

Sustainable Resource Group LLC Request for Proposal

MADISUN SOLAR PROGRAM & WILLY STREET GROCERY COOPERATIVE GROUP BUY INSTALLATION OF RESIDENTIAL SOLAR ENERGY SYSTEMS

May 4th, 2012

I. Introduction

Sustainable Resource Group LLC (SRG) is seeking qualified firms to submit proposals for the design, procurement, and installation of new, residential, direct-owned photovoltaic systems at a per-watt price lower than the typical residential installation for a cohort of Willy Street Grocery Cooperative (WSGC) members. This program is part of the MadiSUN Solar Program's participation in Grow Solar Wisconsin, which was created and is administered by the City of Madison, Wisconsin and supported by the Department of Energy.

BACKGROUND

In partnership with the Willy Street Grocery Cooperative, the MadiSUN Solar program will replicate the success of group solar purchase programs, which have proven successful at helping potential customers understand solar electric technology and reducing the cost of solar installations. The results of this project, along with similar efforts underway in Central Wisconsin and Milwaukee area, will be summarized in a playbook for developing a group solar buying program in any community.

The City of Madison was selected by the Department of Energy in 2007 to become a Solar America Community, and in 2011 a participant in the Rooftop Solar Challenge supported by the DOE SunShot Initiative. Since receiving this designation in 2007, the City of Madison's Solar program, MadiSUN, has helped hundreds of businesses and thousands of residents learn more about solar energy, understand their solar production potential and assist with the solar purchasing process.

The Willy Street Grocery Cooperative is an economically and environmentally sustainable, cooperatively owned grocery business with locations in Madison and Middleton that serves the needs of over 30,000 owners located throughout South-central Wisconsin. Members of the WSGC have continued to demonstrate an interest in supporting sustainable practices and minimize their impact on the environment. In a 2008 member survey, 24% of respondents reported an annual household income of greater than \$75,000. In 2005, the WSGC invested in a 3.67 kW solar PV array at its east side location and in 2010, had a solar thermal system installed at the same location providing members an opportunity to be exposed to the technology.

Beginning in March of 2012, a *WSGC Solar Group Buy Selection Committee* consisting of technical experts, WSGC staff and WSGC members met to discuss and determine the solicitation parameters of this RFP.

Outreach for the program through events, social media and the WSGC website have already begun with over thirty-five members expressing interest. More promotional efforts are planned as well as informational workshops and booths about the WSGC solar group buy program for the following events dates and location:

- Saturday, June 24th, 11 - 2pm Greener Wiener event @ Willy West (Booth only)
- Thursday, June 28th, 6:30-8:00pm @ Willy East Community Room (Informational meeting)
- Thursday, July 12th – WSGC Annual Meeting and Celebration @ Fete De Marquette (Booth only)
- Wednesday, July 18th, 6:30-8:00pm @ Willy East Community Room (Informational meeting)
- Sunday, July 22nd, 1:00 – 2:30pm @ Willy West Community Room (Informational meeting)

In concert with the MadiSUN Solar Program, the selected contractor will be responsible for attending these outreach events and informational workshops to provide technology and installation information and related program support.

As a result of this solicitation, qualified solar installation contractors may enter into a Master Service Agreement (“Agreement”) with Sustainable Resource Group LLC on behalf of the MadiSUN Solar Program. The Agreement will set forth the terms and conditions under which a contractor will design, procure, and install residential solar systems for up to forty (40) Willy Street Grocery Cooperative members. Installations are anticipated to occur between the months of July and December 2012. **To select a contractor, SRG may negotiate with or solicit quotes from one or more contractors qualified under this RFP. Nothing in this solicitation process, RFP, or any contemplated or final agreement relieves any qualified vendor from complying with all laws and regulations applicable to the agreement.**

II. Notice

Bidders are responsible for carefully reading all the terms and conditions contained in this RFP and for following the instructions given. Proposals that do not contain all the information requested may be rejected as non-responsive.

