Atlanta Better Buildings Challenge
Request for Measurement and Evaluation Services
September 28th, 2012
Atlanta Better Buildings Challenge

Request for Program Measurement & Evaluation Services

As we approach the first anniversary of the Atlanta Better Buildings Challenge program (Atlanta BBC), Central Atlanta Progress/Atlanta Downtown Improvement District (CAP/ADID) are looking for a qualified measurement and evaluation consultant team to develop a solid understanding of the program, help define success metrics and communicate progress in a creative and meaningful format.

We are required to report progress to the community, US Department of Energy and our funders on a periodic basis to show that the program is reaching important milestones and engaging stakeholders. We desire to illustrate that the program, structured similarly to a campaign, has been successful at leveraging investments and engaging the community. Assistance is also sought to communicate technical building data in a format that stakeholders with various levels of technical knowledge can comprehend. This communication will assist us in securing future program funding as well as continued recruitment of building participants. Visit http://www4.eere.energy.gov/challenge/ to learn more about the national Better Buildings Challenge platform.

Project Background

The Atlanta Better Buildings Challenge is a nation-leading public-private initiative to reduce energy and water consumption 20% by 2020 across participating buildings in Atlanta, with a primary focus on the 400-block area of Downtown. The Atlanta BBC was initially launched in 2011 at the Clinton Global Initiative as one of the inaugural projects of President Obama’s and the Department of Energy’s (DOE) Better Buildings Challenge program. Atlanta is one of many cities competing in the Challenge, including Denver, Seattle, Los Angeles, Chicago and Washington, DC.

Achieving the goals of the Atlanta BBC requires collective efforts of a growing public-private partnership. Founding Partners include:

- **Public** – City of Atlanta; US Department of Energy; White House Council for Environmental Quality; General Services Administration; the Georgia Environmental Finance Authority
- **Private** – Central Atlanta Progress and the Atlanta Downtown Improvement District; Sustainable Atlanta; Southface; Skye Energy; AGL Resources; Davis, Pickren, Seydel & Sneed; Georgia Power; Kendeda Fund; Turner Foundation; Energy Future Coalition; US Green Building Council of Georgia; Emerald Cities of Atlanta; Heery International; The University Financing Foundation; Invest Atlanta; Building Owners and Managers Association, International Facility Management Association

Central Atlanta Progress/Atlanta Downtown Improvement District (CAP/ADID) was selected by Mayor Kasim Reed to serve as the primary implementation partner for the program, and has led the campaign with the help of the partners listed above.
Program incentives provided to building participants include a free building assessment which outlines potential energy and water conservation projects, free education and training seminars for facilities staff and various other resources.

The program has experienced great momentum since its launch in November 2011. Over 42 million square feet of public and privately owned building space is committed to receiving an energy and water assessment and/or to perform a building retrofit project. About 20 million of that total (Phase One) has received their assessment and are currently evaluating their project options; several of them already have projects underway. The Atlanta BBC audit team recently commenced the second phase of assessments, in which the remaining 22 million square feet of building space will be assessed. This phase is slated for completion in first quarter of 2013. We continue to register participants on a rolling basis, and interest in joining the program has remained steady.

We have hosted a number of events to build awareness and provide resources to program participants. Events range from networking receptions to educational seminars on best practices in energy and water efficiency. They have been very well attended and are instrumental in advancing the program’s mission to engage the community around this initiative. We conduct surveys as needed to gauge attendee satisfaction and attendance, and seek a more consistent method of evaluating the impact of our events.

The geographic boundary of the Atlanta BBC has also begun to expand. The primary focus of the program is the Downtown central business district. However, a handful of buildings in Midtown have expressed interest in joining the program, and thus Midtown Alliance has joined as a partner to administer the program for its buildings. We anticipate that the boundary will expand further into the Buckhead area in the near future as well.

