



## Request for Proposal

### Refrigerator/Freezer Retirement Program

RFP Release Date: April 29, 2019  
Bidder Questions Due: May 7, 2019  
Answers Posted: May 10, 2019  
Proposals Due: May 24, 2019

#### Summary

Vermont Energy Investment Corporation (VEIC), d/b/a Efficiency Vermont, requests proposals from contractors who can provide comprehensive recycling/retirement services for refrigerators, freezers, and potentially other appliances and consumer electronics including infrastructure development, promotion, physical collection, reporting/evaluation, and quality assurance. These services support energy efficiency market transformation programs in Vermont's residential appliance markets.

Responses to this Request for Proposals (RFP) must be delivered electronically to **VEIC by 5 p.m. EDT on Friday, May 24<sup>th</sup>, 2019**. VEIC will not accept responses submitted after 5 p.m. EDT. Please submit your response electronically via e-mail to: [JPugliese@efficiencyvermont.com](mailto:JPugliese@efficiencyvermont.com) with RFP Submittal for "**Refrigerator/Freezer Retirement Program**" in the subject line.

VEIC will respond to individual questions regarding this RFP only as follows: VEIC will receive questions regarding requirements and scope of work up to **5 p.m. EDT Tuesday, May 7<sup>th</sup>, 2019** via e-mail only, to [JPugliese@efficiencyvermont.com](mailto:JPugliese@efficiencyvermont.com) with Refrigerator/Freezer Retirement RFP Question in the subject line. When appropriate, please refer to the RFP page number and Section Heading for ease of navigation and response. VEIC will post answers on the VEIC website <http://www.veic.org/company/requests-for-proposals> no later than **5 p.m. EDT, Friday, May 10<sup>th</sup>, 2019**. VEIC will not address questions submitted after **May 7<sup>th</sup>, 2019**.

#### Program Overview

Efficiency Vermont implemented a secondary refrigerator retirement program from 2009-2015, removing and responsibly recycling inefficient, working secondary Refrigerator/Freezers units from Vermont electric ratepayer homes. The objective, through the removal of non-essential energy-intensive appliances, is to reduce Vermonters' energy use and simultaneously lessen power demand on the electric grid. All electric ratepayers within the state of Vermont are eligible to participate in this program. The old refrigerators/freezers that are collected as part of this promotion must be recycled in accordance to specified requirements (with any ozone-depleting substances being captured and destroyed). Promotional incentives, made available through Efficiency Vermont, will be provided to participating customers. Efficiency Vermont invites Recyclers, Manufacturers, and Retailers to submit proposals for the use of its promotional resources, and encourage innovative and creative approaches to such described promotions. While this may involve establishing a new collection/recycling infrastructure, bidders may

also incorporate this new promotion into an existing collection system which they are already a part of. Proposals submitted by partnering teams of Manufacturers, Retailers, Recyclers, etc. will be welcomed.

## Scope of Work

By submitting a response to this RFP, the Bidder acknowledges understanding and acceptance of this Scope of Work, and agrees to fulfill all of its terms in the event of a contract award.

## Definitions

Product Eligibility Requirements:

Only certain standard sized residential style refrigerators and freezers are eligible for collection through this promotion. Customers may turn in up to 2 units per account per year. In exchange for each secondary refrigerator and freezer collected, customers will receive an incentive.

- Qualifying refrigerators and freezers must be full-size (10 cubic feet or larger)
- Qualifying refrigerators and freezers must be operational (in working order)
- Qualifying refrigerators and freezers must be used on a full-time basis as a secondary unit. Units that have been recently replaced as primary units are not eligible.
- Efficiency Vermont will look to contractors to recommend a potential age threshold for eligible products.

## Performance Period

The performance period for the Refrigerator/Freezer Retirement Program is the remainder of the calendar year 2019 (ending December 31, 2019) with the option to extend through calendar year 2020 (December 31, 2019).

