

**2020 Lighting Initiative to Provide Screw-based ENERGY STAR® LEDS  
to Income-Eligible Customers  
RFP Questions & Answers**

**Question 1:** Task 2 includes the requirement that “the company will work with Efficiency Vermont to create a process for co-branding the lighting products before they are shipped directly to customers.” How does Efficiency Vermont envision the products to be co-branded? For instance, is Efficiency Vermont desiring to have the Efficiency Vermont logo imprinted on each lamp, or a sticker affixed to each box, or branding included in or on each shipment, or something else?

***Answer:** Several options are available depending upon the ease of including branding with the shipment and clearly highlighting to the customer that this stems from an Efficiency Vermont program. For example, a sticker on each product’s box (or affixed to one internal box containing all the bulbs in the order) could be a relatively quick and straight-forward option.*

**Question 2:** If Efficiency Vermont wishes to have products with Efficiency Vermont’s logo imprinted on each lamp, how many imprinted products would Efficiency Vermont need to be ordered, and would Efficiency Vermont purchase any unordered inventory with the Efficiency Vermont logo at the conclusion, of the program?

***Answer:** Since we do not have an exact number of how many LEDs will be ordered, we would recommend labelling options that can be easily added after an order has been placed. We will not be purchasing inventory with Efficiency Vermont branding on it that was not shipped to customers.*

**Question 3:** Task 2 notes that the company will collect “certification of income level”. What certification documentation will be required from the customer, and/or what does Efficiency Vermont expect the screening questions to be?

***Answer:** Customers will be asked their household size, current income, and town (to verify county, which is part of what the income-eligibility will be based upon), and that they certify the information provided is true & accurate to the best of their knowledge. We will not require documentation to be submitted outside of the website screening questions. We do expect the company doing the website work to be able to provide us with customer information for savings and record-keeping purposes.*

**Question 4:** If this has not already been addressed through Efficiency Vermont’s response to question 2, what is the volume of products forecast to be ordered through this program?

***Answer:** We are expecting approximately 25,000 bulbs to be ordered in 2020. The annual order volume is estimated to be between 1500 and 2000. And we appreciate vendor flexibility to deal with lower or higher quantities than expected.*

**Question 5:** How will low-income customers be directed to the site, and which entity (Efficiency Vermont or another vendor) will have responsibility for promotion of the site?

***Answer:** Efficiency Vermont will do targeted outreach to a) customers who have already engaged with Efficiency Vermont, and that we know qualify, and b) a broader segment of likely income-eligible Vermonters who have not engaged in a recent program or with us at all. Although we will be providing outreach with information that sends customers to the site, we appreciate complementary outreach ideas included in the proposal.*

**Question 6:** Are there purchase limits to be enforced? (e.g. 20 free light bulbs per customer)

***Answer:** There will be a 15-bulb limit per customer.*

**Question 7:** Are there any delivery restrictions to be enforced? (e.g. limiting delivery to Vermont)

***Answer:** Yes, shipments will be restricted to Vermont addresses. And it should be clearly called out, in a brief Terms & Conditions on the website, that this offer is only for Vermont residents*

**Question 8:** Will Efficiency Vermont allow additional energy-saving products to be ordered through the site that would include customer payment?

***Answer:** No. We appreciate the query, but this initiative is solely focused on no-cost, screw-based LEDs for income-eligible Vermonters.*

**Question 9:** Will the customer be responsible for verifying their answers (i.e. proof of income, W4, pay stub, etc.), or will they be checking a box stating “answers are true and accurate to the best of my knowledge” suffice?

***Answer:** The customer will not be required to submit documents that show proof of income. However, they should be required to either electronically “sign” that the information they provided is true and accurate to the best of their knowledge, or having a check box for that statement could suffice.*