



# Request for Proposals for Texas Energy Code Compliance Project – Marketing and Communication Services

**Date Issued: July 24, 2015**

**Issued by the  
National Association of State Energy Officials**

**Proposals must be submitted via email by no later than:  
4:00 p.m. ET on Monday, August 24, 2015**

**Late proposals will not be accepted**

## Section I – General Information

### 1.1 Overview

The National Association of State Energy Officials (NASEO) is the only national non-profit association for the governor-designated energy officials from each state and territory. Formed by the states in 1986, NASEO facilitates peer learning among state energy officials, serves as a resource for and about state energy offices, and advocates the interests of the state energy offices to Congress and federal agencies.

NASEO has partnered with the Texas State Energy Conservation Office (SECO) and the South-central Partnership for Energy Efficiency as a Resource (SPEER), on a project to measure and increase residential energy code compliance in Texas, the state with the largest number of annual new home starts. The funding for this project is provided by the U. S. Department of Energy (DOE) and the project partners. The project team represents state, regional, and national organizations that have considerable expertise with building energy code training, stakeholder engagement, and outreach.

The Texas Energy Code Compliance Project (Project) consists of a three-phase, multi-year project to collect in-field construction data of a sample of detached single family homes in Texas. The Pre-Study (Phase one) initiative is currently underway with the project team and data collection is currently being done by a third-party contractor to produce a baseline of current construction practices. Phase two of the Project, is an Educational, Training and Outreach Compliance-Improvement Initiative, targeting home builders, code officials, and others in the residential construction industry with code compliance training and educational materials. Following the Phase two initiative, a Post-Study (Phase three) in-field data collection and analysis component research study will be implemented, to evaluate the improvement in energy efficient residential construction and energy code compliance levels.

Additional information about this project and its partners can be found through the web-sites of NASEO <https://www.naseo.org/>, SPEER <https://eepartnership.org>, the project website <https://eepartnership.org/program-areas/energy-codes/houston-field-study/>, and the DOE Field Study <https://www.energycodes.gov/residential-energy-code-field-study>.

### 1.2 Purpose of this Request for Proposals (RFP)

The purpose of this RFP is to retain the services of a marketing and communication firm with demonstrated capabilities to provide services in Texas assisting the project team with the Education, Training and Outreach Compliance-Improvement (Phase two) Initiative. The selected Contractor will develop a marketing and communication plan and implement the strategy. The preferred candidate firm will have experience in developing and implementing marketing and media campaigns for energy efficiency programs, grass-roots campaigns, environmental or sustainability initiatives, and/or energy/environmental policy issues, and experience and understanding of the Texas housing markets. NASEO and SPEER will be highly involved in the planning and implementation of the marketing campaign and will require a very collaborative partner.

### 1.3 Timing and Resources

Proposals should discuss the organization's expertise, subject matter familiarity, previous experience, and ability to carry out the activities described in this RFP. For the purposes of proposal evaluation and

approval, as well as execution of the services, all prices, costs and conditions shall remain firm and valid for a sixty (60) day period, commencing on the day of the proposal due date. Upon award of the contract, all prices shall be firm and valid for the duration of the contract. The timetable for the RFP is:

ACTION	DATE
RFP issued	July 24, 2015
Written Proposals Due	August 24, 2015
Proposal Evaluation Complete (estimated)	August 28, 2015
Proposal Award Notification (estimated)	September 15, 2015
Contract Awarded/Contractor Start Date (estimated)	1 <sup>st</sup> year - October 1, 2015 to August 31, 2016 2 <sup>nd</sup> year- September 1, 2016 to July 31, 2017

**Proposals must be emailed to:**

Todd Sims  
 Program Manager  
 National Association of State Energy Officials  
[tsims@naseo.org](mailto:tsims@naseo.org)

**Faxed proposals will not be accepted. No calls, please. See Section 5 of the RFP for details on submitting questions.**

**Contract Term and Funding**

The contract shall be issued following approval from DOE and will become effective when signed and dated by both parties. A maximum of \$65,000 is available for services proposed under this RFP over a 22-month contract period.

**Section 2 – Scope of Work**

**Scope of Services**

NASEO invites proposals from qualified organizations to provide marketing and communication services in support of the Education, Training and Outreach Compliance-Improvement (Phase 2) Initiative of the multi-year Project. Overall management, labor, supervision, reporting, and planning will be conducted by NASEO. SPEER will be the main local contact and will be involved directly in local implementation, will provide technical content, and input on messaging for the campaign.

