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Request for Proposals for Community Choice Aggregation Administrator

**Issued by:
Village of Saranac Lake**

Date Issued: May 9, 2025

Proposal Deadline: July 1, 2025

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Section 1 – Purpose and Goals

Purpose

New York State municipalities are permitted to participate in a CCA program subject to local authorization, pursuant to the New York State Public Service Commission’s Order Authorizing Framework for Community Choice Aggregation Opt-Out Program, issued on April 21, 2016 in Case 140M-0224 (“PSC CCA Order”).

The Village of Saranac Lake adopted a local law creating its own CCA program. Saranac Lake adopted its Community Choice Aggregation Local Law 2-2021 on September 13th, 2021, after holding a public hearing on September 13th, 2021.

In this Request for Proposals (RFP), the Village of Saranac Lake intends to review and select an organization to administer a Community Choice Aggregation (“CCA”) program.

Goals

The municipality seeks to implement a CCA program that:

- Reduces or maintains stable electricity costs for community members.
- Promotes use of renewable energy, with a goal of 100% renewable energy (RE) product as the default supply¹.
- Supports economic development.
- Supports the community in meeting clean energy goals/targets.
- Supports inclusive and equitable access to the clean energy products and services.
- Offers constituents a range of opportunities to take advantage of clean energy products and services.

Basic Requirements

Respondents to this RFP must have the following:

- A CCA Implementation Plan and Data Protection Plan approved by the New York Public Service Commission.
- Experience in all aspects of administering a CCA program.
- Experience procuring a 100% renewable clean energy product.
- Experience with the above in New York State, preferably the North Country, and/or demonstrated experience with New York State clean energy policies and programs.
- Respondents must be in good financial standing with federal agencies and the State of New York.
- Respondents, subcontractors, or consultants must disclose whether they have been debarred, suspended, or otherwise prohibited from practice by any federal, state, or local agency.

Timeline

- Issuance of RFP: 05/9/2025
- Deadline for Submissions: 07/01/2025
- Final Decision: 08/07/2025

¹ Green claims can only be made about a CCA’s product mix when the supplier retires renewable energy certificates (RECs) on behalf of the municipality in a [New York State Generation Attribute Tracking System](#) (NYGATS) Account (with reports on such retirements to the municipality) in a manner that is compliant with the environmental attributes and delivery rules of the New York Public Service Commission Environmental Disclosure Program.

Section 2 – Scope of Services

The Village of Saranac Lake is seeking a CCA Administrator to procure, administer, and manage an electricity supply contract and/or a contract for Opt-Out Community Distributed Generation for the Village of Saranac Lake and to responsibly fulfill the obligations of a CCA Administrator as set out by PSC CCA Order. The following section details the specific scope of services the Village of Saranac Lake is seeking:

1. **Compliant with all Federal and NY State laws, rules, and regulations:** Ensure the CCA program complies with the PSC CCA Order, related orders, and other applicable laws and regulations.
2. **Goals and Objectives:** Support the municipality and community in further refining goals and objectives of CCA and identify how success will be measured and evaluated.
3. **Procurement of Electricity Supply Contract:** Procure an electricity supply contract below the utility benchmark price and include a 100% renewable energy option.
4. **Procurement of Opt-Out Community Distributed Generation (CDG):** The Village is interested in procuring a contract for Opt-Out CDG as a stand-alone option or in combination with a contract for electric supply.
5. **Clean Energy Products and Services:** Offer a compelling and robust plan to provide and market clean energy products and services to the community, including the benefits the community may anticipate from such products and services and how success will be measured and evaluated. The benefits may include, but are not limited to, supporting local economic development through local job creation, the attraction and retention of business establishments and/or investment, increasing access to clean energy including for low to moderate income populations, electricity cost savings, reducing greenhouse gas (GHG) emissions, and improving local air quality. Metrics for measuring and evaluating success may include the percentage of CCA participants that partake in clean energy product and service offerings or the percentage of electricity cost savings per participating household, among others.
 - The clean energy products and services could be provided through programs the proposer organization already offers, through the electricity supply contract solicitation, through a separate solicitation for clean energy products and services, or another mechanism.
 - Potential products and services could include, but are not limited to, community solar, rooftop solar, battery storage, clean heating and cooling technologies, energy efficiency, smart home products, demand side management programs, micro-grid projects, electric vehicles, and electric vehicle charging infrastructure. [Appendix 1](#) provides examples of potential clean energy products and services a CCA Administrator could facilitate. These examples should not be viewed as prescriptive. Innovative and creative ideas are encouraged.
6. **Program Roles and Responsibilities:** Take full responsibility for administering the CCA and partner with local organizations and municipality to implement the CCA.
7. **Public Education and Outreach:** Conduct comprehensive community education and outreach on CCA.
8. **Local Partner/Presence:** Work with/leverage local partner organizations, advocates, and/or other third-party stakeholders and have some local presence.
9. **Customer Enrollment and Management:** Maximize customer enrollment, maintain and manage customer participation, manage opt-outs.
10. **Consumer Protection:** Lawfully and securely procure, transfer, and store anonymized and customer-specific program data on behalf of the municipality, pursuant to an approved Data Protection Plan.
11. **Pricing:** Provide a clear description of how the Administrator plans to establish a utility benchmark price to compare and evaluate the CCA-electricity supply price against once the price becomes available.
12. **Program Fees:** Provide a clear explanation of how the Administrator anticipates covering program costs and any fees that will be passed on to CCA program participants or the municipality. This should include:

- The costs the fee will cover such as program staffing and overhead, outreach and communications, legal expenses, program development.
 - The estimated per kWh fee (if available).
 - How the fee will be collected.
 - Any other fees charged to the municipality or program customers.
 - Any fees associated with clean energy products or services (DERs) or other services offered to CCA customers by the CCA Administrator.
13. **Reporting:** Analyze and report regularly to the municipality and Public Service Commission on program data, pursuant to the PSC CCA Order.
14. **Implementation Timeline:** Implement and administer the CCA in a timely fashion.
15. **Vet and pre-qualify prospective electricity suppliers, clean energy product and service providers** in accordance with criteria established by the municipality.
16. **Continued Support and Additional Services and Information:** Provide continued support and capacity building to the municipality and customers after program launch, including:
- Customer service.
 - Monitoring and management of contractual obligations.
 - Regular program data and performance metrics reporting.
 - Program development and enhancement.
 - Continued analysis of relevant market and regulatory issues.
 - Ongoing support to the municipality in helping them achieve broader energy goals, including guidance and documentation in order to qualify for Clean Energy Community (CEC) and/or Climate Smart Communities credit-points.
 - Other services and information as relevant.

Section 3 – Proposal Requirements

All proposals must include the following information to be considered complete. The Village of Saranac Lake reserves the right to reject any proposal for non-compliance with these requirements and specifications or may choose to accept the proposal regardless of compliance. For each step, be sure to detail what technical and support services the proposer has available.

A. Cover Letter

- a. A transmittal letter on the proposer's business stationery from the individual(s) or a principal officer of the organization offering the proposal and certifying that the proposal will remain in effect for ninety (90) days after the proposal due date. The letter should contain a general description of the mission or focus of the organization and provide the name and address of the individual or firm and contact information for the individual or officer (telephone and email address).

B. Organization Overview

- b. Please provide a brief history of the proposing organization. If a separate organization will be engaged as a subcontractor or consultant for this project, or has entered into any contract (as such term is defined in [General Municipal Law Article 18](#)) with any third party in connection with this RFP or with the proposal, please provide the following information for both companies:
 - i. Background

- ii. Year founded and number of years in business
- iii. Ownership status (public, private, or non-profit)
- iv. Office location including headquarters and any local offices
- v. Number of employees in local branch office at time of submittal (full time employees, excluding subcontractors)
- vi. Contact information
- vii. Description of the organization
- viii. Federal Tax Identification Number
- ix. Any relevant certifications or licenses

C. CCA Administrator Team

Provide information about the key personnel to be assigned to this CCA Administrator team. If a separate organization will perform any of the responsibilities, please provide project team information for both organizations, including:

- 1. Full contact information for the project manager.
- 2. A team chart including all key personnel and their proposed roles (including subcontractors, if applicable).
- 3. For all key personnel (including subcontractors), include a bio of professional experience, certifications, role, and office location.
- 4. Indicate the local point of contact.
- 5. Indicate if any additional staff would need to be hired to carry out the scope of services.
- 6. Resumes of key personnel, provided in an appendix to the proposal.
- 7. Describe the proposer's compensation structure, fees, and terms.

