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STATEMENT OF WORK

TECHNICAL AND ANALYTICAL SUPPORT OF ENERGY STAR PROGRAM LABELING AND RESIDENTIAL BRANCH

Attachment 1.

1. Introduction and Background

Section 103 of the 1990 Clean Air Act (CAA) requires the Environmental Protection Agency (EPA) to develop, evaluate, and demonstrate non-regulatory strategies and technologies for air pollution prevention from stationary sources, including fossil fuel power plants. The strategies and technologies are to include improvement in non-regulatory control strategies such as energy conservation and end-use efficiency to prevent or reduce multiple air pollutants, including greenhouse gases. To achieve these goals, EPA developed ENERGY STAR® as a registered US name and logo to promote widespread use of energy efficient technologies and services. Support of these technologies and services through the ENERGY STAR® name and logo, in turn, drive investment in energy efficiency, prevent pollution, enhance economic activity, and deliver energy cost savings to consumers, public agencies, organizations, and businesses. In addition, ENERGY STAR® provides the public with the information and tools they need to recognize and invest in the best energy efficient technologies and processes.

More recently, Section 131 of the Energy Policy Act of 2005 amends the Energy Policy Act and Conservation Act to include a Section 324A entitled “ENERGY STAR Program.” Section 324A calls out ENERGY STAR as a “voluntary program to identify and promote energy efficient products and buildings in order to reduce energy consumption, improve energy security, and reduce pollution through voluntary labeling of products and buildings that meet the highest energy conservation standards.”

II. Purpose

The purpose of ENERGY STAR is to reduce emissions of greenhouse gases and other pollutants, primarily through reductions in energy use, by identifying and labeling products and buildings in the marketplace which are significantly more energy efficient. The long term goal of ENERGY STAR is to help effect market transformation that will sustain the purchase and use of increasing levels of energy efficient product indefinitely.

The program reduces emission by encouraging consumers to seek out and purchase ENERGY STAR labeled products when in the market for energy using products. The efforts of ENERGY STAR product labeling are directed at increasing the market penetration of these efficient products in the market. Additionally, this program seeks to drive investment in energy efficiency and enhance economic activity for businesses which develop, manufacture, sell, and promote energy efficient products and services. Where appropriate, ENERGY STAR also addresses the water efficiency of products. In particular, ENERGY STAR has successfully worked through voluntary partnerships with equipment manufacturers, utilities, state and local governments, and other entities to label high-quality consumer and business products that exhibit exceptional energy performance while providing equal or better quality than competing products.

Further, ENERGY STAR works to reduce greenhouse gas emission by labeling new and existing homes and buildings which are energy efficient. ENERGY STAR labeled homes and buildings incorporate energy efficient products, technologies, and best management practices which together make the home or building more energy and water efficient. This result in lower ownership costs, better home or building performance, increased comfort, reduced maintenance, and improved indoor air quality. In addition, less pollution is released into the environment because of lower energy consumption. ENERGY STAR has also successfully worked through voluntary partnerships with builders and contractors to label new and existing homes and buildings that have exceptional energy performance. The efforts of ENERGY STAR homes and buildings are directed at helping builders market the value of high quality energy efficient homes and buildings and encouraging home and building owners to upgrade their existing structures to be more efficient.

The ENERGY STAR Home Improvement Program works to reduce greenhouse gas emissions by identifying energy savings solution to help homeowners improve the energy performance of their homes when they are repairing, remodeling, or improving their home. These energy-saving solutions enhance both the value and comfort of homes, while protecting the environment through reduced energy consumption. The Home Improvement Program works successfully with manufacturers, retailer, home improvement contractors, home heating and cooling contractors, utilities, state energy offices, and remodelers to promote energy and water efficient products and processes. The Program has also developed and distributed helpful tools to benchmark the performance of an existing home to the average performance of similar homes and identified cost effective approaches to improving the energy efficiency of a home when remodeling. Additionally, the program seeks to promote and facilitate marketing of home

improvement upgrades to improve the energy efficiency of existing homes, as well as promote whole-house retrofit work, through Home Performance with ENERGY STAR®.