The selected Contractor will work with the NASEO and SPEER project team on the following tasks, but not limited to:

**TASK 1 – Develop a Marketing and Communication Plan**

- Identify target audience segments, engagement messages and channels to create awareness of the Building Codes Compliance Program.
- Interact with the NASEO and SPEER project team for input on the campaign strategy and most effective methods to reach key stakeholders.
- Develop a market communications strategy for a two-year education and outreach program to enhance the understanding of and compliance with building energy codes in Texas. Plan a multi-audience campaign designed to increase awareness of reduced energy consumption and other public benefits of energy code compliance in new homes.

- Obtain approval of the NASEO and SPEER project team to implement the proposed marketing and communication plan.

#### **TASK 2 – Implement the Approved Marketing and Communication Plan**

- Develop communication approaches and collateral material targeting the home building industry and trades, and other pertinent stakeholders, including but not limited to, the building industry, local governments, home energy raters, real estate and home buyers through print, video and/or social media.
- Develop collateral materials for the training programs with a focus on driving participation and an understanding of energy codes by key stakeholders.
- Develop support materials for trainings and education, complementing the existing technical training curriculum materials for in-person and on-line training and targeted marketing strategies.
- Provide materials to reach key associations and construction industry groups and distributed networks to expand the energy code education and training program to reach a wide variety of stakeholders.

#### **TASK 3 - Reporting**

- Report on activities and expenditures on a monthly basis.

## **Section 3 – Preparing and Submitting a Proposal**

### **3.1 General Instructions**

The evaluation and selection of an organization will be based on the information submitted in the proposal. Proposers should respond clearly and completely to all requirements. Failure to respond completely may be a basis for proposal rejection.

### **3.2 Incurring Costs**

NASEO is not responsible for any cost incurred by proposers in responding to this RFP.

### **3.3 Proposal Requirements and Format**

Concise proposals are encouraged. Suggested maximum page limits are noted for each section. The full proposal (excluding appendices and budget) must not exceed 11 pages. The proposal must contain the following:

1. Cover letter (1 page) (See Proposal Cover Page Template Attachment A)
  - Must include the name of the organization, its legal status (sole proprietor, etc.), Federal Tax ID Number or Tax Exempt Number, as well as, name, mailing address, office address, telephone number, and email address of contact person authorized to answer questions and negotiate a contract for the proposed services.
  - Signed by an authorized representative of the proposer, must include assurance of the proposer’s understanding of the reimbursement nature of this contract (see “Award and Execution of Contract” section below).
2. Introduction (1 page)
  - Present your overall approach to accomplishing the work outlined in this RFP.

- Describe the key components of the service package, and how components fit together to achieve the program’s objectives.
  - Discuss previous experience with similar campaigns.
  - Discuss anticipated obstacles, and, if appropriate, mitigation plans.
3. Work Plan (3 pages)
- Proposals must include the proposer’s proposed Work Plan to complete the Scope of Work as identified in this RFP.
  - Activities, tasks and sub-tasks should be arranged in a logical order. Each activity or task should be identified, indicating who will perform it, how it will be performed and its anticipated result(s). Identify deliverables and key milestones.
  - Provide a timeline/schedule for completing each identified activity, task and sub-task, showing anticipated start and completion dates (in weeks from “Start of Project”).
  - Respondents may also propose additional tasks or activities to improve program results. Identify any proposed changes, additions or enhancements to the scope outlined in this RFP at the end of the proposed statement of work.
4. Staffing and Management Plan (2 pages)
- Identify team members (project manager, marketing staff, media specialists, sub-contractors, etc.) and their roles. Also, provide a short biography or single-page resume for each key team member in an appendix (not included in page count).
  - Describe your organization’s approach to project management. Indicate how the project team will organize and manage the program; provide a clear description of the roles and responsibilities of each key person; and indicate the approximate percentage of labor time each will devote to the scope of work.
  - Explain how the team will coordinate and communicate with NASEO and SPEER to ensure transparency and strong working relationships.
5. Project Schedule (1 page)
- Summarize the Work Plan into a proposed project schedule, in a simplified Gantt chart or similar format.
6. Qualifications (3 pages)
- Describe your team’s unique qualifications and experience (skills, abilities and expertise) as they relate to the described scope of work. Where specific programs, projects, campaigns are discussed, include the following information as appropriate:
    - Campaign name
    - Organization
    - Client contact information
    - Duration
    - Campaign description, including the specific role of your organization
    - For joint campaigns, indicate which team members were responsible for what part of the work
    - Links to related websites, program materials, testimonials, etc.
  - If a team of multiple parties is responding, describe the team’s individual and combined strengths and experience. Note if, how, and when team members have previously worked together. Explain the benefits of performing the Scope of Work as a team.

