



RFP Release Date: April 16, 2024
Bidder Questions Due: May 10, 2024
Answers Posted: May 13, 2024
Proposals Due: May 15, 2024

Request for Proposal

Efficiency Vermont Brand Campaign

Summary

VEIC, a mission-driven, nonprofit organization dedicated to reducing the economic and environmental costs of energy use, is seeking proposals for the Efficiency Vermont Brand Campaign.

Responses to this Request for Proposal (RFP) must be delivered electronically to VEIC by **5:00 p.m. EDT on May 15, 2024**. VEIC will not accept responses submitted after **5:00 p.m. EDT**. Please submit your response via e-mail to Anna Fitzgibbons, afitzgibbons@veic.org and Penny Nichols, pnichols@veic.org with ***RFP Submittal for Efficiency Vermont Brand Campaign*** in the subject line.

VEIC will respond to questions regarding this RFP only as follows: VEIC will receive questions regarding requirements and scope of work up to **5:00 p.m. EDT on May 10**, via e-mail to afitzgibbons@veic.org and pnichols@veic.org with ***RFP Questions for Efficiency Vermont Brand Campaign*** in the subject line. When appropriate, please refer to the RFP page number and section heading for ease of navigation and response. VEIC will post answers on the VEIC website <https://www.veic.org/requests-for-proposals> no later than **May 14, 2024**.

Background

Efficiency Vermont is operated by Vermont Energy Investment Corporation ("VEIC") as an Energy Efficiency Utility under an Order of Appointment by the Vermont Public Utility Commission. Efficiency Vermont was created in 2000 by the Vermont Legislature and the Vermont Public Utility Commission as a first-of-its-kind, statewide Energy Efficiency Utility, designed to help all Vermonters reduce energy costs, strengthen the economy, and protect Vermont's environment. Efficiency Vermont serves about 250,000 households.

Project Overview

Efficiency Vermont seeks a creative partner to assist with the production of a multimedia campaign that increases familiarity with our brand and positions us as a trusted partner for Vermonters – educating them about actions they can take to contribute to a more sustainable future.

Efficiency Vermont intends to create a simple, approachable media campaign that engages Vermonters wherever they are on their journey to a more energy-efficient lifestyle. Ultimately, our goal is to help Vermonters understand how to make their homes more efficient, with help and support from Efficiency Vermont. With our customer story-based campaign concept, we envision an approach that inspires our customers to take actions on their journey toward sustainability.

Channels where the campaign creative will most likely appear, include:

- Broadcast TV
- Streaming video
- Streaming audio
- Radio
- Digital display
- Social media
- Print

Scope of Work

By submitting a response to this RFP, the Bidder acknowledges understanding and acceptance of this Scope of Work and agrees to fulfill all of its terms in the event of a contract award.

The primary objective is to deliver media campaign deliverables on or before **July 15, 2024**.

RFP responders may elect to subcontract to fulfill any of the services and with subcontracting subject to VEIC's approval.

The scope of work includes the following and is related to the planned media campaign:

1. **Creative execution:** bring the campaign concept to life with creative direction from Efficiency Vermont, producing creative for different channels and forms of media. The following services may need to be provided:
 - a. Editing
 - b. Design and/or sourcing of creative assets
 - c. Videography, photography, and/or audio production
 - d. Scouting talent, as needed
 - e. Resizing/reformatting and packaging
2. **Project Management:** Manage work to meet deadlines, document client feedback and decisions, and maintain regular communication with Efficiency Vermont staff;

3. **Delivery and close out:** Provide all creative files in all required formats (per Efficiency Vermont's media plan), and raw assets as necessary.

The selected partner shall plan to prepare and produce the following project deliverables:

A series of videos featuring customers who have improved their home or business' efficiency, or played a role in a project. Efficiency Vermont will identify each customer to be included in the campaign and will prepare them for their participation. Each video will dive into a unique topic area, including:

- Weatherization (residential)
- Heat pumps (residential)
- Efficiency Excellence Network (contractor)
- Multifamily building
- Prominent community business (e.g., a general store)

The deliverable specifications include:

- Five long-form videos (up to 2 minutes)
- Five :30 video cuts
- Five :15 video cuts
- Three :30 radio/audio spots
- Three :15 radio/audio spots

Successful completion of this work requires a thorough understanding of and adherence to Efficiency Vermont brand style guidelines. The creative partner shall plan for up to three rounds of creative review prior to approval.

