

General

1. Why are you RFP'ing this work at this point? What problem exists/what has changed such that you are opening a search for a new partner?

Cape Light Compact's contract with their current vendor is set to expire at the end of 2025. Legally, the Compact cannot extend the current contract and must go out to bid.

2. Are there any existing vendors we should be aware of or plan to coordinate with as part of this engagement?

No, but the individual scopes of the RFP may be awarded to different vendors which may require coordination. The Compact also has existing relationships with various local media outlets, including radio and periodicals.

3. How do you envision the relationship working if different vendors/partners are selected for different scopes?

The agencies working on video and social media should be able to work independently of other vendors, with the Compact acting as a liaison if necessary. The marketing strategy and creative agency will work closely, which will include regularly scheduled meetings between the agency teams and the Compact. All agencies will be involved in the yearly planning call.

4. Are any of the scopes currently being handled by incumbent vendors? If so, would you be willing to share which scopes are currently supported externally?

All of the scopes, except social media management, are currently being supported by an external vendor.

5. What are your pain points or challenges with your current marketing efforts or partners?

Some challenges include:

- Translating high performing marketing campaigns into program participation
- Conveying program benefits through advertising
- Making energy efficiency exciting, understandable, digestible, and actionable for the average consumer

6. Will brand guidelines be made available to the selected vendor?

Yes

7. Does the Compact currently use specific technology tools for social media scheduling, analytics, or project management that vendors should be prepared to work within?

The Compact has an existing Google Analytics account. Any other tools will be at the discretion of the vendor and the cost should be included as part of the pricing proposal. Vendors may give multiple options at different cost levels.

8. Will preference be given to proposals that cover more than one of the Scopes?

No, each scope will be evaluated independently even for proposals that respond to multiple scopes. If a vendor can provide a pricing discount if awarded multiple scopes, that should be noted in the pricing proposal.

9. Beyond awareness, are there any specific KPI's you are looking for?

Program participation data, which include key metrics such as Home and Business Energy Assessment sign-ups, heat pump conversions, weatherization conversions, and product rebate redemptions.

10. Beyond the designated Marketing and Communications Coordinator, does the Compact have additional internal staff supporting social media, creative, or program marketing?

The Marketing and Communications Coordinator will be the vendor's main point of contact and support. The Customer Service and Outreach manager, as well as program implementation staff, will provide input during strategic planning but the Compact has no additional staff who support day-to-day marketing operations.

The Compact's programs and marketing are supplemented by Mass Save branded marketing which is handled via a statewide vendor and is not part of this scope.

11. Can you provide an estimate of the anticipated volume of work or number of projects per year for each scope of work?

At present, the Compact's vendor creates new digital and print ads for a variety of local media outlets approximately every 2 months. Other materials, such as brochures and rack cards, may need to be refreshed annually. Other ad hoc design needs may come up every couple of months. We do not currently translate all materials, but based on the chosen media plan, we may incorporate more translations into Spanish and Portuguese.

Video projects will be done as needed, but ideally one to two per year depending on cost.

Scope 1: Marketing Strategy

12. What are the Compact's top marketing priorities for 2026, and are there specific programs or initiatives that will require heightened marketing focus?

The current three year energy efficiency plans has a focus on equity. The focus here is on driving participation in previously underserved communities in particular, those that speak languages other than English (LOTE), rent, and are low and moderate income. However, the associated marketing spend will need to be calibrated to ensure the Compact does not overspend on their implementation budget. For instance, current low income programs are already tracking above budgeted spend.

13. What level of strategic direction and brand management (vs only executional work) do you expect from your selected partner?

The vendor selected for Scope 1 is responsible for creating and executing the marketing strategy. In that regard the vendor will be in charge of strategic direction. The Compact is not looking for the vendor to conduct a rebrand.

14. In terms of target audience, what segments are most important to reach?

The Compact serves all 210,000 commercial and residential electric customers on the Cape and Vineyard and all are the target audience. The target audiences may shift based on performance and amount of available program (non-marketing) budget that remains. Please see #12 and 15 for targeted equity populations.

15. Are there any hard-to-reach groups you would like to prioritize?

Non-English speakers, moderate-income residents, defined as residents making between 60-80 area median income, renters and small businesses/commercial properties.

16. The RFP notes that marketing efforts must be "supplemental to and not conflict with" the statewide Mass Save campaign. Can you provide more detail on the boundaries of coordination — will the Compact share Mass Save creative briefs, campaign calendars, and performance data with the selected vendor?

Yes, the Compact will share relevant information about Mass Save campaigns.

Scope 2: Material and Design

17. Does the Compact anticipate that any of the marketing, outreach, or educational materials will need to be developed in languages other than English, to reach diverse communities?

Yes, the Compact may ask for some materials to be transcreated to Spanish and Brazilian Portuguese.

Scope 3: Social Media Management

18. The RFP includes “video creation for use in social media campaign” but does not mention photography. Is there an existing library of professional photography to pull from for organic social media content production?

