

Consolidated Edison Company of New York, Inc.

**Shared Solar Program  
Community Outreach Partners  
Request for Information (RFI)**

**Issued: December 17, 2018**

**Submission Deadline: January 25, 2019**

# Contents

1	Introduction .....	3
1.1	Purpose of Community Partner RFI .....	3
2	Detailed Description of the RFI Opportunity .....	3
2.1	RFI Goals and Partnership Opportunity .....	3
2.2	Shared Solar Program Benefits and Eligible Customers .....	4
3	Shared Solar Neighborhoods .....	5
4	Partnership Description and Roles.....	5
4.1	Related Information.....	6
5	Instructions to Respondents.....	6
5.1	Contact Information and Questions .....	6
5.2	RFI Schedule.....	6
5.3	Response.....	7
5.3.1	Proposal Format.....	7
5.3.2	Evaluation Criteria.....	8
6	General Information .....	8
6.1	Confidentiality.....	8
6.2	Background on Con Edison .....	9
6.3	RFI Objectives.....	9
6.4	General Conditions .....	9

# 1 Introduction

## 1.1 Purpose of Community Partner RFI

Consolidated Edison Company of New York, Inc. (the “Company” or “Con Edison”) is extending a Request for Information (“RFI”) from qualified parties (herein referred to as “respondents”) with the capability to educate customers about Con Edison’s Shared Solar Pilot Program (“SSPP” or “Shared Solar”) opportunities and benefits.

In October 2016, Con Edison filed a petition<sup>1</sup> with the New York State Public Service Commission (“PSC” or the “Commission”) for approval of a Shared Solar Pilot Program to install solar photovoltaic systems on Con Edison facilities. The objective of the SSPP is to deliver benefits from these local renewable resources to a subset of customers who are enrolled in Con Edison’s electric low-income program.

Con Edison’s concept of distributing bill credits from the solar generation, net of project costs, to eligible low-income customers was approved by the PSC in August 2017<sup>2</sup>. Con Edison subsequently filed an Implementation Plan<sup>3</sup> describing program details. The PSC approved Con Edison’s Implementation Plan with modifications on September 12, 2018<sup>4</sup>. Con Edison is now moving forward with program implementation<sup>5</sup>.

This RFI is soliciting proposals from community organizations for local outreach and marketing of Con Edison’s Shared Solar program. Ideally, Community Partners will layer on marketing about the Shared Solar program to outreach they are already conducting to low income customers. Community Partners will use approved outreach materials such as email templates, FAQs, postcards, and presentations as provided by Con Edison. Con Edison is seeking partners who can provide local outreach channels to distribute these materials and assist with program marketing for approximately 3-4 months during late spring and summer of 2019. This effort will not include door-to-door outreach. Con Edison will supplement Community Partner efforts with its own email and mail marketing sent directly to customers.

The desired outcome of this RFI is selection of one community partner in each Shared Solar neighborhood, although Con Edison will consider different options if a Community Partner can demonstrate capabilities in more than one area.

## 2 Detailed Description of the RFI Opportunity

### 2.1 RFI Goals and Partnership Opportunity

The goal of the RFI are (1) create partnerships with local, trusted organizations that have expertise in effectively communicating about programs, with energy experience preferred, to low income customers

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<sup>1</sup> “Petition of Consolidated Edison Company of New York, Inc. for Approval of a Pilot Program for Providing Shared Solar to Low-Income Customers,” (“The Petition”), October 31, 2016.

<sup>2</sup> Ibid, Order Approving Shared Solar Pilot Program with Modifications, August 2, 2017

<sup>3</sup> Ibid, Con Edison Shared Solar for Low Income Customers Implementation Plan (“Implementation Plan”), November 30, 2017.

<sup>4</sup> Ibid, Order Approving Shared Solar Pilot Program Implementation Plan with Modifications, September 12, 2018

<sup>5</sup> Ibid, Con Edison Shared Solar for Low Income Customers Implementation Plan, revised, November 13, 2018

(2) implement neighborhood marketing and outreach to encourage eligible customers to apply to the Shared Solar program.