III. Scope

The Contractor shall provide services as specifically delineated in Section 5. The Contractor shall furnish the necessary personnel, material, equipment, services and facilities (except as otherwise noted) to perform the requirements of this statement of work, in accordance with the task orders signed by the Contracting Officer. The Contractor shall provide non-personal support services to the Government, primarily through the ENERGY STAR for the EPA's Office of Air and Radiation (OAR), Office of Atmospheric Programs (OAP), Climate Protection Partnership Division (CPPD). This support shall be provided to CPPD to meet the Division's goal of energy conservation and reduction of air pollution, including greenhouse gas emissions. The strategy for achieving the overall goal of emission reductions will be to engage specific industries through voluntary private-public partnerships and market-based initiatives to increase the market penetration of ENERGY STAR labeled products, homes, and buildings. These initiatives will then seek to change consumer behavior and sales channels toward increased sales of energy efficient products. Support for ENERGY STAR will be provided by the Contractors for the following tasks:

Task 1: Specification Development Support

Task 2: Financial, Economic, Engineering, Architectural Research and Analysis

Task 3: Market Research

Task 4: Sales, Recruitment, and Industry Outreach

Task 5: Media Marketing

Task 6: Software and Internet Material Development and Support

Task 7: Program Integrity Support

Task 8: Program Evaluation

Task 9: Administration and Management

IV. Requirements

General Guidance:

The Contractor shall understand and be familiar with ENERGY STAR and other voluntary efforts for reducing greenhouse gasses. The Government will make all final policy and regulatory decisions resulting from contractor-provided services under this contract.

An EPA Contracting Officer Representative (COR) will oversee the work on each task order and make all technical decisions. The EPA COR will review and analyze technical evaluations submitted to the Agency by the Contractor. Upon completion of the review and analysis, the EPA COR in conjunction with the EPA Contracting Officer (CO), will make the final decision on whether to proceed and implement a particular project. The EPA COR will also closely monitor progress to ensure that all work reflects the Agency's goal for pollution prevention.

The EPA COR will critically review and edit all Contractor products and deliverables to assure that all ideas, decisions, and conclusions are those of the Agency. Each product or deliverable will be defined in a task order by the COR. This process assures that the EPA COR provides significant input into the development of the final product. In addition, it is the responsibility of the EPA COR to assure that task orders do not contain work that is considered policy-making on behalf of the Government. The Contractor selected for this acquisition shall coordinate activities with any other related contracts in support of CPPD activities.

This acquisition shall require domestic travel to meet with representatives of builders, building owners, and manufacturers, their sales channel subsidiaries or other entities, retail outlets, utilities, trade organizations and other organizations that can assist EPA in its long-term efforts toward market transformation. As the program extends its reach to other countries, this acquisition will also require international travel to meet with foreign governments, private companies, and non-governmental organizations (NGOs) to further the efforts of the program.

At no time shall Contractor employees be assigned work space in EPA facilities. When attending meetings, Contractor employees shall be required to wear name tags which clearly identify their names and the companies they represent. They shall also verbally identify themselves and the companies they represent before meetings begin. When working over the phone, Contractor employees shall introduce themselves and the companies they represent before engaging in a conversation. If applicable, task orders will include specific controls such as limiting a Contractor's attendance at a meeting or conference to only those portions that are essential to completing a task.

V. Specific Work Area

EPA requires specification development, research and analysis, sales and marketing, media marketing, software and electronic information development, program integrity support, program

evaluation, administration, and management support for the ENERGY STAR Program. This support shall include the necessary personnel, material, equipment, services, and facilities (except as otherwise noted) to perform work in the following task areas:

Task 1: Specification Development Support

EPA will continue to define new product and service classes as ENERGY STAR. The Contractor shall have experience working in energy markets, including utility programs, energy and water efficiency programs, power marketing and green power marketing. The Contractor shall provide support services to these efforts, including:

1. Technical analyses of products, services, buildings, and home (using building science principles)
2. Energy modeling, including modeling energy use in buildings and homes
3. Engineering design analyses of products, services, buildings, and home
4. Economic analyses on both an individual consumer level and at a business level
5. Greenhouse gas and other pollutant reduction due to energy efficiency improvements
6. Water use reduction due to water efficiency improvements
7. Market research analyses
8. Recommendations regarding the ENERGY STAR specification for energy performance and water performance (where appropriate); other specifications related to the quality and performance of the product or service
9. Reassessment of the existing specifications for current products
10. Identification of industry experts who may assist EPA in evaluating new or additional specifications for products, homes and buildings
11. Provide technical and evaluation expertise in addressing the multiple environmental impacts of products, including energy impacts beyond the use-phase energy (e.g. embodied energy).
12. Communication with program partners, allies, and other involved entities during the development of specifications in order to provide a two-way communication channel between EPA and the industry. This communication will facilitate industry and other stakeholder input and feedback to launch a new specification or change an existing specification. The Contractor will provide support services to these efforts, including general and technical support for the following venues.
 - a. One-on-one meetings
 - b. Workshops, seminars, symposia, and conferences
 - c. Conference calls
 - d. E-mail lists and other web based communications

Task 2: Market Research

In order for the EPA efforts to be effective at changing consumer behavior and sales channel behavior, it is important to understand those behaviors. The Contractor shall perform analytical

research, particularly in energy and energy efficiency markets as well as water and water efficiency markets, where appropriate. The Contractors shall perform research on both existing and potential new markets, including:

1. Sales data and trends regionally, nationally, and where appropriate, internationally
2. Past and present market promotions, including utility company, builder, and home improvement contractor promotions and their effects on the market
3. Pricing: historical, present, trends, and projections
4. Historical and present market shares and projections
5. Sales and distribution channels, including forces and trends that may cause changes in the future
6. Trade industry groups, their role and influence on the market
7. Government regulations or other government market influence
8. Previous or existing state or local initiatives promoting energy efficiency that may provide insight into development of the ENERGY STAR program
9. Other key forces or trends that could have an effect on EPA's programs or on the market as a whole

The Contractor shall at all times operate in a manner that does not compromise any confidential or sensitive information to outside parties.

