



NEW ENGLAND  
HEAT PUMP  
ACCELERATOR

# Regional Evaluator RFP Bidders Conference



# Agenda

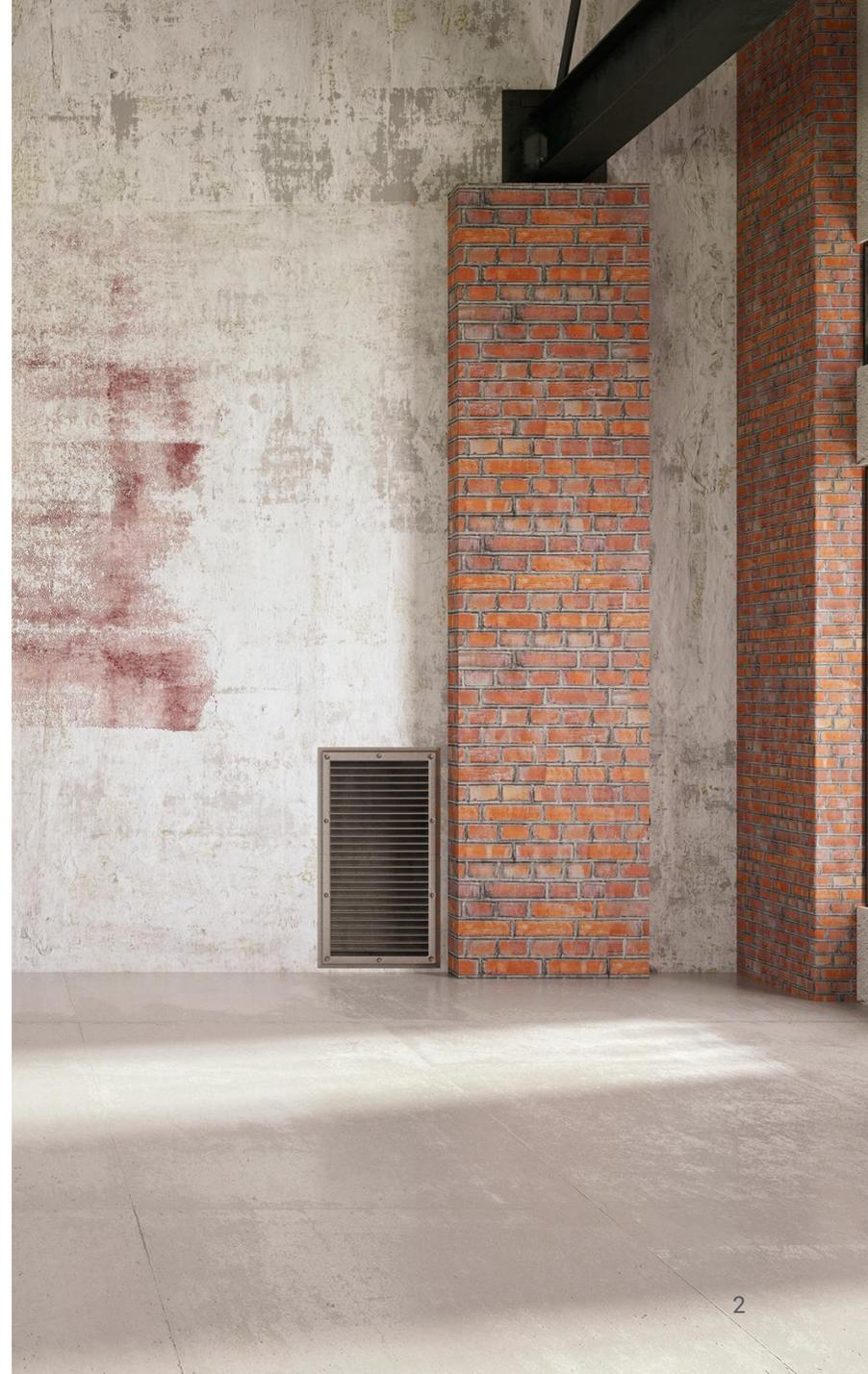
## Welcome

## Disclaimers & Reminders

## Overview of Proposal

- New England Heat Pump Accelerator Program Overview
- Evaluator Role, Scope, and Expectations
- Budget, Proposal Structure, Evaluation Criteria