## Tasks

### Task 1: Program Setup and Customer Service

*Contractor* shall provide the facilities, equipment, and personnel to operate the Program which includes interacting directly with Efficiency Vermont's customers. These services shall include:

- Establish a toll-free telephone number and/or online platform for customer enrollment, appointment scheduling, and questions.
- Provide trained, knowledgeable customer service staff for assisting customers with questions about the Program, qualifying customers and facilitating participation. Call center must be open from 8 AM to 7 PM EST Monday through Friday, and 10 AM - 5 PM EST Saturday.

- Verify customer eligibility verifying that caller is a Vermont electric ratepayer and qualifying their refrigerator or freezer.
- Schedule in-home appliance removal appointments. Offer choices of service dates, including Saturday, and morning/afternoon collection, handle reschedule and cancellation requests. Provide 24 hour cancellation policy by the contractor.
- Maintain a database to store and track interactions with the customers as well as detailed information about each refrigerator/freezer unit collected.
- Provide customers with information about preparing their appliance for removal (appliance must be empty, plugged in and working at the time of pickup).
- Provide customers with a day-ahead confirmation call.
- Provide professional crews who know they are representing the Efficiency Vermont. Presenting valid picture id required during collection.
- Produce written confirmation of appliance collection.
- Ensure fulfillment of incentive payments within four weeks after collection of the qualifying appliance
- Providing quality control of customer visits by conducting surveys of serviced customers to ensure customer satisfaction, with monthly reporting of the QC activities.

### **Task 2: Optional Marketing and Advertising**

The Contractor can provide, as part of their proposal, marketing opportunities consistent with messaging that existing internal Efficiency marketing staff have established. In general, Efficiency Vermont would seek assistance in executing promotional plans to ensure the goals of the Program are met. Bidders will be asked to work cooperatively with these internal staff in an effort to incorporate the overarching program campaigns into this program.

Cooperative marketing efforts may include PR event(s), website content, promotions, newspaper and TV advertising, truck signs and point-of-sale materials at appliance retailers. Contractor should to look to leverage exposure opportunities such as ENERGY STAR's "Flip Your Fridge" campaign Contractor must provide tracking of customer response to marketing initiatives.

### **Task 3: Collect and Transport Refrigerators and Freezers (and other appliances/electronics if applicable)**

*Contractor* shall provide the means to collect the refrigerators and/or freezers from the customer's residence and transport them to the recycling facility as needed.

Components of this service will include:

- Hire, screen and train drivers and refrigerator collection staff (all drivers and collection staff require thorough background checks).
- Provide up-to-date collection vehicles, tools, and equipment necessary for safe and efficient removal.
- Deface/disable the appliance before transporting.
- Safely remove units from within the home.
- Enter unit into database reporting system.
- Record unit collection and secure customer acknowledgement of collection and disabling of the appliance.
- Transport units to a licensed processing and recycling facility.

#### **Task 4: Recycle Refrigerators and Freezers (and other appliances/electronics if applicable)**

*Contractor* shall provide the means to completely, safely, and legally recycle all refrigerator components or a subcontractor that can provide this service. Efficiency Vermont is seeking retired refrigerators and freezers recycled such that materials are reclaimed and reused to the greatest degree possible and amounts of materials sent to landfills or incinerated are limited to the greatest extent. All greenhouse gases and ozone depleting substances should be captured and destroyed and other hazardous waste handled responsibly. Through this program, Efficiency Vermont is a partner of the Environmental Protection Agency's Responsible Appliance Disposal (RAD) program.

