

Town of Truckee

Proposal for Residential and Commercial Building Decarbonization Funding Strategy Analysis

October 17, 2025



2 Scope of Work

Task 1 Project Management

We believe that effective communication and project management is an integral part of a project's success. Rincon's Project Manager will be responsible for coordinating communication with the Town's Project Manager. We will work closely with the Town for the duration of the project to confirm that progress is carefully tracked, attention is drawn to any difficulties encountered, and the project is conducted in a highly professional manner. The project management team will also be involved in the quality assurance and review of all tasks and work products within this work program.

Task 1.1 Kick-off Meeting

Upon contract execution, Project Manager, Anna Yip, will work with Town staff to schedule a hybrid kick-off meeting. This meeting will provide an opportunity to refine and finalize the work plan and serve to establish the project management procedures including the project schedule, communication protocols, and invoicing requirements. During the meeting, the team will also establish goals and timelines for community engagement and the project overall. The Rincon team will provide the County with an agenda ahead of the meeting and follow up with meeting summary notes. Rincon's Project Manager will attend in-person, with the Director-in-Charge and Assistant Project Manager attending virtually.

Task 1.2 Progress Meetings

Rincon proposes to complete virtual biweekly meetings over the course of the project to maintain an open line of communication. We anticipate using these biweekly meetings to discuss progress-to-date, address any coordination items and technical requirements, and discuss deliverable feedback. As part of each meeting the team will also review the current budget and schedule progress. The Rincon team will provide the County with an agenda ahead of each meeting and follow up with meeting summary notes. Rincon's Project Manager will attend each meeting, inviting other team members on an as-needed basis.

Task 1.3 Quarterly Progress Reports

Rincon has a dedicated accounting and billing team to support the Town's grant reporting requirements in a timely manner. To meet the Town's grant reporting requirements, Rincon will complete quarterly progress reports that include a list of activities completed during the reporting term under each task. The report will also include the number of hours worked by each staff on each task during the reporting term.

Task 1.4 Invoicing

Rincon's dedicated accounting and billing team will submit monthly invoices to the Town by the 10th of each month. Invoices will provide a summary of the activities completed under each task and the number of hours worked by task for the applicable calendar month.

Assumptions

- Three Rincon staff will attend the kick-off call (one in-person, two virtually).
- The Project Manager will virtually attend biweekly Progress Meetings, with other team members joining on an as-needed basis.
- Progress Meetings will not be held during the public review period (Task 5.2).
- The project timeline is assumed to last ten months; any extensions would result in increased costs.

Deliverables

- Hybrid, 1 hour-long kick-off meeting attendance, agenda, and summary notes
- Virtual, 30-minute biweekly meeting attendance, agendas, and summary notes

- Quarterly Progress Reports (covering project duration; submitted to the Town by April 10th, July 10th, and October 10th)
- Monthly invoices (submitted to the Town by the 10th of each month)

Task 2 Cost and Funding Gap Analysis

Task 2.1 Identify Decarbonization Measures

Rincon, with advisory support from SERi, will work collaboratively with the Town to develop an initial list of up to fifteen decarbonization measures to be analyzed as part of this project based on industry best practice and our experience developing strategies across the state. Decarbonization measures will include energy efficiency, electrification, renewable energy, necessary supporting upgrades (e.g., electrical service upgrades), and relevant health and safety upgrades. Measures may also include load management and distributed energy resources. The measures will be based on Rincon's experience developing building decarbonization strategies across the State as well as for Nevada County. The list of measures will be developed based on the typical residential and commercial building use types and existing building conditions in Truckee (e.g., building age, size, condition, fuel types) as identified by an analysis of data provided by the Town. An additional more detailed building segmentation analysis can be completed as an optional task. This list of measures will serve as the starting point for the analysis, and will be refined through community engagement over the course of the project. Measures will be summarized in a Decarbonization Measure Memorandum.

Task 2.2 Cost Analysis

Rincon will estimate lifecycle (upfront and on-bill) costs for the building decarbonization measures identified in Task 2.1. Cost estimates will be parsed out by building type and equipment replacement scenario for each measure and will reflect equipment and efficiency measures appropriate for Truckee's climate. This will include analysis of cold weather heat pumps, electrical infrastructure upgrades including new circuits, panels, and service lines. Rincon will leverage existing local costs studies and collect additional cost data from TECH Clean California¹ and other sources as available to inform the cost estimates. A complete on-bill cost analysis would require detailed energy modeling and is outside the scope of this RFP. However, Rincon proposes to estimate on-bill costs utilizing available data from the statewide Local Codes and Standards program for Truckee's climate zone, to provide an order of magnitude estimate for on-bill cost impacts from electrification. Methodology and results will be summarized in a Cost and Funding Analysis Memorandum.

Task 2.3 Survey of Existing Funding Sources

Rincon will work with the Town to identify high-priority decarbonization measures based on the information gathered during Tasks 2.1 and 2.2. Rincon will then survey and summarize the available incentives for each of the primary appliances (HVAC, Water heating, stoves, dryers, and electrical infrastructure) as well as identify other funding sources for up to five high-priority measures. The survey will include Federal, State, and utility-based (i.e., Truckee Donner Public Utility District, Liberty Utilities, and Southwest Gas) rebates, incentive programs, tax credits, and financing products for existing residential and commercial buildings. The survey will identify income eligibility and the ability for funding sources to stack as well as other noteworthy applicability requirements for each funding source. Rincon will summarize the survey results in the Cost and Funding Analysis Memorandum, which will include a table of reviewed funding sources and their key requirements.

Task 2.4 Funding Gap Analysis

Rincon will conduct a funding gap analysis to compare the upfront and lifecycle costs identified in Task 2.2 to the available funding identified in Task 2.3. The analysis will be split into relevant eligibility categories including utility provider, income level, existing equipment fuel type, and building type. Methodology and results will be summarized in the Cost and Funding Analysis Memorandum, with tables breaking down the results. Later in the

¹ TECH Clean California. Heat Pump Data. Available at: <https://techcleanca.com/heat-pump-data/download-data/>.

workflow, under Task 5, Rincon will work with the Town to identify potential funding solutions and additional programs which could facilitate building electrification based on this funding gap analysis.

Assumptions

- All analyses will be limited by available data.
- Town staff will provide the data to support the building analysis in Task 2.1.
- Rincon and the Town will collaboratively identify up to 5 decarbonization measures to be high-priority for Task 2.3
- Town staff will provide one set of consolidated comments on each deliverable.

Deliverables

- Draft and Final Decarbonization Measure Memorandum (Microsoft Word and PDF)
- Draft and Final Cost and Funding Analysis Memorandum (Microsoft Word and PDF)

Task 3 Residential Engagement

Task 3.1 Identify Residential Outreach Priorities

Our experience with community engagement for building electrification in other communities including the cities of Berkeley, Sacramento, and San Mateo makes us well versed in the barriers that residential communities face to building decarbonization and skilled in discussing these topics with electrification skeptics. Additionally, our work in Nevada County and our partners at SERi gives our team local context to understand the unique characteristics of these barriers that define building electrification locally. These barriers include upfront costs, aesthetic preferences, panel upgrades, energy bill burdens, political concerns, housing affordability, tenant protections, and displacement. They are felt by residents living on low incomes, residents living in mobile and manufactured homes, renters, property owners of rental units, residents with limited English proficiency, seniors, and residential who are medically dependent on electricity among many others. Working with Town staff, Rincon will identify the residential communities facing unique barriers to building decarbonization in Truckee based on the building and cost analyses completed under Tasks 2.1 and 2.2 (as well as demographic insights from the optional Task 2.1.1). Rincon will produce a matrix outlining residential communities of focus along with the specific barriers each may face.

Task 3.2 Develop Residential Engagement Strategy

To avoid duplicating efforts, Rincon will review the Town of Truckee's prior outreach efforts on building decarbonization. Rincon will then work with Town staff to develop a residential engagement strategy that will outline our proposed approach to meaningfully engage with the communities of focus identified in Task 3.1. This strategy will include the following:

- **General Approach:** Engagement goals, facilitation best practices, and language access considerations to ensure inclusive participation.
- **Marketing Plan:** Recommended outreach and advertisement steps to promote upcoming engagement opportunities and maximize attendance and input.
- **Meetings Plan:** A detailed plan for each engagement activity, including desired outcomes:
 - o Three (3) in-person focus groups with communities identified in Task 3.1.
 - o Ten (10) interviews (both virtual and in-person) with stakeholder group representatives (e.g., members of communities of focus, employees of organizations that work with communities of focus).
 - o One (1) virtual survey to broaden participation.
- **Timeline:** A proposed schedule for marketing efforts and engagement activities, aligned with project milestones.

