American Water Works Association

Request for Proposals:

Increasing Consumer Benefits & Engagement in AMI-Based Conservation Programs

Issued by: Technical and Education Council
Issue date: February 1, 2021
I. INTRODUCTION / ORGANIZATION

The American Water Works Association is an international, nonprofit, scientific and educational society dedicated to providing total water solutions to effectively manage water, the world’s most important resource. Founded in 1881, AWWA is the largest organization of water supply professionals in the world. With about 50,000 members, AWWA represents the full spectrum of the water community, including, utility operators and managers, scientists, environmentalists, manufacturers, consultants, academicians, regulators, and others who are interested in water issues and public health. Membership includes more than 4,700 utilities that provide water to roughly 180 million people in North America. You may obtain further information about AWWA at www.awwa.org.

AWWA is issuing this Request for Proposals (RFP) to identify interested parties and to obtain information regarding the responding organizations’ ("Contractors") specific qualifications, ability to perform, and pricing.

AWWA plans to issue a contract for professional services to help the Association complete the work described below. The contract budget for professional services will not exceed $25,000. All work will be performed under the supervision of AWWA staff in concert with volunteer members of the Association.

II. SCOPE OF WORK

AWWA is investigating the availability and costs of providing the following:

AWWA’s Water Conservation Division is at work to progress the adoption and efficacy of advanced metering infrastructure (AMI)- based conservation programs. This project will determine what data is needed and how to facilitate questions on understanding the needs of AMI considerations and conversations related to water conservation. This project aims to:

- define measures of success for using online customer usage portal platforms,
- describe the expected savings from utilizing online customer usage portal platforms,
- describe any behavioral trends that impede usage of platforms by customers, and
- provide recommendations to encourage greater customer engagement with online customer usage portal platforms.

The scope of work for this project will include the following tasks:

Tasks

Working under the direction of an AWWA project advisory committee (PAC), the Contractor will complete the following tasks.

Task 1: Research and summarize current best practices for AMI platforms

The Contractor will conduct a thorough review of past projects, academic papers and other resources to determine what current best practices are for utilities in implementing an AMI program, specifically an online customer usage portal platform. This will be summarized in the project report.

Task 2: Determine the expected savings from utilizing an AMI platform

The Contractor will determine the expected savings a utility could expect from customer engagement on an online customer usage portal platform. This will include passive savings measures. This will be included in the project report as a subset of benefits of implementing best practices.
Task 3: Design behavioral interventions for greater customer engagement with AMI platforms

Based on current best practices and research, the Contractor will identify behavioral trends that impede usage of greater engagement with AMI platforms. A proposed solution, or behavioral intervention, will be designed with the goal to encourage greater customer engagement with online customer usage portal platforms.

Task 4: Design behavioral interventions for more effective AMI platforms

Based on current best practices and research, the Contractor will identify areas of improvement for more effective AMI platforms. A proposed solution, or behavioral intervention, will be designed with the vision to increase efficacy and user experience on the AMI platform that encourages continued portal use.

Task 5: Conduct trials to evaluate effect of interventions

The Contractor, with assistance from AWWA, will determine a list of utilities to participate in the trials. The selected utilities should include small, medium and large utilities with varying geographical locations, and have existing baseline data on their customer engagement of online platforms. The Contractor will schedule and conduct no more than 15 short duration trials (maximum duration of a few months) with the selected utilities.

The Contractor will conduct trials via a set experimental design with which they can test the effects of the behavioral intervention. Measures of success should be clearly defined and recorded for each trial. A detailed record of each trial should be included in the project report.

Task 6: Complete project report and best practices guidebook

The Contractor will develop a project report and a best practices guidebook.

1) The project report should include the following:
   a. current best practices,
   b. expected savings from utilizing an AMI platform,
   c. behavioral interventions that encourage the use of AMI platforms, and which make AMI platforms more effective, and
   d. experimental design to test the effects of the behavioral interventions.

2) The best practices guidebook will be delivered via PDF format that is anticipated to be ~15-25 pages in length. The goal is to make it succinct and useful, and should include the following:
   a. a road map with practical and useful tips and tricks for those seeking to implement AMI;
   b. findings from the trials and specific actions that encourage regular customer engagement on the portal; and
   c. infographics and other graphics to increase usefulness.

AWWA can assist in including AWWA branding material and other creative updates to the final PDF.