Con Edison is seeking partnerships with organizations (“Community Partners” or “Respondents”) local to Shared Solar Sites to market the program to eligible customers. The goals of this collaboration with Community Partners include:

- Develop effective local outreach channels
- Encourage eligible customers to apply to the Shared Solar program on the Con Edison website
- Include customers who may not have consistent access to internet or a smart phone
- Generate interest and trust in the program benefits
- Engage low income customers in energy efficiency opportunities

## 2.2 Shared Solar Program Benefits and Eligible Customers

The Con Edison Shared Solar Program will install solar projects on Con Edison facilities and use the resulting credits to give a monthly discount to low income customers. This discount will be set annually and will be the same every month for that year. The credit will be in addition to existing discounts from the low income program.

To be eligible to receive the credit, customers must:

- Be an active direct-metered Con Edison account holder
- Be enrolled in Con Edison’s [low income electric discount program](#)
- Apply to a no-cost energy efficiency program<sup>6</sup>
- Affirm that they are applying to be in a lottery to receive Shared Solar credits

Customers will apply through an online form on the Con Edison website. When the application period has closed, Con Edison will enter all eligible customers who apply into a lottery. The lottery will determine which customers are enrolled (approximately eight hundred) and which are on a waitlist. Enrolled customers will receive a Shared Solar monthly credit of approximately \$5. This credit will be in addition to their low income discount and will never increase the customer’s bill. If enrolled customers leave the program, waitlisted customers will move up to take the available spots.

Due to the small size of the pilot and a desire to create a connection between customers and local solar projects, Con Edison will be focusing marketing to customers who live near the [Shared Solar Sites](#).

While the Shared Solar program is focused on renewable benefits, Con Edison is interested in using this outreach to educate low income customers about energy savings measures and will be educating customers about existing energy efficiency programs. Community Partners who have experience with energy efficiency program marketing and who can offer this expertise to customers will be given a higher score.

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<sup>6</sup> Con Edison will provide information on how applicants can apply to no-cost EE programs that meet this requirement.

### 3 Shared Solar Neighborhoods

The general locations of the Shared Solar sites are listed below. Respondents should propose and clearly identify neighborhoods that are within 1-2 miles of each location.

Facility Name	Location
Astoria	Astoria, Queens
College Point	College Point, Queens
Brownsville	East New York/ Brownsville, Brooklyn
Eastview	Valhalla, Westchester

### 4 Partnership Description and Roles

This section of the RFI describes the roles, responsibilities, and deliverables of the Community Partners and Con Edison during the different phases of Shared Solar outreach. At all times Community Partners will adhere to Con Edison standards for interacting with customers on the Company’s behalf or risk termination of their contract.

Community Partner Role & Responsibility	Con Edison Role & Responsibility
<i>Outreach Planning (~1 month)</i>	
<b>Activities:</b> <ul style="list-style-type: none"> <li>Finalize local marketing channels (e.g. local events, email campaigns, add-ons to existing marketing)</li> <li>Provide schedule for outreach</li> <li>Complete standard trainings for how to represent Con Edison and training specific to Shared Solar program</li> </ul> <b>Deliverables:</b> <ul style="list-style-type: none"> <li>Finalized outreach channels and schedule</li> <li>Completion of trainings</li> </ul>	<b>Activities:</b> <ul style="list-style-type: none"> <li>Deliver outreach materials to Community Partner</li> <li>Review/accept Community Partner channels and schedule</li> <li>Conduct trainings</li> </ul> <b>Deliverables:</b> <ul style="list-style-type: none"> <li>Outreach kit materials</li> <li>Complete trainings</li> </ul>
<i>Outreach Implementation (3-4 months)</i>	
<b>Activities:</b> <ul style="list-style-type: none"> <li>Market Shared Solar program</li> <li>Provide feedback to Con Edison on messaging reception</li> </ul> <b>Deliverables:</b> <ul style="list-style-type: none"> <li>Completed outreach</li> <li>Regular calls</li> </ul>	<b>Activities:</b> <ul style="list-style-type: none"> <li>Support outreach as needed (e.g., answer questions, attend events with Community Partner if appropriate)</li> </ul> <b>Deliverables:</b> <ul style="list-style-type: none"> <li>Support as needed</li> </ul>
<i>Outreach Reporting (~1 month)</i>	

