

**Request for Proposals:
RFP #51675
LLLC Program Marketing Activities**



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1 Introduction

About the Northwest Energy Efficiency Alliance

The Northwest Energy Efficiency Alliance (NEEA) is an alliance of more than 140 utilities and energy efficiency organizations working on behalf of more than 13 million energy consumers. NEEA is dedicated to accelerating both electric and natural gas energy efficiency, leveraging its regional partnerships to advance the adoption of energy-efficient products, services and practices.

Since 1997, NEEA and its partners have saved enough energy to power more than 985,000 homes each year. As the second-largest resource in the Northwest, energy efficiency can offset most of our new demand for energy, saving money and keeping the Northwest a healthy and vibrant place to live. www.neea.org

About this Request for Proposals (RFP)

NEEA is seeking a qualified contractor (or a team of contractors) to provide marketing services for NEEA's Luminaire Level Lighting Control (LLLC) Program for an initial two-year term, with the ability to extend the term an additional one year at NEEA's sole discretion.

2 Background

LLLC systems integrate controls and sensors into the luminaire to offer an improved lighting experience for occupants while increasing energy savings. LLLC is one coherent system designed to work together and address issues that have held back previous generations of controls by providing a better out of box experience, simpler installation with less wiring, better tools for set up and verification, and more adaptability when changes in space use require controls reconfiguration. Additionally, LLLC offers other value to businesses including data analytics and integration with other building and business systems.

While market momentum on the supply side has been strong, the demand side has not caught up. Barriers to adoption include incremental initial cost, lack of installation and configuration skills in market, and limited decision maker and influencer awareness of value proposition. Interest in adoption of LEDs and recent energy savings reports in partnership with [IDL Oregon](#) and the [DLC](#) present opportunity, but also a need to deploy strategies quickly to prevent lost opportunity.

Program Related Resources

- [LLLC webpage on BetterBricks.com](#)
- [LLLC utility toolkit](#)
- [Lighting Solutions YouTube Channel](#)

3 Objectives

3.1 Request for Proposal Objectives

The purpose of this RFP is to solicit proposals from qualified contractors to provide marketing services to support NEEA's LLLC Program. The selected contractor will work with NEEA to design and implement marketing strategies and tactics that accelerate the adoption of LLLC to become standard practice for commercial buildings and increase regional sales.

3.2 2021-2022 Program Marketing Objectives

1. Refine messaging to support outreach to market actors and trade allies in commercial real estate
2. Foster awareness of LLLC amongst decision makers and influencers to increase demand for LLLC systems among target market
 - a. Develop and implement a marketing strategy and tactics to increase awareness and demand.
 - b. Develop new or support existing partnerships with industry groups or trade publications to raise market awareness
3. Support Northwest utility LLLC programs
 - a. Provide marketing resources and tools to support utility LLLC marketing efforts
4. Identify opportunities to align and synergize marketing strategies and tactics across the individual efforts of NEEA's LLLC program implementation contractor, NEEA's BetterBricks program and [NEEA's Top Tier Trade Ally](#) program.

4 Scope of Work

4.1 Marketing Strategy and Outreach

Luminaire Level Lighting Controls have tremendous potential to transform how lighting is installed and leveraged for building system operations, energy efficiency and occupant safety and health. NEEA is looking for a contractor who has the vision and expertise to accelerate the adoption of LLLC and position the technology as the go to lighting solution for designers, installers and building owners.

The selected contractor will concept, create and implement an awareness and demand generation marketing campaign with activities targeted to core audiences and in alignment with the Program's goal of moving the market towards greater awareness, adoption and sales of LLLC.

4.2 Marketing Materials and Content Development

The selected contractor will support and further develop the capacity of utilities and other market partners (manufacturers, manufacturer reps and distributors) to raise awareness and drive adoption of LLLC systems by developing collateral and educate on best practices for sales and installation, as needed.

Content may include, but is not limited to, case studies, technical guides, presentations, byline articles, newsletter or social media copy, marketing toolkits for utility, distributor or manufacturer use, general marketing collateral and fact sheets, infographics or videos. Content will be developed to be leveraged in multiple mediums.

4.3 Project Management

NEEA's LLLC Program is supported by program implementation contractors working across several areas of work, including Manufacturer Outreach, Market Channel Development, and Education and Training. Selected contractor will work with NEEA's Senior Marketing Specialist to ensure high levels of coordination to deliver specific marketing activities and communications to support Program goals. The selected contractor will provide consistent communication and marketing project management across all relevant areas of work, and ensure consistent delivery of NEEA's LLLC Program marketing activities, as determined by NEEA and outlined in annual marketing work plans.

5 Approach and Methodology

NEEA's contractors are experts in their fields. NEEA values the expertise brought to each project, including proven approaches and methodologies outside those stated in this RFP. In this project, the selected contractor will work closely with NEEA and NEEA's implementation contractors to finalize and execute a cohesive Program strategy and plan in a highly collaborative manner. NEEA expects the selected contractor to ensure quality by bringing expertise around current marketing best practice, and determining how best practices should be applied to maximum effect considering any and all situational factors.