D. Qualifications: Provide a detailed narrative that clearly demonstrates the proposer's and any subcontractors' prior and relevant qualifications and experience including the following:

- 1. Energy procurement, CCA program administration, and/or community-scale clean energy development in New York State.
- 2. Work with local governments in New York State and in the region.
- 3. Goals or measurable objectives for CCAs that the proposer administered in New York, or other jurisdictions.
- 4. CCA bids for electrical supply that the proposer has solicited or plans to solicit in New York including information on the results of the bid such as:
 - i. How do the electricity prices compare to the utility price benchmarks?
 - ii. Was a renewable energy option procured?
 - iii. Was a local option included?
 - iv. How many accounts were enrolled?
- 5. Describe strategy and experience associated with Opt-Out CDG programs in New York and/or other states.

E. Proposed Approach to CCA Administration. Please provide a detailed approach describing how the proposer would carry out the scope of services as outlined in Section 2. The approach should clearly articulate which elements of the scope of services, if any, subcontractors would perform or participate in performing. The proposer's approach should include, but is not limited to the following:

- 1. **Goals and Objectives:** Describe the proposer's approach to defining the goals and measurable objectives for the CCA.

2. **Procurement Approach:** Describe the proposer's approach to procuring an electricity supply contract that is below the utility benchmark price and includes a 100% renewable energy supply option.
3. **Clean Energy Products and Services:** Describe the proposer's approach to offering clean energy products and services including renewable energy certificates (RECs), community solar, rooftop solar, smart thermostats, demand response, energy storage, energy efficiency, electric vehicles, and charging infrastructure, or similar products and services.
4. **Program Roles and Responsibilities:** Describe the roles and responsibilities for administration, management, and implementation. Please include information on the roles and responsibilities envisioned for the municipality, along with the anticipated workload, the roles and responsibilities of the Administrator, the roles and responsibilities of the energy supplier, and any other relevant organizations or stakeholders that will play a role in the CCA.
5. **Public Education and Outreach:** Describe the proposer's approach to how it will conduct public education, outreach, and capacity building about CCA, energy supply contracts, and renewable energy to the municipality, community residents including low to moderate income residents or underserved populations, and businesses within the community. Also provide examples of how the proposer has handled these activities in the past.
6. **Local Partner/Presence:** Describe how the proposer will work with/leverage local partner organizations, advocates, and/or other third-party stakeholders. Describe what kind of local presence the proposer will have, if any. Also provide examples of how the proposer has worked with other local organizations in the past.
7. **Customer Enrollment and Management:** Describe the proposer's approach to:
 - i. Maximizing customer enrollment and maintaining customer participation including considerations for time-of-use customers, demand-metered customers, low-income customers, non-English speaking constituent groups, and other customer segments.
 - ii. Customer service/customer care including website, social media, print collateral, mailings, call center & training, platforms, etc.
8. **Consumer Protection:** Describe the proposer's approach to customer protection, including customer data.
9. **Pricing:** Describe the proposer's approach to establishing a utility benchmark price to compare and evaluate the CCA price against once the CCA price is available.
10. **Program Fees:** Describe the proposer's anticipated fees to complete the Program Scope tasks and how they will be paid for via the electricity supply contract.
11. **Reporting:** Describe the proposer's approach to annual reporting to the municipality and the PSC.
12. **Implementation Timeline:** Outline a proposed timeline for the completion of each task. Submit as an appendix.
13. **Inclusivity:** Describe the proposer's approach to ensure the CCA reaches low to moderate income residents or underserved residents in the community.
14. **Local Impact:** Detail the proposer's approach to making a local impact through job creation, training, or supporting community economic development.
15. **Additional Services and Information:** Describe anything else that may be relevant to the RFP such as other ongoing or additional services the proposer anticipates providing to the municipality to ensure the long-term success of the program beyond the initial contract.

F. References. Provide at least three references for whom the proposer's organization has administered a CCA program, or a similar scope of services. Include the following information for each in the appendix:

1. Name and address of client

2. Name and telephone number of contact person
3. Summary of services provided

G. Required Appendices Checklist. As an appendix to the submission, the proposer shall include the following checklist to ensure that all components have been included in the proposal.