Over the past year of the program, the audit team has collected a great deal of energy and water consumption data from the building participants that illustrate a large-scale opportunity for improvement. Collecting this data meets the reporting requirements set forth by the US Department of Energy (DOE), as well as provides useful information for local progress reporting against the program goals. The 20% improvement goal is to be measured against a 2009 (calendar year) baseline and thus we have collected utility data for each participant back to this year. The audit team uses benchmarking tools such as Energy Star Portfolio Manager and Skye Energy to collect and analyze data and identify trends. This data is reported to DOE and the public on an aggregate basis to protect participant confidentiality. We track and communicate progress locally through various channels (website, press releases, etc.). We desire assistance in translating the abundant quantitative data we have collected into qualitative, comprehensive progress reports in order to foster interest and support of the program.

**Scope of Work**

Objective: Measurement and Evaluation of Atlanta Better Buildings Challenge program through coordination with key partners. Consultant Team shall develop and implement a comprehensive reporting approach to effectively translate quantitative data into qualitative results.

**Phase One** building performance data has been collected by the Atlanta BBC team and will be provided to Consultant Team. Building performance data is stored in Energy Star Portfolio Manager, an online database which stores historical and current utility data for each participating Atlanta BBC building. Consultant team shall be responsible for
reporting aggregate trends across the set of participating buildings and data in a creative format.

- **Task 1 – Develop Measurement & Evaluation Framework**
  With input from the Atlanta BBC team, develop a program measurement and evaluation framework, including determination of key success metrics as outlined below, for the purpose of capturing the program’s effectiveness at engaging the local community and improving sustainability of Atlanta’s buildings.

  Program metrics can be categorized into two main components: Program Achievements and Building Performance. Examples of program metrics include:

  **Program Achievements**
  1. Evaluation data for all ABBC events (number of attendees, survey results, etc.)
  2. Total Square Feet committed to program (of total eligible SF)
  3. Total investment to date as a result of the program – applies to both ABBC program administration and building retrofit project implementation (examples – Invest Atlanta’s Westside TAD grant program; annual sponsorship contributions)
  4. Relevant job creation statistics
  5. Potential program impact (in kWh, CO2e, jobs created, etc.)
  6. Participant engagement/feedback

  **Building Performance**
  1. Completeness of baseline and monthly data
  2. Report of buildings with retrofit projects underway
  3. Aggregate annual energy/water savings as compared to baseline year
  4. Aggregate annual utility cost savings as compared to baseline year
  5. Retrofit project case studies – total dollars invested, total energy saved, total costs saved

- **Task 2 – Phase One 2012 Report**
  Based on the framework established in Task One above and data provided by Atlanta BBC team, create a comprehensive progress report outlining key successes of Phase One (and year one) of the Atlanta BBC program. Report should be delivered in a creative, easily understood format that can be distributed as collateral for promoting the program. For an example of the desired format, please refer to Exhibit A attached.

  The progress report shall address two questions:

  a) What have we achieved in the first year of the program? and
  b) What could we achieve City-wide if the program expanded to realize its maximum potential?

  To answer the second question, Consultant Team shall analyze and report future potential aggregate impact of program by extrapolating the results of Phase One across a larger sample set, assuming the program grows to its maximum potential of participation from all buildings within the City of Atlanta limits.

- **Task 3 – Case Studies**
  Consultant team shall prepare three to five case studies highlighting best practices and success stories among selected Phase One building participants. The Atlanta BBC team shall provide input on which buildings are selected for case studies. Building-specific performance data shall be provided.
by the Atlanta BBC team, and Consultant team shall consult with designated building owner representatives to confirm project details, acquire testimonials and obtain other relevant project information. Case studies shall be prepared as one-page documents that are presented in a creative, easily understood format and can be distributed as program collateral. Selected case studies shall also be included in the Phase One 2012 Report in Task 2 to illustrate program success.