Bidders must review the entire RFP to ensure that all required information is included in their proposal. The complete RFP consists of the following:

1. Proposal
2. Attachment 1, Bidder Qualification Statement
3. Attachment 2, Price Proposal Baseline Case Plus Customization Instructions and Price and Equipment Schedule form

III. Minimum Bidder Qualifications

Bidders must meet the minimum qualifications described in this section to participate. The determination of whether a bidder meets the minimum qualifications will be based on the complete proposal (refer to Section V).

- Local Residency – Primary place of business located in Wisconsin. Firms with a primary place of business located inside Dane County will be given some preference.

Bidders with North American Board of Certified Energy Practitioners (NABCEP) will be given some preference.

IV. Scope of Work

A. Specific Requirements

Successful bidders (Contractors) will be asked to enter into a Master Services Agreement (Agreement) with the SRG by June 8, 2012. Contractor's responsibilities include but are not limited to:

- Attending public workshops and other outreach events to provide educational support on many of technical aspects of solar electric equipment and installation processes in support of the program
- Fielding and responding appropriately to inquiries from potential program participants
- Performing a solar site assessment for homeowners that inquiry about participating
- Finalizing the customer contract and managing all financial transactions
- Addressing all customer service matters related to the project including but not limited to scheduling and customer complaints
- Obtaining all permits needed to begin work as required by federal, state and local jurisdictions
- Completion of a structural analysis, communication to the customer of results and

any recommendations of the analysis, and implementation of any required structural modifications based upon authorization by customer

- Purchase of all installation components in accordance with the System Requirements outlined in Attachment 2 of this RFP
- Installation of the solar electric system and related testing and approval of the system to the customer's, inspector's and utility's satisfaction

B. General Requirements

Contractors shall perform the following work and meet the following requirements from the Agreement resulting from this RFP:

1. Participate in planning meetings with the SRG and others, as requested.
2. Present the program to residential customers in a professional, positive manner.
3. Work with SRG and other as needed to identify and resolve technical and program issues.
4. Work with the SRG to resolve problems, issues, and concerns relating to the program. Failure to resolve technical and program issues will result in termination of the Agreement.
5. Make available all pertinent data and information generated or otherwise acquired during performance of the Agreement upon request of SRG.

V. Proposal Content

Bidders are responsible for carefully reading all the terms and conditions contained in this RFP, following the instructions given, and including all information requested below. The proposal should clearly describe qualifications, experience and capability to do the work described in this RFP. Proposals that do not contain all the information requested may be rejected as non-responsive. Bidders must submit the following:

1. Cover Letter. Must bear the original signature(s) of the official(s) legally authorized to sign the proposal.
2. Original proposal narrative, typewritten, single-sided on standard (8½" x 11") paper, maximum eight (8) pages, plus Attachment 1 and any additional requested attachments.
3. Cost Proposal - Attachment 2

* Joint bids are permitted under this RFP. In the case of a joint bid, one cover letter should be submitted presenting information and signatures from officials of each entity. The cover letter

should clearly indicate that a joint proposal is being submitted. A separate narrative (eight pages maximum each) should be provided by each firm, but only one joint cost proposal should be presented.

All documents must be submitted electronically and compiled into one electronic file of 5MB or less. Proposals greater than 5MB in size may be divided into separate electronic files. However, the number of files should be kept to a minimum.

Proposals must contain the following information:

1. Cover Letter & General Firm Profile:

Provide a cover letter on company letterhead. In the cover letter or on a title page, include the title of the proposal, the name of the proposer (firm or individual), the name, address, telephone number and e-mail address of proposer's contact person, and the date of submission. Include a brief description of the proposer's firm(s) size, number of years in business and organizational structure. Include a discussion of the firm's financial stability, capacity (i.e. number of installations capable of installing per month) and resources, and a description of the installations and services your firm specializes in. The authorizing signature(s) should appear on one of these pages. These pages are not included in the 8-page limit.