Performance Period

Work under this RFP will commence immediately upon Contract execution and go through December 31, 2024. VEIC reserves the option to extend the contract past December 31, 2024 and may opt to renew the contract through December 2025 without reissuing an RFP. Additional services beyond the mentioned scope of work will be negotiated as needed.

Project Budget

The budget for this work is \$60,000. Proposals should include a pricing model inclusive of the services listed in the Scope of Work.

The proposed fee structure shall be inclusive all labor fees, reimbursable costs, and any and all indirect and other costs to be incurred by the Bidder and subcontractors to complete the scope of work. The budgets do not include possible ongoing support, maintenance, and revisions to refresh

the materials. Such ongoing services would be negotiated independently.

RFP and Implementation Schedule

VEIC will attempt to adhere to the following schedule but reserves the right to adjust the schedule as needed. Any changes to this schedule will be communicated through the VEIC website:

<https://www.veic.org/requests-for-proposals>.

RFP release	April 16, 2024
Bidders Questions Due	May 10, 2024
Answers posted	May 13, 2024
RFP responses due	May 15, 2024
Selection review period ends	May 17, 2024
Selection and contract negotiations	May 20, 2024 to May 24, 2024
Performance period begins	May 28, 2024

Proposal Requirements

Responses to this Request for Proposal must be delivered electronically by 5:00 p.m. EDT on May 15, 2024. Responses submitted after 5:00 p.m. EDT will not be accepted. Complete responses must be submitted electronically via e-mail to: Anna Fitzgibbons, afitzgibbons@veic.org and Penny Nichols at pnichols@veic.org and with **RFP Submittal for Efficiency Vermont Brand Campaign** in the subject line. Only complete proposals will be considered.

Responses should be no more than 15 pages in length, be formatted to standard letter paper size (8.5" x 11") with 1-inch margins all around and a common font set to 11- point or larger. All responses must include a cover letter with the primary person's contact information. Responses must have all the required information assembled into one (1) PDF file.

Please include the following with your submission and in the following order:

1. Cover letter
2. A description of experience
3. A complete description of the proposed approach and capability to address the project objectives
4. A proposed fee structure for the campaign
5. A link to previous work, if available
6. At least two examples or case studies of similar work your firm has provided to other clients
7. At least three (3) references that have used your professional services for a similar project. Include contact name, company, email and phone number.

Evaluation Criteria

Proposals that meet the RFP requirements will be reviewed by VEIC. At VEIC's discretion, Bidders may be asked to provide clarifications or address specific questions.

Proposals will be evaluated on the following criteria:

• Responsiveness to RFP	30
• Proven experience	20
• Proposed methodology	20
• Cost effectiveness	20
• Vermont-based	10
Total points available	(100)

Insurance Requirements

Before commencing work, the selected Service Provider shall provide Certificates of Insurance to show that the following minimum coverages are in effect. Additional insurance may be required and VEIC will confirm final insurance requirements prior to issuance of a contract. The full list of requirements are outlined in the Efficiency Vermont Standard Contract (Appendix A).

Where applicable the Certificates of Insurance shall name VEIC as an Additionally Insured party. All policies shall be non-cancelable without 30 days' prior written notice from the insurance carrier to VEIC. It is the responsibility of the Contractor to maintain current Certificates of Insurance on file with VEIC throughout the term of this Contract.

Workers' Compensation: With respect to all operations performed under this Contract, the Contractor shall carry, if applicable, workers' compensation insurance in accordance with the laws of the State and any other state in which it is performing the Contract Scope of Work.

General Liability and Property Insurance: With respect to all operations performed under this Contract, the Contractor shall carry general liability insurance having all major divisions of coverage including, but not limited to:

- Premises – Operations
- Independent Contractors' Protective
- Products and Completed Operations (where appropriate)
- Personal Injury Liability
- Contractual Liability

The policy shall be on an occurrence form and limits shall not be less than:

- \$1,000,000 per Occurrence
- \$1,000,000 General Aggregate
- \$1,000,000 Products / Completed Products Aggregate (where appropriate)
- \$50,000 Fire Legal Liability

Automotive Liability: The Contractor shall carry automotive liability insurance covering all motor vehicles, no matter the ownership status, used in connection with this Contract. Limits of coverage shall not be less the amount required by any applicable state law.

Limitation

This RFP does not commit VEIC to award a contract or to pay any costs incurred in the preparation or submission of proposals. VEIC reserves the right to reject any or all proposals received in response to this RFP, to negotiate with any qualified vendor or to cancel in part or in its entirety the RFP, if any of these actions is deemed by VEIC at its sole discretion to be in VEIC's best interest.