- Provide contact information (names, addresses, phone numbers, and email addresses) for three (3) professional references who can speak to your organization’s or team’s work. Please describe the relationship to each reference.
7. Appendices
- Include the following materials as appendices to your proposal:
    - Single page resumes or short biographies of the key personnel assigned to this program (required).
    - Any other supporting materials that demonstrate your ability to successfully complete this scope of work. Also feel free to include any narrative description related to the budget file that is not well-suited for the spreadsheet.
8. Budget
- A budget should be completed using the DOE budget justification spreadsheet (Appendix 1), which is a separate file available for download from the NASEO RFP website. If selected, this spreadsheet will need to be approved by DOE in order for the Contractor to be added to NASEO’s project as a subcontractor.
  - The DOE budget justification spreadsheet can be submitted as a separate attachment with the proposal attachments.

### **3.4 - Proprietary Information**

Proposers should refrain from submitting any proprietary information in response to this RFP. NASEO shall have the royalty free, nonexclusive, and irrevocable right to reproduce, publish, or otherwise use, and to authorize others to use, data and products collected or produced during the Texas Energy Code Compliance Project and as part of this contract.

### **3.5 Submission Format**

Proposals should be concise, providing a straightforward description of the Proposer’s ability to meet the requirements of this RFP. Proposals must be formatted to fit on 8.5 x 11 inch paper with margins not less than one inch on each side using black, Times New Roman or Calibri 11 point font. Proposals should be structured following the Proposal Requirements and Format in Section 3.3 and the Proposal Checklist in Attachment C.

One (1) Microsoft Word (.doc or .docx) version of the proposal, one (1) PDF version of the proposal, and one (1) DOE budget justification spreadsheet (See part 9 of Section 3.3)—for a total of 3 files—must be emailed to [tsims@naseo.org](mailto:tsims@naseo.org) no later than 4:00 p.m. ET on August 24, 2015. Please include “TX Energy Code Compliance Project RFP -[proposer name]” in the email’s subject line. All proposers who submit their proposal prior to the deadline will be sent an email confirmation that their proposal was received.

- NASEO reserves the right to reject any or all proposals. All late proposals will be rejected.
- Proposals that fail to address each of the submission requirements above may be deemed nonresponsive and will not be considered further.
- Submittals may direct the evaluation team to general brochures, marketing materials, or websites to obtain work samples, but these should be provided in addition to (not in place of) answers to specific submission requirements.
- Submittals should provide straightforward and concise information that fulfills the requirements of the RFP. Emphasis should be placed on brevity, conformity to instructions, and completeness and clarity of content. Proposals should not include

generic promotional materials and graphics that do not address substantive and responsive content.

- NASEO takes no responsibility for email or technological errors that result in a proposal not being received by the specified deadline. If you are concerned about a large attachment size/detailed graphics (over 10MB total for all attachments), please send multiple emails.

## **Section 4 – Proposal Selection and Award Process**

### **4.1 - Proposal Scoring and Selection**

NASEO will make the selection of the chosen proposal award, following an evaluation and scoring of each proposal. Based on the response to this RFP, NASEO may choose to interview organizations prior to making an award of a contract.

During the evaluation process, NASEO may require a proposer's representative to answer questions with regard to the proposal and/or request certain proposers to make a formal presentation. Requests for additional information, formal presentations, or other pre-award requests are not indicative of award or selection potential.

This RFP does not commit NASEO to awarding a contract. NASEO reserves the right to reject any and all Proposals, to accept the Proposal it considers most favorable in its sole discretion, and to waive minor irregularities. NASEO further reserves the right to seek new Proposals when such procedure is considered by NASEO to be in the best interest of program.