2. Narrative: Limited to 8 pages.

a) Certifications + Attachment 1:

Identify the project team members, including subcontractors, who will perform the work being proposed, by name and position, provide a summary of each person's relevant experience. Certification through NABCEP is preferred but not required. However, contractors with NABCEP certification will be given some preference. For those firms with NABCEP certification, proof of certification for each of the firm's installers is required. Requirements can be found at: <http://www.nabcep.org>.

b) Specific Project Experience:

Describe work performed during the last 3 years that is similar to the work being proposed under this Solicitation. Describe the demonstrated experience of the firm(s) in marketing, developing, designing and installing residential solar electric systems and similar to work describe in this RFP. Also discuss how experience on previous projects relates to the Willy Street Solar Group Buy project. Provide a statement describing the firm's capability to complete the estimated installation volumes within the program's time schedule.

Specifically also provide the following:

- Brief description (one-two paragraphs each) of two challenging projects from the past three years that required custom solutions. In the descriptions including scope of the project, size of the installation, customization required, lessons learned, photo of each project and client (include the name, address and telephone number of the appropriate contact person.)
- List the total number of residential projects completed and total number of kW installed in each of the following years, 2009, 2010 and 2011. Indicate which projects were completed in the Dane County.
- Detail the firm's process for completing rooftop structural analysis for the typical home. If firm subcontracts out for structural related work, please include name of firm and summary of their qualifications and experiences.
- If the project team consists of more than one business jointly responding to this request, please detail the nature of the business relationship.

c) References:

Please provide three references from previous solar electric residential clients (including mailing address, contact name, and contact person's E-mail and/or telephone) that we may contact.

Question areas may include, but are not limited to:

- Professionalism in interactions;
- Efficient resolution of installation and operational challenges;
- Quality of installation work;
- Timeliness of installation work;
- Quality and accuracy of cost estimates.

d) Customer Service:

Describe your firm's

- Installation service warranty and provide a copy of your current policy.
- Resolution management plan
- Service plan including average residential response time, trip charge, diagnostic fee or other service charges or fees that may be included for servicing an installation within or out-side the scope of the product or service warranty.

e) Employment Practices

Discuss your standards for:

- Wages - Describe how your firm provides compensation and advancement

- opportunities for employees;
- Employee Benefits - Describe benefits including health benefits, family leave provisions, equality for spouses and domestic partners, retirement plans, and labor relations practices.
- Other Relevant Practices

f) Equipment and Vendors:

Specify equipment manufacturer in the Pricing and Equipment Schedule form. Include names and business address of vendors, manufacturers and other businesses from whom you typically purchase residential solar energy system components.

For each vendor indicate if the vendor's facility is located in Wisconsin. Contractors that use at least one vendor or product manufactured or assembled in Wisconsin will be given some preference (required Helios panel does not qualify).

Indicate whether the selected modules and inverters meet the California Energy Commission's List of eligible equipment

www.gosolarcalifornia.ca.gov/equipment/index

For each vendor indicate the equipment warranty policy.

3. Pricing Proposal: Complete Pricing and Equipment Schedule form

VI. Evaluation Criteria

Step 1:

The *WSGC Solar Group Buy Committee* will evaluate and score proposals to determine each proposal's Score. The maximum possible Score is 100.

The proposal evaluation procedure will assign a score for each section of the proposal. A score of zero (0) on any section (other than the Cover Letter) will eliminate a proposal from further consideration. In other words, proposals must include each required section and subsection (as identified in Section V). Materials not requested in this RFP will not be considered in the evaluation of proposals.

In assigning scores the following response attributes will be considered: Completeness of response, adequacy of response, quality of response, and ability of response to meet or exceed requirements.

Step 2:

The *WSGC Solar Group Buy Selection Committee* will meet to review and discuss each Score to assure that the many factors and values important to the committee were considered. All bidders will be notified of the results of the selection.

Each committee participant has been required to sign a Non-Conflict of Interest form so that there would be no question of bias in selecting the contractors.

