



CARD Stakeholder Meeting

February 3, 2016

Mary Sue Lobenstein
R&D Program Administrator
Conservation Improvement Program



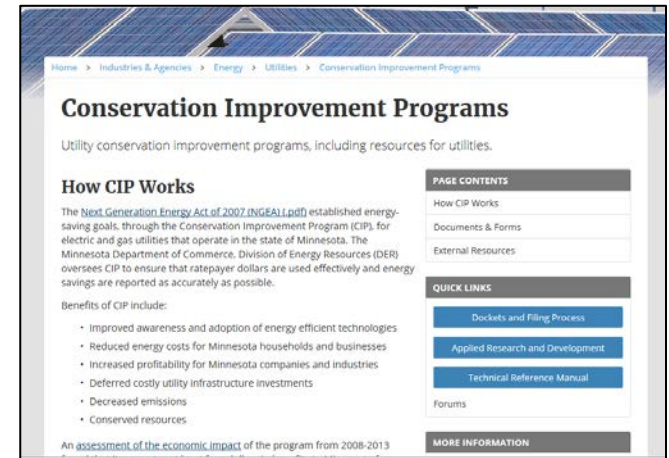
Introductions

Conservation Improvement Program (CIP) Staff Jessica Burdette, CIP Supervisor

- Anthony Fryer, CIP Coordinator
- Mary Sue Lobenstein, Research & Development Administrator
- Adam Zoet, Analyst and Energy Planner
- Laura Silver, Analyst and Project Manager
- Mark Garofano, Analyst and Engineer

Energy Grants and Contracts

- Morgan Grelson, Sr. Grants Specialist





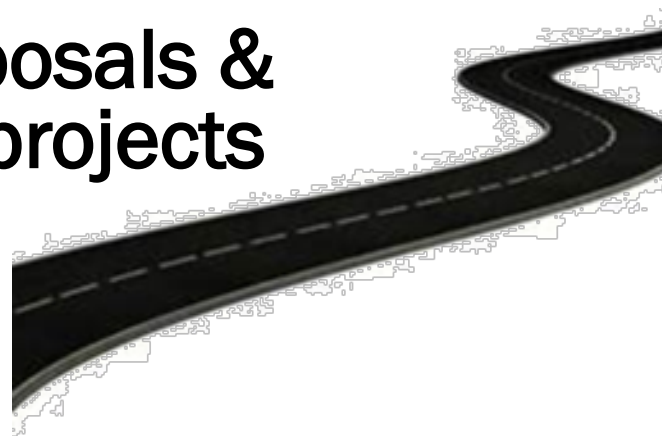
Goal of Today's Webinar

Ensure successful CARD program that addresses needs of Minnesota's utility Conservation Improvement Program (CIP)

- Communicating more clearly
- Soliciting input & feedback
- Implementing improvements

RESULT: even better proposals & more effective research projects

**Building the
Road to Success**





Agenda

- 1. CARD History & Background**
- 2. CARD RFP Process**
- 3. Creating Successful Proposals**
- 4. Questions & Answers**
- 5. Input & Feedback**



Agenda Item #1

1. CARD History & Background
2. CARD RFP Process
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MN Applied Research & Development Fund

Purpose to help MN utilities achieve 1.5 % savings goal by:

- *Identifying new technologies or strategies to maximize energy savings;*
- *Improving effectiveness of energy conservation programs;*
- *Documenting CO₂ reductions from energy conservation programs.*

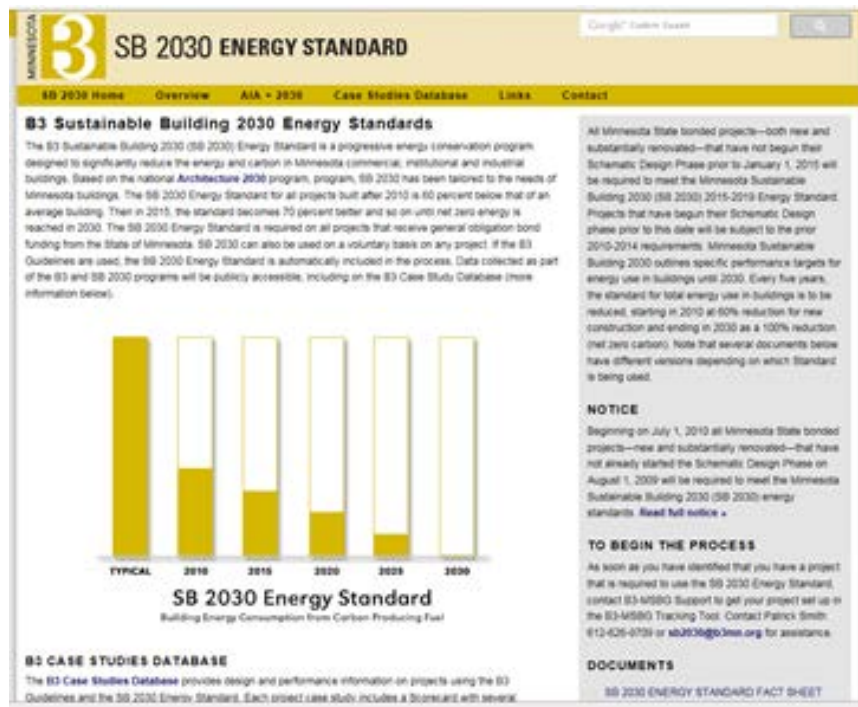


[*Minnesota Statutes §216B.241, Subd. 1e.*](#)

\$3.6 million annual utility assessments

Legislatively Mandated Funding

SB 2030 - \$500,000



CERTs - \$500,000

CERTs 2015 Conference

Community-Driven Clean Energy

March 10-11, St. Cloud, MN

Join hundreds of Minnesotans at CERTs 2015! [Learn more >>](#)

Learn | **Connect** | **Act** | **About**

CERTs Regions

Find out what's happening in your area and connect with people in your community and beyond!

Featured Event

Minnesota GreenStep Cities

Jan 21 GreenStep Cities January Workshop: Webinar...

JAN 21 GreenStep Cities January Workshop: Webinar Registration: Protecting and Utilizing our Water Resources (stormwater, groundwater, etc.)



Conservation Applied Research and Development (CARD)

\$2.6 million annually

Request for Proposal (RFP) process

Six RFP funding cycles 2008 -2014:

- Nearly 300 proposals
- 74 projects funded

RESEARCH & DEVELOPMENT

- ☐ Ideas
- ☐ Innovation
- ☐ Inspiration

Past Grantees

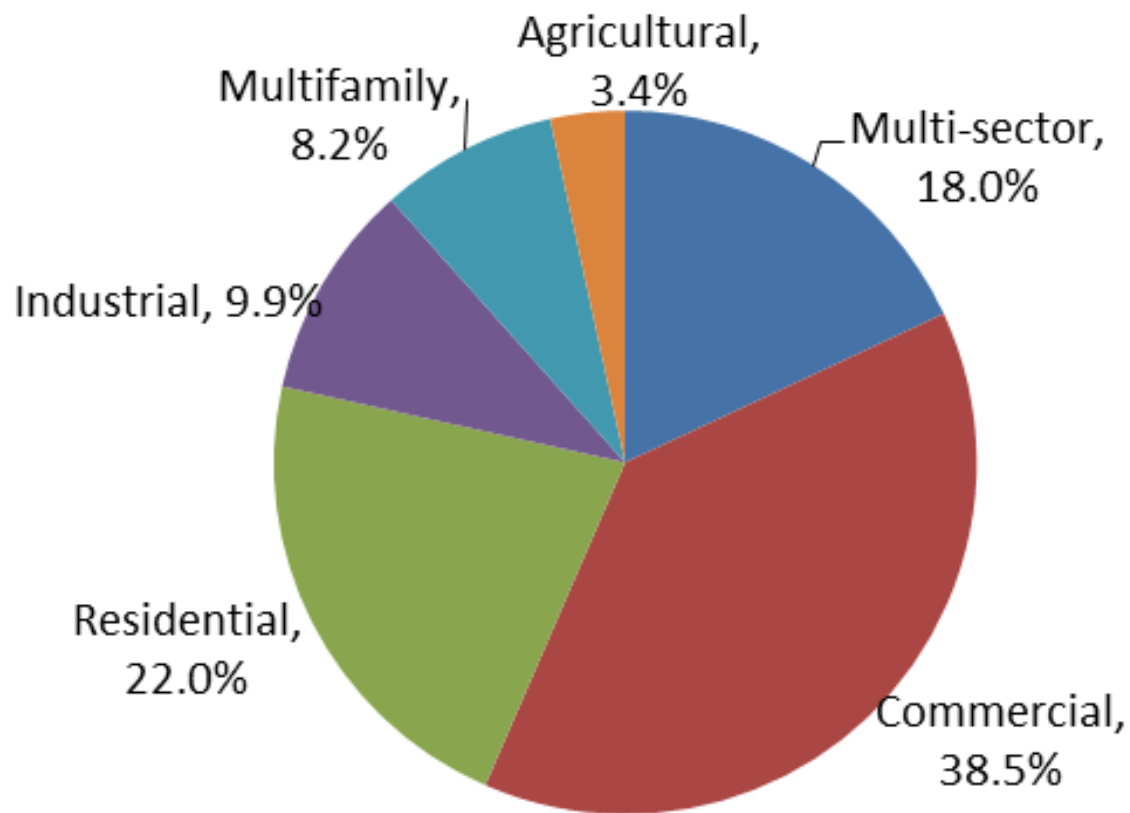
- Service Providers
- Program Implementers
