



## Solicitation Information

24 Jan 06

**RFP B05987**

**TITLE: FY2006 Clean Energy Outreach and Education**

**Submission Deadline: 23 February 06 @ 1:40 PM (EST)**

Questions concerning this solicitation may be e-mailed to the Division of Purchases at [questions@purchasing.state.ri.us](mailto:questions@purchasing.state.ri.us) no later than **6 Feb 06 at 12:00 Noon (EST)**. Questions should be submitted in a *Microsoft Word attachment*. Please reference the RFP / LOI # on all correspondence. Questions received, if any, will be posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information.

**SURETY REQUIRED: No**

**BOND REQUIRED: No**

**Jerome D. Moynihan, C.P.M., CPPO  
Administrator of Purchasing Systems**

Vendors must register on-line at the State Purchasing Website at [www.purchasing.ri.gov](http://www.purchasing.ri.gov)

Note to Vendors:

Offers received without the entire completed three-page RIVP Generated Bidder Certification Form attached may result in disqualification.

**THIS PAGE IS NOT A BIDDER CERTIFICATION FORM**

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## Rhode Island Renewable Energy Fund

### FY2006 Clean Energy Outreach and Education

#### Request for Proposals

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#### Introduction

The Rhode Island Renewable Energy Fund ("Fund") announces the availability of grants to organizations to conduct renewable energy education and outreach in Rhode Island. A total of \$150,000 is available through this program in FY 2006 (July 2005 through June 2006). This program is designed to assist The Rhode Island Renewable Energy Fund ("Fund") increase the demand for renewables by increasing awareness among the public of both the benefits of clean energy and how to access clean energy.

The activities covered under this RFP are intended to focus on maximizing both customer-sited renewable energy applications in Rhode Island, and the regional development of grid-connected renewables, by, among other ways, increasing the demand for green power products from the grid and reducing the barriers to siting green power projects such as wind projects.

The Fund invites proposals by non-profit organizations, consultants, public relations firms, businesses, government entities, and others to engage market-building activities suited to the applicants focus and skill set (applicants may choose to provide one or more of the activities and services and are not expected to submit proposals covering all items mentioned in this RFP) such as:

- Performing outreach activities which have the end result of increasing customer acceptance of the siting of renewable energy projects which have visual and other impacts.
- Promoting green power purchases by educating large and small customers in a targeted manner.
- Establishing and developing buying groups or aggregations for the purpose of purchasing green power.

This program is flexible and is intended to support creative and effective initiatives by non-profits, consultants, and others. Bidders are encouraged to propose innovative approaches to maximize the impact of the available funds. Proposals will be evaluated on several factors, including cost; approach; quality of proposal team; likelihood of success; leverage (i.e. other funds or efforts that will support or have recently supported the proposed activities); and administrative ease. Please note that this funding is not to be used by marketers to promote specific green power products. The deadline for submission of proposals is **February 23, 2006**. Proposals received by February 23, 2006 will be reviewed and considered for funding by the Advisory Board to the Fund at the March 14, 2006 meeting. In addition, all recommendations of the Advisory Board must be approved by the Fund's Steering Committee. The RFP will be issued again in Q2 2006 to make awards allocating the Fund's Outreach and Education budget for the 2007 Fiscal Year which begins July 1, 2006. The Fund reserves the right to fund no proposals as well as to provide additional program funding.

## INSTRUCTIONS AND NOTIFICATIONS TO OFFERORS:

- Potential offerors are advised to review all sections of this Request carefully, and to follow instructions completely, as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.
- Alternative approaches and/or methodologies to accomplish the desired or intended results of this procurement are solicited. However, proposals which depart from or materially alter the terms, requirements, or scope of work defined by this Request will be rejected as being non-responsive.
- All costs associated with developing or submitting a proposal in response to this Request, or to provide oral or written clarification of its content, shall be borne by the offeror. The State assumes no responsibility for these costs.
- Proposals are considered to be irrevocable for a period of not less than sixty (60) days following the opening date, and may not be withdrawn, except with the express written permission of the State Purchasing Agent.
- All pricing submitted will be considered to be firm and fixed unless otherwise indicated herein.
- Proposals misdirected to other State locations or which are otherwise not present in the Division of Purchases at the time of opening for any cause will be determined to be late and may not be considered. The “Official” time clock is in the reception area of the Division of Purchases.
- In accordance with Title 7, Chapter 1.1 of the General Laws of Rhode Island, no foreign corporation shall have the right to transact business in the state until it shall have procured a Certificate of Authority to do so from the Rhode Island Secretary of State (401-222-3040). This will be a requirement only of the successful bidder (s).
- Offerors are advised that all materials submitted to the State of Rhode Island for consideration in response to this Request for Proposals will be considered to be public records, as defined in Title 38 Chapter 2 of the Rhode Island General Laws, without exception, and will be released for inspection immediately upon request, once an award has been made.
- It is intended that an award pursuant to this Request will be made to a prime contractor, who will assume responsibility for all aspects of the work. Joint venture and cooperative proposals will not be considered, but subcontracts are permitted, provided that their use is clearly indicated in the offeror's proposal, and the subcontractor(s) proposed to be used are identified in the proposal.
- The State of Rhode Island has a goal of ten per cent (10%) participation by MBE's in all State procurements. For further information, visit the web site [www.rimbe.org](http://www.rimbe.org). To speak with an M.B.E. Officer, call (401) 222-6253.
- Interested parties are instructed to peruse the Division of Purchases web site on a regular basis, as additional information relating to this solicitation may be released in the form of an addendum to this RFP / LOI

