

A²ZERO Rebate Administrator: Revised Scope of Service

Objective

The City is seeking a firm to serve as a Rebate Program Administrator (Administrator). Activities under this role include documenting program guidelines, rebate application processing, verification, rebate distribution, and program evaluation. The City is seeking these services for a period of 36 months, with the City reserving the option to extend the contract term for two, one-year extensions. The Administrator will work closely with City staff to establish the rebate program. The OSI Director (or their designee) will oversee the direction and quality of work of this vendor. The design of the Rebate Program will be done in coordination with the OSI and must meet the goals of the City and OSI.

The following are a summary of the objectives of the Rebate Program, including considerations and ways to evaluate progress. This list is not exhaustive:

A. Equity The Rebate Program will be targeted to progress equity goals through income qualified rebates and eligible projects. The Rebate Program will be evaluated on equity metrics, including participant data on demographics, tenure type (owned or rented), current energy bills and projected energy savings, geographical location, and health and safety impacts.

B. Greenhouse Gas Emission Reductions The Rebate Program will be targeted to significantly impact the greenhouse gas emissions of participants and of the community. In order to maximize the impact of rebate funds, the Rebate Program may require some participants to engage with the A²ZERO Home Energy Advisor (HEA) Program. The Rebate Administrator will work with OSI and the HEA Administrator to design guidelines and requirements for when participation in the HEA is required before an applicant is eligible for a rebate. Effectiveness of the Rebate Program will be evaluated by estimated emissions impact of approved projects and real-world utility data provided by participants.

C. Progress Towards Established A²ZERO Targets The Rebate Program will be tailored to further targets established in the A²ZERO Plan, especially those that currently face significant barriers to deployment such as building electrification. The Rebate Program will be evaluated on its impact on the number of all-electric equipment installations, composition of HVAC equipment installations, impact of efficiency upgrades, the number of eligible contractors offering all-electric equipment installations, and the number of jobs created and apprentices trained.

Other A²ZERO targets that the Rebate Program must address include:

- i. Increasing renewable energy deployment through incentivization of distributed energy resources
- ii. Increasing resiliency through energy storage deployment

- iii. Decreasing energy consumption through energy efficient technology adoption and deep energy retrofits
- iv. Decreasing vehicle miles traveled and trips in automobiles through bike and electric bike adoption

D. Customer Service Navigating building decarbonization improvements as a homeowner can be complex and daunting. The Rebate Program aims to provide clear information on available rebates, streamlined and clear processes to apply for rebates, and short timelines for participants to receive their rebates. The Rebate Program administration will be evaluated based on participant feedback surveys, vendor feedback surveys, number of days to receive rebate funds, and number of days to respond to participant questions and complaints.

Requirements

The Administrator will administer the Rebate Program on behalf of the City. The Administrator shall perform the following tasks, including but not limited to:

A. Program Establishment. The Administrator shall submit a recommended program design and supporting documentation within 60 calendar days following execution of a Professional Services Agreement. The Administrator shall work with City representatives throughout the design process to co-design the program. The final program design/structure must be approved by City staff. Following implementation of the Rebate Program, the Administrator and City staff shall meet at least monthly to review the program design and ensure program goals are being met.

The program design must include but is not limited to:

1. Approved Vendor Requirements and Registration, including:
 - i. A process for approving vendors as qualified to receive rebates, and
 - ii. A process for auditing and expelling vendors that do not meet program requirements.
2. Project and Participant Eligibility criterion, including:
 - i. Procedures to ensure coordination with the HEA Program, including identifying efficiencies.
 - ii. A process for accepting and reviewing applications for rebates.
 - iii. An estimate of the number of eligible rebates in each category of appliance or service (e.g., rebates for heat pumps versus number of rebates available for e-bikes).
3. Project and Participant Verification, including:

- i. A process for verifying income-qualified participants.
 - ii. A process for verifying applications.
 - iii. A waitlist process with associated notification protocols.
 - iv. Marketing and Consumer Protection Requirements.
- 4. Project Submission, Review, and Approval Process, including:
 - i. Applications for rebates.
 - ii. Application online and an operational web portal as well as information on how to apply by phone or mail for those with limited internet access.
 - iii. An application review process and notification (of award or decline) process.
- 5. Rebate Invoice and Payment Process, including:
 - i. Working with City representatives to design process for rebate distribution and invoicing.
 - ii. Procedure to ensure that rebates are issued within 14 days, at a minimum, of a successful application and/or proof of payment.
- 6. Rebate Tracking, Verification, and Reporting Procedures, including:
 - i. Creation of a methodology for tracking, verifying, and reporting rebates.
 - ii. Identification and activation of a dashboard or other public facing platform to denotate the number of rebates still available as well as the impact of rebates administered.
- 7. Complaint Management Protocol, with specifics about resolution timelines and processes.
- 8. Web-based resources providing program information about and access to rebates, including an easy to complete application form, public dashboard, FAQs, and other pertinent information about the program. This dashboard may be hosted on a City website or by the Rebate Administrator but the City must approve all content posted on the site regardless of who the host is.
- 9. Lessons learned and best practices from similar rebate programs and innovative new approaches to meet the needs of the people of Ann Arbor.
- 10. Recommendations on equipment, project, vendor, and participant eligibility requirements. The OSI will provide initial eligibility requirements. The eligible equipment, projects, and participant requirements and rebate amounts may be adjusted

at the discretion of OSI but the Administrator will be expected to present well-reasoned suggestions on program structure and availability.