Task 3: Financial, Economic, Engineering, Architectural Research and Analysis

EPA's voluntary programs are predicated on the premise that pollution prevention can be achieved at a "profit" or an economically advantageous way. The Contractor shall provide support services to help achieve this effort, including:

1. Evaluation of alternative mechanism to determine efficiency levels of a building or home
2. Tracking of financial markets and the finance industry
3. Research and tracking of trends in the energy financing industry
4. Research and tracking of developing green programs and technologies, including national and international multi-attribute life cycle analyses efforts
5. Research and tracking of tax implications of technologies and programs
6. Research and tracking of financial products, such as loans and mortgages
7. Modeling of energy and water use in residential and commercial buildings
8. Micro and macro economic analyses of technologies and programs
9. Development of spreadsheets and models that clarify financial and economic issues
10. Inclusion of economic and financial implications of pollution prevention and changes in energy and power markets, including development of assumptions about future value of such.
11. Providing expertise to evaluate green builder or remodeler technology

Task 4: Sales, Recruitment, and Industry Outreach

The keys to achieving the goals of increasing sales of energy and water efficient technologies are the actual sales and marketing activities undertaken in support of the programs. The Contractor will be very familiar with EPA's current sales and marketing activities and work closely with other contractors responsible for the sales and marketing programs for ENERGY STAR. A wide variety of activities shall be undertaken to support these efforts, including:

1. Industry Outreach and Account Management – The Contractor shall provide support service to these efforts, including:
 - a. Development and maintenance of relationships with key organizations and industry experts, non-profit groups and other NGOs, other federal agencies in the US and abroad, whole sale and retail companies, consumer groups and others
 - b. Exhibit sufficient technical and market knowledge to be able to communicate effectively with people at all levels in the industry
 - c. Recruitment of participants into the program
 - d. Maintenance of excellent relationships with all program participants and providing the products and services requested
 - e. Prioritization of industry relationships and reallocation of resources as the markets fluctuate to be effective in influencing future sales of ENERGY STAR products.
 - f. Assist with monitoring use of the ENERGY STAR logo and message.
2. Utility Industry Activities – The electric and gas utility and their rate payers are becoming more conscience of energy use and its impacts on national security and energy independence, including the development of public benefit charge systems to promote energy efficiency. The Contractor shall provide support services as needed to track these industry changes and to provide insight and recommendations for strategies and activities that will benefit ENERGY STAR in these changing environments.
3. Sales and Marketing Coordination – The contractor shall provide support services to these collaboration efforts, including:
 - a. Coordinate with key entities, such as manufacturer and retailer, to help develop marketing and sales plans in conjunction with all supporting participants.
 - b. Providing assistance in implementing these plans
 - c. Coordination with the ENERGY STAR brand campaign and other EPA marketing and advertising activities.
 - d. Develop outreach and support material and coordinate with organizations that could purchase significant number of ENERGY STAR labeled products, such as: state and local governments, public housing authorities, schools, corporations, builders, remodelers, etc....
4. Conference and Conventions – EPA may determine that attending an existing conference or holding a self-sponsored or Contractor-sponsored conference or convention will further the goals of the program. The Contractor shall participate in existing conferences and plan and carrying out conferences or conventions, including:
 - a. Planning – Assessment of possible conferences, conventions and other industry meetings, including prioritization of the conferences/meetings in support for

