



**Procurement Form (FOR)**

**Effective Date:**  
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FSA\_PRO\_FOR\_0021

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**Document Title:**  
Evaluation Criteria - RFB

**Document Owner/Department:**  
Procurement Team

**Evaluation Criteria - ITQ**

*Instructions: Submit your firm's response in the sequence as listed below.*

**1. Experience and Qualification**

- a. Describe the general character of work performed by your firm.

Public Sector Consultants is an objective, nonpartisan research and consulting firm based in Lansing and Detroit. Our services have been used to advance innovative solutions to difficult public policy challenges in Michigan and beyond for more than 40 years. Offering a full suite of services in research, implementation, facilitation, and evaluation, PSC has served hundreds of local, state, and federal government agencies, nonprofit organizations, and private businesses. Since our founding in 1979, PSC has built a reputation as the consulting firm of choice for anyone working to better people's lives.

Clients use PSC's research, management, analytical, and advisory capacities to develop and implement policies and strategic plans; improve internal management; identify stakeholder priorities and address conflicts between corporate and community interests; and identify political, regulatory, and economic factors influencing corporate and agency decisions.

The firm is experienced in staffing complex organizations, managing sizable contracts, adhering to deadlines, and providing professional and clearly written reports. PSC has more than 60 employees and a roster of affiliated consultants.

PSC has been conducting program evaluations for more than 20 years. The firm is well versed in a variety of process and impact evaluation methods, including developing theories of change and logic models, qualitative and quantitative data collection using tools such as focus groups and multimode surveys, in-depth informant interviews, cost-effectiveness analyses, and comprehensive data analyses to yield deep insights and actionable findings. The strengths of the PSC evaluation strategy include the consistent focus on supporting project and program success, timely progress measurement, and informing the policy framework in which projects and programs operate. Specifically, PSC has a long history of conducting program evaluations for Michigan's public energy utilities, assessing customer service programs and providing program design consultation services.

- b. How many years' experience in work similar to the character to the scope of Work under this solicitation has your firm had.

\_\_\_\_20\_\_ as a Contractor/Consultant/Supplier

\_\_\_\_20+\_\_ as a Sub-Contractor

**2. References - References should reflect municipal agencies similar to GLWA and include recent projects of similar scope, size, and complexity as required by the minimum qualifications listed in this solicitation.**

- a. Firm - Provide three (3) client references using Tables below.

Project Name: Evaluation of the Michigan Energy Assistance Program	
Client Name (Project Owner): DTE Energy	Contact Person: Winston Feeheley
Telephone No.: 1 (517) 230-4145	Email Address: winston.feeheley@dteenergy.com



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**Project Description:**

Public Sector Consultants was engaged by DTE Energy to conduct an evaluation of the Michigan Energy Assistance Program (MEAP). This evaluation built on research conducted by PSC in 2015 and 2016 and was designed to assess progress in addressing the objectives and outcomes of the MEAP program. To provide a more comprehensive view of the success and reach of energy assistance programs, PSC expanded its 2017 evaluation approach to include other energy assistance programs including Michigan's Home Heating Credit (HHC) and the State Emergency Relief (SER) program. PSC's research was guided by a multi sector steering committee who reviewed and provided input on evaluation design and helped to engage stakeholders to participate in the evaluation process. PSC's evaluation took place in two phases. First, the team analyzed customer account data for recipients of energy assistance to determine the overall effects of energy assistance funding. Additionally, PSC's analysis created the opportunity for comparative analysis of the effectiveness of different program approaches. The second aspect of PSC's approach was review of secondary information such as grant reports and conduct interviews with key stakeholders. PSC prepared a final evaluation report summarizing key observations and presented this report to stakeholders.

Prime or Subcontractor for this project: n/a

Start Date: 3/2017

End Date: 12/2017

**Project Name:** Community Action Agency Needs Assessment

**Client Name (Project Owner):** Kent County

**Contact Person:** Susan Cervantes

**Telephone No.:**

**Email Address:**

susan.cervantes@kentcountymi.gov

**Project Description:**

Kent County Community Action (KCCA) contracted with PSC to conduct a community needs assessment to assess service gaps, identify resources to address these gaps, support organizational strategic planning, develop program priorities, and assist with program evaluation. PSC—in partnership with KCCA—collected data specific to poverty as it relates to age, gender, and race; presented key findings on the causes and conditions of poverty in the community; helped secure formal acceptance of the assessment from KCCA's governing board; and adhered to Community Services Block Grant Organizational Standards for this work. PSC's findings were developed to assist KCCA and its stakeholders in strategic planning discussions and to identify priority areas.

Prime or Subcontractor for this project: n/a

Start Date: 2/2019

End Date: 11/2019

**Project Name:** Demand Response Market Assessment

**Client Name (Project Owner):** MI Public Service Commission

**Contact Person:** Shay Gaffey



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Telephone No.: 517-335-1971

Email Address: gaffeys@michigan.gov

**Project Description:**

PSC conducted a market assessment to determine awareness and interest of large commercial and industrial customers (i.e., entities with demand higher than one Megawatt in a single location) in demand response programs or programs that encourage utility customers to reduce or shift electricity usage during peak periods in response to time-based rates or other forms of financial incentives. Coordinating with the utilities in the state, PSC gathered commercial and industrial customer load characteristics, business categorization, program participation history, and contact information. PSC conducted surveys and in-depth interviews that covered topics including: characteristics of large commercial and industrial operations throughout Michigan; awareness of and experience participating in DR programs; preference for different program or rate designs; and the adoption of technologies that could enable participation in demand response programs including energy management systems, storage, and on-site generation. Results of the study were used to inform the Statewide Demand Response Potential Study and policies and programs designed to improve the electric system efficiency throughout the state.

Prime or Subcontractor for this project: n/a

Start Date: 6/2017

End Date: 12/2017

Firm's Name: Public Sector Consultants

Solicitation Number: ITQ 2001694