrolled in the initiative as it continues to grow. Opportunities lie in expanding the network to include diverse distributors and into underserved areas. The distributors drive participation in the initiative and implementation staff provide them support.

The selected implementer should ensure that participating distributors adhere to program guidelines through effective and regular communications, ongoing training, and notification of any program changes and updates.

**Applicable Measures**

Existing lighting products available through the offering include linear LED tubes, screw-in LED lamps, and mogul LED lamps. New types of lighting equipment are regularly reviewed for offering in the initiative as requested by stakeholders and customers. The list of quality equipment currently available for incentives through the initiative is maintained on an Approved Products List.

**Manufactured Homes Weatherization and Air Sealing (BED\_Manufactured Homes Weatherization and Air Sealing Initiative)**

**Purpose of the Initiative**

The purpose of this pilot is to provide access for customers residing in manufactured/mobile homes to comprehensive energy assessments and energy efficiency upgrades. As well as identify and treat health and safety concerns. AIC seeks a pilot implementer that will prioritize partnerships with community partners (Community Based Organizations (CBO), Community Action Agency (CAA), etc.) and look for opportunities to utilize diverse and/or local vendors when possible.

**Initiative Description**

The Manufactured Homes Weatherization Pilot helps low- and moderate-income customers manage their energy consumption, create a comfortable home, and address health and safety concerns. The pilot includes an energy assessment of the home which identifies opportunities for both immediate savings through direct install measures such as LEDs, faucet aerators, low flow showerheads, etc.), as well as comprehensive weatherization work that would be completed by a network of qualified contractors/program allies (i.e. - air sealing, mechanical replacement). Responses should include a detailed description regarding the customer experience including, but not limited to intake process, income verification, project timeline, and process for ensuring customer satisfaction.

**Selection Criteria and Metrics**

* + Proposals should include the following:
    - Modeled savings (or greater) achieved
    - A detailed description of how the offering will plan to engage and/or partner with community-based organizations
    - A detailed description of how the offering will utilize local and diverse vendors for initiative delivery
    - A focus on delivering long term energy savings (include average measure life)
    - A plan to identify and educate customers about additional energy efficiency benefits – e.g., environmental, sustainability, other initiative opportunities etc.
    - Details on how to identify when a smart thermostat is the best solution for customers
    - Identification of opportunities to leverage external sources of funding for health and safety improvements for initiative participants
    - A no cost offering to Low-income customers as defined as household income at or below 200% Federal Poverty Level (“FPL”) or at or below 80% Area Median Income (“AMI”), whichever is least restrictive.
  + The pilot shall not be designed to require on-bill financing for participants

**Target Markets by Sector, Segment, and Participation Eligibility Requirements**

Target markets may include but are not limited to, parks located around the following Illinois cities: Springfield, Danville, Peoria, Bloomington, Champaign, Decatur, Edwardsville, Belleville, Carbondale, and other larger communities. Bidders are encouraged to provide innovative approaches to best serve this market.

**Special Considerations:**

* + Proposals should include detailed descriptions of:
    - How the implementer will engage customers
    - How Program Allies (contractors) will be on-boarded and trained in the Ameren Illinois Energy Efficiency program, specifically to serve this housing type
    - How health and safety concerns will be addressed within homes under this initiative
    - Include a detailed description of how opportunities to leverage additional partnerships within the community support customer needs
    - How the pilot will identify homes that have surpassed their useful life and provide alternative options for those customers
    - How the pilot will partner with existing resources such as, housing organizations and other funding sources across the Ameren Illinois service territory

**Applicable Measures**

* + Measures may be suggested that are proven to be conducive to weatherizing this type of home and/or provide high impact to customers.

**One Stop Shop (BED\_One Stop Shop for Homeless Facilities)**

**Purpose/Description of the Initiative**

The purpose of the one stop shop for homeless facilities pilot is to identify homeless facilities throughout the Ameren Illinois service territory that can benefit from energy efficiency upgrades. In addition, we expect bidders to design the pilot with an approach that allows them to identify the need for additional services, often referred to as “wrap-around services” for both the facility itself and its residents. AIC seeks a pilot implementer that will prioritize partnerships with community partners (Community Based Organizations (CBO), Community Action Agency (CAA), etc.) and looks for opportunities to utilize diverse and/or local vendors when possible.