- furthering the goals of the program, registration logistics, communications, marketing, and meeting logistics.
- b. Provision and procurement – Arrangement of all services, including: Procurement and preparation of facilities, booth preparation, staffing, materials distribution, marketing and advertising arrangements as requested by the EPA COR.
 - c. Preparation – drafting and delivery of speeches or seminars or other opportunities to communicate to participants, design and delivery of signs and posters, booth preparation
 - d. Execution – staffing of registration tables or booths, on-site meeting coordination, note takers, facilitators
 - e. Post – meeting - follow up, meeting minutes, distribution of meeting summaries
 - f. Any other activities, as determined by the EPA COR, to ensure the success of the conference
5. Technical and Sales Training Development – The Contractor shall provide support service to training efforts, including:
- a. Research to understand the most effective training methods, message and modes
 - b. Development of training vehicles, including direct classroom training, video conferencing, other remote training, video or audiotapes, web-based training, software or other vehicles
 - c. Development of training materials
 - d. Ongoing revision and maintenance of training materials
6. Technical and Sales Implementation – Material and training vehicles developed under the above tasks shall be implemented. The Contractor shall provide support services to these implementation efforts, including:
- a. Continuation of current EPA sales training for heating and cooling equipment and lighting fixtures
 - b. Delivery of training in one-on-one and classroom environments
 - c. Production of video, audio, or data content on a wide variety of media
 - d. Production and delivery of electronic training materials
 - e. All logistic materials and supplies required by the particular delivery mode

Task 5: Media Marketing

General public awareness and communications are being implemented under a separate procurement. This task is specific to industry and trade publications and media that targets the trades rather than the general public. The Contractor shall provide support services to these efforts, including:

1. Development and maintenance of relationships with key trade journals, publications and other media
2. Preparation of articles, reviews and other materials for publication
3. Development and maintenance of web-site

4. Placement of outreach material such as Public Service Announcements (PSAs), product notices, and ad templates with local and regional outreach publications
5. Assistance in innovative marketing events, such as the ENERGY STAR Home Make-over
6. Coordination of marketing events with ENERGY STAR partners

Task 6: Software and Internet Material Development and Support

The use of technical tools, electronic communications and media, software products, databases, electronic documents, and Internet sites are an integral part of doing business and interacting with consumers and businesses in today's marketplace. EPA's ENERGY STAR program must be able to function in this dynamic business and consumer environment.

1. The Contractor shall provide support in the development of electronic software, sales tools, enhanced qualified product information forms, documents, presentations, databases, technical graphic images, Internet (or other network) sites, and materials to work toward achieving the goals of ENERGY STAR. All software, electronic tools, graphic images, Internet site, and any other electronic products developed by the Contractor for EPA under this contract shall be provide to EPA in their original editable forms (a form that can be edited or changed) as requested by the EPA COR.
2. The Contractor shall provide assistance in placing electronic products, software, or documents on the World Wide Web or distributing them electronically over the Internet. All final Internet products must adhere to ENERGY STAR web design guidelines and EPA IT guidelines/standards.
3. When required in the task order, these products will be physically delivered to EPA using the physical electronic media as requested by the EPA COR.

Task 7: Program Integrity

EPA will continue its ongoing quality assurance efforts to provide a reasonable assurance that products across the broad range of product categories meet and continue to live up to the certification claims of their manufacturers. The Contractor shall provide support services to these efforts, including:

1. Technical analysis of energy and environmental claims on laboratory test.
2. Engage and interact with new and existing third party certification programs and support the establishment of new third-party certification programs.
3. Provide reconciliation and responses to reported product mislabeling
4. Collect and compile the annual ENERGY STAR product shipment data
5. Coordinate ongoing quality assurance and verification testing of ENERGY STAR qualified products.
6. Communicate with program partners and other involved entities related to quality assurance activities.
7. Assist in review of Home Performance with ENERGY STAR quality assurance (QA)

program for program partners.

Task 8: Program Evaluation

Contractor shall provide program evaluation services to help EPA better understand the effects of its programs on various markets. Contractor shall evaluate sales and marketing programs, particularly in energy and energy efficiency markets. The Contractor shall evaluate energy use through statistical sampling to understand the magnitude of the benefits due to ENERGY STAR. The Contractor shall provide support services to the evaluation efforts, including:

1. Collection of sales data, both regionally and nationally, monthly and yearly
2. Development of baseline sales estimates in the absence of the program
3. Qualitative analysis of the effectiveness of the program at all levels, with Partners, other industry participants and consumers
4. Collection of anecdotal information related to the program
5. Development and implementation of survey instruments to collect market information
6. Analysis of results of data collection, including estimates of the changes in sales due to the program and pollution reductions due to the program
7. Recommending effective changes in program design or implementation
8. Development of information collection requests to assist EPA in complying with data collection requirements
9. Utility bill analysis of homes improved by the Home Performance with ENERGY STAR program

Task 9: Administration and Management

Contractor shall provide all administrative and managerial and operational activities to support the tasks outlined in this procurement, including:

1. Delivery of all materials to EPA and any field location where activities are taking place
2. Development and management of databases
3. Answering program queries by phone, fax, mail, E-mail or other means
4. Fulfillment, such as mailing, faxing, or E-mailing materials
5. Mass communication through mail merging, faxing, E-mailing or other means
6. General correspondence
7. Development and management of web-sites
8. Tracking and reporting of activities performed under this contract
9. Data entry activities
10. Meeting and conference support.