

Request for Qualifications

RFQ: 42170

Marketing Services RFQ



1 Introduction

The Northwest Energy Efficiency Alliance (NEEA) is supported by and works in collaboration with the Bonneville Power Administration, the Energy Trust of Oregon and more than 100 Northwest utilities on behalf of more than 13 million energy consumers. NEEA uses the market power of the region to accelerate the innovation and adoption of energy-efficient products, services and practices. Please visit our website at <http://www.neea.org/> for more information on NEEA and its work.

2 Background

NEEA develops and implements marketing strategies in support of NEEA's 18 market transformation initiatives or programs, which accelerate market adoption of energy-efficient products, practices and services. These marketing strategies are core to NEEA's market transformation work and include both business to business and business to consumer strategies within the residential, commercial and industrial markets.

NEEA initiative and program marketing activities take place in a complex environment involving multiple stakeholders, including NEEA's funders. As a consequence, high levels of collaboration are required for planning and execution of these activities. Substantial creativity is also required to generate marketing assets that, in some cases, must seamlessly complement our stakeholders' activities and materials.

3 Objectives

NEEA is engaging in a call for competencies to create a short list of qualified candidates to bid on NEEA's upcoming marketing projects. The projects may include specific marketing activities to further the overall market transformation goals of its residential, commercial, and industrial initiatives.

4 Scope of Work

NEEA is seeking agencies who have specialized and proven expertise in one or more of the marketing categories listed below.

1. **Program marketing planning and implementation.** NEEA is seeking qualified contractors with strong experience in marketing strategy development and execution to support its various initiatives. Activities could include, but are not limited to, marketing plan development in coordination with NEEA's Marketing

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Manager, day-to-day project management of activities included in yearly marketing plans, conference sponsorship planning, and marketing results reporting.

2. **Digital strategy.** NEEA develops and implements digital strategies across its residential, commercial and industrial initiatives. Examples of projects for which NEEA is seeking qualified contractors in 2014 include:
 - a. Enhance and increase website functionality, integration with partner sites, user interface and overall optimization for its Heat Pump Water Heat initiative (www.smartwaterheat.com) and its Ductless Heat Pump initiative (www.GoingDuctless.com).
 - b. Make recommendations for alignment across residential websites from a user interface and/or platform perspective.
 - c. Edit and recommend content and design enhancements and maintain initiative websites including The Northwest Lighting Network (nwlightingnetwork.com), Better Bricks (betterbricks.com), and Conduit (conduitnw.org).
 - d. Develop search engine optimization strategies for residential and commercial initiatives.
 - e. Development and deployment of minor client-and-server-side code changes, including but not limited to HTML, HTML5, Ajax, JavaScript, .NET, Java, PHP.
3. **Brand strategy and identity development.** NEEA develops market-facing brands that the region can leverage to increase market demand for energy-efficient products and services. Examples of projects for which NEEA is seeking contractor support in 2014 include:
 - a. Translate consumer research for its Ductless Heat Pump and Heat Pump Water Heater initiatives into:
 - i. Brand strategy recommendations and guidelines for market-facing brands
 - ii. An identity platform for both initiatives/products, including style guides and creative assets
 - b. Work with NEEA's marketing managers to develop brand recommendations for existing brands
4. **Graphic design.** As part of its ongoing marketing efforts, NEEA develops marketing tools, resources and collateral which are leveraged for market partner recruitment, development, end-user demand creation. NEEA is seeking a graphic design agency to support specific design projects as part of this ongoing work.
5. **Public relations and communications.** NEEA leverages public relations in close partnership with its utility partners to help drive supply side/channel partner participation in NEEA programs and end-user demand, which helps the region overcome barriers of lack of availability, awareness and demand for energy-efficient products, practices and services in the market. NEEA is seeking

qualified candidates to support these efforts through public relations strategies and the creation of press releases and other solicitations

5 Approach and Methodology

NEEA is seeking a pool of qualified contractors to bid on the various marketing projects. Agencies who are awarded projects will act as a part of the marketing team, working seamlessly with NEEA's Marketing Manager on these efforts.

6 Contractor Qualifications

1. Program marketing implementation experience. Specific experience with residential/commercial/industrial/energy efficiency projects is a plus.
2. Digital strategy
3. Brand strategy and identity development
4. Return on marketing investment and optimization strategies
5. Graphic design
6. Public relations and communications

7 Proposal Submission

Submissions shall follow the instructions below. (1) Hardcopy and (1) electronic copy of the proposal should be received by the end of business day listed in the RFQ schedule. Submissions may include qualifications for multiple categories of work (categories 1-5 under Scope of Work above) or one single category of work. If organizations include multiple categories of work, a separate set of qualifications should be submitted for each category. Submissions must be received by the deadline listed below to be considered.

7.1 RFQ Schedule

February 26	RFQ Issued
March 5	Intent to Submit Qualifications Due by 5 PM
March 26	Written Qualifications Due by 5 PM
April 18	Interview Notifications Distributed by 12 PM
April 23-25	Finalist Interviews
May 7	Short List Announced

7.2 RFQ Point of Contact

All correspondence, included but limited to, questions and submissions shall be directed to:

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Marketing and Communications Manager
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7.3 Qualifications Format

1. **Cover Letter (page limit 2 pages)** – Include an overview of your organization, a list of the marketing function(s) the proposal is responding to, rationale why you feel your organization is a good fit, and expected team composition. If a submission includes more than one agency, a demonstration of how these agencies will work seamlessly to provide streamlined services is required.
2. **Qualifications (page limit 2 pages per category)** – Include at least three (3) but no more than 4 case studies in your proposal, or links to at least three (3) case studies or other projects that demonstrate your capabilities related to this project. If applicable, case studies should include examples of the work completed and/or results/outcomes. Example work may be submitted as appendices.
3. **Appendix**
 - a. **Cost** – Sample project rates for the types of work outlined in the qualifications. NEEA is non-profit. Please note if you have a non-profit discount.
 - b. **Example Work from the Case Studies**
 - c. **List of Relevant Clients** (current and/or past, but please note which it is)

8 Selection

8.1 Scoring

Submissions will be rated among others in terms of:

1. Responsiveness to the RFQ requirements.
2. The experience of the firm(s) making the proposal.
3. Proven capability to execute similar work for other organizations.

NEEA is under no obligation to provide work to any agencies 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 RFQ.