## Q&A



# Welcome





NEW ENGLAND  
HEAT PUMP  
ACCELERATOR

# Disclaimers

- No verbal representations preempt or otherwise alter what is written in documents.
- Bidders should rely on the written responses that DEEP will provide by February 25



# Reminders

- This meeting is being recorded
- The recording and slides will be posted on DEEP's website
- Please remain on "mute" when you are not speaking
- The chat has been disabled for this session
- To ask a question, please raise your hand or enter your question into the "Q&A" box





NEW ENGLAND  
HEAT PUMP  
ACCELERATOR

# RFP Overview



# What is the Heat Pump Accelerator?

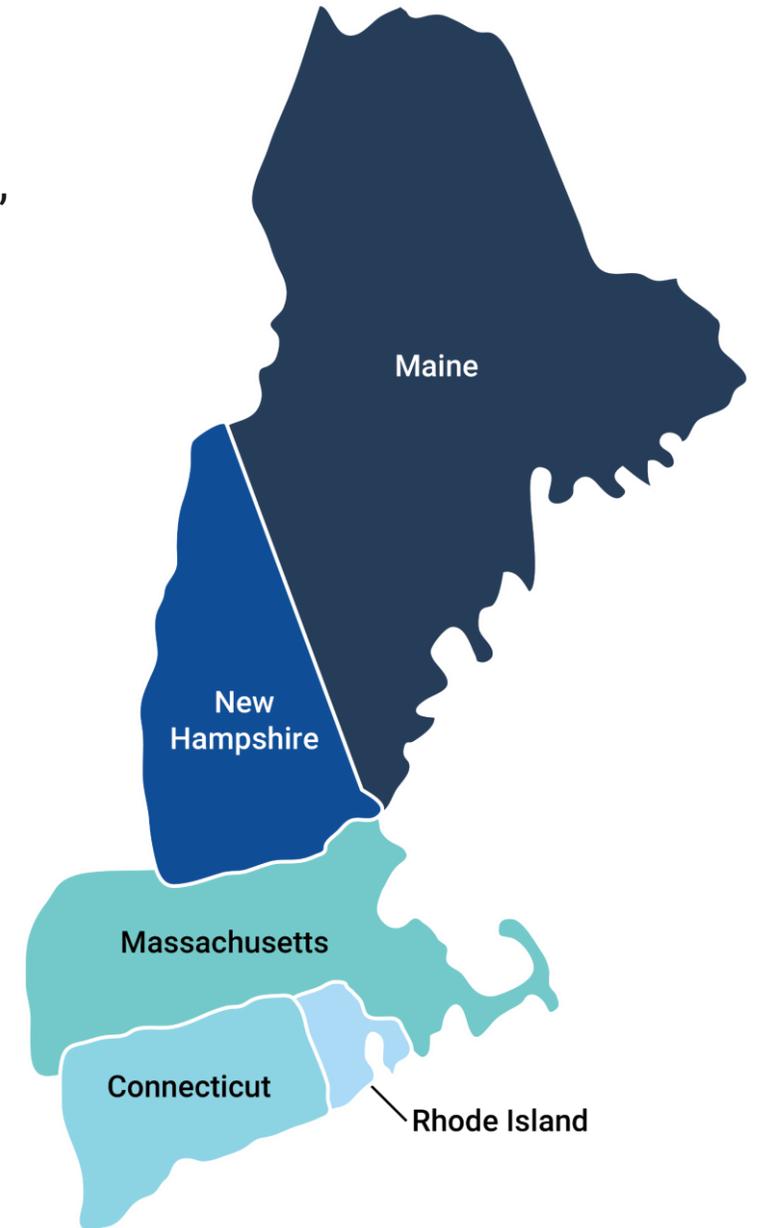
A coalition of five New England States (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island) are implementing a \$450 million regional program funded by the EPA's Climate Pollution Reduction Grant Implementation Grants. The Connecticut Department of Energy & Environmental Protection (DEEP) was the lead applicant.