- Non-profits
- Universities
- Research Institutes
- Consulting Firms
- Minnesota Utilities





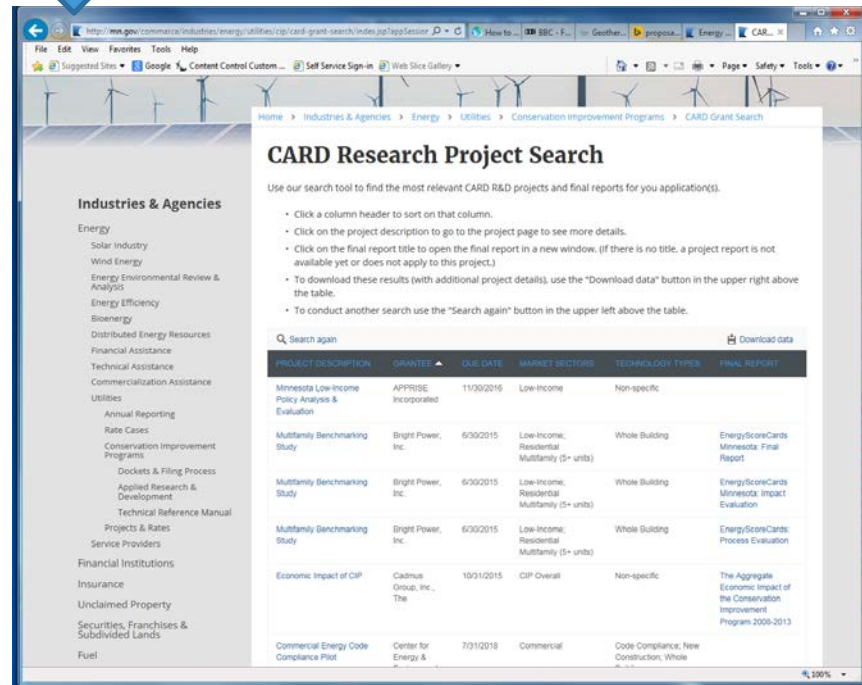
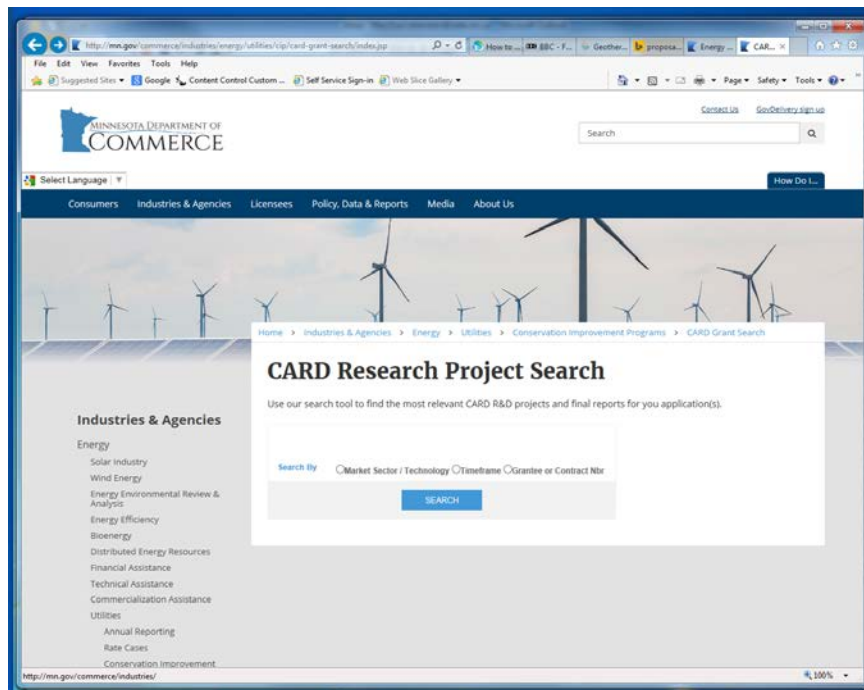
CARD Spending by Sector