**Selection Criteria**

Proposals should include the following:

* + A detailed description on how the effort will engage and/or partner with community-based organizations
  + A detailed description on how the effort will utilize local and diverse vendors for initiative delivery
  + A detailed description on how the effort will identify and educate customers about additional EE benefits - environmental/sustainability, etc.

**Target Markets**

Homeless facilities that contain an Ameren Illinois electric account(s)

**Special Considerations**

Proposals should include the following:

* + A description of the type of transitional housing for which services would be provided (e.g., emergency shelters, transitional shelters, permanent supportive housing), the energy needs of those facilities, and the barriers and opportunities or lack thereof
  + A detailed description of how the bidder will assess and research what energy efficiency measures are most beneficial to current residents and facilities
  + A detailed description of how the bidder will assess and research ways to educate customers moving to permanent housing on how to manage their energy usage
  + A detailed description on how the initiative can partner and/or align with other initiatives offered to current residents
  + Identified ways the one stop shop approach works best for these facilities/organizations along with a clearly defined outreach approach.

**Applicable Measures**

* + Bidders are encouraged to suggest measures that could provide high savings impact to customers.

**Smart Home Engagement (BED\_Smart Home Engagement)**

**Purpose of the Initiative**

Ameren Illinois Company seeks a third-party partner to design and to launch an effort to provide smart home technologies and education to customers about these technologies to help them manage their energy usage while also gaining other benefits for managing their household.

**Overall Initiative Description**

This project offers participants both traditional direct install measures and "smart" home devices and equipment. Offerings may be delivered to residents either thru bundling opportunities or via in-home surveys and installation.

**Selection Criteria**

Successful bidders will include strategies to work with community-based organizations and local/diverse vendors to deliver the initiative, and this should be reflected in the bidder’s Market Development Action Plan (MDAP).

The selected implementer will complete the following tasks, including but not limited to:

* + Manage enrollment process and customer journey from start to finish
  + Create and deploy all initiative marketing and collateral, including emails, brochures, and educational materials
  + Manage measure inventory
  + Provide forecasting to Ameren Illinois for spend, savings, and other initiative activity (diverse spend, non-profit spend, call-backs, etc.) as agreed upon in the implementation plan
  + Coordinate customer service and experience, including escalation of customer issues to Ameren Illinois in a timely manner
  + Deploy pre- and post-assessment, as well as on-going customer surveys, to track and report feedback from pilot participants and staff to evaluate success and opportunities for improvement
  + Provide reports to Ameren Illinois and portfolio prime implementer on an on-going basis, as agreed upon by Ameren Illinois and the selected implementer

**Target Markets by Sector, Segment and Participation Eligibility Requirements**

The smart home engagement should focus on residential customers. Income should be a consideration, but the submission does not need to be an IQ offering. Ameren Illinois strongly encourages bidders to consider “underserved customers” beyond income only. This may include seniors, people with disabilities, renters, etc.

