



Request for Proposal

DESIGN, ANIMATION AND DEVELOPMENT OF VEIC ANNUAL IMPACT REPORT

RFP Release Date: 6/2/21
Bidder Questions Due: 6/7/21
Answers Posted: 6/8/21
Proposals Due: 6/11/21

Summary

VEIC is a nonprofit organization working with businesses, government agencies, municipalities, utilities, and foundations to create an equitable and sustainable energy system. Our mission is to generate the energy solutions the world needs and with the climate rapidly changing, it is imperative that we act quickly to make an impact. We need to illustrate our work in an engaging way that emphasizes the importance of our mission and the many benefits of an equitable sustainable energy future.

VEIC is searching for a digital designer, animator and developer to develop the landing experience for our annual impact report. The vendor selected should be prepared to create graphics and animation to bring static content components of the impact report to life. The design and development would need to align with our existing site and brand. VEIC will provide an outline, design inspiration concepts, brand guidelines and final copy. The designer/developer will be expected to provide recommendations on the style and content flow optimizations.

The report will provide our audience with a visually engaging, easily digestible recap of VEIC's impact in 2020 hosted on our website.

Our goals for the report include:

- To illustrate our impact in 2020 through customer and client stories, keeping the people impacted at the center.
- To build awareness and understanding of VEIC and what differentiates the organization.
- To drive engagement and down funnel activity.
- To announce VEIC's vision and goals for the remainder of 2021 and beyond.

Responses to this Request for Proposals (RFP) must be delivered electronically to VEIC by **5:00 p.m. EDT on Friday, June 11, 2021**. VEIC will not accept responses submitted after **5:00 p.m. EDT**. Please submit your response electronically via e-mail to: ksherman@veic.org and pnichols@veic.org with **RFP Submittal for VEIC Impact Report** in the subject line.

VEIC will respond to individuals regarding this RFP only as follows: VEIC will receive questions regarding requirements and scope of work up to **5:00 p.m. EDT Monday June 7, 2021**, via e-mail only, to ksherman@veic.org and pnichols@veic.org. 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 <http://www.veic.org/company/requests-for-proposals> no later than **5:00 p.m. EDT Tuesday, June 8, 2021**. VEIC will not address questions submitted after June 7, 2021.

Background

Last year VEIC developed its **first-ever annual Impact Report** to illustrate the breadth and benefit of our work. The report showcased VEIC's new brand, with an emphasis on human-centered photography and simple design. For our second annual Impact Report our aim is to streamline the report and create a more interactive user experience that highlights the impact we achieved through moving the country towards a clean and equitable energy system. Animation, scroll features, graphics, and photography are all elements we are interested in exploring.

Scope of Work

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

We request all proposals to include an outline of their proposed costs to deliver the below.

Present initial concepts for overall style and flow

In order to select the report style and determine the flow we prefer; we would expect the vendor to use the report outline to develop two to three design concepts.

Develop wire frame

Once we've aligned on the style and flow, the selected vendor will create a detailed wire frame for review and input, referencing final copy.

Recommend animation and scroll elements

Alongside the wire frame presentation, we will expect the vendor to suggest animation and scroll elements to carry the reader through the report. We will also be looking for suggestions on ways to increase engagement through eye catching motion that highlights key messages and takeaways. As much as possible the vendor should plan to work with Bootstrap 4 and CSS3 animation.

Final development

The selected vendor will be responsible for providing all design, animation and code. We will require a final local-running site containing the Impact Report page with source code, and a library of animated gifs and images in multiple file formats.

Project Management

We will ask for oversight of the project from kick-off to completion, including management of timelines to ensure we meet our intended launch date. We anticipate three rounds of reviews and edits of the developed assets.

Delivery and close out

Provide source code and all creative files in all required formats and raw assets as developed.

Schedule / Milestones

RFP release	June 2, 2021
Bidders Questions Due	June 7, 2021
Answers posted	June 8, 2021
RFP responses due to VEIC	June 11, 2021
Selection and contract negotiations	June 16, 2021
Project kick-off	June 21, 2021
Deliver approved final product	July 26 – July 30, 2021

Proposal Requirements

Responses to this RFP must be delivered electronically to VEIC by **5:00 p.m. EDT on June 11, 2021**. Responses submitted after 5:00 p.m. EDT will not be accepted.

Responses must be submitted electronically via e-mail to: Kait Sherman, ksherman@veic.org and [Penny Nichols, pnichols@veic.org](mailto:pnichols@veic.org) with **RFP Submittal for VEIC Impact Report** in the subject line.

Responses must be no more than ten (10) 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. Email responses must have all the required information assembled into one (1) PDF file. Multiple files and/or file formats will not be accepted.

Please include the following information in your response to this bid request:

1. Cover letter
2. A description of you or your team’s experience
3. A complete description of the proposed approach and team’s capability to address the project objectives and deliverables
4. A price quote and proposed fee structure to address the deliverables
5. Two examples or case studies of similar work your firm provided to other clients
6. Links to other projects, if available
7. At least three (3) references that have used your professional services for a similar project. Include contact name, project name, email, and phone number.

Budget

The total budget for this Scope of Work shall not to exceed \$20,000. This includes all labor, materials, and reimbursable expenses. Proposals must include all expenses to be incurred by direct staff and any subcontractors.

Evaluation Criteria

(Present the general make-up of the Evaluation Team, and what they will be looking for. You can assign a value to each of the criteria. Be sure to include the Contract Compliance item—failure to make this a criterion adds to Efficiency Vermont’s administrative time. An example:

• Responsiveness to RFP	30
• Experience in type of work	30
• Proposed approach	20
• Cost effectiveness	20
Total points available	(100)

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 bidder or to cancel in part or in its entirety the RFP, if any of these actions is deemed by VEIC in its sole discretion to be in VEIC’s best interest.

Insurance Requirements

Before commencing work, the Contractor shall provide Certificates of Insurance to show that the following minimum coverages are in effect. 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.

Vermont Energy Investment Corporation

VEIC is a sustainable energy company on a mission to generate the energy solutions the world needs.

For over 30 years VEIC has been working with governments, utilities, foundations and businesses across North America to develop and deploy clean-energy services that provide immediate and lasting change. VEIC has expertise in energy efficiency, building decarbonization, transportation electrification, and breakthrough methods for a clean and flexible grid. We design innovative solutions that meet clients' goals, while reducing greenhouse gas emissions. VEIC is nationally recognized for originating pilots and programs that optimize energy use, reduce energy burdens for low-income customers, and advance appropriate technologies. In addition to our full-service consulting business, VEIC administers three large-scale sustainable energy programs: Efficiency Vermont, Efficiency Smart, and the DC Sustainable Energy Utility (DCSEU).