



April 10, 2002

**REQUEST FOR PROPOSALS
FOR
PROFESSIONAL SERVICES AND CONSULTATION
SOLAR RESOURCE AND PROGRAM DEVELOPMENT ANALYSIS**

I. EXECUTIVE SUMMARY

The City of Santa Monica Sustainable City Program (City) is examining short- and long-term mechanisms to deploy more renewable energy resources into Santa Monica's energy and building infrastructures, and planning processes. As a part of that effort, with support from the U.S. Department of Energy Million Solar Roofs Initiative, the City is inviting proposals from qualified firms and parties to conduct an analysis to identify barriers, opportunities and strategies to expand the use of solar resources within Santa Monica's commercial, residential and institutional energy customer classes.

<u>Key Information</u>	
4/10/02	RFP Released
4/16/02	Proposers Submit Intent to Respond
4/29/02	Pre-Proposal Conf. Call
5/7/02	Responses Due
<p>City of Santa Monica Sustainable City Program 1513 6th St., Ste. 103 Santa Monica, CA 90401</p>	
6/6/02	Winning Bid Announced
6/14/02	Executed Agreement for Svc's
8/30/02	Study Due
Inquiries:	<p>RHONDA MILLS Big Red Sun Group Ph: 310-558-4344 Fx: 310-558-8699 rhondamills@attbi.com</p>

The study should be a comprehensive financial and technical analysis of the potential for installation of solar systems in Santa Monica. The study should examine solar resource options, including, 1) solar thermal and solar electric technologies; 2) finance and government mechanisms / models; and 3) state, federal or other incentives the City should consider or utilize that may help overcome barriers to the expansion of solar in Santa Monica. The City is interested in programs, projects and concepts used by cities, other governments, as well as in the private sector in the U.S. and in other countries.

The purpose of this analysis is to help the City develop an action plan, based

on the results and recommendations of this analysis, to expand the use of solar energy and other distributed generation resources in the city boundaries for peak power purposes, for reliability purposes, and for environmental and public health reasons.

II. SUMMARY SCOPE OF WORK

The City believes Santa Monica rests in a prime geographic and climatologic location to viably ramp-up solar energy resource use to a large scale. In addition, the City and many of Santa Monica's businesses and residents are strong advocates of renewable energy resources and green building techniques. Santa Monica's environmental stewardship is a bellwether for the nation. And though the city boasts several notable solar installations, identifiable, and perhaps some as-yet-undetermined market barriers keep solar energy applications from establishing a stronger presence in the City's boundaries. The overall objective of this solicitation is to evaluate the potential, and methods, for increasing solar energy use in the near- and long-term future in Santa Monica. A quantitative and qualitative analysis should focus on several points:

1. The potential for deploying solar into Santa Monica's energy infrastructure.
2. The role the City should take to help expand solar and other clean, on-site energy resources.
3. Legislation, regulations, and market tendencies that may affect the City's goal to expand solar resources and other forms of clean, distributed energy resources in the city boundaries.
4. The impact on City coffers or the energy customer bases for expanding renewable resources.

The City encourages proposers to partner with other firms or parties if necessary to cover all of the technical, policy and economic analysis elements of this RFP.

The City wants a realistic assessment of the potential to successfully deploy solar resources in the City's boundaries. The opportunities to expand solar resources may be based upon certain technology options; on the availability or existence of financial and tax incentives; and/or loan and lease-purchase programs, or other factors. The study should examine the efficacy, and the financial and administrative support requirements necessary for establishing programs to bolster solar installations. The final content, structure and questions to answer in the analysis will be developed in consultation with City staff, but will include:

1. What is the physical potential for deploying solar resources in Santa Monica?
 - a.) What amount of roof area and other solar system site area is potentially available? (Aerial maps will be provided to the winning bidder.)
 - b.) How and where would solar electric technologies be best used? How many kilowatt hours could be produced/saved in each customer class?

- c.) How and where would solar hot water technologies be best used? How many therms could be produced/saved in each customer class?
 - d.) What are the basic economics for the different customer classes to install solar electric or solar hot water systems?
2. What are the demographics of natural gas and electric customers classes in Santa Monica? What are the environmental and public health impacts of fossil fuel consumption in the region?

GAS USE:

- a) How many gas customers are there in each customer class?
- b) What are the gas rate structures?
- c) Who are the major commercial gas users in Santa Monica?
- d) What is the forecast, according to the utilities and other sources, for gas demand growth in the next twenty (20) years in Santa Monica?
- e) How many Santa Monica customers use gas to heat water? Commercial? Residential?
- f) How many therms are needed to provide the heated water on a daily, peak and annual basis?
- g) How many and which commercial customers use gas-generated electricity, and/or gas-fired co-generation systems?
- h) What pollutants and at what levels may be associated with the gas use? Who or what suffers from the pollution?

ELECTRICITY:

- a.) How many electric customers are there in each customer class?
- b.) What are the electric rate structures?
- c.) Who are the major commercial electricity users in Santa Monica?
- d.) How many Santa Monica customers use electricity to heat water? Commercial? Residential?
- e.) How many megawatts are needed to meet Santa Monica's energy needs on a daily, peak and annual basis?
- f.) How many daily, peak and annual megawatts are for commercial customers? For residential?
- g.) What is the forecast, according to the utilities and other sources, for electric demand growth in the next twenty (20) years in Santa Monica?
- h.) What pollutants from electricity production and at what levels may be associated with Santa Monica's electricity use? Who or what suffers from the pollution?

3. Should the City of Santa Monica:
- a.) Establish a revolving loan fund for solar energy systems administered by the City of Santa Monica? How? What procedures and collateral materials are necessary to institute and operate a revolving load fund?

