

Prepared By
SUPPLY CHAIN SERVICES

* * *

REQUEST FOR PROPOSAL, INSTRUCTIONS TO PROPOSERS,
PROPOSAL FORMS, CONTRACT FORMS, AND
SCOPE OF SERVICES

REQUEST FOR PROPOSAL NO. 160014.AA
QUANTITATIVE AND QUALITATIVE MARKET RESEARCH SERVICES

* * *

PRE PROPOSAL CONFERENCE

Wednesday
February 10, 2016
10:00 A.M.

* * *

Proposals are due at **5:00 P. M.**, Local Time, **Wednesday, February 24, 2016.**

PROPOSAL NO. 160014.AA

QUANTITATIVE AND QUALITATIVE MARKET RESEARCH SERVICES**TABLE OF CONTENTS**

1. REQUEST FOR PROPOSALS	1-1
2. SCOPE OF SERVICES	2-1
2.1. GENERAL	2-1
2.2. BACKGROUND	2-1
2.3. DESCRIPTION AND TOPICS OF POTENTIAL RESEARCH	2-1
2.4. SCOPE OF SERVICES	2-3
2.5. MANDATORY REQUIREMENTS	2-4
2.6. CONTROL OF THE WORK	2-5
3. INSTRUCTIONS TO PROPOSERS	3-1
3.1. TIME AND MANNER OF SUBMISSION	3-1
3.2. EXPLANATIONS TO PROPOSERS	3-1
3.3. WITHDRAWAL OR MODIFICATION OF PROPOSALS	3-2
3.4. REVISIONS AND SUPPLEMENTS	3-2
3.5. SITE INSPECTION AND CONDITIONS	3-2
3.6. ONLINE PRE-PROPOSAL CONFERENCE	3-2
3.7. PROPOSAL EVALUATION AND SELECTION PROCESS	3-3
3.8. NON EXCLUSIVE AGREEMENT	3-4
3.9. DURATION OF CONTRACT	3-4
3.10. QUALIFICATIONS OF PROPOSERS	3-4
3.11. PROPOSAL PREPARATION COSTS	3-4
3.12. CONFLICTS	3-5
3.13. BID SCHEDULE	3-5
3.14. MANNER AND TIME OF PAYMENT	3-5
3.15. SUBCONTRACTORS	3-5
3.16. FRANCHISE TAX FORM 590	3-5
3.17. NOTICE RELATED TO PROPRIETARY/CONFIDENTIAL DATA	3-5
3.18. CONTRACT	3-6
3.19. SUPPLIER EDUCATION & ECONOMIC DEVELOPMENT (SEED) PROGRAM	3-6
3.20. ENVIRONMENTAL PROCUREMENT	3-6

3.21.	SAFETY PROGRAM	3-7
4.	SUPPLIER EDUCATION & ECONOMIC DEVELOPMENT (SEED) PROGRAM	4-1
4.1.	INTRODUCTION	4-1
4.2.	OVERVIEW	4-1
4.3.	SEED PROGRAM QUALIFICATION	4-1
5.	PROPOSAL EVALUATION CRITERIA	5-1
6.	PROPOSAL REQUIREMENTS	6-1
6.1.	PROPOSAL AGREEMENT NO. 140204.AA	6-2
6.2.	SAFETY COMPLIANCE CERTIFICATE	6-3
6.3.	NONCOLLUSION STATEMENT	6-4
6.4.	PUBLIC RECORD INDEMNITY AGREEMENT	6-5
6.5.	PROMPT PAYMENT PROGRAM	6-6
6.6.	SEED PROGRAM SMALL BUSINESS DECLARATION	6-7
6.7.	DESIGNATION OF PRIME CONTRACTOR, SUBCONTRACTORS AND SUPPLIERS	6-8
6.8.	DETAILED PROPOSAL	6-10
6.9.	BID SCHEDULE	6-14
7.	SAMPLE CONTRACT	7-1

1. REQUEST FOR PROPOSALS

NO. 160014.AA

The Sacramento Municipal Utility District, hereinafter referred to as “SMUD”, is soliciting proposals for **QUANTITATIVE AND QUALITATIVE MARKET RESEARCH SERVICES**.

This Request for Proposal provides instructions to contractors for submitting proposals and establishes terms and conditions under which SMUD will contract for such services.

Proposals responding to this Request for Proposal will be due at **5:00 P. M., Local Time, Wednesday, February 24, 2016**.

All proposals must strictly conform to the requirements described in this Request for Proposal.

PROPOSERS SHALL PAY PARTICULAR ATTENTION TO THE FOLLOWING REQUIREMENTS:

ENVIRONMENTAL PROCUREMENT:

SMUD has adopted an Environmental Protection Policy in which it commits to environmental stewardship, the conservation of natural resources, reductions in the use of hazardous substances, reductions in mobile sources of NOx emissions, and recycling and responsible disposal. SMUD will promote environmental procurement practices that will minimize environmental impacts, conserve natural resources, and reward environmentally conscious manufacturers and contractors, while remaining fiscally responsive. To further its policy SMUD will favor environmentally preferable procurements when price, quality, and availability are equal. To this end, SMUD will endeavor to reward environmentally conscious manufacturers, suppliers, and contractors with contracting opportunities that address these policy goals in addition to providing SMUD and its customer-owners fiscally responsible procurement options.

SUPPLIER EDUCATION & ECONOMIC DEVELOPMENT (SEED) PROGRAM:

SMUD is committed to achieving full and equal contracting opportunities for ratepayers doing business with SMUD and has adopted the program described in this solicitation to help fulfill that commitment.

SAFETY PROGRAM REQUIREMENT:

The personal safety and health of the general public, SMUD employees, and Contractor employees is of paramount importance. Included within this specification are safety instructions that have been prepared to aid a Contractor or Contractor's employees to comply with the safety requirements and regulations which are necessary to avoid personal injury to the general public, SMUD employees, and Contractor employees and to prevent damage to SMUD buildings, equipment, or materials while performing this contract.

SACRAMENTO MUNICIPAL UTILITY DISTRICT

By:



Name: Oscar Santos

Title: Manager, Supply Chain

Date: February 3, 2016

2. SCOPE OF SERVICES

2.1. GENERAL

The Proposer shall provide all labor, material, and equipment required to perform the Service described as: **QUANTITATIVE AND QUALITATIVE MARKET RESEARCH SERVICES**

SMUD is seeking qualified Contractors to provide Quantitative and Qualitative Market Research Services. SMUD intends to award multiple contracts to the highest evaluated proposers for a three (3) year period with an option for two (2) one-year extensions with the total aggregate amount not-to-exceed \$950,000.00 beginning approximately April 1, 2016.

2.2. BACKGROUND

SMUD frequently conducts research studies with its customers on a variety of topics to obtain feedback on the performance of programs and services SMUD currently offers and to obtain customers' reaction to proposed products and services. In the next few years SMUD will continue its research efforts and is looking for assistance of research consultants to carry out telephone, online, and mail surveys, focus groups, in-depth interviews and other research studies.

SMUD intends to award multiple - up to five - contracts with the total aggregate amount of \$950,000 for a three-year period, with a possibility of extension for another two years. Selected firms will be utilized on "on-call" basis. Through this procurement, SMUD will pre-select qualified consultants so it can use their assistance at a short notice as research needs come up. The allocation of funds between the selected firms cannot be specified at this time, as it will depend on the number of firms selected and scope of work of specific projects each of them will be given.

Successful firms must be able to provide both qualitative and quantitative research services, independently or in partnerships with other firms. The vendors will be held responsible for all the subcontractors' work and all final deliverables.

Nature and topics of potential research

Although it is difficult to predict the exact scope of research work that will be needed in the next few years, SMUD estimates that majority of the projects will be quantitative in nature, most likely telephone or online surveys. Vendors may be asked to perform all or part of the given project. Occasionally, stand-alone tasks may be requested, such as research planning consultation, survey questionnaire design, or data analysis. Qualitative research projects are expected to occur less frequently. Some studies are expected to have both qualitative and quantitative components.

