



## REQUEST FOR QUALIFICATIONS

for

### Service Providers Relative to the Green Building Alliance's JumpStart Assessment

## PROJECT SCOPE

### Introduction

Green Building Alliance (GBA) is a nonprofit organization that advances economic prosperity and human wellbeing in Western Pennsylvania by driving market demand for green buildings and green building products. Now in its 15th year, GBA has been a national pioneer and continues to be a change leader in its region. Core green building catalysts—a desire for environmentally sound materials with minimal environmental impacts and healthy indoor environments that include financial payoffs from reduced energy, water and other operating costs—currently cascade across every aspect of the built environment, from offices, retail stores, and other commercial spaces to schools, hospitals, and homes.

### The Problem

In 2006, GBA launched the Green Building Products Initiative (GBPI). The goal of GBPI is to assist manufacturers, distributors, and sales offices in developing, retrofitting and/or marketing green building products. As it is within 500 miles of several large cities that are developing green buildings, Pennsylvania is well positioned to be a leader in the manufacture of green building products.

Building product companies all face mounting questions about how their products can—or don't—contribute to green building and retrofitting projects. Whether making concrete, coatings or flooring, manufacturers often need assistance in understanding which factors to consider for green building projects, company-specific operational and daily production implications, revenue and job creation potential, and market entry points.

In response to these needs, GBA will offer clients JumpStart Assessments to provide a framework for evaluating and developing comprehensive strategies to address business risks and opportunities.

As GBA has worked with manufacturers to uncover green-related opportunities and challenges, it has become obvious that there is a need for consultants/professionals capable of examining and researching each company's individual needs to fully assess its ability to become involved in the green marketplace. Specific issues that need addressed may include market research relative to a particular product, a product's relationship to the LEED® rating system or third-party certification, a product's chemical composition, manufacturing processes, etc.

### Scope of Work

The scope of work for each JumpStart Assessment will vary depending upon the needs of individual manufacturers; however, the end result should reasonably determine the opportunities and challenges for each within the green building marketplace. GBA is seeking independent and responsible firms to assist in the JumpStart Assessment process by areas of expertise on an as-needed and case-by-case basis.

Specific concerns typically include energy efficiency, materials, transportation, green market positioning, purchasing, product suppliers, land use, and green product certifications related to LEED®. JumpStarts are designed to provide manufacturers with a baseline evaluation of each of these issues in connection to operations and outline an applicable course of action based on company-specific goals and budget.

*Green Building Alliance reserves the right to reject any and all proposals received in response to this RFI.*



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The following is a typical example of the JumpStart Assessment process:

- Green Building Alliance identifies an opportunity for client engagement.
- Assessment form is completed by the potential client, outlining specific needs.
- The case is reviewed by the GBA to determine eligibility.
- GBA matches the client with a service provider from the pre-qualified list of providers. Client accepts recommended service provider and signs an agreement with GBA indicating their commitment to the process and the proposed timeframes.
- GBA contracts with applicable service providers.
- GBA serves as client's project manager.
- Client completes a final evaluation of the process.



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#### PROPOSAL INFORMATION

##### **Purpose:**

The purpose of this Request for Information (RFI) is to build a database of qualified consultants able to assist small-scale, short-term projects in support of Green Building Alliance's (GBA's) JumpStart Assessment program. Required services will vary widely from project to project, but may include involvement in the following topic areas:

- Green-building-product-related market research
- Green market positioning
- Green product certifications
- Energy audits
- Energy efficiency
- Materials
- Purchasing and product suppliers
- Transportation and land use
- Other research-related tasks for clients interested/involved in green building products and/or green building design for the GBA

**Consultants for JumpStart Assessment projects will be chosen based on need-related experience, proximity to client, and cost structure.**

##### **Who May Respond:**

Any organization/firm with specialized expertise related to services and research assessments in the green building products/green building field should respond. **All organizations/firms that respond to this RFI with applicable knowledge will be included in GBA's 2008 *Shades of Green* publication as a service provider.**

##### **Issuing Agency:**

Green Building Alliance is a nonprofit organization that advances economic prosperity and human wellbeing in Western Pennsylvania by driving market demand for green buildings and green building products. **GBA reserves the right to reject any and all proposals received in response to this RFI.**

##### **Proposal Delivery:**

An electronic copy of the proposal should be submitted: Green Building Alliance, 333 East Carson Street, Suite 331, Pittsburgh, PA 15219; [valerich@gbapgh.org](mailto:valerich@gbapgh.org).

##### **Response Due Date:**

Proposals should be submitted to GBA by 4 p.m. EST on October 30, 2008.

##### **Inquiries:**

Inquiries concerning this RFI should be directed to Valerie Hearn, Business Development Specialist, [valerich@gbapgh.org](mailto:valerich@gbapgh.org), (412) 431-0709 x6007.

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#### PROPOSAL FORMAT

1. **Cover Letter**
2. **Consultant Proposal:** Prepare a detailed, concise summary of your firm's specialized services and how they relate to the green building product market area. This summary should be no longer than three (3) pages in length and must include:
  - Green building industry experience
  - Applicable project experience
  - Any related certifications (i.e., LEED AP, etc.)
  - Existing products and service lines
  - 200-word description of potential offerings and applicability to the JumpStart Assessment program.
3. **Cost Estimate:** Prepare a general cost estimate and fee structure relative to items discussed in the Scope of Work (i.e., hourly rate or fee for service structure); example engagements are encouraged.
4. **Project Organization and Staffing:** In this section, summarize the qualifications of key personnel assigned to this project. Include recent experience that is directly applicable to the JumpStart Assessment program, a project organizational chart, and resumes of personnel assigned to the project. Other information about your firm to be included:
  - Size and number of years in business
  - Number of employees
  - Location
5. **Related Experiences:** Discuss the firm's experience in developing and implementing a project(s) similar to those mentioned in this RFI. Preference will be given to consultants familiar with GBA. Please also provide a sample report from a related project.



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#### Contract Agreement

Please note that any and all potential services performed for GBA and the accompanying deliverables under any future agreement will be considered a "work made for hire" as defined by the copyright laws of the United States. GBA shall be the sole and exclusive owner of all concepts, ideas, copy, sketches, artwork, electronic files and other material related to such services and deliverables (collectively, the "Work Product"). To the extent that any of the Work Product is not a "work made for hire," the company, to the extent permitted by law, hereby assigns to GBA all of its intellectual property rights to such Work Product.

#### MEETINGS

Consultants engaged in JumpStart Assessments will be required to attend meetings as determined by GBA. Meetings will typically include a kickoff meeting and final presentation to be scheduled by GBA and the client.

#### COMPENSATION

The JumpStart Assessment program allocates a total of \$5,000 per project. Ideal service offerings from each applying consultant should range from \$1,000 to \$3,000.

#### FINDINGS

The deadline for project completion of each JumpStart Assessment will be six (6) weeks from the beginning of the project, with variances determined by GBA and the participating manufacturer. The consultant will incorporate written and oral comments on the draft report before preparing the final report. Five (5) hard copies of any final report must be provided, including a master copy and an electronic copy.