

RFP: EERMC-2024-01

Questions Received by 2/5/2024

Questions and Responses:

1. *What is the budget range that is being considered for this effort?*

The Council is currently proposing \$85,000 for this initiative, but retains the ability to reallocate funds as it deems necessary.

2. *Is it anticipated this deadline will be extended?*

The Council is not currently anticipating extending the submission deadline.

3. *Does the vendor have a budget range or cap for this RFP?*

The Council is currently proposing \$85,000 for this initiative, but retains the ability to reallocate funds as it deems necessary.

4. *Should bidders include a paid media budget for phase/task 2, the implementation of the media campaign, in our cost proposal? Or is there a separate budget for the media buy, and vendors should solely factor the cost of their time to perform the deliverables and subtasks associated with the project's scope of work?*

There is not currently a separate budget for media buy. Bidders should include any recommended paid media budgets within their cost proposals.

5. *Does the EERMC have any in-house capacity relative to the scope of the project (e.g. staffing in-person events, in-house printing, etc.) that should be factored in considering those expenses? Or should bidders budget to perform all aspects of the communications campaign?*

The EERMC has limited in-house capacity and resources. Bidders should develop budgets that accommodate all expenses necessary to complete their proposed campaign deliverables. The Council is supported by a consultant team that will primarily oversee and guide project implementation.

6. *How many and which energy efficiency programs currently exist and are currently available to be marketed through this campaign? Please share program summaries or link to program sign-up pages/FAQs for those that are available.*

The energy efficiency programs are managed and implemented by the utility, Rhode Island Energy. The various programs, incentives, and rebates can be found on the Rhode Island Energy website at <https://www.rienergy.com/RI-Home/Energy-Saving-Programs/>. Programming is available for residential, commercial, and industrial utility customers.

7. *Does the EERMC have existing brand guidelines for the selected vendor to use while designing the campaign?*

The EERMC is in the process of rolling out a re-brand and is finalizing associated brand guidelines. These guidelines are expected to be ready at the time of contracting.

8. *What is the desired call to action for the public awareness campaign?*

The selected vendor will be expected to facilitate an initial discovery process to solicit direction from Council members on target audience, messaging, call to action, etc.

9. *What is the frequency of regularly scheduled Council meetings the vendor would be required to attend? (see page 12)*

The selected vendor will be expected to attend regular check-in meetings with a core project team including members of the Council consultant team and the Office of Energy Resources. The frequency of these check-ins can be determined by the project team; biweekly has worked well for past education-related projects. Additionally, the vendor will be expected to attend EERMC Education Committee meetings occasionally as needed to provide updates and solicit feedback from Council Members. The vendor will also be expected to present at a more limited number of full Council meetings. In-person attendance may be preferred in some cases, but all Council meetings have a virtual option.

10. *In efforts to accommodate residents without transportation and/or limited availability and maximize administrative funds, is the EERMC amenable to virtual information sessions to solicit public input and/or events?*

Yes, the EERMC is amenable to virtual information sessions to solicit public input or for hosting events.

11. *Does the vendor need to include printing and advertising costs, or will that be done in-house?*

The vendor should include any printing and advertising costs that they would recommend as a part of the campaign within their proposal and budget.

12. *Would submitting an offer for this RFP preclude the vendor from submitting a proposal for any potential implementation RFPs for future energy programs in Rhode Island?*

Any potential conflicts of interest for this or future RFPs would need to be disclosed and addressed on an individual basis.

13. *If the selected vendor has a subcontractor who is awarded the utility market as a contractor in Rhode Island, would this disqualify the vendor for this or future RFPs?*

Any potential conflicts of interest for this or future RFPs would need to be disclosed and addressed on an individual basis.

14. *Does EERMC have an available budget for this opportunity?*

The Council is currently proposing \$85,000 for this initiative, but retains the ability to reallocate funds as it deems necessary.