The recycling activities must include:

- Ensure the recycling facility is in compliance with all federal, state and local hazardous-waste management and recycling regulations, including the federal Clean Air Act and Health and Safety Code (HSC).
- Recover, reclaim, and/or destroy all chlorofluorocarbon (CFC), hydro chlorofluorocarbon (HFC-134a), and non-CFC refrigerants in compliance with all applicable hazardous-waste regulations. Facilities with independent certification of 95% (CFC/HFC) capture are preferred.
- Recover and destroy all CFC-11 and HCFC 141b blowing agents in the polyurethane foam insulation of the refrigerators and freezers in a manner that complies with all applicable hazardous-waste regulations. Facilities with independent certification of 95% CFC/HCFC capture are preferred.
- Remove, label, and store, in compliance with all applicable regulations, all materials requiring special handling, such as capacitors containing polychlorinated biphenyls (PCBs), mercury-containing switches, and used oils prior to shipment to licensed facilities for disposal or recycling.
- Recycle all glass, metals, plastics and foam (free of blowing agents).
- Recycling processes that meet the requirements for the EPA's RAD program are preferred.

### Task 5: Program Reporting

*Contractor* shall keep Efficiency Vermont well informed of the Program's progress. This communication shall be both informal (i.e., phone calls and e-mails), and through formal reporting.

- a. Database and automated reporting systems - *Contractor* must maintain a program reporting database that tracks all aspects of the Program from scheduling pick-ups through the recycling process, including detailed tracking of all materials recovered from the process. Key metrics include the number of units recycled, the amount of budget spent/remaining and energy savings, compared to targets.
- b. Submit monthly invoices to Efficiency Vermont (by the 5th business day of the subsequent calendar month) documenting services provided, including:
  - Customer name and address
  - Number of appliances collected or rejected, by zip code
  - Reasons for rejection of appliance
  - Number of appliances recycled
  - Model/style (single-door, top freezers, side-by-side, and bottom freezer refrigerators, upright and chest freezers), defrost type, presence of icemaker, capacity (in cubic feet), estimated vintage, amperage/BTU's, and location in the home from which it was removed
  - Incentive payments made to Program participants
- c. Submit monthly reports to Efficiency Vermont (by the 5th business day of the subsequent calendar month) summarizing Program activities and results, including data from invoices and the following:
  - Number of units collected and/or rejected and recycled
  - Status of Program compared with projections
  - Financial summary
  - Unit information (Refrigerator or standalone freezer, location, primary or secondary, age, size, defrost type, etc.)
  - Estimated energy savings
  - Estimated environmental benefits of the Program (estimated pounds of CFCs/HCFCs/HFCs, PCBs, mercury, oil, and metals removed for disposal or recycling).
  - Summary of customer complaints
- d. Annual Reports
  - Provide an overall program report for the calendar year by February 1 of the following year to each Sponsor.
  - Must include an electronic report with a database (Excel or Access) of all units collected as well as a hard copy report.
  - Reporting systems that meet the requirements of the EPA's RAD program are preferred.

- *Contractor* shall assist Efficiency Vermont in completing EPA’s annual RAD program reporting as needed.

## Schedule / Milestones

Selection and contract negotiations	May 27, 2019
Performance period begins	July 1, 2019
Project close-out	December 31, 2019

## Proposal Requirements

Proposals must not exceed 25 pages, and must describe the Bidder’s approach. The page limit does not apply to appendices. Examples of prior work, corporate qualifications, proposed budgets and schedules, staff resumes, and other supporting materials may be submitted as appendices.

- I. **Introduction and Executive Summary** of Proposal.
- II. **Scope of Work:** Please address each of the 5 main tasks outlined in the Scope of Work section above.
  - a. Program set-up and customer service
    - i. Please include samples of forms used to schedule appointments, customer sign-off sheet, and screen shots of online registration system
  - b. Description of potential marketing/promotional materials
    - i. Provide representative samples of marketing materials used in other programs including media clips of PR events, print or TV advertisements, bill inserts, etc. D
  - c. Detailed description of the appliance collection and transportation process.
  - d. Detailed description of the recycling process, the components to be recycled, and environmental compliance. Describe the plant and equipment to be used for this program.
    - i. Provide a description of the recycling process
    - ii. Provide diagrams, photos, video, if possible
    - iii. Describe recycling channels and waste disposal of all components
    - iv. Provide a list of facilities currently being operated by your firm and/or facilities planned/proposed to be constructed.
    - v. Provide evidence of third-party certification of process/facilities
    - vi. Provide environmental permit information for existing facilities
  - e. Database and reporting systems: Provide a description of the database system used by your team and the methods for reporting. Describe how your system can interface/export to the various Sponsor’s tracking databases.