Below are a few examples of research projects carried out under existing on-call contracts:

1. Mail satisfaction survey of residential customers who received services to prune trees that affect power lines.

2. Research to fine-tune marketing campaign for Energy Efficient Lighting program, including online survey to gauge awareness of energy efficient light bulbs and to test related advertising materials.
3. Evaluation of multiple pilots to assess their potential of becoming successful full-scale programs that could be offered to all SMUD customers. Powerstat pilot, one of such examples, tested remote control strategies where SMUD remotely adjusted customers' thermostats during the hottest summer days to reduce energy load. A series of online surveys gauged participants' comfort levels during the adjustment and measured other aspects of their experience during the pilot.
4. Focus groups and a mixed-mode (online and mail) survey to gauge customers' reactions to receiving Home Electricity Reports, which compared these customers' energy use to that of other residents in their neighborhood. The research also measured usefulness of other information displayed in the report, such as usage history and energy-saving tips.
5. One-on-one qualitative interviews to evaluate customer experiences with in-home energy monitoring devices. The research measured impacts of device's presence on energy-management behaviors and energy consumption.
6. Media study - a telephone survey to assess residential customers' media habits and preferences - conducted to help make SMUD's advertising more targeted and cost-effective.
7. Online brainstorming session with renewable energy programs' participants to generate ideas for new environmentally-focused programs.

Moving forward, similar research efforts will continue. Future work will also be closely aligned with SMUD's enterprise-wide priorities outlined by the executive management and the Board of Directors. To help you better understand the direction SMUD is taking, and what potential research might support it along the way, here are some of the main initiatives that are currently underway:

In recent years, SMUD launched the **Customer Experience Excellence (CEE) initiative**. CEE is aimed to strategically design - and maintain at the level of excellence - all interactions with customers across all communication and service channels in a way that is best aligned with customers' needs. SMUD has already conducted substantial amount of research of work in this area. Potential research work might include: Research monitoring customer experience at every touch point. Research to identify which SMUD's programs and services are instrumental in creating "value added" experience and increasing customer loyalty. Overall evaluation of effectiveness of CEE initiative.

Another SMUD's priority is **new product development**. SMUD is planning to provide its customers with new programs, services, technologies, and energy management tools. These new offerings will not only provide convenience and money-saving benefits to customers, but will also result in business operation efficiencies for SMUD itself. Anticipated research work in this area includes concept development and refinement, new product and technology usability testing; employee ideation sessions administered online or in-person.

Customer Intelligence and Data Analytics effort is looking into ways to effectively leverage the vast amount of data that it now collects. This involves energy usage data that is generated by SMUD's new advanced metering infrastructure every day for every customer account, as well as billing data, program participation information, and more. SMUD envisions that through the use of data analytics, these data can be turned into actionable customer intelligence. For example,

data analysis can predict probability of signing up for a particular program for each customer. Taking it a step further, through analyzing customer characteristics and program benefits, for each customer SMUD can create a personalized portfolio of recommended programs specific to this customer's needs and situation. Anticipated research work: advanced statistical analysis and data mining work using large customer datasets.

SMUD's research resources and tools

SMUD has an internal Market Research team that is able to do many research tasks in-house, including data mining and sample preparation, survey design, some online survey administration, and data analysis.

SMUD has an online panel of 2,600+ residential and 600+ commercial customers. On a regular basis, SMUD surveys its panel members on topics that require immediate customer feedback with quick turnaround time. SMUD uses the Vision Critical online research platform for panel management and survey administration. SMUD also has the ability to conduct online surveys with customers that are not part of its online panel. SMUD has email addresses for more than half of its 500,000+ customers, however, there are strict privacy guidelines that SMUD follows around the use of customer email addresses for surveying purposes.

SMUD's team uses SPSS 17.0 for survey data processing and analysis, as well as SAS Enterprise Guide 5.1. for data mining and processing of large data sets.

2.3. SCOPE OF SERVICES

1. **Research Planning:** Participate in initial research planning meetings at SMUD offices in Sacramento either in-person, via telephone or web conference; assist with refining research goals and timeline; assist with selection of research methodology and sampling plan; recommend appropriate data analysis approach.
2. **Instrument Design:** Design research instrument for surveys; develop discussion guide and participants' screener for in-depth interviews and focus groups; make revisions to research instrument as needed until final approval from SMUD is obtained; format survey questionnaires clearly identifying skip patterns and interviewers' instructions; develop scripts for introductions, invitations for customers to participate in research projects, and survey reminders.
3. **Data Collection:** Program questionnaires in data collection software for quantitative surveys; test and make edits to the programming as needed; conduct pretest for telephone survey or soft launch for online survey; field telephone surveys in accordance with strict interviewing guidelines; send out email invitations and reminders for online surveys. For qualitative and hybrid methods, reserve group discussion facilities and recording equipment, recruit customers, moderate focus groups or conduct one-on-one interviews. Provide regular data collection status updates to SMUD.
Note that printing and mailing tasks associated with mail survey data collection will be done by SMUD's print and mail house vendor.

4. **Data Analysis:** Upon completion of each survey, provide basic summaries of survey results. As needed, provide survey results' at subgroup level, run crosstabulations, and mean comparisons; conduct statistical significance testing. Perform advanced analysis, including statistical modeling. Develop codebooks and code open-ended questions. Maintain electronic data files with survey responses and deliver it to SMUD upon project completion. Provide assistance in interpreting results of statistical analyses.
5. **Report Research Findings:** Summarize research findings and prepare Microsoft PowerPoint presentation. Occasionally, a detailed report or a brief executive summary will be requested. Deliverables will include methodology, key dates, research findings, charts and graphs, where appropriate, conclusions and recommendations. Firms will present the findings and participate in discussions of research results in-person, via phone or web conference. As needed, consultants will respond to additional analysis tasks or requests for clarifications.

2.4. PASS/FAIL REQUIREMENT

Please carefully read the following Pass/Fail Requirement. Proposers must be able to meet the requirement to be declared responsible.

1. Proposers must **provide evidence** that their organization has been in business conducting customer research for a minimum of three (3) years. Please indicate how many years your firm has been conducting customer research.
2. Proposers must be willing to follow and comply with ALL Mandatory Standard Research Practices as noted in section 2.5 of the Scope of Services.

2.5. MANDATORY STANDARD RESEARCH PRACTICES

(Successful proposers must comply with the following research practices and requirements)

1. Firms must be in existence and conducting survey research for a minimum of three years.
2. Contractors must be able to carry out both qualitative and quantitative research studies, either independently or in partnerships with other firms.
3. Contractors must have the expertise in performing advanced statistical analysis and statistical modeling, independently or in partnerships with other firms.
4. Contractors must sign SMUD's standard non-disclosure agreement. Under no circumstances, can contractors use SMUD customer data for any purposes other than those specified in the scope of work of specific SMUD research projects.
5. When transmitting data containing customer information (name, telephone, address), all files must be securely transmitted via SMUD's ftp site. If data are transmitted between contractor and subcontractors, data security must be maintained.
6. Contractors must commit to returning SMUD's phone calls and emails within two business days, excluding weekends and national holidays. If consultant's project manager is unavailable, SMUD must be notified, and a new point of contact must be assigned until the project manager becomes available.