- ☐ Public Service Commission approved Implementation Plan and Data Protection Plan
- ☐ Local point of contact
- ☐ Resumes of key personnel
- ☐ Implementation Timeline
- ☐ At least three references for whom the proposer has administered a CCA program, or a similar scope of services.
- ☐ Example education, outreach, and engagement materials such as:
 - Links to social media pages and websites
 - PDFs of print material or PowerPoint presentations

Section 4 – Submission Instructions

1. All proposers should carefully review the contents of this document. All of the Requirements and Specifications in this document may become part of an agreement to be signed by the municipality and the successful respondent.
2. All proposals must be submitted by 5pm on July 1, 2025. Any late proposals will not be accepted.
3. Submit **one (1) complete hard-copy of the proposal and one (1) electronic copy** in a universally, accessible digital format (i.e., flash drive or emailed as a pdf). All submissions become property of the Village of Saranac Lake upon submission.

Submission of *hard copies* may be mailed to:

Community Development Department
Village of Saranac Lake
39 Main Street, Suite 9
Saranac Lake, NY 12983

Electronic copy may be emailed to:

comdev@saranaclakeny.gov

Inquiries

Interested parties are advised that the authorized contact person for this procurement is set forth below. No contact with any other municipal personnel other than the authorized contact person is allowed until such times as an award (or awards) has (have) been made. The municipality is under no obligation to respond to any question, inquiry or assertion that is not received in writing. Interested parties may contact the authorized contact person by telephone or email. Violation of these provisions may result in immediate disqualification. Proposers will submit all proposals and direct all responses, questions, and any other communications to the following authorized contact person:

Katrina Glynn
(518) 891-4150 ext. 235
comdev@saranaclakeny.gov

Section 5 – Evaluation Criteria & Selection Process

Proposals will be evaluated by a committee of Village staff and project advisory committee members. The Village will award the contract to the Consultant deemed, in its sole discretion, to be able to perform in the Village's best interests. Proposals will be evaluated and scored on the basis of the following criteria:

Criteria	Detail	Weight
Overall Quality of Proposal	- Degree to which the proposal fulfills the requested scope of services and proposal requirements. - Clarity and completeness of the proposed team and approach.	10
Experience, Qualifications, and References	- Capability and experience of the respondent (and its participating subcontractors) to carry out the roles and responsibilities of a CCA Administrator. - Credentials, capabilities, and experience of the proposed team and key personnel. - Experience providing effective education and outreach for other community or clean energy programs, especially within the North Country of New York State - Quality of references. - Ability to jointly administer the 100% renewable and CDG CCA options.	40
Technical Approach and Workplan	Clear outline of roles and responsibilities of the CCA administrator, municipality, local partners, electricity supplier and any other organizations involved in the CCA.	15
Project Management and Implementation	- Clear and appropriate implementation timeline that includes key benchmarks such as procurement of clean energy resources, local partnerships formed and customer enrollment start-dates - Ability to manage subcontractors and collaborate with municipality personnel. - Ability to help inform and educate project stakeholders including the public.	15
Pricing, Fees & Cost Savings	- Approach to establishing a utility benchmark price to compare and evaluate the CCA price against once available. - Clear description of the proposed fees to complete the program scope and tasks and how they will be paid for via the electricity supply contract. - Experience in procuring energy supply contracts at costs below existing utility rates.	10
Local Impact and Inclusivity	- Approach to meet local impact goals and incorporate consumer protections (PSC Approved data protection plan). - Clear explanation of how the approach will benefit the community. - Description of how the Administrator will reach and market the program to low to moderate income residents or underserved residents in the community. - Clear articulation of plan for working with local partners and providing a local presence.	10

From the list of qualified firms, the Village will select the firm that is best suited to assist the Village in accordance with the Village of Saranac Lake Procurement Policy. Proposals will be selected and judged based on the qualification and merit of the proposal. The selection committee may conduct interviews of finalists and allow for in-person or video conference presentations.

Notification of Award

The successful respondent will be notified by phone, followed by written confirmation. For those proposals that are not accepted, respondents will be notified in writing, via email. The Village of Saranac Lake will authorize the award of a contract to the successful respondent. In the event a contract cannot be finalized within 30 days of the award, the Village of Saranac Lake reserves the right to enter into negotiations with another respondent.

Appendix 1. Example Clean Energy Products and Services, Associated Benefits and Measuring Success

Appendix 1 describes several examples of how a proposer may incorporate clean energy products and services into their offering, as well as how they can measure the success of those offerings.