B. Rebate Application Development. This task includes development of the formal applications for receiving rebates, including development of application materials for:

- i. Residential customers
- ii. Low-income households
- iii. Vendors that want to work with the City and agree to receive vouchers

C. Rebate Application Processing. Process rebates in accordance with the Program Design approved by the City, which may include but is not limited to:

- i. Create public dashboard with supporting information about the rebates, including how to apply, how many rebates are available, participating vendors, etc.
- ii. Coordinate with Ann Arbor's Home Energy Advisor Program Administrator to align requirements for rebates.
- iii. Soft launch rebate portal with select applicants (in partnership with the City).
- iv. Open application portal and start receiving rebate applications.
- v. Pre-qualify residents for rebates as applicable.
- vi. Verify eligibility of contractor, product, service, and energy equipment recipient.
- vii. Verify eligibility of residential applicants.
- viii. Transparently track number of applications and number of remaining rebates in each category.
- ix. Log rebates delivered and estimated impacts from rebates.

D. Rebate Distribution. Distribute rebate payments in accordance with the Program Design approved by the City. This task includes tracking the number of rebates distributed and the number remaining and sharing this information in real-time, with the public.

- 1. Reporting. The Administrator will be responsible for tracking and regularly reporting on the administration of rebates and their impact. The Administrator shall work with the City to establish an internal, online accessible database and report template to track program progress. This information will be owned by the city and should include, but is not limited to:

- i. Date of rebate
- ii. Name of customer
- iii. Address of customer
- iv. Rebate received
- v. Amount of rebate received
- vi. Electric service upgrade performed (if relevant)
- vii. Equipment type received
- viii. Equipment manufacturer
- ix. Equipment seller or distributor
- x. Equipment size/capacity
- xi. Equipment replaced
- xii. Installation contractor(s)
- xiii. Apprentices trained (Y/N)
- xiv. Total installed cost
- xv. Service upgrade cost
- xvi. Annual greenhouse gas emissions reduced
- xvii. Estimated cost savings (or increase)
- xviii. Payment type and payment terms
- xix. A "DTE: Customer Consent Release Form" (see Attachment A) and/or third-party utility data link (optional)

2. The Administrator shall work with the City to establish, track, and report to the City on metrics such as:

- i. Participant demographics
- ii. Participant feedback surveys
- iii. Vendor feedback surveys
- iv. Greenhouse gas emissions reduced
- v. Energy savings achieved

3. The Administrator shall provide the City with access to real-time reports on rebates processed via the online portal.
4. The Administrator will provide a public dashboard that includes information on the number of rebates administered, the impact of the rebates in terms of greenhouse gas emissions reduced and costs saved, and the number of remaining rebates available.
5. The Administrator will regularly communicate with the City's designated representative to report on the status of the program and to identify and address any issues or concerns as soon as they arise. This may include biannual presentations to the City's Energy Commission and annually presenting to Ann Arbor City Council on the efficacy and impact of the program.

E. Additional Services as Needed. The Administrator shall provide time and material rates for additional services as directed and approved by OSI on an as needed basis. If OSI identifies additional 16 services are needed, a request will be made in writing to the Administrator from OSI and the Administrator will provide a quote for the work. OSI will give approval to proceed in writing before the Administrator begins work, should the OSI agree to the cost and scope.

F. Timeline and Deliverables. The frequency of recurring meetings mentioned in this section may be adjusted based on the current needs of the project.

- i. Initial Kick-Off Meeting with City representatives.
- ii. Meetings with specific departments to provide guidance on the program design, including: Finance, IT, Customer Service, and the HEA Liaison.
- iii. Weekly meetings with OSI representatives to provide updates and receive feedback and input on the program design.
 - i. Deliverable: Program design and supporting documentation delivered to OSI 60 days after contract execution.
- iv. OSI review, feedback, and adoption of program design. This will likely include multiple iterations on program design.
 - i. Deliverable: Rebate application processing system, rebate applications, rebate distribution system, and reporting system, and any other component of the adopted program design operable 60 days after program design adoption.
 - ii. Deliverable: At minimum, quarterly status reports. OSI may authorize changes to the Rebate Program in alignment with the goals of the City and OSI.

v. The Administrator and the City's representative will have a monthly call on program status, as needed. Program status calls may be more frequent if necessary.

- i. Deliverable: The Administrator shall prepare an annual report, beginning 12 months after the rebates become available, summarizing the impact of the program, inclusive of the impact on the Objectives listed in section 2.0 of this RFP.