R&D Spending by Sectors thru FY2014



Locating CARD Projects and Final Reports

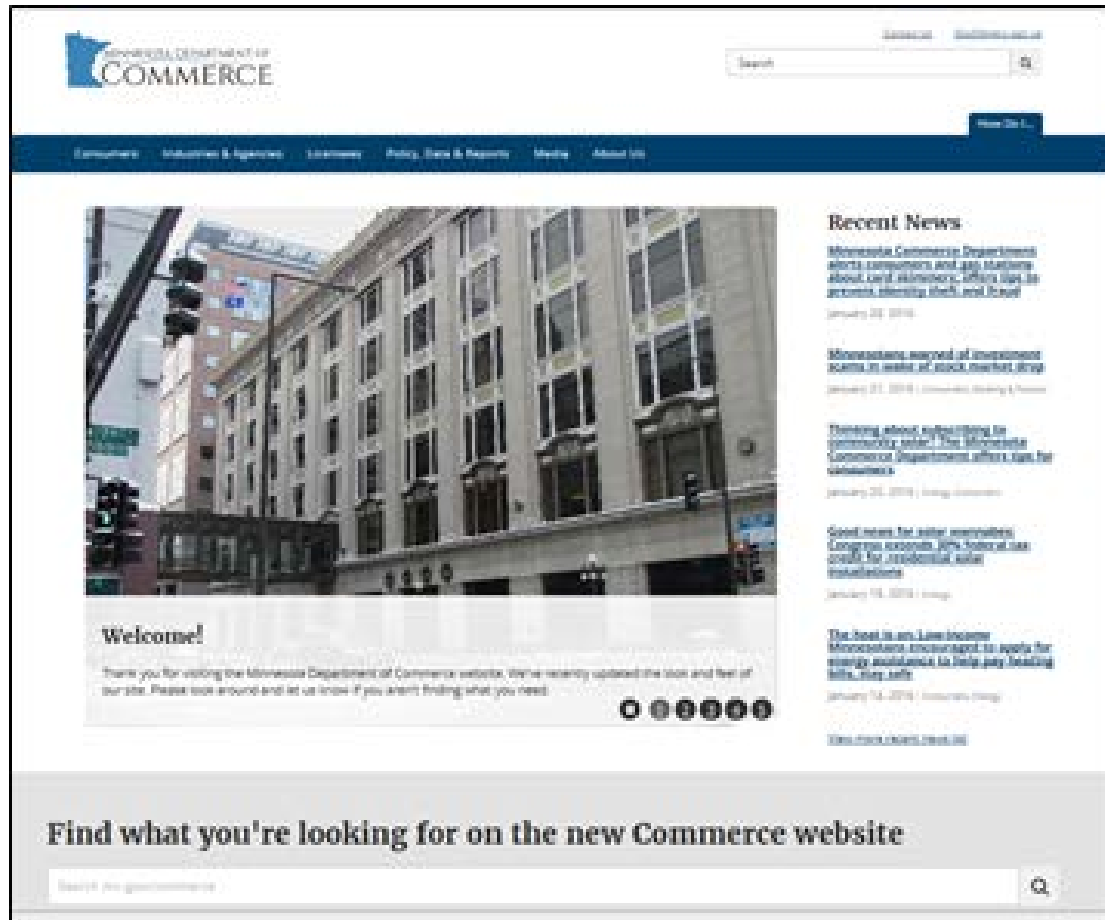
CARD Research Project Search Tool





Locating Info on CARD Program

Minnesota Department of Commerce Website





Agenda Item #2

1. CARD History & Background
- 2. CARD RFP Process**
- 3. Creating Successful Proposals**
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Overview of CARD RFP Process

Overview

1. Identify funding topics & develop RFP
2. RFP posted
3. Notice of Intent (NOI) unless RFP topic very specific
4. Responders submit full proposals
5. Proposals evaluated & projects selected
6. Contracts negotiated and fully executed
7. Work begins





Step 1

Identify Funding Topics

Sources include:

- Input from utilities/stakeholders
- Reports, bulletins, blogs, webinars, conferences, etc.
- Technical Reference Manual (TRM) needs
- CIP overall and annual priorities



Both specific & general topics RFPs

No communication about specific topics



Examples of Topics



General Funding Topics

- Field Studies of New Technologies
- Market Potential Characterization Studies
- Innovative Program Strategy or Design

Specific Funding Topics

- Assessments of Plug-Load Control Devices
- RTU Characterization & Performance Baseline
- Small Embedded Data Center Program Pilots
- Combined Heat and Power White Paper



Step 2 Publicly Post RFP

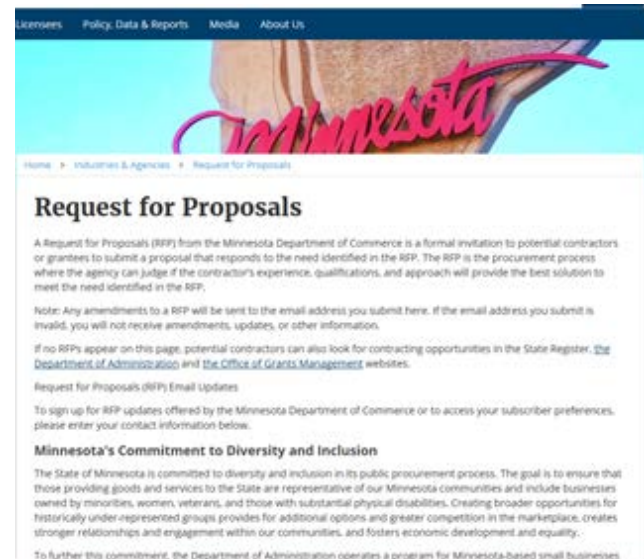
Commerce RFP page

State Register

CIP Newsletter

Email to subscribers of certain email topics

- CIP topic
- Request for Proposals topic
- Funding Opportunities topic



[Commerce RFP page](#)

[Subscription Sign-up](#)



