

RFP: EERMC-2023-01

Questions Received by 8/28/2023

Questions and Responses:

1. *Does the EERMC have a project budget for this campaign?*

The Council is currently proposing \$110,000 for this project, but retains the ability to reallocate funds as it deems necessary.

2. *Is there an incumbent for this project?*

No, there is not an incumbent entity currently doing this work on behalf of the Council.

3. *Do you envision an earned media component of this campaign, or do you see it primarily as a paid media campaign?*

The Council is open to both media components and would encourage vendors to suggest their recommended strategy within their proposals.

4. *Are you accepting vendors outside of Rhode Island?*

Yes, vendors outside of Rhode Island are welcome to submit proposals.

5. *Are there any specific strategies (e.g., out of home, direct mail, social media, etc.) that have worked well for the organization in the past?*

This is the Council's first public awareness campaign.

Questions Received by 8/2/2023

Questions and Responses:

1. *Will there be any members of your team that will be involved in the campaign production process (creative direction, writing, design, etc)*

Yes, the Energy Efficiency and Resource Management Council ("EERMC" or "the Council") Education Committee (including Council members, Council consultants, and Office of Energy Resources staff) will provide input into creative direction, and all final materials or initiatives will be reviewed by the full Council before publication or distribution.

2. *Are you requiring creative direction for the proposal stage? (Ideas, design, etc)*

Creative direction can be developed once a vendor is selected, in coordination with the EERMC Education Committee.

3. *Do you have a strategy in place, or would we be starting from scratch?*

The Council does not currently have an outreach and communications strategy in place.

4. *How would you like to track/measure your goals?*

Vendors may recommend engagement goals and metrics to accompany their proposed public awareness campaign.

5. *Are there currently brands that you want to emulate?*

The selected vendor can solicit direction around design inspiration and influences from Council members during an initial discovery process.

6. *When was the last time (company name) has undergone user/customer experience analysis, strategic communications plan, and/or story and messaging updates?*

The EERMC is currently undergoing a branding and communications refresh in 2023 to promote understanding of the Council's role. The selected vendor will be expected to use and build on any updated branding, messaging, or marketing materials with the proposed public awareness campaign.

7. *It would be especially helpful to break this down by category (Overall Strategy/Support, Social Management, Campaigns, Media Spend, Video Production, Etc.).*

The EERMC is open to all workstream categories listed above and encourages vendors to make such recommendations in their proposals.

8. *Has there been anything done in order to prep for this project?*

The Council is currently undergoing a branding and communications refresh initiative. This will provide updated branding and messaging in preparation for this project. The Council has also recently developed educational videos on energy efficiency which may be used in this effort.

9. *Would love to hear how you heard about us, if we were referred, etc.*

The request for proposals was shared with communications vendors throughout Rhode Island.

10. *What is the size of your current contact list (emails)?*

The Council's current email distribution list contains approximately 50 stakeholder contacts and is used primarily for meeting notifications. For any broader communications with the general public, the Council currently relies on contact lists and email subscription services maintained by the Rhode Island Office of Energy Resources.

11. *Can you share what the anticipated budget for media buy?*

The Council has not specifically allocated funds toward media, but vendors may recommend media efforts and associated budget estimates in their proposals.

12. *It would be especially helpful to make suggestions based on a budget – Do you have a specific budget that you would like to stay within for a project like this?*

The Council is currently proposing \$110,000 for this project across both phases 1 and 2, but retains the ability to reallocate funds as it deems necessary.

13. *If you'd like the campaign to include video footage, what is the expectation level for your desired type of production? See our proposed options:*

Option 1: half-day shoot

Option 2: half-day shoot & editing

Option 3: full day shoot

Option 4: Full day shoot & editing

The Council is not proposing specific video footage requirements at this time. A vendor may propose including video footage as a part of their proposal.

14. *What is the budget range you are considering for this effort. As the Phase 2 portion of the budget is contingent on approval, are there specific acceptable budget ranges associated with each task or will proposals only be considered on a total cost of the full project including all tasks?*

The Council is currently proposing \$110,000 for this project across both phases 1 and 2, but retains the ability to reallocate funds as they deem necessary. Vendors are welcome to propose budget breakdowns by category or task.

15. *Are appendices that include visual graphics accepted?*

Yes, appendices may include visual graphics.

16. *Would paid advertising, such as production of TV or social media advertising be an acceptable component in the Task 2 cost proposal?*

Yes, advertising through TV or social media could be acceptable components for Phase 2.