7. All research instruments and their programmed versions must be reviewed and tested for errors prior to use. All final deliverables must be proofread before delivery to SMUD.
8. All interviewers must undergo a formal training to ensure that interviews with SMUD customers are conducted in the most professional manner.
9. For telephone surveys, all customers must receive an equal number of minimum call attempts. Contractors must attempt no less than four (4) contacts with each customer in the sample at different times of the day and on different days of the week, unless a final disposition is achieved sooner. Number of call attempts will not exceed six (6), unless otherwise agreed upon with SMUD's team.
10. For telephone surveys, quality control measures must be in place, including, but not limited to, call monitoring and data file review.
11. For online surveys, web links embedded in survey invitations must be checked to make sure they are viable prior to emailing these links to customers.
12. Survey data files must contain variable names and value labels and be provided to SMUD as SPSS file in versions compatible with version 17.0.
13. Vendors must have data processing capacity to handle large samples or other data files containing several hundred thousand customer records, if needed.
14. For focus groups, contractors must provide recruit sheets listing customers that have agreed to participate in focus groups. The recruitment updates must be provided on a regular basis, weekly or daily, as agreed upon with SMUD's team.
15. Vendors will provide all stimuli needed for focus groups. Stimuli may take many different forms. Examples include: mock SMUD bills, large-scale print of advertising concepts, screen shots of web pages, charts and graphs illustrating electricity rate concepts. All materials must be approved by SMUD prior to use.
16. All materials, including research instruments, PowerPoint presentations, final reports, video recordings made as part of research work will become property of SMUD.

2.6. CONTROL OF THE WORK

TASK AUTHORIZATION TASK RELEASE SCOPE

The following are our guideline for Task Procedures:

Prior to commencing work on any activity, SMUD will issue a Task Authorization for each requested Contract activity. The Task Authorization will contain at a minimum the following:

- a description of the work to be performed
- the estimated cost
- time required
- any extraordinary project parameters

All interested Contractors must respond in writing within three (3) to five (5) business days to be considered for that Contract activity. A Contractor will be selected based on the best fit between the Contractor's expertise and SMUD needs.

Once approved, a Task Authorization Letter, prepared by SMUD and signed by both parties' authorized representatives will be the authorization for the Contractor to perform the task. The Contractor shall, within three working days of receipt of any Task Letter, accept or reject it. Any rejection shall be accompanied by a written explanation.

The Contractor will provide SMUD with a monthly report that briefly describes the status of all Contract tasks. All invoices billing to a Task will be submitted to SMUD within 90 days of Task closing date. Invoiced costs for any Task that are in excess of the approved Task value will not be reimbursed by SMUD.

The Contractor shall provide written notice within seven (7) days to SMUD when task expenditures reach 70 percent of the authorized dollar limit.

SMUD retains the right to terminate individual Task authorizations due to changing requirements or other reasons. Such termination notice shall be issued in writing and will specify a date for Task closure and turnover of existing deliverables. This termination is not constricted by the 30-day notice requirement contained in the Term and Condition entitled Termination, and notification will be determined by the nature of the work and reasons for termination.

3. INSTRUCTIONS TO PROPOSERS

3.1. TIME AND MANNER OF SUBMISSION

The Proposal shall be submitted to and received by SMUD's Supply Chain Services office no later than **5:00 P. M., Local Time, Wednesday, February 24, 2016**

Proposals must be enclosed in a sealed envelope and addressed as follows:

By US Mail or Overnight Delivery:
Sacramento Municipal Utility District
Supply Chain Services Office:
Attention: Amy Ayers (MS B204)
Request for Proposal No. **160014.AA**
6100 Folsom Blvd
Sacramento, CA 95819-4630

By Hand Delivery:
Sacramento Municipal Utility District
Supply Chain Services Office
Attention: Amy Ayers (MS B204)
Request for Proposal No. **160014.AA**
6201 S Street
Sacramento, CA 95817-1899

The proposal-mailing envelope must be clearly marked as a proposal responding to SMUD Request for Proposal No. **160014.AA**; **ATTENTION:** Amy Ayers. The envelope shall also show the Contractor's name and address.

Each proposal shall give the full business address of the Proposer and shall be signed by an authorized official of the company. The name of each person signing the proposal shall be typed or printed below the signature. When requested by SMUD, satisfactory evidence of the authority of the person signing on behalf of the Proposer shall be furnished.

Proposals shall cover the entire scope of the Request for Proposals, shall be printed one-sided 8-1/2 X 11" size and easily removable from any binding -- E.G. no glued or spiral binding.

All proposals submitted become the property of SMUD.

3.2. EXPLANATIONS TO PROPOSERS

Should the Proposer find discrepancies in or omissions from this document, or should the intent or meaning appear to the Proposer to be obscure or ambiguous, the Proposer should immediately send SMUD a written request for interpretation, clarification, or correction thereof before submitting a proposal. The Proposer making such a request will be solely responsible for the timely receipt of the written request by SMUD. Replies to such inquiries will be made only in the form of addenda to this Request for Proposal, and will be issued simultaneously to all business firms or persons who have obtained a copy of the Request for Proposal from SMUD. Verbal requests for information during the period of proposal preparation are acceptable if made sufficiently in advance of the proposal opening date to allow issuance of an addendum to the Request for Proposal. Direct all communications regarding questions on this Request for Proposal prior to the due date to the following, as appropriate:

Contact	REQUEST FOR PROPOSAL	SEED PROGRAM
Contact Name	Amy Ayers	Lori Okamoto
Phone number	(916) 732-5860	(916) 732-5984
FAX number	(916) 732-5601	(916) 732-5601

SMUD will not be bound by any oral interpretation of the Request for Proposal, which may be made by any of its representatives or employees, unless such interpretations are subsequently issued in the form of an addendum to this Request for Proposal.

3.3. WITHDRAWAL OR MODIFICATION OF PROPOSALS

Proposals may be modified or withdrawn only by a written request received by SMUD prior to the Request for Proposal due date.

3.4. REVISIONS AND SUPPLEMENTS

3.4.1 Addenda: If it becomes necessary to revise or supplement any part of this Request for Proposal an addendum will be provided.

3.4.2 Acknowledgment of Addenda: Receipt of an addendum to this Request for Proposal by a Proposer must be acknowledged by signing and submitting the addendum signature sheet as part of the Proposer's Proposal.

3.5. SITE INSPECTION AND CONDITIONS

In addition to examination of this Request for Proposal, each Proposer shall make whatever other arrangements are necessary to become fully informed regarding all existing and expected conditions and matters which, during the contract time period, could affect in any way, the work, performance of work, or the cost thereof. Any failure to fully investigate the work site or the foregoing conditions shall not relieve the Proposer from responsibilities for properly estimating the difficulty or cost of successfully performing the work. SMUD assumes no responsibility for any representation made by its representatives or agents, during or prior to the execution of a contract pursuant to this Request for Proposal, unless such information is in writing in the form of an addendum to this Request for Proposal.

3.6. ONLINE PRE-PROPOSAL CONFERENCE

RFP 160014.AA - QUANTITATIVE AND QUALITATIVE MARKET RESEARCH SERVICES

Wednesday, February 10, 2016

10:00 am | Pacific Standard Time (San Francisco, GMT-08:00) | 1 hr

Join WebEx meeting (Ctrl + Click to follow Link)

Meeting number: 803 503 762

Meeting password: 160014Aa

Join by phone

+1-855-749-4750 US TOLL FREE

+1-415-655-0001 US TOLL

Access code: 803 503 762

Toll-free calling restrictions

Add this meeting to your calendar. (Cannot add from mobile devices.)

Can't join the meeting? Contact support.

IMPORTANT NOTICE: Please note that this WebEx service allows audio and other information sent during the session to be recorded, which may be discoverable in a legal matter. You should inform all meeting attendees prior to recording if you intend to record the meeting.

3.7. PROPOSAL EVALUATION AND SELECTION PROCESS

The proposals submitted in response to this solicitation shall be evaluated for award based on the criteria described in the Proposal Evaluation Criteria section of this Request for Proposal.

SMUD may request additional information from any or all Proposers after the initial evaluation of the proposals to clarify terms and conditions.

Based on SMUD's review of the proposals received, a short listed group of Proposers may be selected. The short listed firms may be required to make verbal presentations of their qualification to SMUD. If a presentation is determined to be required, the presentation will be considered in the overall technical rating.