- III. **Subcontractor involvement:** Description of all work (if any) to be subcontracted.
- IV. **Key personnel:** A description of the personnel who will be assigned to the project and their specific project responsibilities. Please discuss your capability to adjust staff levels to handle varying Efficiency Vermont needs for your services.
- V. **Company qualifications:** Statement of qualifications of the bidding firm and team members.
- VI. **Subcontractor qualifications:** Statement of qualifications of any proposed subcontractors and their assigned project personnel.
- VII. **Timeline for undertaking the program:** A proposed project schedule for the performance period.
- VIII. **Organization chart:** A chart showing that program operations are adequately covered, with respective roles of key personnel shown on the chart.
- IX. **Client references:** These should be as specific as possible to the scope of work in this RFP. Provide only client name, contact information, and a brief description of the work performed, and any notable outcomes.
- X. **Exceptions:** Any exceptions to the Efficiency Vermont standard contract terms (attached as Appendix A).
- XI. **Estimated budget:** The Bidder should be sure to provide all standard costs associated with carrying out this program (including costs associated with incentives paid to the customer and the per-unit reimbursement for qualifying units). See **Budget Section** for more information.
- XII. **Proof of sufficient liability coverage**
- XIII. **Appendices:** Bidders should use the following structure for any appendices. Note that appendices should be used for supplemental information. Any information that you consider critical to your proposal should be included in the sections described above.
  - a. **Appendix A: Exceptions to Standard Contract Terms**
  - b. **Appendix B: Resumes**
  - c. **Appendix C: Supplemental Qualifications Information** (any additional project descriptions, if any, that the bidder wishes to provide).
  - d. **Appendix D: Program Materials** – Include any samples of incentive forms, participation forms or other materials that you might have developed
  - e. **Appendix E Other** - Other material that the bidder may wish to include

## Budget

Efficiency Vermont will reimburse the *Contractor* during the performance period with a per-unit processing fee for all eligible units recycled. The *Contractor* shall be paid a per-unit fee to perform all the services and tasks outlined the Scope of Work. This fee will cover all of the *Contractor's* costs and expenses to perform the services and tasks. The *Contractor* will also be reimbursed for Efficiency Vermont-authorized incentive payments to manufacturers and

retailers, and Efficiency Vermont-authorized mail-in appliance rebates that the Contractor pre-funds.

## Evaluation Criteria

Efficiency Vermont staff will review proposals that meet the specified requirements in this RFP (See **Proposal Requirements Section**).

Proposals will be evaluated according to the following criteria:

• Responsiveness to RFP	30
• Key personnel qualifications for type of work	20
• Cost of services	20
• Other opportunities for product recycling or efficiency	10
• Experience in type of work	5
• Ability to meet schedules in a timely manner	5
• Quality of management plan	5
• Completed Contract Compliance document	5
<b>Total points available</b>	<b>(100)</b>

**Efficiency Vermont reserves the right to evaluate proposals on additional criteria not listed above.**

## Contract Award

Efficiency Vermont may award contracts to one or more firms. It may award a contract based on initial applications without discussion, or following discussion or negotiations with one or more Bidders. Each proposal should contain the Bidder's most favorable cost and technical terms. Efficiency Vermont may request additional data or material prior to making a contract award. Efficiency Vermont will intend to negotiate contract terms with the most qualified vendor. If unsuccessful, Efficiency Vermont will then negotiate with the next most qualified vendor, until reaching satisfactory contractual arrangements. Efficiency Vermont reserves the right not to choose a Contractor, if it determines that no qualified Contractor has submitted a bid. The successful firm will be required to create a detailed scope of work with Efficiency Vermont. This scope of work will be included in the Efficiency Vermont contract.