VII. RFP Terms and Conditions

Cost of developing the proposal, attending an interview, or any other such costs are entirely the responsibility of the bidder, and shall not be reimbursed in any manner by SRG. Bidders are not guaranteed for any particular volume or dollar amount of work.

SRG reserves the right to issue amendments to this RFP. In the event it becomes necessary to amend any part of this RFP, SRG will provide notice of the amendment in the same manner as notice of the original RFP. If amendments to the RFP are issued, each proposer must acknowledge each specific amendment in the transmittal letter accompanying proposals. If a proposer does not acknowledge any amendment, then that proposer may be deemed non-responsive.

SRG reserves the right to reject any or all proposals. SRG reserves the right to cancel or postpone this solicitation at any time, if such would be in the public interest. SRG reserves the right to award no Agreements, or to award multiple Agreements. Likewise, SRG reserves the right to negotiate the statements of work, from within the scope of work described in the RFP, that may be required under Task Order Assignments with a specific contractor.

Firms or individuals submitting proposals in response to this RFP may be requested by SRG to answer questions, participate in an interview or provide additional documentation. This will allow the proposer to clarify the proposal and answer questions SRG may have regarding proposer's understanding of the scope of work identified herein. However, SRG may complete its evaluation without further discussion of proposals received. Therefore, it is important that each proposal submitted be as complete, clear and concise as possible.

VIII. Contract Terms and Conditions

Agreements will be written initially for a term of six months. SRG reserves the right to extend any or all Agreements for additional periods as needed. The Agreement will clearly indicate a legal liability separation from SRG, Willy Street Grocery Cooperative, City of Madison and other related contributors and developers of the program.

Contractors are required to obtain and provide evidence of the following insurance coverage: Workers' compensation, comprehensive general liability with a combined single limit or equivalent in an amount not less than \$1,000,000, and automobile liability with a combined single limit or equivalent in an amount not less than \$1,000,000. Contractors are required to provide the SRG with certificates of insurance and prior

notice of change or cancellation. Sustainable Resource Group LLC should be included as additionally insured. Contractor shall provide SRG with a copy of its professional liability insurance policy upon request. An Agreement will not take effect until documentation of insurance coverage is received by SRG.

IX. Questions

Questions about this RFP or the selection procedure should be directed to:

Bryant Moroder
Telephone: 608.261.5568
Email: bryant@madisun.org

X. Submission of Proposals

Proposal must be received at SRG on or before 5:00 PM central time on **Friday, May 18, 2012**. Proposals received after that time will not be considered.

Proposals must be submitted electronically to the attention of Bryant Moroder with the title "Installation of Residential Solar Energy Systems" in the Subject line.

It is the responsibility of the proposer to ensure that proposals arrive at Sustainable Resource Group LLC:

Bryant Moroder
Telephone: 608.261.5568
Email: bryant@madisun.org
Address: 29 Farwell St. Madison, WI 53704

ATTACHMENT 1

Bidder Qualification Statement

Bidder Qualification Statement:

I, _____, have read the entire contents of the RFP- Installation of Residential Solar Energy Systems and certify that Bidder has necessary purchasing contacts, equipment, storage facilities, experience, ability and capital to furnish the proposed products in the manner described and to perform the required work satisfactorily.

Authorized Signature: _____ Date: _____

Title of Signatory: _____

I acknowledge that Bidder possesses the following certifications: (Check appropriate boxes to indicate compliance.)

- Certification through NABCEP (not required)
- Primary place of business located within Wisconsin (required).

Authorized Signature: _____ Date: _____

Title of Signatory: _____

Bidder declares the following legal status in submitting this proposal:

- () A corporation organized and existing under the laws of the State of _____
- () A partnership
- () An individual doing business as _____

Company Name FEIN

Address City/State/Zip Code

Bidder's Signature Name & Title

Witness' Signature Name & Title

ATTACHMENT 2

Price Proposal Baseline Case Plus Customization

Instructions

1) For this baseline price estimate assume a 4KW/DC residential home solar energy “system” installation with Helios Solar Works panels and that total participant minimum capacity is 25kW. Assume that no angle mounts on the roof or ground or pole mounted arrays are required; no clay, slate or Spanish tile roofs; no roof pitch >30 degrees; and the that homeowner has received a solar site assessment.