**Special Considerations**

* + Bidders should consider wifi/internet accessibility to ensure all participants can fully benefit from devices.
  + Bidders should consider customer experience across several manufacturers/devices and how troubleshooting for devices will be handled between implementer and manufacturers.
  + Bidders should prioritize long-term savings and focus on measure life when proposing measure mix for the initiative, as this is a key Ameren Illinois Energy Efficiency portfolio objective.
  + Bidders should consider all areas of customer experience, including installation, education, and troubleshooting such as password resets and wifi connectivity.
  + Bidders should consider offering choice to customers in measure selection to offer market insights and gauge what measures are of most interest to customers.
  + Ameren Illinois encourages ideas for innovative and on-going customer education, including but not limited to virtual options, video, hard copy guides, or workforce programs to train educators to be available to customers.
  + Ameren Illinois encourages bidders to include partnerships with community-based organizations and local/diverse businesses in their submission.
  + Strong initiative attribution to the utility is key to this initiative and should be considered at every step of the process (branding, packaging, website, etc.).
  + Bidders should consider other quality of life benefits such as accessibility. See following resources through the Ameren Illinois Market Development Initiative (MDI) for reference:
    - <https://amerenillinoissavings.com/wp-content/uploads/2021/01/ameren-illinois-google-accessibility-pilot-guide.pdf>
    - <https://amerenillinoissavings.com/wp-content/uploads/2021/01/mdi-smart-home-case-study-1.pdf>
    - <https://smartselfreliance.org/>
  + Ameren Illinois requests a research plan to be included in bidder proposals to be completed as a deliverable prior to implementation, as well as a debrief at the end of each program year with findings and recommendations for initiative improvements.

**Applicable Measures**

* + Expected measures
    - Advanced Power Strips
    - Smart LEDs
    - Smart HUB tstat
    - Smart Plug
  + Potential additional measures (Bidder to propose, where applicable)
    - Portable Solar Charger
    - Smart Smoke/CO Detector
    - 9w LED
    - 8w LED Globe
    - 3.5 LED Reflector
    - 4w LED Candelabra
    - Bath Aerator Gas
    - Kitchen Aerator Gas
    - Showerhead Gas
    - ½" Pipe Insulation Gas
    - Outlet Gaskets
    - ShowerStart TSV
    - MD 36” Auto Door Sweep White

AIC is open to other smart measures that create a holistic benefit for customers in managing their households, as well as devices that allow for real-time monitoring of energy use.

**Advanced Thermostats (BED\_ Advanced Thermostats with TOU)**

**Purpose of the Initiative/Pilot**

The objective is to gather pilot participant energy consumption data for review by AIC's independent evaluator. Data gathered will help determine whether additional energy savings, beyond those achieved with a smart thermostat alone, are achieved by coupling AIC's hourly electricity pricing program (PSP) with smart thermostats. AIC seeks a pilot implementer that will prioritize partnerships with community partners (Community Based Organizations (CBO), Community Action Agency (CAA), etc.) and look for opportunities to utilize diverse and/or local vendors when possible.

**Initiative Description**

The proposed pilot would couple AIC’s existing Power Smart Pricing (PSP) program with utilization of smart thermostats. The PSP program provides enrolled customers electricity rates that vary hour by hour based on actual market prices, an hourly electricity pricing structure. PSP uses “day-ahead” prices, meaning the price for each hour of the day is set the night before. Customers able to shift electric usage to different times of the day allows them to take advantage of lower priced hours.

Among other potential approaches, the pilot would include actively monitoring hourly pricing signals, communicating signals to the participant customer's smart thermostat, and then adjusting temperatures to pre-cool the customer's home prior to high price periods. During high price periods, the thermostat would be set-back, for a defined time period (e.g., 4 hour block) with customer ability to adjust preferred comfort level. This automated shift in HVAC usage may reduce overall electricity use.

The third-party implementation partner would assist in developing a pilot design and implementing the pilot. The implementer would be responsible for the following (but not limited to):

* Identify and recruit, and enroll residential customers in pilot,
* Identify and provide pathway for communication of hourly pricing signals to the smart thermostat
* Create and implement logic to set back smart thermostat temperatures based on pricing signals
* Provide data from initiative participants to AIC's independent evaluator, for use in determining whether additional savings are achieved through the pilot
* Develop a pilot research plan outlining how the implementation partner will achieve the pilot objectives
* Using criteria and metrics identified above, provide a findings/recommendations report that includes:
  + Evaluation of initiative merits and transition from pilot to full-scale initiative
  + Lessons learned and key insights/recommendations if pilot is selected to become part of standard portfolio offering