Note that the deliverables for this project will include monthly verbal status reports, a compilation of survey and interview results, and a draft and final project report and best practices guidebook.
III. PROPOSAL TERMS AND CONDITIONS AND SUBMITTAL INSTRUCTIONS

A. AWWA Contact Person
All correspondence and responses concerning this RFP should be addressed to:

Sonora Hill  
American Water Works Association  
6666 W. Quincy Avenue  
Denver, CO 80235  
303-347-6176  
shill@awwa.org

B. Timetable for RFP Process

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>RFP Issued</td>
<td>February 1, 2021</td>
</tr>
<tr>
<td>Proposals Due</td>
<td>February 26, 2021</td>
</tr>
<tr>
<td>Notification of Successful Responder</td>
<td>March 2021</td>
</tr>
<tr>
<td>Contract Finalization and Notice to Proceed</td>
<td>March 2021</td>
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<tr>
<td>Contract Completion</td>
<td>December 31, 2021</td>
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C. Terms and conditions of Participating in RFP Process

1. **Confidentiality.** Responders and others receiving this RFP may not disclose information contained in this RFP to other persons, or to its own employees, officers, and agents not having a need to know the RFP’s contents in order to properly prepare a proposal. Suppliers cannot, and agree that they will not, duplicate or make available this document or the information contained in it without the express written consent of AWWA.

2. **Additional Information.** During its evaluation of the various proposals submitted, AWWA reserves the right to request additional information or clarifications from responders related to the RFP. Top responders may be required to make presentations to the AWWA project advisory committee.

3. **AWWA Right to Use Proposal Ideas.** AWWA reserves the right to retain all proposals and to use any ideas in a proposal regardless of whether the proposal is selected. Submission of a proposal indicates acceptance by the responder of the conditions contained in this request for professional service, unless clearly stated and specifically noted in the submitted proposal and confirmed in the agreement between AWWA and the selected responder.

4. **No Reimbursement for Proposal Expenses.** AWWA has no expressed or implied obligation to reimburse responders for their expenses incurred in preparing or presenting information in response to this request.

5. **AWWA Changes to RFP Documents.** All changes to the RFP documents shall be through written addendum and furnished by AWWA to all suppliers who elect to participate. Verbal information obtained otherwise will not be considered in awarding of the proposal.

6. AWWA reserves the right to change the RFP and issue an addendum.

7. AWWA reserves the right to cancel or re-issue this RFP at any time without obligation of liability.

8. The proposal must contain a signature of an authorized officer or employee of the company submitting the proposal.
9. The selected vendor shall comply with all laws, codes, rules and regulations of the state of Colorado. If applicable, any permits lawfully required shall be obtained and paid for by the vendor.

D. Submittal Format and Requirements

Proposals submitted in response to this RFP shall be no longer than ten pages in 11-point font (excluding qualifications, resumes, and supporting documentation). Please submit only a PDF version of your proposal by email to Sonora Hill at shill@awwa.org

All proposals responding to this RFP shall include the following:

1. **Transmittal letter** on official business letterhead including:
   a. Name of the responder submitting the proposal
   b. Name, title, address, telephone number, and e-mail address of the individual to contact for further information
   c. Name, title, address, telephone number, and e-mail address of the individual authorized by the responder to contractually obligate the responder’s organization

2. **Project Manager and Staff:** Describe the experience of the individuals who will be assigned to the project. Describe the qualifications of each individual and include a brief resume or summary paragraph for each individual.

3. **Organization:** Provide a brief description of the responder’s organization and indicate how many years the responder’s organization has been providing the services sought by AWWA. If different from the address given above, please identify the address of the facility from which services will be performed.

4. **Scope of Services:** Provide a description of responder’s understanding of and willingness to comply with the scope of work described in Section II. Responders are encouraged to include insights and recommendations regarding the proposed scope of work to demonstrate their capabilities, experience and expertise related to this effort.

5. **Timeliness:** Provide a statement of assurance that the time deadlines for deliverables will be met. The overall project schedule is as follows:

<table>
<thead>
<tr>
<th>No.</th>
<th>Task(s)</th>
<th>Tentative Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Research and summarize current best practices for AMI platforms</td>
<td>April 2021</td>
</tr>
<tr>
<td>2</td>
<td>Determine the expected savings from utilizing an AMI platform</td>
<td>April 2021</td>
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<tr>
<td>3</td>
<td>Design behavioral interventions for greater adoption of AMI platforms</td>
<td>May 2021</td>
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<tr>
<td>4</td>
<td>Design behavioral interventions for more effective AMI platforms</td>
<td>May 2021</td>
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<tr>
<td>5</td>
<td>Conduct trials and compile results</td>
<td>June-August 2021</td>
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<td>6</td>
<td>Complete draft report and best practices guidebook</td>
<td>October 2021</td>
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<tr>
<td>7</td>
<td>Complete final report and best practices guidebook</td>
<td>December 31, 2021</td>
</tr>
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6. **Project Budget:** The maximum TEC funding for this project is $25,000 Please indicate your ability to complete the project within this “not to exceed basis” amount. Please note that this is not a “lowest bid” project.