The contract will be awarded to the best-qualified Proposer, after price and other factors have been considered, provided that the proposal is reasonable and is in the best interests of SMUD to accept it.

The right is reserved, as the interest of SMUD may require, to reject any or all proposals and to waive any irregularity in the proposals received.

SMUD will post a "Notification of Intent to Award" and "Evaluation Summary" of the Proposals received and evaluated on the SMUD Bid Website in the Bid Results category (or any successor SMUD web portal) at least five (5) business days prior to awarding the contract. ***The posting includes the Proposal Price for all responsive proposals.*** After the "Notification of Intent to

Award” and the “Evaluation Summary” are posted, any unsuccessful Proposers may request the reason(s) their proposal was not selected. In the event a Proposer elects to protest SMUD’s selection, the protest must be submitted in writing to SMUD’s Manager, General Services, within five (5) business days of the posting of the “Notification of Intent to Award” and “Evaluation Summary”. SMUD’s Contract Award and Protest Policy is available upon written request to the Manager, General Services, SMUD procurement staff, or may be found on www.smud.org.

Within fourteen (14) calendar days after notice of award, the successful Proposer shall deliver to SMUD the required insurance certificates and the signed copies of the contract. The contract forms will be forwarded to the Proposer with the award notification. SMUD will not issue the Notice to Proceed until SMUD has received all the above-required documents.

3.8. NON EXCLUSIVE AGREEMENT

If awarded a contract under this Request for Proposal, the contract will NOT establish an exclusive arrangement between SMUD and the Proposer. SMUD reserves, among others, the following rights:

- The right to use others to perform work and services described in this Request for Proposal.
- The right to request proposals from other contractors for work described in the Request for Proposal without requesting a proposal from the Contractor.
- The unrestricted right to bid any work or services described herein.

3.9. DURATION OF CONTRACT

This contract shall be for approximately a three year period, subject to approval by SMUD's Board of Directors of the corresponding annual budget, unless otherwise mutually agreed upon in writing.

SMUD prepares its Annual Budget on a calendar year basis. The Budget is subject to the approval of SMUD's Board of Directors. The **2017** Calendar year Budget will be presented to the Board of Directors for approval in December, **2016**. The **2018** and subsequent calendar year budget(s) are anticipated to be presented to the Board of Directors for approval in December preceding the budget year.

3.10. QUALIFICATIONS OF PROPOSERS

SMUD expressly reserves the right to reject any proposal if it determines that the business and technical organization, equipment, financial and other resources, or experience of the Proposer, compared to the work proposed justifies such rejection.

3.11. PROPOSAL PREPARATION COSTS

The costs of developing proposals are entirely the responsibility of the Proposer and shall not be charged in any manner to SMUD.

3.12. CONFLICTS

If conflicts exist between the contract and the other elements of this Request for Proposal, the contract prevails. If conflict exists within the contract itself, the Terms and Conditions govern, followed by Scope of Services. If conflict exists between the contract and applicable Federal or State law, rule, regulation, order, or code; the law, rule, regulation, order, or code shall control. Varying levels of control between the Terms and Conditions, drawings and documents, laws, rules, regulations, orders, or codes are not deemed conflicts, and the most stringent requirement(s) shall control.

3.13. BID SCHEDULE

The Proposer shall be reimbursed for work performed under the contract in accordance with the items described in the [Bid Schedule](#) section of this Request for Proposal.

3.14. MANNER AND TIME OF PAYMENT

Billing shall be submitted in accordance with the above referenced provision of the Sample Contract section of this Request For Proposal. Proposer will also be required to submit (concurrently) a project status report describing the current status of each task, an updated schedule, and major project issues.

3.15. SUBCONTRACTORS

The Proposers must describe in their proposals the areas that they anticipate subcontracting to specialty firms. Identify the firms and describe how Proposer will manage these subcontracts. The firms shall be listed on the [Designation of Prime, Subcontractors, and Suppliers form](#), which is included in the Proposal forms section of this Request For Proposal.

Contractor to pay subcontractors in a timely manner.

Nothing contained in the Contract shall create any contractual relation between any subcontractor and SMUD.

3.16. FRANCHISE TAX FORM 590

The Proposer to whom the contract award is made shall furnish SMUD with a completed State of California Franchise Tax Form 590. A blank Form 590 will be provided with the contract documents.

3.17. NOTICE RELATED TO PROPRIETARY/CONFIDENTIAL DATA

Proposers are advised that the California Public Records Act (the “Act”, Government Code §§ 6250 et seq.) provides that any person may inspect or be provided a copy of any identifiable public record or document that is not exempted from disclosure by the express provisions of the Act. Each Proposer shall clearly identify any information within its submission that it intends to

ask SMUD to withhold as exempt under the Act. Any information contained in a Proposer's submission which the Proposer believes qualifies for exemption from public disclosure as "proprietary" or "confidential" must be identified as such at the time of first submission of the Proposer's response to this RFP. A failure to identify information contained in a Proposer's submission to this RFP as "proprietary" or "confidential" shall constitute a waiver of Proposer's right to object to the release of such information upon request under the Act. SMUD favors full and open disclosure of all such records. SMUD will not expend public funds defending claims for access to, inspection of, or to be provided copies of any such records.

Along with each Proposer's response to this RFP, each Proposer is required to submit a signed indemnity agreement, included with its response to this RFP, whereby Proposer shall agree to indemnify and defend SMUD on terms stated therein against all claims or actions brought against it to seek access to or compel disclosure of any records or documents in SMUD's possession which were submitted to SMUD by any Proposer pursuant to this RFP. The [Public Record Indemnity Agreement](#) each Proposer will be required to sign and submit along with its response to this RFP is included in the "Proposal Requirements" section of this RFP.

3.18. CONTRACT

SMUD's standard contract is included in the Sample Contract section of this Request for Proposal. SMUD may reject proposals that contain exceptions to the Terms and Conditions included in the sample contract.

3.19. SUPPLIER EDUCATION & ECONOMIC DEVELOPMENT (SEED) PROGRAM

3.19.1 POLICY STATEMENT

The Sacramento Municipal Utility District (SMUD) is committed to achieving full and equal contracting opportunity for ratepayers doing business with SMUD. SMUD recognizes the economic benefit provided by its contracting activity and has adopted this policy to promote the economic development of its ratepayer businesses. This program will provide direct economic benefit to SMUD's customer-owners, and will complement other SMUD economic development programs.

3.19.2 REQUIREMENTS AND PROGRAM ELEMENTS

A description of SMUD's Supplier Education & Economic Development Program is included in this Request for Proposal. Proposers must comply with all the requirements specified in the program description and complete the form titled, ["Designation of Prime Contractor, Subcontractors, and Suppliers"](#).

3.20. ENVIRONMENTAL PROCUREMENT

SMUD has adopted an Environmental Protection Policy in which it commits to environmental stewardship, the conservation of natural resources, reductions in the use of hazardous substances, reductions in mobile sources of NOx emissions, and recycling and responsible disposal. SMUD

will promote environmental procurement practices that will minimize environmental impacts, conserve natural resources, and reward environmentally conscious manufacturers and contractors, while remaining fiscally responsive. To further its policy SMUD will favor environmentally preferable procurements when price, quality, and availability are equal. To this end, SMUD will endeavor to reward environmentally conscious manufacturers, suppliers, and contractors with contracting opportunities that address these policy goals in addition to providing SMUD and its customer-owners fiscally responsible procurement options.

3.21. SAFETY PROGRAM

All Proposers shall execute and submit with their Proposal the form titled, [“Safety Compliance Certificate”](#). Submittal of this completed form will certify that the Proposer has:

3.21.1 An effective Injury and Illness Prevention Program, which meets the requirements of all applicable laws and regulations, including but not limited to, California Labor Code Section 6401.7;

3.21.2 Proposer agrees that it is fully responsible for the acts and omissions of its subcontractors and all persons either directly or indirectly employed by Proposer.