**Target Markets**

* Potential customer target markets include:
  + Existing PSP customers with a smart thermostat with ability to receive pricing signals
  + Existing PSP customers without a smart thermostat who receive a smart thermostat upon enrollment (paid to opt-in to program)
  + Non-PSP AIC electric customers willing to enroll in PSP and who would install a smart thermostat upon enrollment (paid to opt-in to program)
  + Non-PSP AIC electric customers willing to enroll in PSP and who already have a smart thermostat (Bring Your Own Device) with ability to receive pricing signals
  + Smart Savers Initiative participants
  + Customers participating in any AIC initiative incentivizing smart thermostats (e.g. Midstream, Retail Products, Market Rate Single Family, etc.)
* Customers may be considered:
  + Cost conscious
  + Environmentally aware
  + Technology adept
* Bidder should use AIC guidelines to determine if smart thermostat is a good measure for customer given their preferences.

**Success Criteria and Metrics**

* Modeled savings achieved
* Measure cost effectiveness
* Number of customers enrolled and retained
* Data gathered allows independent evaluator to discern whether additional energy savings with combination of hourly pricing and Smart thermostat are achieved through the pilot
* Low cost $/kWh savings
* Focus on long term (>10 year) savings delivery where possible
* Customer satisfaction with temperature setbacks relative to energy/bill savings
* Pilot plan includes:
  + Engagement or partnerships with community partners (CBO's, CAA's, etc.)
  + Utilization of diverse and/or local vendors
  + Identification and education of customers regarding additional EE benefits from pilot (emissions reduction, etc.)

**Special Considerations**

* Technology challenges associated with communication of price signals to smart thermostat
* Challenges with sufficient customer participation
* AIC requests bidders identify and describe how to overcome these potential barriers to implementation in addition to identifying any barriers or challenges not identified

**Applicable Measures**

* Smart Thermostat

**New and Innovative Initiatives (BED\_ New and Innovative Initiatives)**

**Purpose/Description of the Initiative**

Ameren Illinois Company (AIC) seeks a third party implementation partner for innovative pilots delivering electric and/or gas energy savings to business customers, residential market rate customers, residential Income Qualified customers, previously underserved business or residential customer sectors and/or rural customers. Several ideas were identified during the Illinois Stakeholder Advisory Group (SAG) 2022-2025 portfolio planning process.[[14]](#footnote-15) A third-party partner may consider pilots that incorporate concepts identified by stakeholders but may also consider (but not be limited to) innovative pilots implementing new measures, providing advanced customer targeting and marketing or innovative initiative delivery. AIC seeks pilot implementer(s) that will prioritize partnerships with community partners (Community Based Organizations (CBO), Community Action Agency (CAA), etc.) and look for opportunities to utilize diverse and/or local vendors when possible.

**Special Considerations**

Proposals for new and innovative initiatives should complement the 2022-2025 EE Plan and should adhere to and advance the stipulation agreement provisions described below:

* Consistent with its 2022-2025 EE Plan, Ameren has committed to not actively market on-bill financing (OBF) to IQ customers
* Continue providing energy efficiency opportunities to customers in an equitable manner, including identifying underserved customers and providing resources available to help lower utility bills
* Measures offered through the IQ initiative, whether those measures will be offered as part of a weatherization project or otherwise, shall be provided without co-pays to low-income customers as the term “low-income customers” is defined as household income at or below 200% Federal Poverty Level (“FPL”) or at or below 80% Area Median Income (“AMI”), whichever is least restrictive in terms of customer eligibility.
* The Company also will communicate with IQ SF and MF initiative implementers to gain a better understanding of what air sealing and insulation materials are currently being used in IQ retrofits so that an informed discussion on any options for using healthier materials can be had by the LIAC and SAG, along with a report-out on the top 3 materials program allies report are being used in low-income retrofits for: insulation, caulks/sealants (all applications except HVAC/ ducts), and caulks/sealants (for HVAC/ ducts).
* A commitment to streamline the customer experience in an effort to deliver comprehensive projects in an efficient manner while still allowing the process to include the engagement of our community partners, where practical.
* AIC will continue its practice of not requiring customers seeking to participate, or continuing to participate, in an AIC offered energy efficiency program to demonstrate, or otherwise provide evidence or documentation of, United States citizenship.
* A commitment to continue to use a workflow to determine when it is appropriate for utility-only weatherization contractors to install advanced thermostats and educate customers on the use of advanced thermostats.
* A commitment to continue its current process of reviewing applications and invoices from program allies in continued effort to prevent residents being charged for a weatherization quote.
* The Company will also analyze and, at its discretion, leverage external sources of funding health and safety improvements for initiative participants.