The selected contractor should promptly and thoroughly come to understand the commercial lighting energy efficiency market, identify key leverage points as well as the needs and gaps of the market and market actors, and develop marketing strategies and deliverables to reduce these barriers and accelerate the adoption of LLLC in the Northwest.

5.1 Project Timeline and Budget

NEEA anticipates this work beginning July 1, 2021 and continuing for an initial period of two years, with the ability to extend the term for an additional year at NEEA's sole discretion.

NEEA anticipates a budget range of between \$180,000 - \$250,000 for the initial contract term. Bidders should provide a cost estimate based on time & materials.

6 Proposal Submission

Bidder shall submit (1) electronic copy of the proposal by the end of business day listed in the RFP schedule below.

6.1 RFP Schedule

March 1, 2021	Intent to bid submission due by
March 5, 2021	Bidder questions submitted by
March 10, 2021	Answers to questions e-mailed back by
March 12, 2021	Conference call held on (<i>optional</i>)
March 24, 2021	Proposals due by
April 2, 2021	Selection of finalists by
April 14 - 23, 2021	Finalists' presentations scheduled
April 30, 2021	Anticipated award date

6.2 RFP Point of Contact

All correspondence, included but not limited to, questions and submissions shall be directed to:

Carolyn VanWinkle, Senior Senior Marketing Specialist
E-mail: cvanwinkle@neea.org

6.3 Intent to Respond

All "Intent to Respond" forms (see Appendix A) must be received no later than by the end of business day listed in the RFP Schedule.

Only those parties submitting the "Intent to Respond" form will be provided with updates to the RFP, have questions responded to and have their proposals considered.

6.4 Proposal Format

Proposals shall be structured to include the following:

1. **Executive Summary (max of 2)** – Describe the reasons NEEA should select your team. Include your key strategies and general approach to meeting the scope outlined in this RFP. State the proposed budget and timeline.
2. **Approach to Project (Tasks and Deliverables) (max of 6)**– Provide a detailed description of the specific methodologies and approach to be undertaken to complete the scope. Include project management activities in the proposed implementation strategy as well. Identify all major phases and milestones for the project and the associated deliverables.
3. **Project Timeline & Cost Estimate** - Provide the proposed timeline for all major phases and milestones of the project broken out by task, and include the total estimated cost of the project, broken out by task. Please include the hourly rates and estimated number of hours for each project team member (by task) here or in the Proposal Appendix section.

6.4.1 Proposal Appendix Items

- Hourly Rate Sheet – Provide the hourly rate and estimated number of hours for each project team member, by task.
- Company Background & Qualifications

- Project Team & Team Bios – Include information about project team members and team structure, past team efforts on similar work, years of experience and other relevant qualifications.
- Examples of relevant work (*optional*) - You may include a summary of a project or projects completed previously that demonstrate your capabilities as they relate to this work.

7 Selection & Preferred Insurance

7.1 Scoring

Bidding firms will be rated among others in terms of the overall responsiveness to the RFP – how well all RFP requests have been addressed including, but not limited to:

1. Responsiveness to the RFP and demonstrated understanding of the issues surrounding the project.
2. The thoughtfulness and appropriateness of the proposed methodology used to accomplish the desired results of the project.
3. The experience and qualifications of the individuals specifically proposed to execute and manage the project.
4. The experience of the firm or team of firms making the proposal.
5. The capability to execute the work, including past experience and aptitude for collaboration.
6. Overall value for expenditure

Proposals may be evaluated by the NEEA Senior Senior Marketing Specialist and other NEEA staff that we believe have the perspective needed to make this important decision. NEEA is under no obligation to provide work to any vendors responding to this solicitation, nor is there any obligation or intent implied to reimburse any party for the cost of preparing a proposal in response to this RFP.

7.2 Preferred Insurance

Firms interested in working with NEEA should be aware of the following insurance requirements for all NEEA vendors.

Vendors must maintain adequate and reasonable insurance covering their performance under any offered contract, including, but not limited to Commercial General Liability insurance of at least \$1,000,000/occurrence, Business Automobile Liability insurance, and any workers' compensation and unemployment insurance required by law. Professional Liability and Cyber Liability insurance may also be required. NEEA may request a copy of such insurance policies prior to awarding work.

See sample terms and conditions for additional information about minimum insurance requirements: <https://neea.org/img/documents/sample-neea-contract-terms-and-conditions.pdf>.

Appendix A - Intent to Respond Form

RFP #: 51675

Project Title: Luminaire Level Lighting Controls PR and Marketing
NEEA Point of Contact: Carolyn VanWinkle, Senior Marketing Specialist

Refer to section: Point of Contact for more details

PLEASE PRINT:

Company	
Address	
City, State, Zip	
Contact Name	
Contact Title	
Phone #	
E-mail	

The company named above intends to submit a proposal in response to NEEA’s request for proposal listed above. Deadline for submitting the “Intent to Respond” form is end of business day of date listed in the RFP schedule.

List any Disadvantaged Business Enterprise (DBE) certifications and the state of the certifications below:

Signature of Authorized Representative _____

Print Name _____

Title _____

Date _____