## The program will leverage a multi-state market to accelerate the adoption of the heat pumps (HP) in residential homes

- Cold-climate air source heat pumps (ASHP)
- Heat pump water heaters (HPWH)
- Ground-source heat pumps (GSHP)

## Goals

- Overcome systemic barriers to electrification
- Make HPs standard practice in HVAC & water heating
- Raise HP sales: 65% of HVAC/WH sales by 2030, 90% by 2040
- Deliver long-term greenhouse gas (GHG) reductions for the region



# Governance Structure

## Coalition States / Advisory Council\*



## Regional Conveners



## Regional Implementer\*



## Regional Evaluator



# Overview of Program Hubs



## Market Hub\*

**We'll spur and support heat pump supply and installation by:**

- Providing midstream incentives to distributors
- Engaging with the supply chain
- Training contractors, new jobseekers, and small businesses to develop the workforce



## Innovation Hub\*

**We'll support new ways to overcome barriers for low-income populations by:**

- Centering equity in our program design
- Designing state-level pilots
- Providing community-level grants
- Offering technical support to grantees
- Ensuring innovative ideas meet program goals



## Resource Hub

**We'll provide central resources for deployment and learning by:**

- Hosting a website
- Offering tools to key stakeholders
- Creating a reporting warehouse
- Analyzing and sharing data
- Sharing lessons learned



## Market transformation

**We'll support our overall goals by:**

- Addressing market barriers
- Using data to continuously improve
- Developing a long-term strategic plan for region



NEW ENGLAND  
HEAT PUMP  
ACCELERATOR

# Evaluator Role, Scope, and Expectations



# Evaluator vs. Implementer Roles

## Evaluator – Independent Third-Party

- Assess market transformation
- Provide timely feedback for continuous improvement
- Support reporting

## Implementer

- Administer programs, pilots, and incentives
- Coordinate directly with market actors (manufacturers, distributors, retailers, contractors)
- Collect full category heat pump sales data from participating distributors
- Lead reporting

- Under contract to DEEP
- Overseen by DEEP and Advisory Council
- Supported by Regional Conveners

# Required Evaluation Types

## Primary: Market Evaluation

- Regional market trends
  - Heat pump market share
  - Market trends and dynamics, such as types of equipment sold
  - Distributor and contractor participation and practices
  - Equipment and installation costs

## Secondary: Process Evaluation

- Real-time feedback for actionable improvement and learning
  - Usability and participant experience across Hubs
  - Effectiveness of outreach strategies
  - Program performance

**Impact Evaluation is not in scope at this time.**

# Key Expectations

## Coordinated Planning

- Bidders are asked to summarize proposed evaluation studies, the number of individual studies, and the focus and scale of each study
- The Evaluator will refine this initial proposal into an Evaluation Plan and update it annually, in collaboration with the program team

## Avoid Duplicative Efforts

- Leverage full category sales data and other data collected by the Regional Implementer
- Avoid unnecessary burden on market actors
- Coordinate with coalition states and state and utility heat pump programs to leverage data and insights from other evaluation activities in the region

## Deliverables

- Evaluation Plan, updated each year
- Market evaluations
- Process evaluations
- Three annual evaluation reports and a final report
- Presentations to Advisory Council and stakeholder groups
- Public-facing webinars



NEW ENGLAND  
HEAT PUMP  
ACCELERATOR

# Budget, Proposal Structure, Evaluation Criteria



# Logistics

## Budget

- Anticipated budget: \$3.5 million over 3.5 years
- Duration: June 2026 to October 2029