### **4.2 - Evaluation Criteria**

All proposals submitted in response to this RFP will be scored by NASEO utilizing the following criteria:

1. Responsiveness of the proposal to the proposal requirements set forth in the RFP, including the quality, clarity and completeness of proposal (*10 points*).
2. Comprehensiveness and viability of the plan to execute the tasks described in the Scope of Work (Section 2 of the RFP) (*25 points*).
  - The plan to execute the Scope of Work should demonstrate an understanding of the potential challenges to completing the project and include strategies to mitigate or avoid any obstacles.
3. Proposer qualifications, specifically the marketing and communication ability, capacity, and flexibility of the proposer to execute the tasks described in the Scope of Work in a timely manner and on budget (*35 points*). This determination may be based on, but not limited to, the following:
  - Capability of personnel with previous and relevant marketing and communication experience that can deliver services in Texas.
  - Experience/familiarity with the local housing markets, construction industry, and energy codes.
  - Familiarity with and access to networks of home builders, third-party raters, and other building trades.
  - Ability to work cooperatively in a team environment.
  - Experience conducting marketing and communication activities with other similar energy, environmental or sustainable organizations.

- Demonstrated ability working with home builders, building code officials, the residential construction industry, utilities and other relevant stakeholders in this Project.
4. Experience with previous marketing and communication work in similar campaigns, relevant outreach activities to the residential building industry and energy/environmental organizations, and the thoroughness and workability of the marketing and communication plan and implementation strategy (20 points).
5. The total cost of the proposal. Costs will be evaluated only if a proposal is determined to be otherwise qualified (10 points).

In summary, the evaluation criteria and point weighting are:

1. Responsiveness of Proposer to Proposal Requirements	10 points
2. Comprehensiveness and viability of the plan to execute the Scope of Work	25 points
3. Qualifications of firm and key personnel	35 points
4. Previous relevant experience	20 points
5. Total Cost and Budget Document	10 points
Maximum Score	100 points

If a large number of proposals are received, NASEO reserves the right to review the proposals using a tiered evaluation system. All qualified proposals will be evaluated based on the Submission requirements and Cost, with the top candidates advancing as finalists and receiving a full evaluation as outlined above.

### 4.3 - Award and Execution of Contract

By submitting a proposal the Proposer is explicitly agreeing that a reimbursement form of contract will be used as the basis of an agreement. This is due to the nature of NASEO's agreement with DOE. The Contractor shall invoice monthly only for actual work already completed. NASEO will reimburse the Contractor for actual milestones achieved, hours spent, and materials purchased in the execution of the work (not to exceed the total budget amount shown in the final contract agreement) once NASEO has received payment from DOE.

## Section 5 – General Information

### RFP Questions

Contact with members of the Project Team (NASEO, SECO and SPEER) in connection with this RFP may not be made. Unauthorized direct or indirect contact with the Project Team regarding this RFP may be cause for proposal rejection.

Questions regarding this RFP can be submitted to Todd Sims, NASEO Program Manager at [tsims@naseo.org](mailto:tsims@naseo.org) until 5:00pm eastern time August 7, 2015. Responses will be publically posted on the RFP [website](#) on a weekly basis.



## **Attachment A**

*Attachment A: Proposal Cover Page Template*

**Texas Energy Code Compliance Project -  
Marketing and Communication Services**

Project Title: \_\_\_\_\_

Primary Applicant Organization  
(State Energy Office): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Technical Point of Contact: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Business Point of Contact: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email Address: \_\_\_\_\_

- Please check the box on the left to affirm your understanding that proposals will be publically available on NASEO's website and should not contain any confidential or proprietary information.**

**Proposals should be submitted via email to Todd Sims, NASEO Program Manager, at [tsims@naseo.org](mailto:tsims@naseo.org) by 4:00 p.m. EST on Monday, August 24, 2015.**

## **Attachment B**

## ***Attachment B: Proposal Structure Checklist***

*Texas Energy Code Compliance Project – Marketing and Communication Services*

*(Refer to Section 3.3 - Proposal Requirements and Format for more details.)*

1. Cover Page (1 page) (See Proposal Cover Page Template Attachment A)
2. Introduction (1 page)
3. Work Plan (3 pages)
4. Staffing and Management Plan (2 pages)
5. Project Schedule (1 page)
6. Qualifications (3 pages)
7. Appendices
8. Budget (See Budget Template Appendix 1)