Such certification shall be made by the person with the authority and responsibility for implementing and administering Proposer's Injury and Illness Prevention Program.

4. SUPPLIER EDUCATION & ECONOMIC DEVELOPMENT (SEED) PROGRAM

4.1. INTRODUCTION

The Sacramento Municipal Utility District (SMUD) is committed to achieving full and equal contracting opportunity for ratepayers doing business with SMUD. SMUD recognizes the economic benefit provided by its contracting activity and has adopted this policy to promote the economic development of its ratepayer businesses. This program will provide direct economic benefit to SMUD's customer-owners, and will complement other SMUD economic development programs.

4.2. OVERVIEW

SMUD's SEED Program creates contracting opportunities for local small businesses. To qualify, a business must be certified as a Small Business or Microbusiness by the state Department of General Services (DGS) and must be a SMUD ratepayer for the past six months at the DGS certification address of record. Additional features are described below.

4.3. SEED PROGRAM QUALIFICATION

Vendors must meet both of the following qualifications to participate in the SEED Program:

- 4.3.1 Certification- the California Department of General Services (DGS), Office of Small Business and DVBE certification must certify the vendor as a Small Business or Microbusiness. This is the only certification accepted by SMUD. Vendors must be certified by the bid-opening date (IFBs) or proposal due date (RFPs) as applicable, to qualify for the SEED Program.
- 4.3.2 Ratepayer Qualification- the vendor must qualify as a SMUD ratepayer for the preceding 6 months prior to the bid or proposal due date. The physical address of the business as recorded by the Department of General Services in its Small Business Certification must be located in SMUD territory. If the address shown on the Small Business certificate is a post office box, a mailbox at a private mailbox business, or a leased facility, the vendor must be able to demonstrate, to SMUD's satisfaction, that the vendor is also a SMUD ratepayer.

5. PROPOSAL EVALUATION CRITERIA

PROPOSAL EVALUATION CRITERIA: The proposals submitted in response to this Request for Proposals shall be evaluated for award based on the following criteria and weighting. If applicable the price will be adjusted for evaluation purposes in accordance with the SEED Program price advantages described in Section 4 of this document.

Item	Criteria Description	Weighting
1.	Pass/Fail Requirements*** Proposers must provide evidence that their organization has been in business conducting customer research for a minimum of three (3) years.	Pass/Fail
2.	SEED Program Evaluation Points	10%
3.	Staff Qualifications and Work Experience as a Team	15%
4.	Relevant Research Experience and References	8%
5.	Research Planning and Design	13%
6.	Quantitative Data Collection Practices and Capabilities	14%
7.	Qualitative Research Experience	10%
8.	Advanced Data Analysis Expertise	10%
9.	Commercial Terms (Price)*and Compliance with SMUD Contractual Terms**	20%
	Total	100%

MINIMUM SCORE THRESHOLD

Proposers not obtaining a MINIMUM combined score of 50% of the points (35 to 70) from Items 3 through 8 as listed above will be considered non-responsive.

* More weight has been given to the management and technical ability of the Proposer than on price. In the event it is evident that the prices proposed are unbalanced as to items charged or are otherwise determined by SMUD to be unfair or unreasonable, SMUD reserves the right to reject the proposal and award to the Proposer who otherwise meets the requirements of this Request for Proposal.

** Non-compliance may result in SMUD's rejection of a Proposer's proposal.

*** Proposal must achieve a Passing score on Evaluation Criteria 1 above to be declared responsible

6. PROPOSAL REQUIREMENTS

TO FACILITATE SMUD'S PROPOSAL REVIEW PROCESS, IT IS REQUIRED THAT EACH PROPOSAL CONTAINS ALL OF THE INFORMATION WITHIN THIS SECTION AND IS ORGANIZED IN THE SEQUENCE THAT THE ITEMS APPEAR IN THIS SECTION.

THE PROPOSER SHALL SUBMIT Four (4) copies OF THE PROPOSAL IN HARD COPY AND ONE (1) IN ELECTRONIC (ON FLASH/TRAVEL DISK) FORMAT. NO CD'S

SEE THE TABLE OF CONTENTS FOR A LISTING OF THE CONTENTS WITHIN THIS SECTION.

PROPOSALS SHALL BE PRINTED ONE-SIDED, 8-1/2 X 11" SIZE AND EASILY REMOVABLE FROM ANY BINDING -- E.G. no glued or spiral binding.

SMUD will provide an electronic copy of the Proposal Forms in MS Word 7.0 (or newer) which contains fill-in fields. The document is labeled *RFP Proposal Fill-in Forms*. Proposers may use the Forms provided to submit Proposals. Please provide responses to all questions in the block (fill-in fields) following every question. The fill-in fields will expand to accommodate your answer. Pictures, charts and graphs may also be inserted into the fill-in fields or may be attached as a separate documents if necessary

Note: The content of the *RFP Proposal Fill-in Forms* is identical to that posted in Adobe format on the EBSS Web site. Page numbering may vary when complete as a result of the fill-in-fields.

6.1. PROPOSAL AGREEMENT NO. 160014.AA

PROPOSAL AGREEMENT: In compliance with Request for Proposal No. **160014.AA**, **QUANTITATIVE AND QUALITATIVE MARKET RESEARCH SERVICES**, the undersigned hereby proposes and agrees to provide the services described, at the rates and dollar limits defined in the Proposal Rate Schedule attached hereto.

It is understood that this proposal constitutes a firm offer that cannot be withdrawn for ninety (90) calendar days after the submission date for the proposals.

The undersigned certifies that he/she has examined and is familiar with the content of this Request for Proposal; also that he/she has checked all the figures shown in the proposed Rate Schedule and other attachments hereto and understands that the Sacramento Municipal Utility District will not be responsible for any errors or omissions on Contractor's part in preparing this proposal.

The undersigned further agrees, if awarded the contract, that he/she will commence the work within the time set forth and will perform the work in accordance with the contract documents attached to this Request for Proposal.

Attached hereto and made a part thereof by this reference are proposal forms pages 6-3 through 6-9, the Detailed Proposal and the Bid Schedule.

PROPOSER_:

Company:		
Street Address:		
City:	State:	Zip:
Signed:		
Print Name:		
Title:		
Telephone:	Fax:	
Email:	Date:	

6.2. SAFETY COMPLIANCE CERTIFICATE

I, _____ the undersigned,

(Print Company Representative Name)

of

(Print Company Representative Title)

hereby certify the

(Print Company Name)

information contained herein and that undersigned is duly authorized to certify that:

- A. Contractor has an effective Injury and Illness Prevention Program which meets the requirements of all applicable laws and regulations, including, but not limited to, California Labor Code Section 6401.7. (This section does not apply if Contractor does not perform any work under this agreement within the State of California.) and

<http://www.leginfo.ca.gov/cgi-bin/displaycode?section=lab&group=06001-07000&file=6400-6413.5>

- B. Contractor agrees that it is fully responsible for the acts and omissions of its subcontractors and all persons either directly or indirectly employed by Contractor.

- C. The above-named person has the authority and responsibility for implementing and administering Contractor's Injury and Illness Prevention Program.

IN WITNESS WHEREOF, the undersigned has executed this Safety Compliance Certificate under the penalty of perjury of the laws of the State of California on:

Signed:
Print Name:
Date:

6.3. NONCOLLUSION STATEMENT**TO BE EXECUTED BY PROPOSER AND SUBMITTED WITH PROPOSAL**

I, _____ am the

(Print Company Representative Name)

_____ of

(Print Company Representative Title)

_____ the party making the

(Print Company Name)

foregoing bid, that the bid is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation; that the bid is genuine and not collusive or sham; that the Bidder has not directly or indirectly induced or solicited any other Bidder to put in a false or sham bid, and has not directly or indirectly colluded, conspired, connived, or agreed with any Bidder or anyone else to put in a sham bid, or that anyone shall refrain from bidding; that the Bidder has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the bid price of the Bidder or any other Bidder, or to fix any overhead, profit, or cost element of the bid price, or of that of any other Bidder, or to secure any advantage against the public body awarding the contract of anyone interested in the proposed contract; that all statements contained in the bid are true; and, further, that the Bidder has not, directly or indirectly, submitted his or her bid price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any corporation, partnership, company association, organization, bid depository, or to any member or agent thereof to effectuate a collusive or sham bid.