**Target Markets by Sector, Segment and Participation Eligibility Requirements**

* Existing AIC Business or Residential electric and/or gas customers

**Success Criteria and Metrics**

* Measure cost effectiveness
* Number of customers participating
* Low cost $/kWh and $/therm savings
* Focus on long term (>10 year) savings delivery
* Customer satisfaction
* Pilot plan includes:
  + Engagement or partnerships with community partners (CBO's, CAA's, etc.)
  + Utilization of diverse and/or local vendors
  + Identification and education of customers regarding additional EE benefits from pilot (emissions reduction, etc.)

**Selection Criteria**

* Development of a pilot research plan outlining how the implementation partner will achieve the pilot objectives
* Develop and provide a finding/recommendations report
* Using criteria and metrics identified above, provide a findings/recommendations report that includes:
  + Evaluation of initiative merits and transition from pilot to full-scale initiative
  + Lessons learned and key insights/recommendations if pilot is selected to become part of standard portfolio offering
* Identification of potential barriers to implementation and description of solutions to address barriers

**Applicable Measures**

* AIC is open to considering measures that align with objectives outline above.

# APPENDIX B: DIVERSITY DEFINITIONS

**Diverse Supplier**

A privately held company that is 51% owned and operated by an individual or group designated as minority (including Hispanic, African American, Asian American, Native American), woman, veteran, LGBT, and/or service-disabled veteran and is certified as such (or as defined by Ameren policy). Not-for-profit companies cannot be certified as qualified diverse-owned businesses. Documentation of certification from external organizations must be obtained by the Tier 1 Supplier and provided if requested by Ameren.

**Tier 1 Supplier**

Supplier hired directly by Ameren to provide energy efficiency products or services.

**Tier 2 Supplier**

Supplier hired directly by an Ameren Tier 1 Supplier to provide energy efficiency products or services.

**Tier 3 Supplier**

Supplier hired directly by an Ameren Tier 2 Supplier to provide energy efficiency products or services.

**Diverse Spend**

Diverse Spend Percentage = Diverse Spend Dollars

Sourceable Spend Dollars

Diverse Spend Dollars = dollars paid to Diverse Suppliers, subset of Sourceable Spend Dollars

Sourceable Spend Dollars = Non-Incentive Dollars Paid to Suppliers and Incentive Dollars Paid to Suppliers (excludes Incentive Dollars Paid to Customers)

Incentive Dollars Paid to Suppliers = dollars paid to suppliers that are not passed through to customers who participate in energy efficiency programs because there is no cost to the customer for participation

Incentive Dollars Paid to Customers = dollars paid to customers who participate in energy efficiency programs to reduce their participation cost, includes dollars passed through Program (Trade) Allies to customers

Non-Incentive Dollars Paid to Suppliers = administration, marketing, expenses and other costs not directly associated with customer participation

**Diverse Spend Reporting**

Reporting by Tier 1 Suppliers of all eligible Diverse Spend Dollars included in Sourceable Spend Dollars paid to Tier 2 and Tier 3 Suppliers through a designated Ameren portal. Support must be documented and auditable upon request, including certification of diverse status from external organizations acceptable to Ameren.