- b.) Supplement the state's solar rebate program? How and for how much? For how long? For what products? Why? How can the supplement be structured so as not to drive system installation prices up?
 - c.) Create a manufactures' investment credit for locally-manufactured solar products or services from Santa Monica-based companies? How?
 - d.) Partner with the private sector, governments or others to expand solar installations? With who and why? What other localities have done the same? What were the results?
 - e.) Institute solar building standards? What other localities have done the same? What were the results?
4. What government partnerships or programs are available to municipalities, like Santa Monica, that support or could help expand solar installations in the City's boundaries?

What solar programs are available to the City from the:

- a.) State of California
 - b.) Local or other agencies
 - c.) Federal government
 - d.) Others
5. What government programs are available to help Santa Monica energy consumers install solar electric and solar hot water systems?

What is available from the state, federal government or other sources:

- a.) Rebates
 - b.) Tax credits
 - c.) Accelerated depreciation
 - d.) Low-cost financing
 - e.) Loan guarantees
 - f.) Net-metering
 - g.) Other
6. What barriers prevent Santa Monica constituents from installing solar?
- a.) System capital costs
 - b.) Energy rates
 - c.) Lack of consumer confidence in technologies
 - d.) Other
7. What prospective legislative, regulatory or other actions could affect solar installations in Santa Monica in the next few years?
- a) Are there any major changes to current laws with regard to solar energy expected?

- b) Are there any major gas or electric rate hikes or reductions planned or foreseen in the next five (5) years?
- c) When do net-metering, financial incentives, tax credits, and other pertinent laws sunset in California?

III. SUBMITTAL FORMAT

Interested Firms must submit a proposal that includes the following:

1. Description of consultant team or firm. This should include location of the firm's office(s), and a general description of the firm's history, past work and areas of expertise.
2. Description of the qualifications of the consultant team or firm. Provide descriptions of similar projects along with samples of the team or firm's work and evidence of positive results for the clients.
3. Resumes of professional personnel who will be working on this project.
4. A list of references from previous clients, including other cities, for whom similar work has been performed.
5. Estimated timeline and budget for completing Scope of Work.

IV. SOLICITATION AND PROCESS SCHEDULE

This solicitation process begins on Wednesday, April 10, 2002, with the mailing of this Request for Proposals (RFP) and continues until 6:00 p.m. Pacific Standard Time (PST) on Tuesday, May 7, 2002, the closing date and time for submission of proposals. Proposers are encouraged, but not required, to submit a Letter of Intent to Respond (LIR) by Tuesday, April 16, 2002. Emailed LIR are acceptable. All parties who submit a LIR will be placed on a mailing list and will receive relevant correspondence, including amendments to the RFP and Questions and Answers. Email will be a key communication device for questions and answers, as well as RFP dissemination. Email should be directed to *rhondamills@attbi.com*.

A Pre-proposal meeting will be held **by telephone conference call on Monday, April 29, 2002 at 11:00 a.m.** Parties on the mailing list will be notified of the conference call-in number and pertinent information. Questions to be addressed prior to the proposal due date should be submitted in writing (email is acceptable) by April 24, 2002, to the following address:

Rhonda S. Mills
BIG RED SUN GROUP
3670 Glendon Avenue, No. 8
Los Angeles, CA 90034
Phone: 310-558-4344
Fax: 310-558-8699
rhondamills@attbi.com

All other inquiries concerning the proposal or any other element of the RFP should also be directed to Rhonda Mills.

Proposers are not limited to one proposal. Each proposal must be submitted separately and will be evaluated separately. For each proposal, Proposers shall submit **one** original proposal and **four** (4) copies in a sealed envelope. Proposals must be received no later than 6:00 p.m. (PST) on Monday, May 6, 2002. Fax or electronic proposal submittals cannot be considered.

Proposal should be mailed to:

Rhonda S. Mills
 BIG RED SUN GROUP
 3670 Glendon Avenue, No. 8
 Los Angeles, CA 90034
 Phone: 310-558-4344

Proposals should be submitted on recycled paper and printed double-sided. Examples of prior work and portfolio material is acceptable, but should be submitted sparingly, and where possible should be printed double-sided. Proposers are encouraged to submit proposal packages that conserve resources and prevent waste.

The City will evaluate proposals and may compile a short list of the most qualified proposers. Interviews may be conducted with the short list of proposers.

PROJECT SCHEDULE SUMMARY

Timeframe	Event
Wednesday, April 10, 2002	City Issues RFP
Tuesday, April 16, 2002	Proposers Submit Intent to Respond (LIR)
Wednesday, April 24, 2002	Questions Due
Monday, April 29, 2002 @ 11:00 a.m.	Pre-Proposal Conference Call
Tuesday, May 7, 2002	RFP Responses Due
May 7, 2002 – May 14, 2002	Proposal Evaluations
Thursday, May 16, 2002	Request for Additional Proposer Info
Thursday, May 23, 2002	Additional Information Due
Friday, May 24, 2002	Notify Short List of Proposers
May 27 – May 31, 2002	Interviews
TBD	Negotiations
Thursday, June 6, 2002	Winning Bid Announced
June 14, 2002	Agreement for Services Executed
June 31, 2002	End of Fiscal Year (FY) 01/02
August 30, 2002	Feasibility Study Report Due to City

V. REPORT CONTENT AND PRESENTATION

The analysis is due to the City of Santa Monica on Friday, August 30, 2002. Twenty copies of the study shall be presented to the City's Energy Office at 1513 6th Street, Suite 103, Santa Monica, 90401 by Close of Business on August 30, 2002. The report contents shall also be delivered on **one** CD, with the report contents available for printing and electronic distribution in either MS Word or PDF formats.