Signed:
Print Name:
Title:

6.4. PUBLIC RECORD INDEMNITY AGREEMENT

(“Proposer”) shall indemnify, defend and hold SMUD,

(Print Company Name)

its directors, officers, agents, and employees (collectively, “Indemnitees”) harmless against all claims or causes of action brought against Indemnitees seeking to cause the release or disclosure of Proposer’s Proposal and related materials submitted to Indemnitees in response to SMUD Request For Proposal No. **160014.AA, QUANTITATIVE AND QUALITATIVE MARKET RESEARCH SERVICES.**

In the event Proposer fails or refuses to indemnify or defend Indemnitees upon a timely request as provided hereunder, Proposer shall unconditionally waive all claims against, completely release and forever discharge Indemnitees from any and all claims, damage, loss, expense and liability Proposer may incur arising from or in any way connected to Indemnitees release of Proposer’s Proposal and materials related thereto.

It is agreed that in the event of any litigation arising hereunder, the Proposer at the request of SMUD shall submit to the jurisdiction of any court of competent jurisdiction within the State of California and will comply with all requirements necessary to give such Court jurisdiction, and that all matters arising hereunder shall be determined in accordance with the law and practice of such court. It is further agreed that service of process in any such litigation may be made in the manner provided for in Section 415.40 of the California Code of Civil Procedure or in any other manner provided for in said code for service upon a person outside the State of California.

ACCEPTED FOR PROPOSER

Company:
Signed:
Print Name:

6.5. PROMPT PAYMENT PROGRAM

SMUD has a prompt payment program for small businesses which are certified by the State Department of General Services.

Under the program, SMUD will guarantee payment of invoices within 20 calendar days from the date of inspection and acceptance by SMUD or the date correct invoices are received, whichever is later.

If SMUD fails to meet the 20 calendar days payment guarantee, the small business will be paid interest on the unpaid invoice at prime plus 2% APR. Late interest payments, if applicable, will be made without an additional invoice from the small business.

To participate in this program, please indicate “prompt payment” below and provide evidence of certification with your bid.

Bidder is eligible for, and is requesting, a prompt payment program:

☐ YES ☐ NO

PROPOSER:

Company:
Signed:
Print Name:

6.6. SEED PROGRAM SMALL BUSINESS DECLARATION

Complete this form to apply for SEED Program consideration. To qualify for the SEED Program, a firm must have a current certification as a Small Business from the California Department of General Services. In addition, the firm must qualify as a SMUD ratepayer for the preceding six months by receiving SMUD electric service at the principal office* listed by the Department of General Services. If your firm or one of your proposed subcontractors qualifies under these criteria, SMUD will validate all submitted information and determine the proposing firm's SEED Program qualification.

To expedite the verification process:

- 1) **Submit a copy of the most recent SMUD statement for the principal office shown on your DGS Small Business application**

OR

- 2) **_____ If the firm leases its principal space from a property management company or a landlord and the SMUD utilities are included in the lease, please initial in the blank space provided above and attach a copy of the current lease showing the dates of occupancy, principal office of property and signatures of both parties**

AND

Submit a copy of the current Small Business certification notice from the California Department of General Services.

Proposed SEED firm:
Contact Name:
Title:
Phone Number:

I hereby certify that this firm qualifies for the SEED Program as defined above. This firm has been certified as a Small Business by the California Department of General Services.

I hereby swear that I am duly authorized to legally act on behalf of the above named company.

Signed:
Print Name:
Title:
Date:

If you or one of your proposed subcontractors is not certified by DGS and would like to become certified for future contracting opportunities, please refer to www.smud.org/SEED or contact SMUD Supplier Diversity at (916) 732-5623 or email SEEDmgr@smud.org.

***Principal office** means where the business is headquartered and conducts the management and operations of the business.

6.7. DESIGNATION OF PRIME CONTRACTOR, SUBCONTRACTORS AND SUPPLIERS

(TO BE COMPLETE BY ALL BIDDERS/PROPOSERS)

The following are the names and business locations of the prime contractor and all subcontractors who will perform work or labor or render service to the Proposer in or about the work, or who will specially fabricate and install a portion of the work or improvement according to detailed drawings contained in the plans and specifications (as applicable) together with a statement of the portion of the work to be done by each subcontractor.

SEED Program - The Proposer may only count toward its SEED Program subcontracting credit those expenditures to subcontractors or contractors under a subcontractor that perform a commercially useful function. In addition, each contractor or subcontractor claiming SEED Program qualification shall complete the SEED PROGRAM SMALL BUSINESS DECLARATION.

	Firm (Name and Address)	Work, Material or Service (Provide Brief Description)	Supplier Diversity/SEED Program Status	Percent (%) (Of Total Proposal Price)	Dollar Amount (Of This Firm's Work, Material or Service)
1.	PROPOSER/PRIME CONTRACTOR Name _____ Address _____ City, State, Zip _____ Primary Contact _____ Phone # _____ License Number & Classification _____	_____	SEED Qualified Yes <input type="checkbox"/> No <input type="checkbox"/>	_____ % of Total Proposal	\$ _____ Amount of Total Proposal
2.	SUBCONTRACTOR Name _____ Address _____ City, State, Zip _____ Primary Contact _____ Phone # _____ License Number & Classification _____	_____	SEED Qualified Yes <input type="checkbox"/> No <input type="checkbox"/>	_____ % of Total Proposal	\$ _____ Amount of Total Proposal
3.	SUBCONTRACTOR Name _____ Address _____ City, State, Zip _____ Primary Contact _____ Phone # _____ License Number & Classification _____	_____	SEED Qualified Yes <input type="checkbox"/> No <input type="checkbox"/>	_____ % of Total Proposal	\$ _____ Amount of Total Proposal
4.	SUBCONTRACTOR Name _____ Address _____ City, State, Zip _____ Primary Contact _____ Phone # _____ License Number & Classification _____	_____	SEED Qualified Yes <input type="checkbox"/> No <input type="checkbox"/>	_____ % of Total Proposal	\$ _____ Amount of Total Proposal

DESIGNATION OF PRIME CONTRACTOR, SUBCONTRACTORS, AND SUPPLIERS

(Continuation Page ; may be duplicated as needed)

SUBCONTRACTOR Name _____ Address _____ City, State, Zip _____ Primary Contact _____ Phone # _____ License Number & Classification _____	_____	SEED Qualified Yes No <input type="checkbox"/> <input type="checkbox"/>	_____% of Total Proposal	\$ _____ Amount of Total Proposal
SUBCONTRACTOR Name _____ Address _____ City, State, Zip _____ Primary Contact _____ Phone # _____ License Number & Classification _____	_____	SEED Qualified Yes No <input type="checkbox"/> <input type="checkbox"/>	_____% of Total Proposal	\$ _____ Amount of Total Proposal
SUBCONTRACTOR Name _____ Address _____ City, State, Zip _____ Primary Contact _____ Phone # _____ License Number & Classification _____	_____	SEED Qualified Yes No <input type="checkbox"/> <input type="checkbox"/>	_____% of Total Proposal	\$ _____ Amount of Total Proposal
SUBCONTRACTOR Name _____ Address _____ City, State, Zip _____ Primary Contact _____ Phone # _____ License Number & Classification _____	_____	SEED Qualified Yes No <input type="checkbox"/> <input type="checkbox"/>	_____% of Total Proposal	\$ _____ Amount of Total Proposal
SUBCONTRACTOR Name _____ Address _____ City, State, Zip _____ Primary Contact _____ Phone # _____ License Number & Classification _____	_____	SEED Qualified Yes No <input type="checkbox"/> <input type="checkbox"/>	_____% of Total Proposal	\$ _____ Amount of Total Proposal

6.8. DETAILED PROPOSAL

6.8.1 Evaluation Criteria 1 Pass/Fail Requirements

- A. Proposers must **provide evidence** that their organization has been in business conducting customer research for a minimum of three (3) years. Please indicate how many years your firm has been conducting customer research.