### **Equal Employment Opportunity (RIGL 28-5.1)**

**§ 28-5.1-1 Declaration of policy.** – (a) Equal opportunity and affirmative action toward its achievement is the policy of all units of Rhode Island state government, including all public and quasi-public agencies, commissions, boards and authorities, and in the classified, unclassified, and non-classified services of state employment. This policy applies in all areas where the state dollar is spent, in employment, public service, grants and financial assistance, and in state licensing and regulation. For further information, contact the Rhode Island Equal Employment Opportunity Office, at 222-3090

This solicitation, and subsequent contract award (s), is governed by the State's General Conditions of Purchase, available at [www.purchasing.ri.gov](http://www.purchasing.ri.gov)

## Background

The State Energy Office is responsible for administering the Rhode Island Renewable Energy Fund. The mission of the Fund is to promote projects and programs that increase the production and consumption of clean renewable energy for the benefit of Rhode Island's residents and businesses. Goals and objectives of the Fund pertinent to this RFP include:

- Develop sustainable markets for clean, renewable energy by supporting the successful implementation of Rhode Island's Renewable Energy Standards (RES) Law in both the near- and long-term, and supporting voluntary market activities;
- Increase the fraction of energy dollars that stay in RI (and secondarily, in the region) by pursuing renewable energy opportunities that capture both the (i) direct benefits, through growing RI renewable-related businesses and in-state renewable installations; and (ii) indirect benefits, through contributing to stabilizing (and potentially reducing) electricity and fuel prices, and taking advantage of diverse portfolio benefits;
- Increase the reliability and self-sufficiency of the RI energy supply;
- Distribute the benefits and burdens of Fund activities equitably across all segments of Rhode Island's contributing ratepayer population;
- Increase the number of successful renewable energy installations both inside Rhode Island, as well as those outside Rhode Island but that serve Rhode Island consumers, by reducing barriers, including, but not limited to: (i) siting; (ii) lack of information; (iii) financing availability at reasonable rates; and (iv) regulatory risk; and
- Clean the environment by increasing reliance on renewables, thereby reducing air pollutants and greenhouse gases associated with electricity generation.

## RFP Details

### **Bidder Eligibility**

Non-profit organizations (i.e. environmental, low-income consumer, faith-based etc.), public relations firms, consultants, government entities, companies and others with a strong interest and/or presence (or intended presence) in the Rhode Island market are encouraged to submit proposals under this RFP.

## **Objectives**

1. Assist in siting wind and other renewable energy projects with visual or other impacts. Increase public's acceptance of renewable energy projects such as wind with high visibility and maximize public's exposure to and understanding and acceptance of renewable energy projects.
2. Educating large electricity consumers in Rhode Island regarding the benefits of renewable power and the opportunities to purchase with the result of influencing the regional power supply through the electricity purchase decisions of this consumer class.
3. General outreach to residential and small commercial electricity consumers in support of the Narragansett Electric GreenUp program. Targeted outreach to support marketers, especially around the ballot mailing. In addition, performing outreach to support new green products launch.
4. Raising the profile of Fund programs among users and other constituencies of the Fund.
5. Provide direct renewable energy education experiences to students of all ages.

## **Program Design**

The proposed efforts must encourage the use of renewable energy through targeted and/or broad outreach campaigns which make use of the messaging developed by the Clean Energy States Alliance which emphasizes the benefits of clean energy (as opposed to negative messaging campaigns which denigrate the use of fossil fuels as "dirty power.") Proponents must propose programs that emphasize the particular benefits of clean energy to different population groups: clean air, price stability, hedging, energy security, etc. Proponents must provide evidence of a solid working knowledge of the clean energy needs and requirements of the particular market segment which they propose to reach, as well as the knowledge and resources to reach that market segment.

## **Proposal Eligibility**

The Fund will fund activities that achieve these objectives by either:

1. Siting and customer sited:
  - a. Utilize information in the public domain to assist Rhode Islanders to understand technologies and how to participate in market for on-site renewable energy. Provide funding for outreach for project development. Note: This could take the form of direct contracting with the Fund or indirect through grants to host sites or both.
  - b. Publicize projects by issuing press releases regarding grants and completion of certain project milestones such as permitting, ribbon cutting ceremonies, etc.