The Compact does have an existing photo library that the vendor can utilize. Vendor may include an optional photography cost in their proposal.

Scope 4: Video

19. Could you provide any expectations or examples related to the video deliverables (e.g., format, use cases, target length)?

The Compact’s videos fall in two categories, promotional and educational for use in advertising, social media, and on our website as a resource for our customers. Video length will vary based on project, but vendor should provide full length video and a 30-second cut for each video project. Examples of prior videos can be found on Cape Light Compact’s [Youtube page](#).

Budget/Pricing

20. What are your working budgets – per scope element and overall (since the scope elements may be separated, need to know them each)?

Part of the RFP process is to review the proposed budgets submitted by each respondent for cost-competitiveness. Each vendor should propose a budget and tie it to the scope of work in the RFP.

21. While media buying is excluded from the pricing proposal, can you share historical media spend or anticipated ranges to inform media strategy recommendations?

Media spend varies by year but is typically around \$350,000, but may fluctuate based on a number of factors, including program uptake.

22. Should the estimated media costs be included in the non-pricing proposal, or elsewhere?

Estimated media costs may be included as part of the response to applicable scopes and does not need to be included in the pricing proposal. If included in the pricing proposal, please clearly mark that they are direct media buy costs.

23. Please discern between Agency and out-of-pocket budgets (i.e. for media or production).

The Agency budget will include all labor costs for performing the proposed scope. Media costs may be out of pocket for CLC or paid as pass through costs via the vendor.

24. Are past campaign performance summaries or evaluations available to help guide our proposal?

The Compact will share this information with the selected vendor.

Submission Instructions

25. Are there any formatting preferences or length guidelines for the non-price proposal, such as slide format versus narrative document?

There is no preferred format as long as the submission meets all the requirements laid out in Section 6 of the RFP. Vendors should select a format that best showcases their ability to execute on the scopes of work.

26. In Section 6. Non-Pricing Proposal Format and Content, Part D. Proposed Scope of Work and Related Experience, Item 1. Scope of Work, the RFP states that, "The proposed plan should include sample written copy and design elements that could be utilized in the execution of the proposed plan." Could you provide clarification on if the sample written copy and design elements are intended to be examples of prior work completed by the proposer, or if they are intended to be content developed uniquely for this opportunity?

Proposers should provide content developed for this opportunity for Scopes 2 and 3 of the RFP. For all scopes, vendor may choose to submit previous completed work as part of Section 6 Part D2, Related Experience.

27. In Section 8. Submission Procedures, Part A. Number of Copies and Format, could you confirm that you are asking for a total of four (4) hard copies of the non-pricing proposal and one (1) hard copy of the pricing proposal, in addition to the electronically submitted PDF files?

This is correct

28. Are you looking for a list of similar service contracts within your industry or a list of all of our active client contracts for our proposed services?

Proposers should highlight projects within our industry or with a similar scope. Vendors do not need to provide a full client list.

29. Are you looking for a list of all clients we have performed similar work for in the past three years? How many client references are you looking for us to provide?

Three client references within our industry or whose projects had a similar scope.

30. Are you open to a combined proposal from our two agencies who frequently work together as one team, or would you prefer that each agency submit a separate proposal?

The Compact would be open to a combined proposal from two agencies, as long as it is clear which agency will be performing which scopes. Please also delineate the relationship between the agencies, i.e. if there will be a lead and a subcontractor.

31. In Part B, under “Proposal Due Date And Labeling,” is the RFP Title “RFP for Website Services” correct?

This is a typo. Submissions should be labelled RFP for Marketing Services.

Contract

32. Payment terms: We require sequential liability – the requirements for this would need to be redlined/added to the agreement. Would this change be a deal-breaker for CLC?

The Compact does not have a clear understanding of this question. If you are requesting changes to the Compact’s form of contract, which is an exhibit to the RFP, you are required to red-line the contract for the Compact’s review and consideration.

33. Indemnification and Insurance: We would require redlines/changes to these parts of the agreements. Are substantive changes to these parts of the agreement considered nonstarters for CLC?

See answer to question 32. Additionally, as a public entity the Compact is restricted by Massachusetts General Laws regarding indemnification and certain levels of insurance are required. As noted in the form of contract some certain sections of the contract can not be edited and requested changes will be rejected

34. Payment terms: The RFP states that there can be no pre-payment. However, certain platforms (ie social and search) for paid marketing actions *require* prepayment. Will CLC’s policy bend for this type of situation?

Typically these have been handled as pass through costs after the costs have been incurred by the vendor. The Compact may make exceptions if the cost is too great for the vendor.

35. The RFP reads: "The Contract term shall be tied to contract deliverables, but in no event shall it exceed two (2) years." Will there be opportunities for contract renewal after the two year term expires?

The Compact's standard contracts are for two years, but typically contain provisions to extend for an additional year.

36. Is there a preferred contract type (e.g., firm fixed price, time and materials) for this work?

Time and Materials