Clean Energy Product/Service	Example	Example Benefits	Measuring Success
Community Solar	The CCA develops partnerships with one or more Community Solar projects that are located within same utility territory as the CCA. The CCA encourages community members to subscribe in these projects, regardless of whether they enroll in the CCA program.	- Guaranteed long-term electricity bill savings for participating customers. - Support local, clean, renewable energy. - Support job creation. - Reduce GHG emissions. - No upfront cost. - Participation not limited by rooftop or property characteristics. - No operations and maintenance concerns.	- Community members and CCA members fully subscribe to the available community solar projects. - More than 50% of CCA participants opt-in to the community solar offering. - Long-term partnerships are developed with community solar developers and community solar becomes a lasting CCA offering.
Rooftop Solar/Battery Storage/Clean Heating and Cooling (CHC)	- The CCA partners with existing or new community-based clean energy campaigns such as Solarize, Solarize + Battery Storage, and/or Clean Heating and Cooling Campaigns. - CCA and campaign(s) conduct outreach, education, and enrollment to community members in conjunction. - Community members learn about the different clean energy product and service options and benefits as well as the CCA and can enroll in a one or multiple campaigns.	- Energy and bills savings for participants. - Maximize electricity bill savings by installing solar and enrolling in a CCA. - Reduce reliance on heating oil or natural gas by installing CHC technologies. - Maximize and support local, clean, renewable energy adoption. - Support local job creation and workforce training. - Reduce GHG emissions. - Reduce customer acquisition costs. - Compatible with time-of-use rates.	- At least 20% of Solarize/Solarize + Battery storage/clean heating and cooling campaign participants install the relevant technology. - More than 50% of Solarize/Solarize + Battery storage/clean heating and cooling campaign program participants enroll in the CCA. - At least 10% of participants are low to moderate income. - Lower purchase and installation cost of relevant technologies by at least 10-20%. - Local university, community college, technical college, or veterans receive workforce training on relevant technology.
Battery Storage	- The CCA works with the local government and community to identify critical facilities that could benefit from battery storage. - Identifies at least one facility, issues an RFP, and	- Increase resilience of critical facilities (e.g., hospital, nursing homes, schools, or community centers) to operate during outages. - Help commercial customers avoid demand charges by	At least one critical facility in the community evaluates and installs battery storage (or solar + storage).

	selects a qualified energy storage contractor to install storage (or solar + storage) offering.	shifting electric demand need to low-cost periods. ● Provide high power quality without fluctuations in voltage or frequency to critical facilities, such as hospitals.	
“Smart Home”/Demand Side Management	● By enrolling in the CCA customers can also sign up to: 1) receive smart home or energy efficient technologies, such as smart thermostats or smart water heaters, that are supported through a utility program or NYSEDA incentive. 2) enroll in a demand response program where customers allow their load to be shifted remotely by the CCA program administrator. ● CCA administrator supports the customers with the process of purchasing, installing, and properly using the new, smart, efficient technologies. ● CCA administrator supports customer with enrolling in demand response program and manages customer participation.	● Customer bill savings due to reduced consumption. ● Compatible with time-of-use rates. ● Ability for program administrator to shift customer electricity consumption in aggregate to times that benefit the grid and avoid electricity supply constraints. ● CCA participants are educated on smart home and energy efficient products. ● Increase energy-efficiency of community.	● Customers understand their options for energy efficiency and smart home products. ● 50% of customers who enroll with the CCA receive and install a smart thermostat or other smart or energy efficient technology. ● 10% of customers who enroll with the CCA enroll in a demand response program.
Electric Vehicles (EVs) and Charging Stations	● The CCA partners with an existing local community partner or campaign to run an aggregated purchase program to reduce purchase costs on electric vehicles and charging stations for municipal fleets, commercial fleets (if possible), and residents. ● CCA and EV campaign conduct outreach, education, and enrollment to community members. ● Community members learn about the options and benefits of EVs as well as the CCA and can enroll in one or both programs.	● GHG emissions reductions in the transportation sector. ● Compatibility with time-of-use rates. ● Increased cost savings on EV purchases. ● Reduced customer acquisition costs.	● Increase EV penetration in the community by at least 10%. ● Lower purchase price on EVs by at least 10% for end-users. ● 10% increase in home and municipal charging stations.