The engagement strategy will be designed to surface barriers to building decarbonization and inform the development of equitable funding mechanisms. Rincon will coordinate closely with SERi to ensure the approach reflects local context and builds on trusted relationships.

Task 3.3 Conduct Residential Engagement

Rincon and SERi will collaboratively implement the residential engagement strategy developed in Task 3.2, using a locally grounded, equity-centered approach. Rincon brings deep experience in community engagement, particularly with communities that may be skeptical of planning efforts. Our approach centers on understanding barriers to participation and fostering meaningful, inclusive dialogue.

We will coordinate with Town staff to finalize logistics, secure venues, and confirm language access needs. SERi will conduct outreach to local organizations and community leaders to recruit participants for focus groups and interviews. When appropriate, the Town will support sending invitations, particularly to hard-to-reach communities who may be more receptive to formal outreach from the Town. Rincon will prepare tailored engagement materials, including visual aids and plain-language summaries of technical concepts, and will brief interpreters in advance to ensure clarity and cultural relevance. Focus groups will be facilitated in person by Anna Yip and SERi staff, using structured discussion guides to surface barriers, concerns, and opportunities related to building decarbonization. Interviews will be conducted virtually and in-person by Rincon staff. The survey will complement qualitative findings and be distributed through SERi's outreach channels and Town networks. Based on community feedback, Rincon will work with the Town to develop community-informed priorities to refine the final list of decarbonization measures.

To close the loop, the team will send follow-up emails summarizing lessons learned and explaining how input will inform the Equitable Funding Strategy, building trust and encouraging future engagement.

Task 3.4 Residential Engagement Summary

Rincon will prepare a Residential Engagement Summary that documents all engagement activities conducted under Task 3.3. The summary will include key metrics such as attendance, interview and survey response rates, and demographic representation. It will synthesize the barriers to building decarbonization identified through focus groups, interviews, and survey responses, and clearly describe how community feedback will inform the Equitable Funding Strategy.

Assumptions

- Town staff will coordinate with Rincon to ensure Spanish translation and/or interpretation services are arranged at the Town's expense, as needed.
- Town staff will secure venues and cover costs for in-person focus group meetings and interviews and will print any required materials.
- Town staff will support the advertisement of the virtual survey and will send invitations for interview and focus group participation when appropriate.
- Virtual events may be made in-person or additional events may be added to the scope for additional costs.
- Town staff will provide one set of consolidated comments on draft deliverables.

Deliverables

- Draft and Final Matrix of Residential Communities of Focus
- Draft and Final Residential Engagement Strategy (Microsoft Word and PDF)
- Three (3) in-person focus groups (up to 1.5 hour each)
- Ten (10) interviews with stakeholder group representatives (up to 45 minutes each); five (5) in-person and five (5) virtual
- One (1) virtual survey
- Draft and Final Residential Engagement Summary (Microsoft Word and PDF)

Task 4 Business Engagement

Task 4.1 Initial Business Engagement

To receive feedback from the business community, Rincon and SERi will conduct four (4) separate interviews with the key business associations listed in the RFP. These interviews will also identify additional businesses or business types for further engagement, including those that are hard to reach or uniquely positioned to inform the Equitable Funding Strategy. SERi's experience with Sierra-based contractors and business owners will support this outreach, while the Town may assist with invitations when formal outreach is more appropriate. The team will document lessons learned in follow-up emails to participants, including how their input will inform next steps. Two (2) of these interviews will be held in-person and two (2) will be held virtually.

Task 4.2 Broader Business Engagement

Based on the input received in Task 4.1, Rincon and SERi will perform the following:

- Conduct four (4) interviews, both in-person and virtual, with businesses identified for further engagement.
- Facilitate one (1) virtual focus group of Truckee business and commercial property owners.
- Develop and administer one (1) survey to reach a broader range of small businesses and commercial property owners.
- Host one (1) in-person workshop at an existing event such as the Chamber of Commerce's Lunch and Learn.