**Summary of Deliverables**

Deliverables shall include the following:

- **Task 1:** Program measurement and evaluation framework
- **Task 2:** Comprehensively designed and printed Phase One 2012 progress report. Report shall also be provided in editable, digital format that can be posted on Atlanta BBC website (Word Press platform). Refer to Exhibit A for an example of a preferred type of deliverable and format.
- **Task 3:** Three to five one-page case studies

**Proposal Evaluation**

Proposals will be evaluated based on the ability to communicate proficiency in the following areas:

1. Related project measurement and evaluation experience; ability to demonstrate in-depth understanding of projects with multiple unique components
2. Knowledge and experience in sustainability practices specifically related to energy and water efficiency within the built environment
3. Ability to effectively translate raw data into useful trends and progress against goals in a creative and easily-understood format

**Submittal Requirements**

Please submit the following items in your proposal:

1. The Consultant Teams understanding of the objectives of the demonstration project and its proposed approach to accomplishing the requested scope of work. Please include any innovative ideas used by the Consultant Team on similar projects. (Limit to 5 pages.)
2. A brief narrative description of the proposed project organization and management plan, including a description of the respective functions and roles of all team members. (Limit to 5 pages.)
3. A proposed project schedule and timeline to complete the project, from the issuance of a Notice to Proceed through the necessary completion date of February 28 (or earlier). Identify in the schedule individual, milestone completion dates for Task 1, 2 and 3 deliverables. (Limit to 1 page.)
4. Names and résumés (including an email address) of a principal and key staff members who will work on the project, as well as identification of the Team’s project manager(s). (Limit to 1 page per individual.)
5. Examples of relevant past project experience with references. (Limit to 5 pages.)
6. Any additional information demonstrating understanding and insights related to the proposed project scope of work. (Limit to 2 pages.)

7. The proposed cost to perform the scope of work, as outlined in a detailed project budget. Please provide costs on an hourly basis along with an estimated total number of hours to complete each task as described in the project schedule. Identify in the budget and schedule the assumed number/schedule of meetings and/or conference calls to complete the work scope. Identify assumptions and the allowance for all reimbursable and printing costs.

**Contract Duration**

Consultant Team shall commence work upon receipt of Notice to Proceed from CAP/ADID. Final deliverables for Tasks 1 through 3 are desired on or before February 28, 2013. If additional services are desired by CAP/ADID during the course of the project, and terms are agreed upon by both parties, CAP/ADID reserves the right to amend the contract to address additional scope activities.

**Project Timeline**

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<tr>
<th>Date</th>
<th>Event Description</th>
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<tr>
<td>September 28th, 2012</td>
<td>RFP Issued</td>
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<tr>
<td><strong>October 17th</strong></td>
<td>Proposals Due</td>
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<tr>
<td>Week of October 22nd</td>
<td>Proposal review, contract award and negotiation with Atlanta BBC team</td>
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<tr>
<td>November 1***</td>
<td>Notice to Proceed and Kick-off meeting to confirm timeline, project scope, roles and points of contact (** Or sooner, if possible)</td>
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<tr>
<td>February 28, 2013</td>
<td>Project Completion</td>
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**Compensation**

A limited budget exists for the Atlanta BBC program. Compensation for this project will be commensurate with experience and negotiated, in parallel with an agreed upon scope of work, with the successful candidate(s) upon selection.

**Proposal Submittal & Deadlines**

Three (3) bound hard copies and one electronic file (via email or CD, in *.PDF format) of the proposal must be received by 5:00 p.m., **Wednesday, October 17th, 2012**, at the following address:

Lauren Dufort, LEED AP  
Director of Sustainability  
Central Atlanta Progress, Inc.  
Suite 110 - The Hurt Building  
50 Hurt Plaza SE  
Atlanta, Georgia 30303  
ldufort@atlantadowntown.com
Please address any questions in writing to Lauren Dufort via email at ldufort@atlantadowntown.com. All questions must be received in writing by Friday, October 5th, 2012. Answers will be made available to all parties via email no later than Wednesday, October 10th, 2012.

Acceptance of Proposals

CAP/ADID reserves and holds without any liability on the part of CAP/ADID the following rights and options:

- To select a Consultant Team to perform the scope of work described in this request
- To reject any and/or all submittals or portions of submittals
- To accept proposals in any order or combination
- To reject a sub-consultant
- To re-advertise if deemed necessary
- To interview candidates prior to making a selection
- To issue subsequent Requests for Proposals or Qualifications
- To not negotiate or contract for the services
- To approve, disapprove, modify or cancel all work to be undertaken