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Contracting Opportunity

Title: Marketing Services
Agency: NYSERDA
Division: Contract Management
Contract Number: RFQL 4771
Contract Term: Five years with the option for two one-year renewals
Date of Issue: 09/02/2021
Due Date/Time: 10/05/2021 3:00 PM
October 5, 2021
County(ies): All NYS counties
Location: New York State
Classification(s): Advertising, Graphic Arts, Marketing & Interior Design - *Consulting & Other Services*
Opportunity Type: General
Description: Description of goods to services to be bid:

The New York State Energy Research and Development Authority (NYSERDA) is issuing this solicitation to establish qualified marketing firms approved to provide NYSERDA with a range of marketing and communications support services for a diverse set of programs and initiatives that vary in scope, audience, and objective.

Firms may submit a proposal to provide marketing services for one, any, or all of the following categories: Market Development, Policy, Offshore Wind and Large-Scale Renewables, Distributed Energy Resources.

NYSERDA will select and rank proposers for each category identified. NYSERDA anticipates selecting one proposer for each category. A proposer will only be considered in the categories for which the proposal requirements and marketing assignments are provided as part of the proposal. The selected proposers may be expected to coordinate with proposers qualified in other categories. For future projects that span multiple categories or that do not clearly fit in one category, NYSERDA will issue a mini bid to the firms selected under the four categories outlined in this solicitation.

NYSERDA will enter into Umbrella Agreements with the selected proposers. The term of the Umbrella Agreements will be five years with the possibility of two one-year renewals. Projects will be issued in the form of Task Work Orders under these umbrella agreements. Projects will support the goals codified in the Climate Leadership and Community Protection Act (Climate Act), the programs outlined in the ten-year, \$5 billion Clean Energy Fund (CEF), RGGI-funded programs, and

programs funded by other sources. Projects will vary in scope and budget. The earliest expected start date for any potential work under this solicitation is December 2021.

If changes are made to this solicitation notification will be posted on NYSERDA's website at: <http://www.nysERDA.ny.gov/funding-opportunities>

Eligibility/Qualifications Requirements/Preferences:

For all categories, proposers must demonstrate the ability to adapt to changing timelines and short turnaround times. Proposers must demonstrate the ability to perform the following tasks and functions.

Industry Knowledge and Research Capabilities

- Demonstrate understanding of the Climate Act, Clean Energy Fund (CEF), and Clean Energy Standard (CES).
- Demonstrate and utilize knowledge of New York State's energy landscape, technologies, and sector stakeholders.
- Understand and leverage best practices in audience targeting that recognize differences across geographies, demographics, and psychographics.
- Access existing research, best practices, and industry insights to inform strategy, including market trends, audience behavior, sector-specific research, platforms and marketing technologies, as necessary.
- Conduct market research and/or provide other services to gather consumer and business-to-business input and track attitudes and intent to inform and evaluate NYSERDA programs and test strategies prior to implementation.
- Augment audience definitions with available research and industry expertise.
- Conduct marketing training for outreach partners, contractors, and staff to increase knowledge and skills and to ensure effective rollout of campaigns

Marketing Strategy, Planning, and Campaign Execution

- Design and implement integrated marketing strategies to meet organization and program objectives, including awareness and education campaigns and program promotion and lead generation efforts and proactively identify and recommend new strategies and opportunities that can help reach objectives.
- Develop compelling and effective messaging that conveys the benefits of energy efficiency and clean energy technology to all audiences, including hard-to-reach audiences such as disadvantaged communities, enabling them to make informed choices with respect to their rights and protections and the services and programs provided by regulated utilities, other State agencies, and competitive suppliers.
- Demonstrate and utilize knowledge of and experience with the latest marketing and advertising channels, technologies, and software including Google Analytics and Tag Manager tracking/reporting, Salesforce integrations, account-based marketing capabilities, media targeting abilities, and use of predictive or artificial intelligence (AI).
- Facilitate brainstorming and working sessions with NYSERDA, contractors, and utility staff to establish program and marketing objectives, uncover insights, and inform marketing strategy.
- Identify and leverage program linkages among audience sectors and recommend

opportunities to cross-promote programs and initiatives.

Measurement and Reporting

- Develop and deploy comprehensive measurement and reporting strategies, including real-time dashboards, to evaluate ROI and establish benchmarks for key measures such as awareness, understanding, attitudes, and participation rates, and tracking progress toward such benchmarks.

Service-Disabled Veteran-Owned Set Aside: No

Minority Owned Sub-Contracting Goal: 15%

Women Owned Sub-Contracting Goal: 15%

Service-Disabled Veteran-Owned Business Contracting Goal: 6%

Contact Information

Technical Contact: NYSERDA
Corporate Marketing
Albany
Erin Schucker
Project Manager
17 Columbia Circle
Albany, NY 12203
United States
Ph: 518-862-1090 ext.3352
Fax: 518-862-1091
erin.schucker@nyserda.ny.gov

Primary contact: NYSERDA
Corporate Marketing
Albany
Erin Schucker
Project Manager
17 Columbia Circle
Albany, NY 12203
United States
Ph: 518-862-1090 ext.3507
Fax: 518-862-1091
erin.schucker@nyserda.ny.gov

Secondary contact: NYSERDA
Contract Management
Albany
Venice Forbes
Assistant Contract Manager
17 Columbia Circle
Albany, NY 12203-6399
United States
Ph: 518-862-1090 ext.3507
Fax: 518-862-1091
venice.forbes@nyserda.ny.gov

Submit to contact: NYSERDA
Contract Management
Albany
Jillina Baxter
Office Manager
17 Columbia Circle
Albany, NY 12203-6399
United States
Ph: 518-862-1090 ext.3418
Fax: 518-862-1091
jillina.baxter@nyserda.ny.gov

Documents

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Ad Updates

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Bid Results

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Awards

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