The team will document lessons learned from each engagement activity in follow-up emails to be sent to participants. Based on feedback from the business community Rincon will work with the Town to develop a set of community priorities/criteria which can be used to refine the final list of decarbonization measures. Explanations of how this input will be used to inform the Equitable Funding Strategy will also be included.

Task 4.3 Business Engagement Summary

Rincon will prepare a Business Engagement Summary that documents all engagement activities conducted under Tasks 4.1 and 4.2. The summary will include key metrics such as attendance, interview and survey response rates, and demographic representation. It will synthesize the barriers to commercial building decarbonization and clearly describe how the feedback will inform the Equitable Funding Strategy.

Assumptions

- Town staff will coordinate with Rincon to ensure Spanish translation and/or interpretation services are arranged at the Town's expense, as needed.
- Town staff will coordinate and schedule the in-person workshop with the existing event manager and will print any required materials.
- Town staff will secure venues and cover costs for in-person interviews and will print any required materials.
- Town staff will support the advertisement of the virtual survey and will send invitations for interview and focus group participation when appropriate.
- Virtual events may be made in-person or additional events may be added to the scope for additional costs.
- Town staff will provide one set of consolidated comments on draft deliverables.

Deliverables

- Four (4) interviews with key business associations (up to 45 minutes each); two (2) in-person and two (2) virtual
- Four (4) virtual interviews with additional businesses or business types (up to 45 minutes each); two (2) in-person and two (2) virtual
- One (1) virtual focus group of Truckee business owners and commercial property owners (up to 1.5 hour)
- One (1) virtual survey
- One (1) in-person workshop at an existing event (up to 2 hours)

- Draft and Final Business Engagement Summary (Microsoft Word and PDF)

Task 5 Equitable Funding Strategy Development

Task 5.1 Administrative Draft Equitable Funding Strategy

Building off our experience identifying funding opportunities for building electrification in the Bay Area and developing funding strategies for Climate Action Plans, Rincon will utilize the results of Tasks 2, 3, and 4 to develop an Administrative Draft Equitable Funding Strategy. This funding strategy will address the residential and commercial barriers to decarbonization identified during the scope of this project and recommend specific funding mechanisms that are inclusive, transparent, and accessible. The Strategy will include:

- **Introduction:** Introduces the purpose of the strategy and its role in supporting Truckee's decarbonization goals through equitable funding mechanisms for residential and commercial buildings.
- **Summary of Engagement:** Summarizes key insights from residential and business engagement activities, highlighting barriers, priorities, and values expressed by community members and stakeholders. The Residential and Business Engagement Summaries will be combined to create this section.
- **Building Decarbonization Measures:** Describes the high-priority decarbonization measures identified for analysis, including electrification, energy efficiency, and supporting upgrades tailored to Truckee's building stock. The Decarbonization Measure Memorandum will be used to create this section.
- **Cost and Funding Gap Analysis:** Presents estimated costs for implementing decarbonization measures and compares them to available funding sources, identifying gaps by building type, income level, and fuel source. The Cost and Funding Analysis Memorandum will be used to create this section.
- **Funding Mechanisms and Program Models:** Recommends specific funding mechanisms (e.g., rebates, grants, on-bill and other financing tools) and delivery models to address gaps and ensure accessibility.
- **Implementation Recommendations:** Provides narrative, high-level guidance on prioritizing funding mechanisms for implementation based on relative GHG reduction potential and cost-effectiveness.
- **Technical Appendices:** To keep the strategy accessible, detailed analysis (such as cost modeling, funding source tables, and building data) will be included in appendices for transparency and reference.

Task 5.2 Final Draft Equitable Funding Strategy

Based on feedback provided by Town staff on the Administrative Draft Equitable Funding Strategy, Rincon will develop a Public Draft Equitable Funding Strategy. This Public Draft will be released for a public review period (up to four weeks). Rincon will collect and incorporate comments. Edits will be made in the Final Equitable Funding Strategy and a short summary of the comments collected and edits made will be provided to the Town.