7. **References:** We request three (3) professional references. Please include the company name, company address, contact person, contact information, and any other relevant information.
IV. EVALUATION PROCESS

The Project Advisory Committee (PAC) will independently evaluate the proposals using a 100-point scale (see criteria below). AWWA will use input from the PAC to select a qualified Contractor. The PAC will then work with AWWA to complete a contract with the selected Contractor.

- Understanding of work to be performed. (20 points)
- Qualifications and experience of staff that will perform the work (40 points). For example:
  - Familiarity with AMI-based conservation programs and customer usage platforms.
  - Prior experience conducting research, designing experiments, and performing behavioral interviews.
  - High quality report writing experience and skills.
  - Writing samples/example research reports will be considered supplemental materials and will not be counted against the 10-page RFP page limit.
- Demonstration of ability to complete the work including submission of all deliverables by December 31, 2021. (15 points)
- Proposal budget/costs (15 points)
- References (10 points)

In making its award, AWWA shall not discriminate based on race, color, national origin, gender, religion or disability.

V. MANDATORY CONTRACT TERMS

Submission of a proposal indicates the responder’s acceptance of the conditions contained in this RFP and the following provisions to be included in the final contract. A responder may specifically object to any provision of this RFP, including the following contract provisions, and provide a suggested alternative provision. AWWA will determine if an offered alternative is acceptable. AWWA reserves the right not to award any contracts as a result of the RFP process.

A. Statements and payment. Contractor shall submit invoices and payment will be according to the following schedule:

1. Completion of summary of best practices, expected savings and completion of trials $5,000
2. Completion of draft report and best practices guidebook $10,000
3. Completion of final report and best practices guidebook $10,000

The maximum funding for this project is $25,000. Proposals that can complete the project with all deliverables to high professional standard at a lower cost will be looked upon favorably. Note however, that this is not a “lowest bid” project. AWWA will select the proposal which, in its sole discretion, represents best value to the Association.

Based on the $25,000 budget, payment will be according to the above schedule and upon receipt of an approved invoice (these amounts will be adjusted accordingly if the selected proposal is for less than $25,000).

AWWA shall have no obligation to pay invoices until AWWA determines services have been satisfactorily performed. If it determines services performed are acceptable, AWWA will issue payment within thirty (30) days after receipt of Contractor’s Invoice.

B. Independent Contractor. It is the expressed intent of the parties that Contractor is an independent contractor and not the agent, employee, servant, partner or joint venture of AWWA and that:
1. CONTRACTOR SHALL SATISFY ALL TAX AND OTHER GOVERNMENTALLY IMPOSED RESPONSIBILITIES INCLUDING WHERE APPLICABLE, BUT NOT LIMITED TO, PAYMENT OF STATE, FEDERAL AND SOCIAL SECURITY TAXES, UNEMPLOYMENT TAXES, WORKERS’ COMPENSATION INSURANCE, PAYROLL AND SELF-EMPLOYMENT TAXES. NO FEDERAL, STATE OR LOCAL TAXES OF ANY KIND SHALL BE WITHHELD OR PAID BY AWWA.

2. CONTRACTOR IS NOT ENTITLED TO UNEMPLOYMENT INSURANCE, WORKERS’ COMPENSATION, OR ANY OTHER BENEFITS FROM AWWA OR ITS INSURERS.

3. Contractor does not have the authority to act for AWWA, or to bind AWWA in any respect whatsoever, or to incur any debts or liabilities in the name of or on behalf of AWWA.

4. Contractor has and hereby retains control of and supervision over the performance of Contractor’s obligations hereunder and control over any persons employed by Contractor for performing the Services hereunder.

5. Contractor may provide similar services to the general public, and is not required to work exclusively for AWWA.

6. All Services are to be performed solely at Contractor’s own risk, and Contractor shall take all precautions necessary for their proper performance.

7. Contractor will acquire and maintain in full force and affect all permits, licenses, certifications, and insurance required by AWWA. Failure to comply with this paragraph is grounds for immediate termination of this agreement.