# APPENDIX C: REQUEST FOR PROPOSALS RESOURCE LIST

Below is a list of companies that have agreed to share their information for potential partnering or subcontracting arrangements.

| **Organization Name:** | **Services** | **Self-Reported Status as Diverse, Non-Profit, or Neither** | **Self-Reported Diversity Type** |
| --- | --- | --- | --- |
| 360 Energy Group, LLC | Energy efficiency program design, development and implementation. | Neither | N/A |
| AM Conservation Group | Fulfillment, products, marketplaces | Neither | N/A |
| APTIM | APTIM provides a full suite of services related to Demand Side Management programs including both administration and implementation of energy efficiency, renewable energy, demand response and decarbonization. | Neither | N/A |
| ARCA Recycling Inc | ARCA Recycling provides turn key appliance recycling program and appliances replacements in single family or multifamily settings. We've got over 40 years of experience and provide over 100 programs throughout the Unites States and Canada. | Neither | Woman |
| Bienali Promotions, LLC | BIENALI PROMOTIONS, LLC is the premiere North American import company and domestic supplier of customized consumer promotions and premiums. The Chicagoland area-based firm handles a wide range of client needs in the areas of product development, product management, sourcing, importing, and distribution across a broad spectrum of industries. | Diverse-Owned | Woman and Minority-Owned |
| CLEAResult Consulting Inc. | CLEAResult is the largest provider of energy efficiency and demand response solutions in North America. Through proven demand side management strategies tailored to clients’ unique needs, CLEAResult combines the strength of our energy experts and innovative technology to help over 250 utilities change the way people use energy. | Neither | N/A |
| CMC Energy Services | CMC Energy Services has over 40 years of experience delivering value-based energy conservation services. We administer, implement and deliver energy efficiency programs for utilities including income-eligible, market rate, multifamily and commercial programs | Diverse-Owned | Woman |
| Doer/Maker | Doer/Maker helps utility companies explain the usage and benefits of energy efficiency to their customers to improve awareness and adoption. | Diverse-Owned | Woman |
| East Central Illinois Community Action Agency | The Agency provides Weatherization Services that weatherize homes to become more energy efficient. | Non-Profit | N/A |
| EFI | FI inventories and distributes products used in utility-sponsored programs, provides incentive-processing services, and deploys and operates utility-branded marketplaces. | Non-Profit | Woman |
| Energy Sciences | Engineering, consulting, outreach, inspections, marketing, program management, staffing, design build turnkey | Diverse-Owned | Woman |
| Enervee | Choice Engine and Marketplace for EE, DR, electrification, EVSE, EV, solar, storage, etc. | Neither | N/A |
| Green Home Experts | Full service kitting operation of EE measures to homes, businesses and public buildings. Shipping via truck, common carrier and USPS. | Diverse-Owned | Woman |
| KSV | KSV is a full service marketing and advertising agency specializing in sustainability. We’ve partnered with energy providers to advance the adoption of renewable energy and energy-efficient technology to drive savings. | Diverse-Owned | Woman |
| Logisticus Technologies LLC | We offer energy efficient Appliances, Lighting and office machines. | Diverse-Owned | Woman |
| Resource Innovations | Resource Innovations, now combined with Nexant, is a woman-led energy and women-controlled consulting firm that provides resource efficiency (DSM, DR, DER across all market sectors), market-based technology support, policy development, and partnership building to enable the delivery of high-performing clean energy solutions. | Neither | N/A |
| Sangamon County Department of Community Resources | We provide weatherization services to qualified families who live in Sangamon County. We also provide Energy efficiency kits through AMEREN. | Neither | N/A |
| SEEL, LLC | SEEL, LLC (Solutions for Energy Efficient Logistics) is a leading provider of energy efficiency programs, services, and software solutions to utilities around the country. Our capabilities and experience include a wide array of energy management services for residential, multi-family, and commercial customers. Our current client base and services include: energy efficiency education and energy saving consultations, building walkthroughs and energy audits, direct installation of energy saving products, appliance recycling, incentive check processing, and management of trade ally networks for utilities across the Midwest and Southern regions of the United States. | Diverse-Owned | Minority |
| SJB Promotions, Inc | Decorated apparel and promotional products | Diverse-Owned | Woman |
| The L3 Agency | The L3 Agency has provided strategic outreach services, digital + social storytelling, access to influencers (CBOs) and culturally-sensitive messaging marketing services. We have worked with ComEd with their outreach, messaging and branding assets. | Diverse-Owned | Minority |
| Tri-County Opportunities Council | Illinois Home Weatherization Assistance Program | Non-Profit | N/A |
| University of Illinois Smart Energy Design Assistance Center | The Smart Energy Design Assistance Center (SEDAC) offers a comprehensive array of energy efficiency related services. SEDAC services include program administration, energy assessments, retro-commissioning, marketing and outreach, workforce development, education and training, energy code assistance, grant writing, research, technology evaluation and demonstration, and stakeholder and market assessment. | Non-Profit | N/A |
| Utilivate Technologies | Utilivate provides comprehensive energy management services to prioritize and implement high-impact, energy conservation measures; and, to evaluate and verify the performance of energy efficiency programs: Evaluation, Measurement and Verification (EM&V), Sustainable Energy Performance, Energy Efficiency & Conservation. | Diverse-Owned | Minority |
| Wabash Area Development, Inc. | WADI provides Weatherization and offers clients energy efficient kits through the Ameren MDI program. | Non-Profit | N/A |