Assumptions

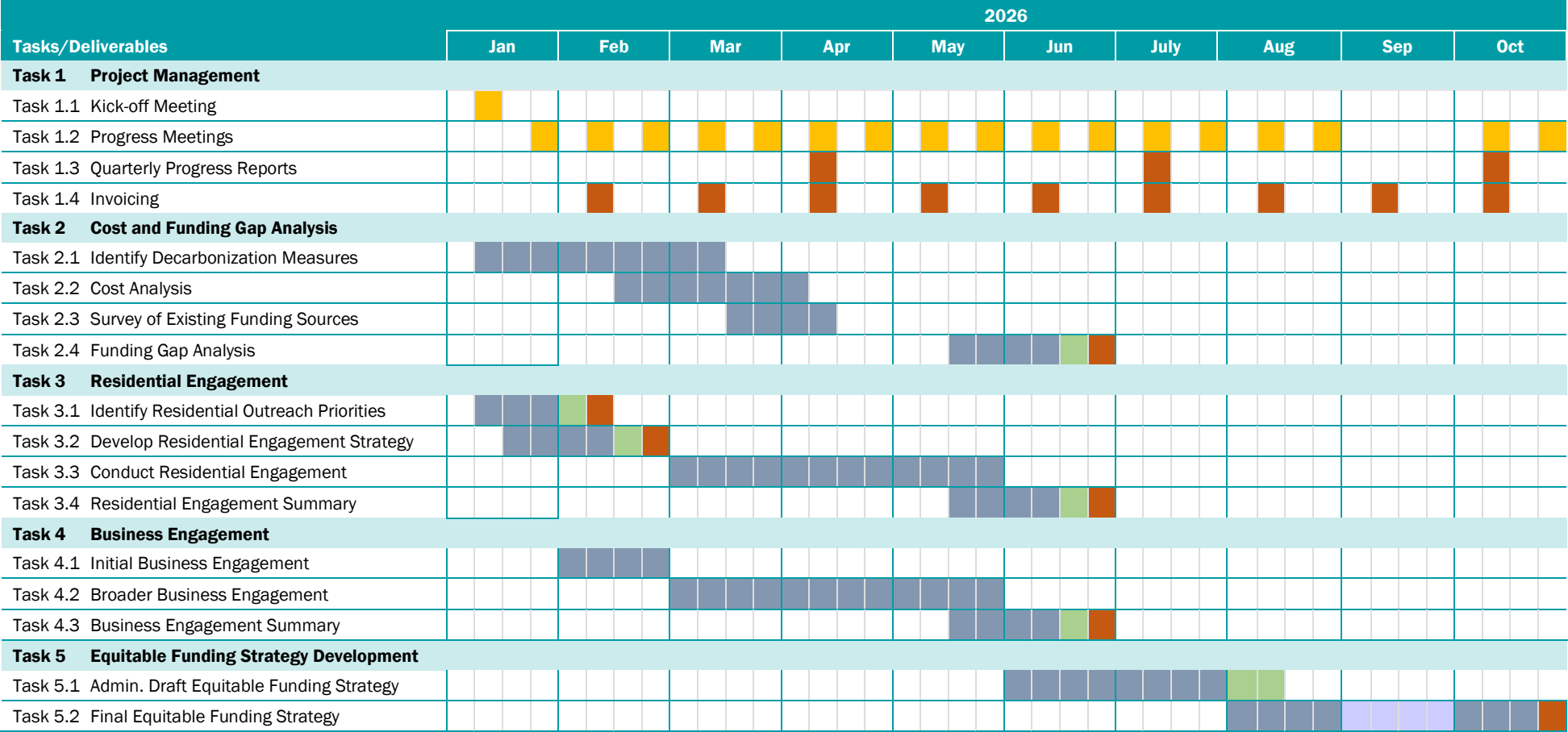
- Deliverables from previous tasks will be used to develop certain sections of the Equitable Funding Strategy.
- Town staff will be responsible for any translation services.
- Town staff will provide one set of consolidated comments on the Administrative Draft Equitable Funding Strategy; edits and comments from Town staff will not be significant on the Public and Final Drafts.
- Town staff will oversee the public review period, including outreach and advertisement.
- Town staff will provide guidance on responding to conflicting public comments or public comments that would result in significant changes to the Strategy.

Deliverables

- Administrative Draft Equitable Funding Strategy (Microsoft Word and PDF)
- Public Draft Equitable Funding Strategy (Microsoft Word and PDF)
- Final Draft Equitable Funding Strategy (Microsoft Word and PDF)
- Summary of Public Comment (Microsoft Word and PDF)

3 Proposed Schedule

The Rincon team is prepared to begin the work program described in this proposal immediately upon authorization to proceed. As depicted on the following chart, Rincon proposes to adhere to an expedited schedule that allows the project to be completed in roughly six months.