3) Equipment Price should represent discounted rates applicable for a group purchasing program for 10 to 40 residential installations.

2) Included in the Pricing and Equipment schedule are allowances to provide an increase price for customization. In this group purchasing program, vendors bid on a base installation price. However, an allowance for customization needs to be considered to allow for consumer preference and the expertise of the contractor given a particular installation situation. Customization takes into account local versus non-local parts, upgrades to more efficient solar panels, and inverter and racking systems, just to name a few.

“System” Requirements:

New Components: All of the system components (modules, inverter) must be new.

Net Metering: The system should be designed and installed to allow for net metering and must meet the inverters interconnection requirements of the customer’s electric provider.

Certified Modules and Inverters: Solar electric modules and inverters must be on the California Energy Commission’s list (www.gosolarcalifornia.ca.gov/equipment/index) of eligible equipment.

Five-Year Installation Warranty: The system must include at least a five-year installation warranty that covers any defects in the workmanship of the installation at no charge to the owner. The warranty must be provided by the contractor that installs the solar electric system. Repairs, general maintenance, or replacement of batteries are the responsibility of the homeowner.

Code: All systems installed must meet the requirements spelled out by the Wisconsin Department of Commerce for building, plumbing, heating and/or electrical code as it pertains to this solar electric system, as well as conform to all other state, and local requirements.

Permits: System owners and installers must adhere to permit requirements by federal, state, and local jurisdiction.

Price and Equipment Schedule

Per kilowatt prices shown unless otherwise indicated

Prices indicated are installed cost per kilowatt that Program participants will contract for to purchase their solar system. *

	Total Wattage of Contracted Program Installations (DC)		
	25-50kW	51-75kW	>75kW
Baseline cost **: 4kW DC, Helios Solar Works module Installation - No clay, slate or Spanish tile roofs, roof mount, roof pitch ≤ 30 degrees (\$/KW DC)			
Individual installation size less than 4kW DC (additional charge of \$X per KW DC)			
Individual installation size greater than 4kW (additional discount of \$X per KW DC)			
Customization Pricing - Roofing (\$/KW DC)			
Flat Roof (provide 20 - 35 degree module tilt from the horizon)			
Foam, Tar & Gravel roofing material			
Tile Roof			
Steep Roof (> 30 degrees)			
High roof (> 2 stories, < 5 stories)			
Roof Reinforcement		-	
Mounting/Racking Hardware upgrades (Specify)			
Other			
Customization Pricing - Equipment & Materials (\$/KW DC)			
Microinverter			
Monitoring system			
Commodity module			
Upgrade to ultra-efficiency module			
Multiple Arrays (up to 3 on same building)			
Conduit Run > 100 ft (\$/ft)			

Interior Conduit Run requested by homeowner (\$/ft)	
Other	
Customization Costs - Other	
Specify trip charge, diagnostic fee or other service charges or fees that may be included for servicing an installation outside of product or service warranty.	
Other	

* No mark ups are anticipated to listed costs.

** Baseline cost per watt price assumes 1) cost for major system components (modules, inverter are included 2) no angle mounts on the roof or ground or pole mounted arrays are required 2) the cost of a complete site assessment and proposal for program enrollees included 3) installation of net metering system 4) standard mounting and racking hardware and wiring are included 5) costs related to analysis of any structural improvements needed are NOT included and 6) the City or utility does not require electrical work beyond what is required to interconnect the solar installation. (Any costs incurred by Participant to bring electrical system up to code are paid by Participant.)

Equipment Specifications:

Baseline Helios Solar Works Panels:

Commodity Panels:

Upgraded Ultra Efficiency Solar Panels:

Baseline Solar Inverters:

Upgraded Inverters
(Microinverters):

Hardware Systems:

Flashing Systems: