

Eversource
Energy Efficiency Marketing
Request for Proposals

For Eversource Energy Efficiency Programs in MA, CT and NH

Issued by Eversource Energy on

June 2, 2020

Eversource Energy Efficiency Marketing RFP

Scope of Work (SOW)

Overview:

The purpose of this Request for Proposal (“RFP”) is to seek proposals from qualified vendors to provide marketing and public relations support for Energy Efficiency (EE) Programs in the Eversource Connecticut, Massachusetts and New Hampshire territories. The EE Program areas include residential, low-income, education, regulatory, and large and small business, as well as Electric Vehicles.

Background:

Eversource is the largest energy provider in New England. We have 4 million customers and 8,000+ employees across Connecticut, Massachusetts and New Hampshire.

Eversource promotes Energy Efficiency solutions to our residential and business customers across our three-state territory. We are nationally recognized for our leadership in Energy Efficiency and pride ourselves on our innovative offerings that help our customers save money and greatly reduce greenhouse gas emissions in New England. Our EE team consists of 200 employees. The EE Marketing team is led by the Manager of Energy Efficiency Marketing. Included within the marketing team is a Marketing Specialist who oversees PR and Thought Leadership. Outside of EE is the Eversource Corporate Media Relations team which is led by a Director. The Director has four key managers: one manager for each of our three states and a fourth manager who directs social media. Together, the EE Marketing team and the corporate Media Relations team work to promote energy efficiency across our service territory.

It is critically important to understand that this Request for Proposals is for Energy Efficiency marketing only. All corporate Media and Social Media initiatives are led by the Media Relations team.

Bidders should carefully read through not only Eversource EE materials available online but also those of the three statewide initiatives that Eversource sponsors: NH Saves, Energize Connecticut and Mass Save. As an example, in Massachusetts Mass Save is sponsored by Eversource and the seven other program administrators in the state. In New Hampshire there are a total of four administrators and in Connecticut there are a total of two. Understanding how Eversource works with the statewide sponsors across the three states is an important element of the proposals.

EE Public Relations and Marketing Tasks:

Eversource is seeking the following EE public relations and marketing tasks to help increase awareness of and enrollment in the company's EE programs:

- Due Diligence & Strategic Planning
- Project Management: maintain and update a status list of all opportunities being pursued as well as a strong, detailed listing of upcoming award submissions, key sponsorship opportunities and speaking events, etc.
- Writing promotional materials including drafting press releases and media advisories, pitching industry media on feature stories, creating bylined article and guest column opportunities, coordinating press events, working together with Eversource Media Relations department (who maintains relationships with and will pitch to local and regional press), etc.
- Relationship building with key influencers: including securing elected official attendance at events, supporting business and industry organizations participation in select initiatives and providing them with information on programs for their members/contacts, etc.
- Social Media: including providing post recommendations for Facebook, Twitter, Instagram, LinkedIn and website
- Event support: including editing communications, run of show materials, talking points, propose Subject Matter Experts and other speakers, photography and videography guidance, providing on-site support at events, etc.
- Streamlined Team Communications: maintain a regular cadence of Skype meetings for each of our three states in addition to a weekly check-in call with the EE PR lead
- Reporting: Monthly compilation and reporting of metrics such as placements, impressions, social media mentions/likes/shares (with assistance of Eversource social media team). And quarterly/yearly recaps of high profile stories.

EE marketing and public relations tasks will support the following program areas:

- Residential including low-income
- Commercial & Industrial; business customers of all sizes
- Regulatory
- Educational, and
- Electric Vehicles.

Budget:

Detailed invoices for each program will be submitted and paid monthly. A maximum annual budget will be established. All monthly invoicing will be time and materials.

Timing:

Required Launch Date: Anticipated in Sept 2020.

Required Completion Date: Three-year program with option to renew the contract.

Proposal Response:

Bidders should submit their technical proposals in ARIBA Section 12.1.1

Pricing:

Bidders shall quote their most competitive pricing based on the requested Scope of Work using the provided Pricing Matrix in ARIBA Section 12.2.1. The Bidder must indicate the assumptions they are making when responding to the requirements. All pricing submitted shall be valid for **180 days** after the proposal due date.

Contracting Structure:

The selected vendor will execute a contract with Eversource, and abide by Eversource's terms and conditions, including non-disclosure agreements. This RFP does not commit Eversource to award a contract, pay any costs incurred in the preparation of a proposal in response to the RFP, or to procure or contract for services. Eversource reserves the right to negotiate with any, all, or none of the RFP respondents, correct errors in the RFP, reject any and all proposals and cancel the entire RFP, if it is in the best interests of ratepayers.