

Questions received for the Marketing Services Request for Proposals

1. Whether companies from Outside USA can apply for this? (From India or Canada)

Yes

2. Whether we need to come over there for meetings?

Yes

3. Can we perform the tasks (related to RFP) outside USA? (From India or Canada)

Potentially, but may need to travel on short notice

4. Can we submit our proposals via email?

In accordance with page 6 of the RFP, proposals should be submitted via email with 1 original and 5 copies mailed to Cape Light Compact.

5. The RFP mentions participation targets. Are there targets for both energy efficiency and power supply?

The Energy Efficiency targets are listed in the 2013-2015 Statewide Energy Efficiency Plan in the Savings Summary Table on page 81. The link to the plan is <http://www.capelightcompact.org/library/2010/08/2013-2015-CLC-Filing.pdf>. There are no targets for power supply. The goal is to increase awareness and participation in both the Compact's basic service and green power options.

6. Direct mail is not listed as an outreach task. Do you anticipate using direct mail as part of marketing?

In the past (approx. 5 years) Cape Light Compact's response rate for direct mail was not very good, but we are open to ideas. The Compact would assume the cost of any direct mail.

7. Please describe the extent of assistance you are looking for in managing social media.

Cape Light Compact currently has a Twitter and Facebook page. The Compact is looking for the consultant to post materials (with Compact approval). The Compact will provide material for posting, but would not be involved in the everyday handling of those sites.

8. The RFP lists a requirement for at least 4 videos of up to 10 minutes in length. How do you see the videos being used?

Cape Light Compact is looking to use videos mainly for educational purposes and to explain how programs work. We are open to including them in presentations but would mostly be for electronic platform.

9. What is your anticipated media advertising budget?

There are separate budgets for energy efficiency and power supply. The total filed energy efficiency marketing budget is approximately \$120,000. There is not a set budget for power supply, it will depend upon the content/focus proposed by the vendors.

10. Would you want media training?

Cape Light Compact would look to consultant for recommendations.

11. Could you describe the data management functions you anticipate needing? Does this include tracking of participation rates?

We do not anticipate that you would be tracking participation.

12. Could you kindly tell me how many agencies are in the running for this work?

Because the number of agencies is not restricted to those on the call, the total number of submissions is not known at this time.

13. Could you let us know if budget was discussed, and even if not, give us a bracketed idea of what your group is thinking for the work described (i.e. a low point and high point is fine)?

Please refer to question 9 above.

14. Could you let me know what kind of agency your group has worked with in the past (local, international, large, medium, small...)

Cape Light Compact has previously worked with a variety of firms ranging from small, local firms to international agencies. The Compact is open to any agency that can best fit the stated needs in the RFP.

15. How does Barnstable County secure funding for this program, through tax dollars or another means?

Cape Light Compact's funding is primarily from charges on Cape Cod and Martha's Vineyard electric bills as approved by the Department of Public Utilities.

16. Is there any current marketing services being completed? If so, is that agency participating in the RFP?

There are no current marketing services.

17. What historically has been spent in marketing services? What are you anticipating to be the realistic spend?

Cape Light Compact's marketing budget has varied greatly since inception. For 2013, the total budget is \$120,000.