Key	
Project Team Work in Progress	Deliverable
Town Review	Client/Consultant Meetings
Public Review	

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4 Cost Proposal

Cost Estimate

Tasks/Deliverables		Estimated Cost
Task 1	Project Management	\$10,973
Task 1.1	Kick-off Meeting	\$2,187
Task 1.2	Progress Meetings	\$5,304
Task 1.3	Quarterly Progress Reports	\$1,136
Task 1.4	Invoicing	\$2,346
Task 2	Cost and Funding Gap Analysis	\$26,578
Task 2.1	Identify Decarbonization Measures	\$7,208
Task 2.2	Cost Analysis	\$8,108
Task 2.3	Survey of Existing Funding Sources	\$6,944
Task 2.4	Funding Gap Analysis	\$4,318
Task 3	Residential Engagement	\$27,019
Task 3.1	Identify Residential Outreach Priorities	\$5,482
Task 3.2	Develop Residential Engagement Strategies	\$4,792
Task 3.3	Conduct Residential Engagement	\$13,386
Task 3.4	Residential Engagement Summary	\$3,359
Task 4	Business Engagement	\$16,189
Task 4.1	Initial Business Engagement	\$4,362
Task 4.2	Broader Business Engagement	\$8,468
Task 4.3	Business Engagement Summary	\$3,359
Task 5	Equitable Funding Strategy Development	\$22,382
Task 5.1	Draft Equitable Funding Strategy	\$11,760
Task 5.2	Final Equitable Funding Strategy	\$10,622
Total Labor		\$103,141
Expenses		\$5,084
TOTAL		\$108,225

Rincon Direct Expenses	Rates	Units	Estimated Cost
Mileage	\$0.67 per mile	125	\$84
Mini-grant for Sierra Energy Reimagined	\$5,000.00 flat fee	1	\$5,000

Standard Fee Schedule for Environmental Sciences and Planning Services

Professional, Technical and Support Personnel*	January 1, 2025 – December 31, 2025
Senior Principal	\$330
Principal	\$318
Director	\$318
Senior Supervisor II	\$302
Supervisor I	\$282
Senior Professional II	\$264
Senior Professional I	\$246
Professional IV	\$218
Professional III	\$203
Professional II	\$180
Professional I	\$160
Associate III	\$135
Associate II	\$121
Associate I	\$113
Field Technician	\$97
Technical Editor	\$152
Project Accountant	\$129
Billing Specialist	\$111
Publishing Specialist	\$124
Clerical	\$111

* Professional classifications include environmental scientists, urban planners, biologists, geologists, marine scientists, GHG verifiers, sustainability experts, cultural resources experts, data technology experts, and other professionals. Expert witness services consisting of depositions or in-court testimony are charged at the hourly rate of \$400.

Reimbursable Expenses

Direct Cost	Rates
Photocopies – B/W	\$0.25 (single-sided), \$0.45 (double-sided)
Photocopies – Color	\$1.55 (single-sided), \$3.10 (double-sided)
Photocopies – 11" by 17"	\$0.55 (B/W), \$3.40 (color)
Oversized Maps	\$8.50/square foot
Digital Production	\$15/CD, \$20/flash drive
Light-Duty and Passenger Vehicles*	\$90/day
4WD and Off-Road Vehicles*	\$150/day

* Current IRS mileage rate for mileage over 50 and for all miles incurred in employee-owned vehicles.

Direct Costs. Other direct costs associated with the execution of a project, that are not included in the hourly rates above, are billed at cost plus 16%. These may include, but are not limited to, laboratory and drilling services, subcontractor services, authorized travel expenses, permit charges and filing fees, mailings and postage, performance bonds, sample handling and shipment, rental equipment, and vehicles other than covered by the above charges.

Annual Escalation. Standard rates subject to 3.5% annual escalation, on January 1.

Payment Terms. All fees will be billed to Client monthly and shall be due and payable upon receipt or as indicated in the contract provisions for the assignment. Invoices are delinquent if not paid within 10 days from receipt or per the contractually required payment terms.