☐ Agree

Check the box to acknowledge you meet this requirement then explain how in response.

Response:

- B. Proposers must be willing to follow and comply with ALL Mandatory Standard Research Practices as noted in section 2.5 of the Scope of Services.

☐ Agree

Check the box to acknowledge you meet this requirement then explain how in response.

Response:

6.8.2 Evaluation Criteria 2 SEED Program Evaluation Points

Ten evaluation points will be awarded to SEED qualified prime Proposers. Non-SEED prime Proposers will receive up to ten evaluation points on a pro-rata basis for proposing at least 20% subcontracting which utilizes SEED subcontractors. Details are in the Supplier Education & Economic Development section of this document.

6.8.3 Evaluation Criteria 3 Staff Qualifications and Work Experience as a Team

This section shall include, but is not limited to, the following information:

- A. Provide a brief overview of your firm describing services it commonly provides, size of the company, and specific research techniques and methods your firm specializes in. Please explain what sets your team apart from others, and why your firm is the best candidate to conduct on-call research work for SMUD.

Response:

- B. Provide a team chart of key individuals who will be assigned to work on SMUD projects, including subcontractors. For each key team member, include a specific description of their responsibilities on SMUD projects. At a minimum, the chart must include individuals responsible for project management, research design, data collection, data analysis and presentation of research findings. Specify how long these individuals have worked together

as a team. If any portion of the work is subcontracted, describe your previous work experience with this subcontractor, why you choose this particular partner, and how this partnership will benefit SMUD.

Response:

C. For key team members only, provide 1-page resumes. Resumes must include name, position, educational background, and relevant work experience.

Response:

6.8.4 Evaluation Criteria 4 Relevant Research Experience and References

A. Provide three references for the projects your firm completed in the past five years. References must include: client company name, client representative name, phone number, project year, brief description of project goals and methodology. Provide examples that showcase variety of methodologies and techniques. Include examples of work conducted for utility industry organizations.

Response:

B. SMUD anticipates a substantial amount of research to be focused on evaluating new customer programs and services, testing new energy-monitoring devices and technologies. Describe your experience in the area of new program development research and product usability testing. Provide an example of a relevant project your team implemented. Explain what data collection methodology and sampling approach you chose for that project, and why.

Response:

6.8.5 Evaluation Criteria 5 Research Planning and Design

A. Discuss how your firm will ensure that survey data collected through customer surveys are representative of the population in SMUD's service territory.

Response:

B. Include one survey instrument authored by individual(s) that will be responsible for questionnaire design and one qualitative discussion guide developed by individual(s) who will work on qualitative projects, if awarded SMUD contract.

Response:

6.8.6 Evaluation Criteria 6 Quantitative Data Collection Practices and Capabilities

- A. Describe training interviewers receive prior to working on telephone surveys. Describe quality control measures that are set in place to ensure the quality of the data collected. State the number of interviewers and CATI stations available.

Response:

- B. Describe your firm's capabilities and data collection experience using mobile devices, such as tablets, iPads and other hand-held devices.

Response:

6.8.7 Evaluation Criteria 7 Qualitative Research Experience

- A. Describe your firm's experience conducting qualitative research studies. Provide an example of a project your firm implemented utilizing a qualitative technique. Explain why you selected qualitative approach for this particular project, and how it enhanced research outcome?

Response:

6.8.8 Evaluation Criteria 8 Advanced Data Analysis Expertise

- A. Provide an example of a project where you firm utilized regression analysis or built a statistical model using survey data. What challenges your team faced during this process? What were the goals of this analysis, and what were the outcomes?

Response:

6.8.9 Evaluation Criteria 9 Commercial Terms (Price) and Compliance with SMUD's Contractual Terms

- A. This section includes the cost information contained in the Bid Schedule section of this Request for Proposal.

- B. The Proposer shall note all exceptions taken to this Request for Proposal including the contract terms and conditions of the contract included in the Sample Contract section of this Request for Proposal. SMUD reserves the right to reject any proposal based on noncompliance with the attached contract terms and conditions.

Response:

6.9. BID SCHEDULE**RFP No. 160014.AA**

In accordance with this Request for Proposal, the Proposer agrees to provide the services described in the Scope of Services, at the rates shown in this Schedule.

The quantities shown below are approximate only and being given as a basis for the comparison of proposals. SMUD does not, expressly, or by implication, propose or agree that the actual quantities of work will correspond therewith, but reserves the right to increase or decrease the amount of any portion of the work shown, or to omit portions of said work, as may be deemed advisable by SMUD. Payment will be made on the basis of quantities actually performed.

Since the exact scope of work for the 3-year period is currently unknown, and it is hard to estimate precise quantities for each line item of the bid schedule, contractors are requested to provide cost estimates for an assortment of typical research projects SMUD conducts most commonly. Descriptions of such projects and all the details needed to estimate the costs are provided in the table below.

ITEM NO.	DESCRIPTION	EST. QTY.	UNIT	UNIT PRICE	TOTAL AMOUNT
Typical project 1 - TELEPHONE SURVEY: A telephone survey of 400 completed interviews - 200 residential and 200 commercial customers. All interviews are conducted in English. Survey length: 15 minutes. Assume 10 of 400 interviews to be completed during survey instrument pretest. Number of call attempts to each customer: minimum of four, not to exceed six. Cell phone numbers' presence in the sample: 50%. Sample with phone numbers and customer names will be provided by SMUD. One open-ended question with 100 responses due to skip pattern.					
1.	Planning meeting with SMUD staff to discuss research goals and design, excluding travel cost	1	HOUR	\$	\$
2.	Design telephone survey instrument, includes revisions	12	HOURS	\$	\$
3.	Program and test survey instrument in CATI	5	HOURS	\$	\$
4.	Database/sample management and preparation	4	HOURS	\$	\$
5.	Conduct residential 15-minute telephone interview (200 interviews)	3000	MINUTES	\$	\$
6.	Conduct commercial 15-minute telephone interview (200 interviews)	3000	MINUTES	\$	\$
7.	Clean and prepare data file for analysis	8	HOURS	\$	\$
8.	Develop codebook for open-ended question	4	HOURS	\$	\$
9.	Code one open-ended question	2	HOURS	\$	\$
10.	Conduct statistical analysis	10	HOURS	\$	\$
11.	Prepare PowerPoint presentation with survey findings	20	HOURS	\$	\$
12.	Present survey findings to SMUD team via webinar, telephone, or in-person	1	HOUR	\$	\$

ITEM NO.	DESCRIPTION	EST. QTY.	UNIT	UNIT PRICE	TOTAL AMOUNT
Typical project 2 - ONLINE SURVEY: An online survey of 400 completes with residential (n=200) and commercial (n=200) customers, all conducted in English. Survey length: 45 questions taking approximately 15 minutes to complete. No open-ended questions. This will be a survey of non-panel members. List of customer email addresses provided by SMUD. Average response rate to SMUD's online surveys is approximately 10%. Consultant will use online survey software of their choice for survey administration.					
13.	Planning meeting with SMUD staff to discuss research goals and design, excluding travel cost.	1	HOUR	\$	\$
14.	Design online survey instrument, includes revisions	12	HOURS	\$	\$
15.	Program and test survey instrument in online survey software, test survey links	5	HOURS	\$	\$
16.	Database/sample management and preparation	4	HOURS	\$	\$
17.	Administer online survey, includes soft launch, full launch, and two email reminders to non-responding customers	6	HOURS	\$	\$
18.	Clean and prepare data file for analysis	8	HOURS	\$	\$
19.	Conduct statistical analysis	10	HOURS	\$	\$
20.	Prepare detailed report in MS Word or Adobe PDF format that includes survey methodology, research findings, recommendations, and final survey instrument	25	HOURS	\$	\$
21.	Assist with interpretation of findings	5	HOURS	\$	\$
Typical project 3 - MAIL SURVEY: An ongoing customer satisfaction survey with residential customers. Each month, customers' mail 300 completed paper questionnaires back to SMUD. Survey length: seven questions with a small write-in "Comments" section. Data entry will include: survey ID, month, quarter, contractor name, and responses to seven survey questions. Survey results will be entered into six tabs of two Excel spreadsheets displaying results by month, quarter, year, and tree trimming contractor. Customer comments will be transcribed into a Word document. Approximately, one half of the questionnaires have comments. Together with verbatim, transcriptions will include: contractor name, crew number and customer contact information. Questionnaire size, if needed for delivery/shipment cost: 4.25"x6" 1-page survey printed on card stock. The total weight of the 300 questionnaires is 2.44 pounds. Provide cost estimate for <u>one month</u> of work for this project.					
22.	Monthly questionnaires delivery cost, includes 2-part transaction: (1) contractor obtains completed questionnaires from SMUD for data entry; (2) contractor returns the questionnaires back to SMUD after data entry is completed.	1	1-MONTH DELIVERY	\$	\$

ITEM NO.	DESCRIPTION	EST. QTY.	UNIT	UNIT PRICE	TOTAL AMOUNT
23.	Program survey instrument for data entry	2	HOURS	\$	\$
24.	Data entry of completed mail questionnaires, includes data entry quality checks	300	QUESTIONNAIRE	\$	\$
25.	Transcription of customer comments	5	HOURS	\$	\$
26.	Clean and prepare data file for analysis	2	HOURS	\$	\$
27.	Statistical analysis, including entering survey results into basic Excel spreadsheet displaying results by month, quarter, year, and contractor	8	HOURS	\$	\$
Typical project 4 - FOCUS GROUPS: Six focus groups, three with residential and three with commercial customers; all conducted in English. Recruitment: 10 customers to show up for each focus group. Length of each group: 1 hour. There will be five observers from SMUD. Moderator is expected to stay after groups to debrief with SMUD viewers. Assume 2 hours in total for debriefing. Stimulus materials: 1-page black & white handouts for participants and observers (90 in total). One unique color chart approx. 2'x3' mounted on foam core board.					
28.	Initial planning meeting with SMUD staff to discuss research goals and design via phone or web conference.	1	SESSION (1-3 HOURS)	\$	\$
29.	Facility rental fees, includes all hosting fees, and refreshments for participants	10	HOURS	\$	\$
30.	Food catering for five (5) SMUD observers	5	OBSERVERS	\$	\$
31.	Video recording	6	HOURS	\$	\$
32.	Design screener for participants' recruitment	4	HOURS	\$	\$
33.	Design moderator's guide, includes revisions	12	HOURS	\$	\$
34.	Recruit 10 residential customers to show up. Include all recruitment costs	3	GROUP	\$	\$
35.	Recruit 10 commercial customers to show up. Include all recruitment costs	3	GROUP	\$	\$
36.	Incentives for residential participants	30	EA	\$	\$
37.	Incentives for commercial participants	30	EA	\$	\$
38.	Moderate focus group, debrief with SMUD team	10	HOURS	\$	\$
39.	Stimulus materials	1	LS	\$	\$

ITEM NO.	DESCRIPTION	EST. QTY.	UNIT	UNIT PRICE	TOTAL AMOUNT
40.	Transcribe focus groups' video recording into a Word document	24	HOURS	\$	\$
41.	Prepare executive summary that includes a brief description of methodology, research findings, and consultant's recommendations	5	HOURS	\$	\$
42.	Prepare detailed report, including methodology, findings, recommendations, screeners, and moderator's guides	25	HOURS	\$	\$
Typical project 5 - USABILITY RESEARCH IN-DEPTH ETHNOGRAPHIC INTERVIEWS: Conduct 10 individual one-on-one interviews to gain insights into how customers interact with and utilize in-home energy monitoring display. Interviews will take place in customers' homes and will be video-recorded. Interview length is 60 minutes. Interviewees will be recruited from the list of SMUD program participants who have checked out such in-home energy monitoring devices and have used them in their homes for several months. Video recording is required, however, professional videography is not necessary. Transcription of video recordings is not needed as a deliverable, however, consultants are expected to review the video materials and pull relevant highlights to be used as part of research findings' presentation. All videos will become property of SMUD.					
43.	Initial planning meeting with SMUD staff to discuss research goals and design via phone or web conference.	1	SESSION (1-3 HOURS)	\$	\$
44.	Conduct in-house research and usability testing of the device to familiarize consultant's team with the technology	5	HOURS	\$	\$
45.	Design interview discussion guide, includes revisions	12	HOURS	\$	\$
46.	Schedule interviews and recruit IHD program participants to conduct 10 in-depth interviews. Include all recruitment costs	10	INTERVIEW	\$	\$
47.	Incentives for participation	10	EA	\$	\$
48.	Conduct 60-minute in-depth interview, including setup time	15	HOURS	\$	\$
49.	Video recording and video editing per interview	10	INTERVIEW	\$	\$
50.	Prepare PowerPoint presentation that includes research findings. Support presentation by interviews' video clips	25	HOURS	\$	\$
51.	Present research findings to SMUD team	1	SESSION (1-3 HOURS)	\$	\$
52.	Estimated travel expenses for single roundtrip from Proposer's location to SMUD	1	ROUNDTRIP	\$	\$
53.	Total items 1 thru 52			\$	\$

Note: SMUD's evaluations for award will include SEED Price Advantage calculations

LABOR HOUR BILLING RATES

- The labor-hour billing rate shall include the following:
- Direct payroll costs.
- Benefits and burdens (including insurance, payroll taxes, vacation, holidays, sick leave, etc.).
- All overhead costs.
- Profit.

Rates for Travel & Other Expenses

- A. SMUD approved travel away from Contractor's office shall be reimbursed at cost based on actual receipts for air travel, car rental/taxis, and hotels. SMUD shall also pay the U. S. General Services Administration per diem rate for the Sacramento Area to cover all meals and daily incidental expenses.
<http://www.defensetravel.dod.mil/site/perdiem.cfm>
- B. Mileage in Contractor's company car or personal vehicle shall be reimbursed at a rate not to exceed IRS Published Standard mileage rates.
<http://www.irs.gov>
- C. Material and subcontract cost shall be reimbursed at cost without markup
- D. Other direct and special costs, as approved in advance by SMUD, e.g. film, reproduction, telephone, computer usage, etc., shall be reimbursed at cost.
- E. For travel extended thru non-work days, as approved by SMUD (i.e., Saturday, Sunday & Holidays), SMUD will only reimburse hotel cost. All meals and daily incidental cost will be at Contractor's expense.

In case of discrepancy between the words and numbers of the bid price, the words shall govern. In case of discrepancy between the unit prices bid and the extensions thereon, the unit prices shall govern. In case of an error in the addition of the total bid amount for all bid items the corrected total shall govern.

The rates proposed above shall remain fixed for the duration of the contract unless otherwise approved in writing by SMUD.

PROPOSER:

Company:		
Street Address:		
City:	State:	Zip:
Signed:		
Print Name:		
Title:		
Telephone:	Fax:	
Email:	Date:	

7. SAMPLE CONTRACT

Note: The Sample Contract is attached as a separate document.