<p>Activities:</p> <ul style="list-style-type: none"> <li>• At the end of the campaign, prepare a brief report on campaign outcomes and recommendations for future outreach</li> <li>• Include both quantitative information (number of events, number of in-person interactions, number of other touch points) and qualitative information (anecdotal customer reactions)</li> </ul> <p>Deliverables:</p> <ul style="list-style-type: none"> <li>• Report</li> </ul>	<p>Activities:</p> <ul style="list-style-type: none"> <li>• Review and accept report</li> </ul>
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#### 4.1 Related Information

PSC Staff will review and provide feedback on all aspects of outreach and customer engagement, including Community Partner activities. For more information on the regulatory background for this project, please review the following [documents](#):

- *Order Approving Shared Solar Pilot Program with Modifications*, dated August 2, 2017
- *Con Edison Implementation Plan*, dated November 30<sup>th</sup>, 2017
- *Order Approving Shared Solar Pilot Program Implementation Plan with Modifications*, dated September 12, 2018
- *Con Edison Implementation Plan, Revision 1*, dated November 13, 2018

### 5 Instructions to Respondents

#### 5.1 Contact Information and Questions

Respondents should direct all questions about this RFI to Con Edison’s Supply Chain Department via an email addressed to [sharesolar@coned.com](mailto:sharesolar@coned.com). All questions and answers deemed essential for the viable submission of a bid response will be publicly posted on the Con Edison Shared Solar website. Respondent names will be kept confidential. Respondents **must not** reach out to other Con Edison personnel regarding this RFI.

#### 5.2 RFI Schedule

Submit responses electronically via email to [sharesolar@coned.com](mailto:sharesolar@coned.com). Responses should be provided in PDF format. In preparing responses, respondents should note the following deadlines:

RFI Milestone	Completion Date*
Issue RFI	December 17, 2018
Last day to submit clarification questions	January 4, 2019
Con Edison publishes responses to questions	January 14, 2019
Short Form response submission deadline	January 25, 2019

\*Con Edison reserves the right to change any of the above dates.

The Company has no obligation to evaluate late submissions. Potential respondents are encouraged to check Con Edison's Shared Solar web page periodically for additional information that may be of interest.

## 5.3 Response

### 5.3.1 Proposal Format

Proposals should have a maximum word count of 2,500 words (approximately 5 pages). Responses that exceed this word count or provide extraneous information may be rejected at the discretion of the Company.

The response must include the following sections:

#### 5.3.1.1 Cover Letter

The cover letter must include the following information:

- The legal name and address of respondent;
- The name, title, telephone number and email address of the individual authorized to negotiate and execute the Agreement;
- A statement that the respondent has read, understands, and agrees to all provisions of the RFI, or indicating that exceptions will be taken to the provisions of the RFI.
- A detailed description (narrative or visual) of the Shared Solar neighborhood(s) covered by the proposal

The cover letter does not count towards the word count of the proposal. Respondents should not use the cover letter to describe their proposal.

#### 5.3.1.2 Proposal

Proposals should be limited to 2,500 words (approximately five pages).

The proposal must include the following sections. Con Edison, at its option, may reject proposals that do not include these sections.

- **Proposed Outreach Channels:** Describe the proposed outreach channels, based on your organization's expertise, skill set, and proven capabilities. If applicable include a brief description of existing marketing with which the Shared Solar program would be included. Describe specific neighborhoods and geographic areas included. List all proposed marketing channels and formats, existing or planned in-person events. Include a timeline and anticipated number of customers reached.
- **Customer Education:** Explain how your organization will describe the Shared Solar program benefits and its eligibility requirements. If you are already marketing other programs, describe how Shared Solar will be included in current marketing efforts.
- **High-level cost estimate:** Summarize total proposed costs, up to maximum program budget of \$15,000 per Shared Solar site. Submit a breakdown of costs by components of the proposed effort.