Step 3 Notice of Intent (NOI)

Used for general topics only

Two-page summary of idea

- Project goal
- Funding topic fit
- Project justification
- Overview and outline of scope of work

Makes proposal process more effective

- Responders can focus on specific ideas of interest
- Evaluation more efficient

No longer require project partners at this stage

MINNESOTA DEPARTMENT OF COMMERCE
DIVISION OF ENERGY RESOURCES

EXHIBIT A-CARD-GRANT-NOTICE-OF-INTENT (continued)
Reference Number: COMM-CARD01-20150504
NOI Project Summary

This top row for COMMERCE USE ONLY: Notice of Intent to Propose (NOI) # 0

Subject 1: Basic Project Information

The intended project is most representative of the following FY2014-02 Funding Topic: (select only ONE)

☐ A. Perform Field Study or Demonstration of Innovative Technology or Technology-based Approach
☐ B. Pilot or Demonstrate an Innovative Program or Project Implementation Strategy or Design
☐ C. Conduct Market Study to Determine Efficacy Potential and/or Market Characteristics

Please make sure to select the same Funding Topic as you selected on the Cover page.

Estimated Grant \$: See RFP Section VI NOI Estimated Start & End (Month/Year):
Estimated Match \$: Summary Page Instructions Start:
Estimated Total Cost: for more information of Completion:
needed.

Use best estimates of grant request, match & time. Responders will not be bound to these in Full Proposal.

Project Title

Project Goals

Subject 2: Project Justification

Subject 3: Project Overview and Scope of Work



Step 3 (continued) NOI Review

Reviewed blind as to Responder

Pre-screen project ideas

- Fit into CARD funding purpose
- Meet current CIP priorities
- Have appropriate timing

In the past, about half have typically passed
An NOI which passes goes to full proposal

The screenshot shows a form titled "EXHIBIT A: CARD-GRANT-NOTICE-OF-INTENT (continued)" with a reference number "COMM-CARD01-20150504". The section is labeled "NOI Project Summary". It includes fields for "Estimated Grant \$", "Estimated Match \$", and "Estimated Total Cost", each with a "Summary Page Instructions" link. There are also fields for "Estimated Start & End (Month/Year)", "Start", and "Complete". The form includes checkboxes for "A. Perform Field Study or Demonstration of Innovative Technology or Technology-based Approach", "B. Pilot or Demonstrate an Innovative Program or Project Implementation Strategy or Design", and "C. Conduct Market Study to Determine Efficiency Potential and/or Market Characteristics". Below these are sections for "Project Title", "Project Goals", "Subject 1: Funding Topic Fit", "Subject 2: Project Justification", and "Subject 3: Project Overview and Scope of Work".



Only those that pass NOI
Narrative is key element

- Topic & objectives
- Scope of work, deliverables & timeline
- Project team
- Project impact

Project Budget

EXHIBIT B: CARD GRANT PROPOSAL APPLICATION (STAGE 2)¶

Reference Number: COMM-CARD03 2015004¶

Project Overview¶

Respondent Information¶

Notice of Interest: **20172 Vendor #, if applicable:**

Company/Organization Name:

Mailing Address: Website:

City: State: Zip:

Company or Organization Overview and Mission:

Contact: Phone: Email:

Alternate: Phone: Email:

Project Partners: #1: #2:

#3: #4:

Proposed Project Information¶

Funding Topic: selection for this proposal. (If questions, see Section II Funding Topics.) Select only ONE:¶

☐ A. Perform Field Study¶ ☐ B. Pilot Innovative Program/Project¶ ☐ C. Conduct Market Study¶

Project Title:

Project Goal:

Brief Project Description: (Remainder: This page must remain as formatted and no longer than our page.)