2. Aggregations: Promote green power purchases by educating large and small customers in a targeted manner (for example through existing or potential customer aggregations; along affinity channels. Establish and develop buying groups or aggregations for the purpose of purchasing green power.
3. Messaging:
  - a. Utilizing the Clean Energy RI messaging and other appropriate messaging as approved by the Advisory Board to the Fund, develop required communication pieces to convey fundamental information.
  - b. Create and distribute green power educational materials consistent with the Clean Energy messaging campaign as appropriate.
  - c. Maximize effectiveness of education/outreach by coordinating messages with Fund programs/areas.
  - d. Deliver high quality presentation and messaging.

### **Fund Availability and Distribution**

\$150,000 in total is available under this RFP during the Fund's fiscal year FY2006: July 1, 2005 through June 30, 2006. The Fund may distribute funds over several years to projects approved during FY2006. In such cases, funding will be extended for a maximum of two years after proposal acceptance.

### **Evaluation Criteria**

The Fund seeks to provide the maximum degree of flexibility to bidders in structuring their proposal and the funding under that proposal. In evaluating proposals and selecting those to fund, the Fund will use multiple criteria including:

- Proposal's Efficacy in Meeting Objectives – 20%. The Fund will evaluate the degree to which the proposal targets the objectives as stated above.
- Quality of Work Plan – 20%. The quality of the work plan proposed, and the degree it makes a compelling case for the proposed project's success. Key factors will be definition and reasonableness of the objectives, the logic of the work plan; the clarity and "measurability" of the key tasks, objectives and milestones required to achieve a successful result; and the deployment of project resources against the tasks in the work plan.
- Qualifications and Experience – 20%. The degree to which the proposing organization or team (or its individuals) demonstrates a command of the issues associated with "green power", and has a track record of conducting successful outreach to comparable target audiences or successfully aggregating customers for the purchase of green power or encouraging similar action. In addition, the Fund will evaluate each proposal considering the credibility the project team might have with its target audience. Strategies proposed to build credibility of the project and the green power communications are also important.

- Likelihood of Success – 20%. The Fund will favor proposals that have a high degree of likelihood of success. The degree to which the proposed plan contains realistic estimates of the staffing and/or funding required to accomplish the proposed objective, the degree to which activities are successfully targeted, the specificity of the work plan and milestones proposed, and the experience of the applicant will also be considered here. All else equal, proposals with earlier start dates will be preferred. However, the Fund will work with selected applicants to optimize timing of activities in relation to its other programs.
- Leverage - 10%. Efforts that are coordinated and/or co-funded with activities in other states in New England or with related target audiences in other areas are encouraged. The degree to which the proposal leverages the other ongoing or past activities of the applicant will also be considered.
- Rhode Island Presence -5%. Although not a requirement for success in this solicitation, the Fund will favor proposals that, through team members, partners, or other affiliations, have a strong presence in Rhode Island or will create a strong presence in RI.
- Administrative Ease – 5%. Proposals for fund distribution that are easy to verify and administer will be preferred. After evaluating proposals, bidders may be asked to provide more detailed information before the Fund completes its selection process. The Fund, after receiving bids, reserves the right to not seek approval for any or all of these proposals. Final approval is subject to continued availability of funds.

## Proposal Application for Funding Package

### Submission Requirements:

Responses (**an original plus four (4) copies**) should be mailed or hand-delivered in a sealed envelope marked “**RFP #B05987: Clean Energy Outreach & Education**” to:

*RI Dept. of Administration*

**Division of Purchases, 2<sup>nd</sup> floor**

**One Capitol Hill**

Providence, RI 02908-5855

NOTE: Proposals received after the above-referenced due date and time will not be considered. Proposals misdirected to other State locations or which are otherwise not presented in the Division of Purchases by the scheduled due date and time will be determined to be late and will not be considered. Proposals faxed or emailed to the Division of Purchases may not be considered. The official time clock is located in the reception area of the Division of Purchases

Proposals should include the following:

A completed and signed three-page RIVIP Bidder Certification Cover Form, available at [www.purchasing.ri.gov](http://www.purchasing.ri.gov).

A Cost Proposal reflecting the hourly rate, or other fee structure, proposed for this scope of services,

A *separate* Technical Proposal describing the qualifications and background of the applicant and experience with similar programs, as well as the work plan or approach proposed for this requirement.

A completed and signed W-9 (taxpayer identification number and certification). Form is downloadable at [www.purchasing.ri.gov](http://www.purchasing.ri.gov).