## Proposal Structure

- 25 pages maximum
- Does not include
  - Cover page and executive summary
  - Table of contents
  - Appendices and attachments

## Submission

- Submit proposals via CT Source, the State of Connecticut's contracting portal; requires registration
- Submit questions by February 18<sup>th</sup> via email: [DEEP.EnergyBureau@ct.gov](mailto:DEEP.EnergyBureau@ct.gov)

# Proposal Submission Instructions

- Eligible Bidders are required to organize their proposal consistent with the Submission Instructions in Part IV of the RFP: Required Proposal Submission Outline and Requirements. The organization and contents of the proposal should be organized as set forth in Section IV. Appendix C includes a Proposal Checklist for bidders.
- Proposals must use the budget template provided.
- Respondents will submit their proposals through the DAS state contracting portal (CT Source) which can be accessed here: <https://portal.ct.gov/DAS/CTSource/CTSource>
- All information submitted to DEEP is subject to the Freedom of Information Act (FOIA).
- If a Bidder believes a portion or portions of information submitted in a proposal exempt from FOIA disclosure, the Bidder must submit:
  - One complete, redacted version of the proposal for public posting, which must be clearly labeled PUBLIC,  
AND
  - One complete, unredacted version of the proposal for the Evaluation Team's review, which must be clearly labeled CONFIDENTIAL.
- DEEP will not redact the proposal. Anything submitted without a clear CONFIDENTIAL label will be available to the public.

# Important Dates

Event	Date
RFP Release	February 3, 2026
Bidders' Conference	February 17, 2026
Deadline for Submission of Written Questions to DEEP	February 18, 2026
DEEP Releases Responses to RFP Questions on DEEP Website	February 25, 2026
Proposal Due Date	March 13, 2026
Tentative Interviews*	April 6 – 10, 2026
Proposer Selection*	April – May 2026
Start of Contract*	June 2026

\*Future dates are subject to change.

# Proposal Evaluation Criteria & Weights

Evaluation Criterion Title	Percentage	Summary of Requirements and Criteria
Organizational Profile and Experience	30%	<ul style="list-style-type: none"> <li>•Organization’s Name, Address, and Contact Information</li> <li>•Organization’s Purpose, Mission, Vision, and Values</li> <li>•Relevant Organizational Experience</li> <li>•Key Results from Past Projects</li> <li>•Key Staff Experience and Qualifications</li> <li>•Organizational Management Plan</li> <li>•Grant Awards / Client References</li> </ul>
Strategy and Workplan	35%	<p>Detailed workplan responsive to Section II.C- Scope of Services. Strength of strategic approach and workplan, including:</p> <ul style="list-style-type: none"> <li>•Likelihood of achieving key performance measures, deliverables, and deadlines</li> <li>•Demonstration of clear understanding of the Scope of Work</li> <li>•Identification of best practices in delivering market and process evaluations</li> <li>•Overall quality of proposal, including completeness, clarity, attention to detail, adherence to instructions, and lack of errors</li> <li>•Response to priorities outlined in Scope of Work, including coordination touchpoints with the Implementers and Advisory Council</li> <li>•Identification of strategies for project management and communication with external parties</li> </ul>
Financial and Data Management	10%	<ul style="list-style-type: none"> <li>•Data Plan</li> <li>•Annual Budget and Revenues</li> <li>•Financial Standing</li> <li>•Financial Management Systems / Timekeeping / Accounting and Billing / Third Party Reimbursement</li> <li>•Federal Grants Systems</li> <li>•Potential Subcontractors / Subcontractor Costs and Oversight</li> <li>•History of Violations (financial or programming)</li> </ul>
Budget and Cost Competitiveness	25%	<ul style="list-style-type: none"> <li>•Proposed Budget and Line-Item Budget Form</li> <li>•Hourly Rate Table</li> <li>•Payment Structure</li> </ul>