Requested Grant \$: See Full Proposal Project Overview instructions for more information. Approx. Start & End (Month/Year):

Matching/In-Kind \$: Start:

Total Project Cost: Complete:

Does this proposal contain (check one for each question below)?¶

☐ YES ☐ NO = Trade Secret designation(s)¶

☐ YES ☐ NO = Exception(s) to the State of Minnesota Grant Contract (Exhibit D)¶



Step 5

Proposal Evaluation

Evaluation based on criteria in RFP

- Content
- Qualifications
- Impact(s)
- CIP Priorities
- Budget



Responders notified

No announcement of result



Steps 6 & Step 7

Step 6 Contracts Negotiated

State standard contract

No work on project can begin during negotiation



Step 7 Work Begins

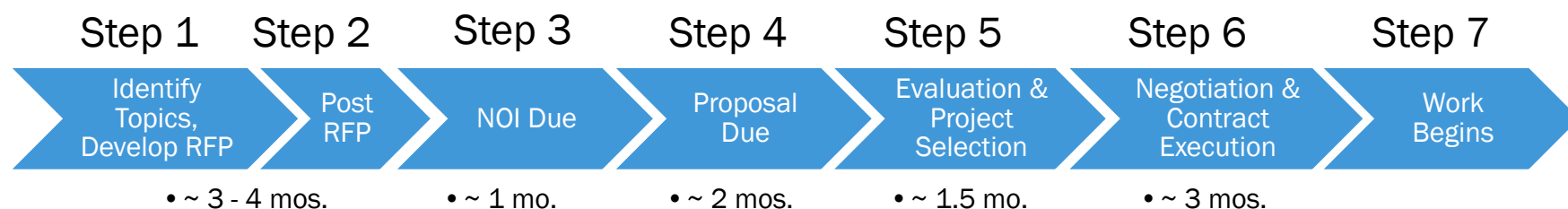
Individual project once its contract is fully executed

Press release after all contracts are fully executed



CARD RFP Process

RFP Timeline – typically about 1 year



Project Timeline – typically 1 to 3 years



Agenda Item #3

1. CARD History & Background
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Commerce is Looking for...

GOOD working understanding of MN CIP

Applicability in MN to CIP

Innovative technologies, approaches & strategies





Working Understanding of CIP

Role Commerce plays with utilities

MN CIP program process

Types of utilities in State and their priorities

Utility regulator requirements

At minimum, no misunderstanding





Applicability to MN CIP

Results and deliverables geared to incorporation into utility CIP portfolios

Ideally some plan on how to directly transfer research into CIP program offering

Research related to the Technical Reference Manual (TRM)





Technologies and Approaches

Savings/applicability not yet documented

Savings/applicability documented but

- Climate differences
- Market barriers
- Other issues

Not in wide use in MN already

MN market potential

Reviews of secondary research





Commerce is NOT Looking for...

Proprietary product development

Technology or approach already well-documented

Targeted technology which has high penetration

Targeted technology for which a utility incentive is not required to move market

No or limited applicability to CIP





Some Things You Can Do

Review your evaluations from previous years

Review proposals & evaluations of others

Reviewing past proposals/evaluations

- 2013 and newer use [Commerce Actions and Regulatory Documents Search](#)
- 2012 and older, appointment with [Energy Contracts](#) staff







Review Proposals/Evaluations

Commerce Actions & Regulatory Documents Search

Select “Energy Request for Proposals”

Tuesday, January 20, 2015


News Releases | [Contact Us](#) |

Commerce | Banking & Finance | Energy | Insurance | Weights & Measures

Welcome to CARDS - Commerce Actions and Regulatory Documents Search

CARDS (Commerce Actions and Regulatory Documents Search) provides access to public information about Enforcement Actions taken by the Department of Commerce and a variety of other public regulatory documents.

You will need Acrobat Reader or a similar application to read any documents you download.

This is not a substitute for eDockets which is a separate tool shared by the Department of Commerce and the Public Utilities Commission.

Pick your area of interest

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This site best viewed with a screen resolution of 1024X768 or greater.