## Limitation

This RFP does not commit VEIC to award a contract or to pay any costs incurred in the preparation or submission of proposals. VEIC reserves the right to reject any or all proposals received in response to this RFP, to negotiate with any qualified bidder or to cancel in part or in its entirety the RFP, if any of these actions is deemed by VEIC in its sole discretion to be in VEIC's best interest.

## Insurance Requirements

Before commencing work, the Contractor will be required to provide Certificates of Insurance to show that the following minimum coverages are in effect. Where applicable the Certificates of Insurance shall name VEIC as an Additionally Insured party. All policies shall be non-cancelable without 30 days' prior written notice from the insurance carrier to VEIC. It is the responsibility of the Contractor to maintain current Certificates of Insurance on file with VEIC throughout the term of this Contract.

Workers' Compensation: With respect to all operations performed under this Contract, the Contractor shall carry, if applicable, workers' compensation insurance in accordance with the laws of the State and any other state in which it is performing the Contract Scope of Work.

General Liability and Property Insurance: With respect to all operations performed under this Contract, the Contractor shall carry general liability insurance having all major divisions of coverage including, but not limited to:

- Premises – Operations
- Independent Contractors' Protective
- Products and Completed Operations (where appropriate)
- Personal Injury Liability
- Contractual Liability

The policy shall be on an occurrence form and limits shall not be less than:

- \$1,000,000 per Occurrence
- \$1,000,000 General Aggregate
- \$1,000,000 Products / Completed Products Aggregate (where appropriate)
- \$50,000 Fire Legal Liability

Automotive Liability: The Contractor shall carry automotive liability insurance covering all motor vehicles, no matter the ownership status, used in connection with this Contract. Limits of coverage shall not be less the amount required by any applicable state law.

## **Vermont Energy Investment Corporation**

Vermont Energy Investment Corporation (VEIC) is a mission-driven, nonprofit organization dedicated to reducing the economic and environmental costs of energy use. It carries out its mission, in part, by designing and implementing innovative energy efficiency and renewable energy programs. Founded in 1986, VEIC is nationally and internationally recognized for advancing energy efficiency, energy conservation, and renewable energy programs and projects across the United States, Canada, and Europe. VEIC employs 320 professionals and is headquartered in Burlington, Vermont. It has offices also in Washington, DC, New Jersey and Ohio.

VEIC gained national prominence as the contractor for the nation's first statewide energy efficiency utility, Efficiency Vermont. The company also designed and operates utility scale contracts for energy efficiency service delivery with municipal utilities in the Midwest (American Municipal Power), known as Efficiency Smart, and with the District of Columbia, known as the DC Sustainable Energy Utility (DCSEU). The majority of the staff works for these VEIC divisions. For additional information, please see: VEIC Website: [www.VEIC.org](http://www.VEIC.org)

## **Efficiency Vermont**

Launched January 1, 2000, Efficiency Vermont helps ratepayers reduce energy costs, strengthen the local economy, and protect the environment by making homes and business energy efficient. Efficiency Vermont provides technical assistance, rebates, and other financial incentives to help Vermont households, businesses and other institutions—such as K-12 schools—reduce their energy costs with energy-efficient equipment, lighting, and approaches to construction and major renovation. Efficiency Vermont partners extensively with contractors, suppliers, and retailers of efficient products and services throughout the state.

VEIC operates Efficiency Vermont under an Order of Appointment issued by the Vermont Public Service Board. For additional information, please see the Efficiency Vermont website: [www.encyvermont.com](http://www.encyvermont.com)

## **Burlington Electric Department**

Burlington Electric Department, founded in 1905, is the municipal electric utility for Burlington, Vermont. It serves about 20,000 residential and commercial customers. It meets the energy needs of Burlington first with efficiency and then with renewable energy. It is the energy efficiency utility for the city (just as Efficiency Vermont is for the rest of the state).