

From Both Sides Now: Improving RFPs and Proposals for Better Programs

This panel is comprised on representatives from both sides of the proposal world: program administrators who write requests for proposals (RFPs) and consultants who write proposals in response to RFPs. The following program administrators will be speaking about their experience writing RFPs and judging proposals:

- Pierre Landry, Southern California Edison (SCE)
- Paul DeCotis, New York State Energy Research and Development Authority (NYSERDA)
- John Hargrove, Nevada Power

The following consultants will be speaking about their experience writing proposals and evaluating RFPs:

- Lori Megdal, Self
- Ed McGlynn, KEMA

The moderator of the panel is Kendall Youngblood from Energy Trust of Oregon. Before joining Energy Trust in early 2006, she spent 6 years writing proposals for ICF International (formerly known as ICF Consulting). Kendall will pose questions to the panelists to help bring to light best practices and lessons learned from these seasoned professionals to help session attendees understand how to write better RFPs and/or to respond with better proposals.

Topics that will be explored will include common RFP mistakes that prevent contractors from providing their best proposal; methods for contractors to use to communicate what the program administrator wants to hear even if they didn't know how to ask for it; common mistakes in proposals that prevent selection; and how to write an RFP so that you get the information you want. Improving RFPs and proposals makes for better programs, as they are designed well right from the start – in the conceptualization for the RFP and the articulation in the proposal.