State Of Minnesota | [Privacy](#) | [Data Practices](#) | [Get Acrobat Reader](#) |



Other Things You Can Do

Leverage existing (or build new) relationships

Partner with organizations/individuals

- Understanding of CIP
- Field research
- Program implementation
- Statistical analysis
- Communication

Conduct preliminary assessments or literature reviews

Consider matching funds

Call or email me with questions





Some Things You Shouldn't Do

Once an RFP is posted, do not discuss with State program staff

- *Specific* funding topics in RFP
- *Specific* ideas or proposals in response to RFP

All the information should be in RFP

Contact Energy Contracts





Other Things You Shouldn't Do

- Expect CARD to fund long-term, ongoing support for programs or operations
- Use CARD project funding to promote specific proprietary product or service to utilities
- Seek project partners or utility support at last minute
- Ask utilities for matching funds





Agenda Item #4

1. CARD History & Background
2. CARD RFP Process
3. Creating Successful Proposals
- 4. Questions & Answers**
- 5. Input & Feedback**



Questions & Answers

Please submit your questions via the chat box function if you have not already done so





Agenda Item #5

1. CARD History & Background
2. CARD RFP Process
3. Creating Successful Proposals
4. Questions & Answers
5. Input & Feedback



Stakeholder Input & Feedback



We want to LISTEN to you and your ideas on how we are doing and how we might improve the CARD program and/or the RFP process

Areas of possible input

- Communication about CARD program
- CARD RFP process/timeline
- Dissemination of CARD project results
- Channels for your input
- Other comments on CARD program



Communication about CARD



How easy is it to find and access information on the CARD program?

Are there communication methods that you think are working particularly well?

Do you feel like you know who to contact when you have a question about the CARD program?

What are ways we could improve?



CARD RFP Process/Timeline



How is RFP process working,?

How easy is it to find out about RFPs?

How easy is it to find out about results of RFPs?

Are there things about the process that you think work particularly well?

What are ways we could improve?



Dissemination of CARD Results



How easy is it to find out about completed CARD project results?

What forms of disseminating information work best for you?

- Newsletter articles
- Websites (our or grantees)
- Final reports
- Webinars
- Conference presentations
- Directly from grantee

What forms are not working for you?

What are ways we could improve?



Channels for Stakeholder Input



Is annual CARD stakeholder webinar useful?

What additional formal channels of providing feedback would be helpful?

Would you take the time to fill out a survey regarding the CARD program if we sent one to you?

What are ways we could improve?



Other Feedback/Input on CARD



Recording of Webinar

The screenshot shows the Minnesota Department of Commerce website. The header includes the department logo, a search bar, and links for 'Contact Us' and 'Go/Delivery sign up'. A navigation menu lists 'Consumers', 'Industries & Agencies', 'Licensees', 'Policy, Data & Reports', 'Media', and 'About Us'. A large banner image with red and yellow geometric shapes is visible. On the left, a 'Media' sidebar lists 'News Releases', 'Blog', 'Multimedia', 'Podcasts', and 'CARD Program Webinars' (which is selected). The main content area is titled 'CARD Program Webinars' and includes a brief description of the program. Below this is a table of webinar recordings.

Title	Description	Time	Date	Direct Link
The ABCs of Hotel Energy Efficiency, Advanced Technologies, Benchmarking, and Comfort	— Michaels Energy – Results from a CARD energy efficiency program pilot for Minnesota hotels which show significant opportunities to reduce energy use with no negative impact to guest comfort and paybacks frequently 2 years or less. Recommendations for utilities, hotels, contractors and regulators on how to better serve this market sector are shared. Hotel Webinar Slides (pdf)	52:05	01/12/2016	Download
Demand Control Ventilation: Maximize Savings with Practical	— Seventhwave – Results of a CARD field study which investigated demand control ventilation	1:03	04/23/2015	Download

[CARD Program Webinar page](#) of website



CARD Stakeholder Meeting

Wrap-up & Closing

Mary Sue Lobenstein
marysue.lobenstein@state.mn.us
651-539-1872



mn.gov/commerce/energy