In addition to the multiple hard copies of proposals required, Respondents are requested to provide their proposal in electronic format (CDRom or Diskette). Microsoft Word / Excel OR PDF format is preferable. Only 1 electronic copy is requested.

Proposals must contain the following key elements. Proposals that do not include this mandatory information will be disqualified.

## **Cover Letter**

Cover letter should acknowledge the proposal transmittal, and should certify to the accuracy of the information submitted in the proposal.

## **Executive Summary**

Provide an executive summary of the proposal not to exceed 2 pages.

## **Proposal**

- Overall Proposal Description: Applicants should provide an overall description of the content of their proposal. The description should describe how the project meets the Fund's objectives and how it aligns with the evaluation criteria described herein.
- Project Work Plan, Milestones, Funding Request, Status and Timeline: Applicants shall provide a thorough work plan along with a detailed budget and deliverables. Funding milestones may include requirements for project activity as well as major expense items like media advertising initiatives or events. Applicants must describe in detail the amount and structure of the project funding that they are requesting from the Fund. Projects that have a high degree of co-funding from other parties, foundations, state funds, etc. will be favored. Applicants will provide a description of the status and proposed timeline of their project/contract. All proposals must have a realistically attainable expected timeline. Other information documenting the likelihood of project completion should be provided here. Letters of commitment from customers, partners, or target groups (to the extent applicable) are requested as an attachment.

- **Management and Staffing:** The applicant should provide a detailed description of the project team, its management structure and staffing requirements. The resumes of the contact person, project manager and all key individuals should be included as attachments.
- **Qualifications:** The applicant should detail the qualifications of the proposing organization or team (or its individuals), detailing its command of the issues associated with “green power”, its track record of successful outreach to comparable target audiences, successfully aggregating customers for the purchase of green power or encouraging similar action.

The applicant should describe past activities that relate to the proposed work plan, particularly those that may provide leverage to the applicant’s proposal. Two references should be included.

- **Proposed Leveraging Activities:** The applicant should describe any coordination with, or co-funding by, other states in New England or with related target audiences in other areas. The applicant should describe any other ongoing or past activities (e.g. materials already created that can be adapted to RI market) that provide leverage to the proposal.

## **Attachments**

- The resumes of the identified contact person (mandatory) as well as key team members.
- **Documentation of Proposal Accuracy:** Any documentation to warrant or demonstrate the accuracy of the information provided in the proposal should be attached here. For example, if specific electricity customers or other organizations are identified in the proposal, where possible, bidders should provide a letter of commitment from those customers or organizations indicating their intention to participate.
- Sample Materials (if applicable).

## **Proposal Length**

Not including cover letter and attachments, proposals should not exceed 20 single spaced pages.

## **Submittal Conditions**

### **Proposal Disposition**

All material submitted with each proposal shall become the property of the DOA and will not be returned.

### **Proposal Preparation Costs**

All direct and indirect costs related to preparation of a Bidder’s response to this RFP, preparing or making any oral presentations, or participation in contract negotiations, are the sole responsibility of the Bidder, and proposals are submitted with the express understanding that there will be no claims whatsoever from the DOA or the Energy Office with respect to such costs.

## **Proposal Changes or Withdrawals**

Proposals are considered to be irrevocable for a period of not less than sixty (60) days following the opening date, and may not be withdrawn, except with the express written permission of the State Purchasing Agent.

## **Right to Reject Proposals**

This RFP is not a contractual offer or commitment to purchase. The DOA reserves the right to reject any or all proposals and to waive any technical defects or formality in proposals received, to accept any or all of the items in a proposal, and to make an award in whole or in part if it is deemed in the best interest of the State of Rhode Island, for any and all reasons at its sole discretion. Those who submit proposals do so without any recourse against the DOA or the Energy Office for either rejection of any specific proposal or proposals, or failure to choose any proposal.

Proposals found to be technically or substantially non-responsive at any point in the evaluation process will be rejected and not considered further.

The DOA reserves the right not to make an award or to award on the basis of cost alone, to accept or reject any or all proposals, and to award in its best interest.

## **Proprietary Material & Confidentiality**

The DOA will not accept proposals or other documents that are marked to indicate the entire document is the confidential or proprietary information of the sender. Normal business practices will be observed in handling proposal materials. Bidders should assume that the price and other terms and conditions of their bid will become part of the public record.

## **Publicity**

The Bidder shall not release for publication any information in connection with the bid or resulting award without the prior written permission of the DOA.

## **Treatment of Proposals**

Proposals will be confidentially reviewed by members of the Fund and its consultants. The Fund reserves the right to not select any submitted bid. The costs incurred for preparation of the bidders' proposals will not be reimbursed. Unsuccessful applicants will be notified that their proposals were not accepted and the reasons for non-acceptance. At the sole discretion of the Fund, applicants may be given the opportunity to amend their proposal for resubmission.

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