



Request for Proposal (“RFP”)

RFP # 53248-NEEA Corporate Communications Support 2026-2028

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1 Introduction

1.1 About the Northwest Energy Efficiency Alliance

The **Northwest Energy Efficiency Alliance, Inc. (“NEEA”)** is an alliance of more than 140 utilities and energy efficiency organizations working on behalf of over 14.5 million energy consumers across Idaho, Montana, Oregon, and Washington (the “Northwest Region”).

Since 1996, NEEA has taken a market-driven approach to energy efficiency that is grounded in data, collaboration, and rigorous evaluation. NEEA works to transform markets by filling information gaps and identifying and removing barriers so that the market can align around evolving electric and natural gas energy efficiency needs. For more information, visit neea.org.

1.2 Acronyms and Definitions

The following acronyms, definitions, and terms provide relevant information, as follows:

Term	Definition
Bidder	Any individual or firm submitting a Proposal to be considered for this RFP.
Finalist	Any Bidder’s Proposal that NEEA determines will be considered for the award of a potential future NEEA contract as a result of this RFP. Not all Bidders will be selected as a Finalist, and more than one Finalist may be selected.
Awardee	The Finalist chosen by NEEA to enter into pre-contract negotiations to complete the work and study outlined in this RFP in a future potential via a contract with NEEA.
Proposal	Bidder’s submission detailing how they will accomplish the work, goals, and milestones set forth in this RFP.

2 Background

NEEA’s Corporate Communications Team (herein referenced to as “Corp. Comms”) manages and implements external communications efforts to support and bring awareness to NEEA’s market transformation efforts, accelerating the adoption of energy-efficient products, services and practices. Corp. Comms also manages NEEA’s internal staff communications to support organizational development goals.

As part of these efforts, Corp Comms manages NEEA’s annual and corporate reporting, executive communications and presentations, visual and written content for the corporate website, neea.org, the NEEA email newsletter, NEEA’s corporate LinkedIn channel, communications for the annual Leadership in Energy Efficiency Awards, internal staff communications, and additional strategic communications efforts both internally and externally.

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3 Objectives

NEEA is soliciting bids from communications agencies to provide ongoing corporate and internal communications support to meet Corp. Comms' annual goals and deliverables (herein referenced to as the "Work"). Specific needs include:

- Supporting successful communications of NEEA's Cycle 7 Business Plan goals;
- Integrating NEEA value messaging, technical knowledge, and awareness of stakeholder interests into real-time content, delivered through multiple external channels to communicate NEEA's ongoing value propositions for various target audiences across the Northwest Region for both core work and special projects.
- Highlighting NEEA's work in ways that align with stakeholder needs and demonstrate local delivery.
- Demonstrating NEEA's market transformation leadership through annual reporting, corporate reporting content strategy and development in multiple media (i.e. written, visual, and video) and across all of NEEA's channels (web, email, social, and print).

The Awardee will be expected to work closely with Corp. Comms and additional subject matter experts at NEEA, as needed.

4 Bidder Qualifications

A Bidder will have qualifications and deep experience in all aspects of corporate communications to be considered as a Finalist or Awardee. Such experience could include, but is not limited to:

- Expertise in delivering high quality corporate communications messaging and materials that position organizations and executives as industrial leaders.
- Expertise in managing complex communications projects from start to finish.
- Creative, versatile, and effective written and visual skills across all communications media.
- Development and production of annual reporting.
- Development and production of corporate videos.
- Expertise in current trends and best practices of email marketing and social media engagement.
- Experience working with HubSpot email marketing and Asana project management platforms.

5 Scope of Work

5.1 Activities and Deliverables

Awardee will perform Activities and present Deliverables as needed, and as requested by NEEA. In their proposals, Bidders may include Activities and Deliverables in addition to those outlined in this Section 5.1, provided any such Activities and Deliverables are clearly tied to the Work and Section 3- Objectives outlined herein. Activities and Deliverables may include, but are not limited to, the following:

1. Project management and content development meetings.
2. Support for hosting working group strategy sessions; interviewing NEEA staff or NEEA stakeholders; drafting and managing project schedules; and creating content for communications and outreach.

3. Communications materials for Corp. Comms projects which may include, but are not limited to, the development and delivery of PowerPoint presentations, graphics, written communications, or additional materials.
4. Illustrations and/or graphic designs for print, digital/online, and social communications.
5. Video and multi-media assets.
6. Support with corporate reporting with document review and formatting.
7. One (1) annual report per year for the calendar years of 2025 and 2026, to include:
 - a. Interviews with internal and/or external stakeholders to inform Annual Report content.
 - b. An outline of annual report content.
 - c. Draft annual report including two (2) rounds of NEEA review and feedback.
 - d. Design of graphics for web-based report, as needed and as requested by NEEA.
 - e. Design of print versions of the annual report and printable success stories, including developing graphics and/or sourcing imagery, as needed and as requested by NEEA.
 - f. Management of the review process for content.
 - g. Coordination of content delivery through communication channels.

5.2 Timeline

NEEA anticipates the Work to span two (2) years from the estimated launch date in January 1, 2026 through December 31, 2027.

5.3 Budget

NEEA estimates the Budget for the Work to be between \$125,000-175,000 per year, with a maximum of total contract Budget of \$350,000.

6 Proposal Submission

Bidders must submit one (1) electronic copy of the proposal by 5:00 p.m. PST of the business day identified in the RFP Schedule below to NEEA's RFP Point of Contact, as outlined in Section 6.2 herein. NEEA may alter or adjust the RFP Schedule in its sole discretion, without further notice.

6.1 RFP Schedule

RFP Release Date	October 6, 2025
Intent to Respond Form due (<i>Optional</i>)	October 10, 2025
Bidder Questions due	October 10, 2025
Bidder Questions addressed by	October 14, 2025
Proposals due	November 4, 2025
Finalists selected by	November 11, 2025
Finalist presentations	November 18-20, 2025
Anticipated award decision	December 1, 2025
Anticipated Work start date under Contract	January 1, 2026

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6.2 RFP Point of Contact

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

NEEA Employee: Carolyn VanWinkle
NEEA Employee Title: Communications Manager
NEEA Employee E-mail: CVanWinkle@neea.org

6.3 Intent to Respond

NEEA encourages Bidders with questions to submit the “Intent to Respond” form (see Appendix A attached hereto) so NEEA can provide Bidders with updates to the RFP and respond to their questions directly. However, NEEA will consider all proposals, even those from Bidders who have not submitted an Intent to Respond form.

7 Selection Criteria & Insurance Requirements

7.1 Scoring and Evaluation

Bidders are rated by NEEA in terms of the overall responsiveness to the RFP (i.e. how well each Bidder addresses all RFP requests), including but not limited to:

1. Responsiveness to the RFP and demonstrated understanding of the issues surrounding the Scope of Work.
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 Bidder proposes 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 plan, including past experience and aptitude for collaboration.
6. Overall value for expenditure.

Pursuant to 2 CFR 200.321, NEEA considers qualifying businesses during its RFP solicitation and Bidders’ proposal evaluation process.

Bidders’ proposals may be evaluated by the NEEA Project Manager and other NEEA Staff that NEEA believes have the perspective and knowledge needed to make this important decision. NEEA treats all Proposals as confidential.

NEEA is under no obligation to provide contracted work to any Bidders responding to this RFP, nor is there any obligation or intent implied to reimburse any Bidder for the cost of preparing a proposal in response to this RFP. Moreover, Bidders have no right or expectation to obtain contracted future work absent a subsequent written contract agreed to by NEEA and the contracted party.

7.2 Insurance Requirements

Note: future contractors engaged to work with NEEA must maintain adequate and reasonable insurance for their performance as independent contractors and should be aware of the following policy requirements:

- Commercial General Liability insurance of at least \$1,000,000/occurrence;

- Professional Liability Insurance of at least \$1,000,000/combined single limit;
- Business Automobile Liability insurance;
- Any workers' compensation and unemployment insurance required by law; and,
- Cyber Liability insurance may also be required.

NEEA's insurance requirements are compulsory unless otherwise determined by NEEA, in its sole discretion. NEEA may request documentation evidencing such coverage in a form determined sufficient by NEEA prior to awarding work under any subsequent contract with any selected final Bidder.

7.3 Cyber Assessment

By submitting a proposal, Bidder understands and consents to NEEA's use of a third party for background checks regarding business health and cyber security. To facilitate this process, Bidder should include its full legal name and state of formation in the Intent to Respond Form and will cooperate with NEEA's cybersecurity assessment as required. NEEA estimates this process will be completed within one week after a Bidder is selected as a Finalist.

7.4 Website and Marketing Materials

Any marketing, promotional, or informational materials designed and developed under the awarded scope of work by the awarded contractor shall follow applicable guidelines as set forth in the NEEA Brand Standards and Communication Guidelines document found at <http://neea.org/contracts>. NEEA must review and approve all materials.

The Awardee shall be responsible for securing the appropriate licenses to and ownership of, on behalf of NEEA, its funders and other contractors, all imagery (e.g., photographs, art), fonts, audio or video recordings, likeness, written documentation and other media incorporated in, developed, or acquired as part of the awarded scope of work. The Awardee shall submit all media developed for the awarded scope of work in two formats: (1) a "market-ready" (or consumer-facing) format, and (2) a native (or editable) format that is compatible with both Apple and PC platforms.

7.5 Incorporated Documents

NEEA has attached and incorporated the following documents for additional context and clarity:

Document	Description
Reflecting on a Business Cycle of Regional Progress and Resilience - Northwest Energy Efficiency Alliance (NEEA)	Example of web-based Annual Report with graphics and content developed by Contractor
Market Transformation in Action on Vimeo	Examples of thought leadership videos
LinkedIn	Examples of social media posts
Energy Efficient Televisions	Example of market transformation success story

{Appendix A- Intent to Respond Form Follows}

Appendix A - Intent to Respond Form

RFP #: 53248

Project Title: NEEA Corporate Communications Support

NEEA Point of Contact: Carolyn VanWinkle

PLEASE PRINT:

Company's full legal name	
Address	
City, State, Zip	
Contact Name	
Contact Title	
Phone #	
E-mail	

Please ensure the address listed represents the Company's state of incorporation and/or principal place of business.

The Company named above intends to submit a proposal in response to this RFP. The deadline for submitting the "Intent to Respond" form is 5 PM PST of the date listed in the "RFP Schedule."

List any relevant certifications below:
