



**RFQ EM 009 2018
Responses to Questions**

- 1. Would you like a company profile for each company in the teaming agreement or just one for the prime?**

Please provide a profile for each company in the agreement.

- 2. Would you like 3 examples in each service area, or would you prefer three total? (the team is planning to submit for all three service areas)**

Bidders should submit three examples for each area for which they want to be considered.

- 3. For partnerships, do you allow subcontracting/partnering with creative staffing agencies for temporary staff (or temp to hire) depending on project?**

If a bidder is considering the use of creative staffing agencies for temporary staff, the bidder must clearly explain this approach in the qualification package. Note that subcontractors or partners not included in the original bid would need to be approved by Efficiency Maine before work could commence.

- 4. Is a company currently providing EM&V support for EMT eligible to bid on, and be awarded a contract for, the advertising, graphic design, and web support services included in the RFQ?**

Yes. Contractors working on other EMT projects are not precluded from bidding on this RFQ.

- 5. Does this RFQ process supplement or replace the previous RFQ (Communications, Marketing, and Logistical Support Services RFQ EM-006-2016)? If a company was already selected as a vendor in the prior RFQ, should they respond to this RFQ?**

Yes. RFQ 006-2016 covered a two-year period and will expire in June 2018.

- 6. Can you share how much work (total \$ and number of contracts) that were awarded to the previous RFQ pool of providers?**

Eight contracts were awarded from the last RFQs for communications and website services. Over the past two years, those contracts totaled more than \$800,000. Some additional marketing and outreach associated with specific programs were handled outside of those contracts.

7. **RFQ Section 1.11 states that “bidders must submit a separate, stand-alone proposal in response to each request for which the bidder wishes to be considered.” Does this apply to this RFQ, meaning that bidders need to submit three standalone proposals for advertising, graphic design services and website services?**

No, that section refers to other proposals from the Trust that may be open at this time. Only one proposal for advertising, graphic design and website services is necessary.

8. **RFQ Section 2.2 notes that the individual program communications are complemented by Public Information and Outreach Initiatives. Can Efficiency Maine elaborate on how these programs work together? For instance, are they planned concurrently so the public outreach focuses on building awareness of a technology that will support an upcoming/concurrent rebate? Are the creative platforms similar in message, look and feel?**

Public Information and Outreach initiatives may span across measures or customer groups. As stated in your question, they may also focus on customer education or awareness beyond a specific rebate or program. The website, for example, is a Public Information and Outreach initiative: it serves as a clearinghouse for specific program information as well as general energy efficiency information, tools and resources, etc.

9. **RFQ Section 3 asks Contractors about their willingness and approach to coordinating subcontractors – is the assumption that these will all be subcontractors that Efficiency Maine selects, or also subcontractors that the Contractor can recommend? Additionally, can Efficiency Maine provide some examples of the types of organizations that might be subcontractors in this situation?**

This refers primarily to coordination initiated by Efficiency Maine. For example, a contractor working on a graphic design project may be asked to coordinate with another contractor working on the website. Contractors working through this RFQ may also be asked to coordinate with subcontractors working on aspects of program delivery.

10. **RFQ Section 5.2 requires “one digital copy” of the response, is a USB drive acceptable, or is there another format Efficiency Maine would prefer?**

Section 5.3 Format Requirements requires “one digital copy”. Does the Trust have a preference to the format type of the digital copy?

A USB drive or CD-ROM would suffice.