# Evaluation, Selection, & Contracting Teams

## Proposal Evaluation Team

- Connecticut DEEP
- Maine Department of Energy Resources and Efficiency  
Maine Trust
- Massachusetts Department of Environmental Resources
- New Hampshire Department of Environmental Services
- Rhode Island Office of Energy Resources

## Selection & Contracting Team

- Connecticut DEEP

## Support Staff (No Role in Selection)

- Northeast Energy Efficiency Partnerships
- Northeast States for Coordinated Air Use Management



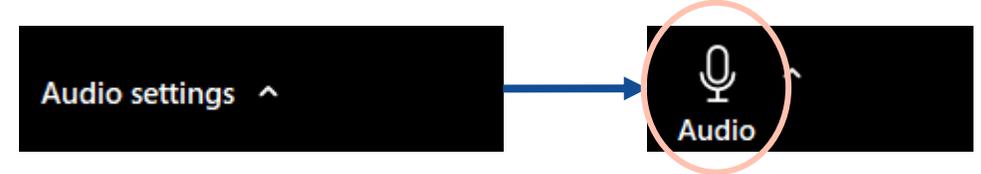
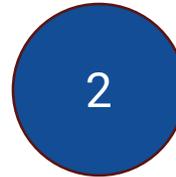
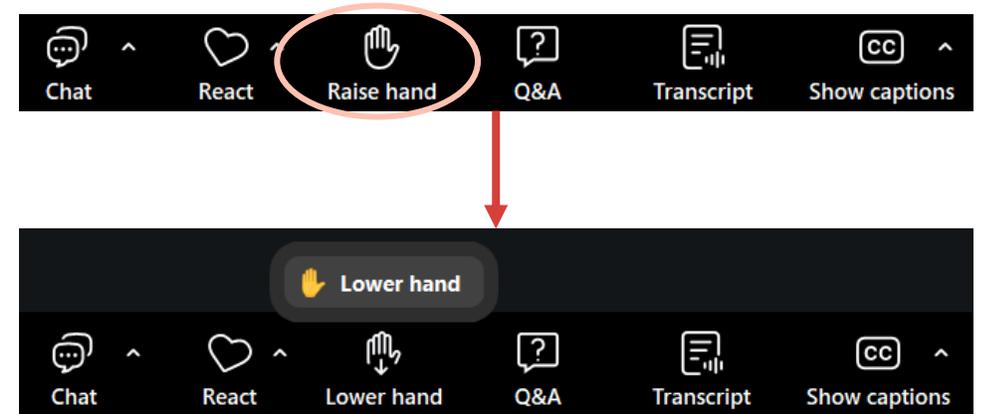
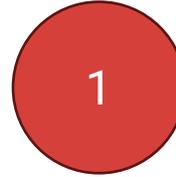
NEW ENGLAND  
HEAT PUMP  
ACCELERATOR

# Questions



# Questions?

- Please raise your hand and wait to be called on
  - To raise your hand, locate the “Raise hand” button at the bottom of the Zoom screen. Click the button once; it should change to “Lower hand.” A host will give you permission to talk; remain on mute until your name is called.
    - The “Audio settings” button in the bottom left corner will automatically change to the “Audio” button, which will allow you to unmute yourself once you are called.
- If time permits, we will also read out and respond to questions submitted via the Q&A function. All questions submitted via Q&A will be considered a written submission that will receive a response in writing.



Deadline for the submission of written questions to DEEP	Tomorrow, February 18, 2026
DEEP releases responses to questions on DEEP’s website	February 25, 2026
Bid due date	March 13, 2026 by 5 pm ET



**Thank you!**

**The Bidder's Conference has concluded.**

Please send any questions to [DEEP.EnergyBureau@ct.gov](mailto:DEEP.EnergyBureau@ct.gov)  
by tomorrow, February 18.