C. Contractor Responsibilities. In addition to all other obligations contained herein, Contractor agrees:

1. to except as otherwise expressly identified in a contract and/or exhibit as being furnished by AWWA, to furnish all tools, labor, and supplies in such quantities and of the proper quality to professionally and timely perform the Services;

2. to perform Services in accordance with the highest professional workmanship and service standards in the field to the satisfaction of AWWA;

3. to comply, at its own expense, with the provisions of all state, local and federal laws, regulations, ordinances, requirements and codes which are applicable to the performance of the Services hereunder or to Contractor;

4. to carry at all times at its own expense automobile insurance coverage, workers compensation insurance, where and to the extent required by law, and such other insurance coverage as may be required by law and applicable to Contractor’s performance of Services, or as specifically stated in the contract. Proof of any required insurance shall be presented to AWWA upon its request; and

5. to acknowledge that AWWA is an equal opportunity employer and does not discriminate on the basis of age, sex, race, religion, color, and national origin or physical or mental disability. Upon execution of a contract, the contractor agrees to support AWWA’s non-discrimination policy and require all subcontractors to support this policy and abide by all laws, rules, and executive orders governing equal
employment opportunity. The contractor also agrees to make available to AWWA, upon reasonable request, proof of its efforts to comply.

D. General Terms and Conditions of a Potential Agreement

1. **Severability.** If any of the provisions of an Agreement are invalid or unenforceable, it shall not affect the remainder of the Agreement, but rather the Agreement shall be construed as if not containing the invalid or unenforceable provisions.

2. **Confidentiality.** Contractor acknowledges that, in connection with the performance of Services under an Agreement, it may receive, discover, or develop certain confidential or proprietary technical and/or business information and materials of or relating to AWWA, its business, and/or its customers and contractors (“Confidential Information”). Confidential Information includes information that was disclosed or developed prior to the agreement’s effective date, to the extent it relates to AWWA, its business, members, contractors and/or operations. Contractor hereby agrees: (i) to hold and maintain in strict confidence all Confidential Information and not to disclose it to any third party; and (ii) not to use any Confidential Information except as permitted by the Agreement or as may be necessary to perform its obligations under the Agreement. Upon AWWA’s request to Contractor to do so, Contractor shall promptly return to AWWA, and shall destroy hard copies and delete from any of its electronic storage devices, all materials containing, embodying, or referring to the Confidential Information of AWWA.

3. **Intellectual Property.** The products of the Services and an Agreement shall be the sole and exclusive property of AWWA, free from any claim or retention of rights thereto on the part of Contractor, its employees, or other parties. Contractor hereby represents and warrants that any work product delivered to AWWA hereunder shall constitute an original work of authorship and shall be free from any claims of infringement or other rights thereto. The parties agree that all such work product shall be “works made for hire” within the meaning of the U.S. Copyright Act and for all such products AWWA shall be deemed to be the “author” and shall have sole ownership, right, title and interest in all intellectual property rights embodied therein, including all copyrights, invention rights, patent rights, and trade secret rights. In the event that such work product is not considered “works made for hire,” Contractor, on behalf of itself and its employees, hereby assigns to AWWA all rights, title and interest in and to all copyrights, invention rights, patent rights, trade secret rights, and any other intellectual property rights contained or embodied in any work product developed in whole or in part by Contractor hereunder to AWWA. Contractor further agrees to give AWWA, and any other person designated by AWWA, all assistance reasonably necessary to perfect its rights pursuant to this paragraph, and Contractor agrees not to use, sell, transfer, assign, or plagiarize any work product that is developed hereunder.

4. **Entire Agreement, Amendments and Modification.** The Agreement would constitute the entire Agreement between AWWA and Contractor with respect to the subject matter of the Agreement and these provisions shall supersede or replace any prior or contemporaneous understandings and agreements. The Agreement may not be modified or amended except in writing with the same degree of formality with which the Agreement has been executed.

5. **Indemnification/Insurance.** Responder shall indemnify, defend, and hold AWWA harmless from any loss, cost, expense, or damage claimed by third parties for property damage and/or bodily injury, to the proportionate extent such loss, cost, expense, or damage arises from the negligence or willful misconduct of Responder in connection with the Contract or project.

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cost, expense, or damage arises from the negligence or willful misconduct of AWWA in connection with the Contract or project.

The Contractor will provide proof of insurance prior to signing a contract. The Contractor shall carry at all times at its own expense workers compensation insurance, automobile insurance coverage, where and to the extent required by law, and such other insurance coverage as may be required by law and applicable to the performance of services.