- **Experience:** Describe the organization’s mission and major programs and involvement and activities in in the proposed communities. Include a discussion of existing relationships with low income customers and any experience with low income or related energy program offerings. Briefly identify the proposed team members for the project.

### 5.3.2 Evaluation Criteria

A Con Edison evaluation committee will evaluate proposals. The committee will use the following criteria to choose Community Partners.

Criteria	Description
Proposal Content	<i>All sections requested by Con Edison in this RFI are included in the submission and it is comprehensive enough to allow Con Edison to evaluate the proposal</i>
Proposed Outreach Strategy and Channels	<b>Understanding of Shared Solar Program</b> <i>The proposed strategy demonstrates a clear understanding of program processes and customer eligibility requirements.</i>
	<b>Outreach and Marketing Channels</b> <i>The proposed channels demonstrate a thoughtful approach for an effective community-based marketing program. The neighborhoods proposed are near the Shared Solar site(s).</i>
	<b>Customer Education</b> <i>The proposed solution demonstrates the Respondent’s ability to communicate clearly the program benefits, eligibility requirements, and application process to customers. Strategies that include existing energy efficiency marketing programs are preferred.</i>
Experience and Capability	<b>Low Income Experience</b> <i>The respondent demonstrates a track record of working with low income customers.</i>
	<b>Neighborhood Experience</b> <i>The respondent demonstrates a track record of working in neighborhoods near the Shared Solar sites and can point to past or present marketing or outreach efforts in those locations. Respondent can demonstrate status as a trusted local entity.</i>
	<b>Energy Experience</b> <i>The respondent demonstrates knowledge and understanding of energy efficiency opportunities and programs for Con Edison customers.</i>
	<b>Staffing</b> <i>The proposal team has the right mix of skills and experience to successfully implement the proposal</i>

## 6 General Information

### 6.1 Confidentiality

Con Edison recognizes that a respondent may wish to include information in its response to this RFI that the respondent considers proprietary, a trade secret, or confidential to the respondent. If, in any response or information (initial or supplemental) that you provide to Con Edison in connection with this RFI, you include information that you consider proprietary, a trade secret or confidential, please identify such information by clearly marking both the top and bottom of each page that contains such information as “CONFIDENTIAL.” Con Edison will deem any such designated information as submitted to it and its designees, including, any third party advisors retained by Con Edison to assist it with the RFI evaluation process, with the express understanding that, subject to any legally mandated disclosure requirements, such designated information will be held in confidence and will not be disclosed or used

for any purpose other than the review and evaluation of the response to this RFI or any resulting proposal from the respondent or the finalization and implementation of any resulting contract between Con Edison and the respondent. All proposals will be treated as confidential and will not be discussed with any parties outside of the RFI evaluation team without the permission of the respondent.

## **6.2 Background on Con Edison**

Consolidated Edison Inc., the parent company of Con Edison, is one of the nation's largest investor-owned energy companies, with approximately \$13 billion in annual revenues and \$47 billion in assets. The company provides a wide range of energy-related products and services to its customers through the following subsidiaries: Consolidated Edison Company of New York, Inc., a regulated utility providing electric, gas, and steam service in New York City and Westchester County, New York; Orange and Rockland Utilities, Inc. (O&R), a regulated utility serving customers in an approximately 1,300-square-mile-area in southeastern New York State and northern New Jersey; Consolidated Edison Solutions, Inc., a retail energy services company; Consolidated Edison Energy, Inc., a wholesale energy services company; Consolidated Edison Development, Inc., a company that develops, owns and operates renewable and energy infrastructure projects; and Con Edison Transmission, Inc., which invests in electric and natural gas transmission projects. This RFI is led by Con Edison only and does not involve O&R or the unregulated businesses of Consolidated Edison, Inc.

## **6.3 RFI Objectives**

Con Edison seeks to use the RFI process to increase transparency and efficiency of the process for finding Community Partners who can collaborate with Con Edison on an effective outreach strategy for the Shared Solar program. All submissions made in response to this RFI will be evaluated by a committee (the "Evaluation Committee") consisting of representatives of various departments within Con Edison. Con Edison plans to screen any third party members of the Evaluation Committee to determine if they have any conflicts of interest in assisting with an objective evaluation of the any of the respondents' submissions. The goal of the Evaluation Committee will be to identify qualified respondents who have presented proposals for Shared Solar outreach, and if implemented, would meet the other requirements set forth in this RFI.