1. Section 8-103B(g)(4). [↑](#footnote-ref-2)
2. AIC’s Plan comprises of a Residential Program and a Business Program, each of which include “initiatives” made up of select measures. While the Third-Party Program will be bid and reviewed as a separate “program” of AIC’s Plan, it is anticipated to be implemented in a manner that is integrated within existing initiatives and in compliance with achievement of the savings goals as approved by the ICC. [↑](#footnote-ref-3)
3. See <https://www.icc.illinois.gov/docket/P2021-0158/documents/308480> for the 2022-2025 Plan that includes detailed initiative descriptions in Appendix H of Exhibit 1.1. [↑](#footnote-ref-4)
4. The Total Resource Cost test adopted by Section 8-103B(a) of the Act is set forth in the Illinois Power Agency Act, 20 ILCS 3855/1-10. [↑](#footnote-ref-5)
5. The Public Utilities Act defines low income customers as “households at or below 80% of area median income”

   (220 ILCS 5/8-103B(c)). [↑](#footnote-ref-6)
6. <https://ilsag.s3.amazonaws.com/IL_EE_Policy_Manual_Version_2.0_Final_9-19-19.pdf> [↑](#footnote-ref-7)
7. The Public Utilities Act defines low-income customers as “households at or below 80% of area median income”

   (220 ILCS 5/8-103B(c)). [↑](#footnote-ref-8)
8. See https://ilsag.s3.amazonaws.com/AIC-2021-NTGR-Recommendations-for-SAG-FINAL-2020-09-30.xlsx for the most recent approved values for Ameren Illinois 2021 energy efficiency programs. [↑](#footnote-ref-9)
9. https://ilsag.s3.amazonaws.com/IL\_EE\_Policy\_Manual\_Version\_2.0\_Final\_9-19-19.pdf [↑](#footnote-ref-10)
10. <https://www.ilsag.info/technical-reference-manual/il-statewide-technical-reference-manual-version-10-0/> [↑](#footnote-ref-11)
11. https://www.icc.illinois.gov/docket/P2021-0158/documents/308478/files/537734.pdf [↑](#footnote-ref-12)
12. https://www.icc.illinois.gov/docket/P2021-0158/documents/308480/files/537749.pdf [↑](#footnote-ref-13)
13. If the Teams link does not work, copy and paste the following into a browser: https://teams.microsoft.com/l/meetup-join/19%3ameeting\_ZWVkYTRlYzEtYzYyOS00NWY2LWI2N2EtN2YwZjhiYWFiNWY4%40thread.v2/0?context=%7b%22Tid%22%3a%229775d500-e49b-49a7-9e24-1ada087be6ee%22%2c%22Oid%22%3a%2285ec104b-5b7b-49d9-b049-bcd5e4a43189%22%7d) [↑](#footnote-ref-14)
14. <https://www.ilsag.info/2020-energy-efficiency-ideas/> [↑](#footnote-ref-15)