## **6.4 General Conditions**

By responding to this RFI, respondents are deemed to accept and agree to these general guidelines. By submitting a response to this RFI, the respondent acknowledges and accepts Con Edison's rights as set forth in this RFI, includes these general guidelines.

Con Edison reserves the right (a) to reject any respondent's submission, (b) to request clarifications or additional information from a respondent regarding its submission, (c) to revise and re-issue this RFI or to revise any requirements of this RFI, (d) to extend any deadlines applicable to this RFI, and (e) to hold discussions with any respondent and to correct any deficient responses which do not conform fully with the instructions set forth in this RFI. Con Edison may exercise the foregoing rights at any time, without notice and without any liability to a respondent or any other party for expenses that the respondent or other party incurred in the preparation of responses to this RFI. All costs and expenses associated with

the submission of any initial or supplemental response to this RFI will be borne solely by the applicable respondent.

Con Edison may ask any or all respondents to elaborate or clarify specific points or portions of their submissions. Clarification may take the form of written responses to questions or phone calls or in-person meetings for the purpose of discussing the RFI, the responses thereto, or any combination of the foregoing.

It is the sole responsibility of each respondent to ensure that all pertinent and required information is included in its submission to this RFI. Con Edison reserves the right to determine, in its sole discretion, whether a submission is incomplete or non-responsive. Con Edison also reserves the right, in its sole discretion, to reject or discontinue evaluation of any or all submissions to this RFI for any reason or for no reason.

Respondents should clearly state all assumptions they make about the meaning or accuracy of information contained in this RFI. If a respondent does not ask questions or clarify any assumptions, Con Edison will assume that the respondent agrees with and understands the requirements of this RFI. While Con Edison has endeavored to provide, and will endeavor to provide, accurate information to respondents, Con Edison makes no representations or warranties of accuracy.

In evaluating a respondent's submission, Con Edison may utilize any and all information available (including information not provided by the respondent).

The issuance of this RFI and the submission or a response by any person or entity does not obligate Con Edison to qualify the person or entity in any manner whatsoever. A legal obligation on the part of Con Edison to engage in any business transaction with a respondent will only arise if and when a formal written contract is entered into between or among Con Edison and such respondent. If a business transaction between a respondent and Con Edison were to be entered into in connection with this RFI, there are a number of terms and conditions and special conditions that may be applicable to any such transaction, depending on the nature of the respondent's response. Current examples of Con Edison's disclosure form, standard terms and conditions and special conditions can be found using the following link: <https://apps.coned.com/supplychain/APL/tc.aspx?lnk=terms%20and%20conditions>

Community Partners will be required to have the following insurance coverage:

Community Partner shall, at its own expense, procure and maintain in force throughout the period of this Agreement a Commercial General Liability Insurance policy for no less than \$1,000,000 per claim and a Professional Liability Insurance policy for no less than \$1,000,000 per claim or a combined commercial General Liability and Professional Liability Insurance policy for no less than \$1,000,000 per claim. Community Partner shall furnish Con Edison with a Certificate of Insurance evidencing the required insurance prior to the program. All insurance shall contain a Waiver of Subrogation in favor of Con Edison. Community Partner shall furnish Con Edison with written notice at least thirty (30) days prior to the effective date of cancellation of the policy (ies).

These forms and documents are subject to change, without notice, by Con Edison at any time after the date of this RFI.

Subject to Con Edison's statement regarding confidentiality in [Section 6.1](#), Con Edison reserves the right, in its sole discretion and without liability, to utilize any or all of the submissions, responses and materials received in connection with this RFI (including any late responses), in Con Edison's planning efforts and otherwise.

By responding to this RFI, respondents are deemed to agree to keep confidential all information that is directly or indirectly provided by Con Edison to a respondent in connection with this RFI, provided that the foregoing confidentiality obligation shall not apply to any information that Con Edison has previously made generally available to the public or information that must be disclosed pursuant to law.