

Subject: Request for Proposals: On-Call Marketing Services

The New York City Energy Efficiency Corporation (“NYCEEC”) is soliciting proposals from qualified vendors to provide various on-call marketing and communications services according to the parameters outlined below.

Background

Launched in 2011, NYCEEC is a non-profit finance company with 501(c)(3) federal income tax exemption status. Our mission is to innovate and deliver clean energy financing solutions for buildings. See www.nyceec.com for additional information.

Description of Required Services

NYCEEC is looking to retain one or more consultants to advance its marketing efforts. This includes working with NYCEEC to:

- Implement a marketing and communications strategy that is aligned with NYCEEC’s overall strategic initiatives and execute specific marketing and communications initiatives
- Work on ad hoc projects with tight deadlines.

Accordingly, each consultant selected (if any) in connection with this RFP will need to be able to provide services in any or all of the following areas (collectively, the “**Services**”):

- 1) General marketing and communications services:
 - a) Design and production of general marketing and communications collateral
 - b) Design, edit and/or produce case studies, infographics and other program-related materials, based on content and information provided by NYCEEC staff and/or NYCEEC customers and transaction partners
 - c) Provide copywriting services
 - d) Provide graphic design services
 - e) Provide public relations and communications services
 - f) Ad hoc marketing and communications projects
 - g) Design and participate in the upgrade of the NYCEEC website
 - h) Conduct a review of NYCEEC’s existing marketing and communications material, including its digital presence and technology tools, to assess effectiveness and provide recommendations

Proposal Requirements

Each proposal submitted in response to this RFP should include the following:

- 1) An overview of the firm and the relevant individuals, sub-contractors and/or departments that would be involved in providing the services.
- 2) An overview of the types of services, with specific reference to the particular Services in any or all of the areas outlined above, that the respondent can provide.
- 3) A brief description of the respondent’s relevant experience, including at least two (2) examples of prior work for similar organizations, including, for each:
 - The name of the client;
 - A reference contact name and telephone number for the client; and
 - A brief description of the services performed for the client.

Please note that NYCEEC may choose to speak to any, all or none of the persons whose names and contact information have been provided.

- 4) A listing of all individuals who would be involved in performing the Services, together with an indication of their affiliation (if non-employees), titles and responsibilities, a description of their qualifications and past relevant experience and an estimate of the availability of each of these

individuals to provide the Services. The proposal should include a resume and/or detailed statement of professional experience for each such person, including a statement of educational background.

- 5) Proposed fees and compensation.
- 6) Limitations, if any, on your availability and the amount of time you can devote to this engagement.

Evaluation Criteria

- 1) Demonstrated competence and capacity to perform the proposed Services
- 2) Qualifications, relevant knowledge and experience
- 3) Industry reputation
- 4) Cost
- 5) Strong project management skills and ability to meet tight deadlines
- 6) Demonstrated understanding of energy efficiency finance and the types of transactions NYCEEC finances is a plus. This may include experience in the following: real estate, energy services and engineering, environmental advocacy, government, non-profits/philanthropy, financial services
- 7) Availability to perform the Services beginning immediately, and periodically, as requested by NYCEEC from time to time.

Please submit a proposal of five (5) pages or fewer (not including appendices, in which you can include relevant examples of marketing collateral). Each proposal submitted in response to this RFP should be submitted by email, as an attachment in .PDF format, to: RFP@nyceec.com .

Submission Deadline

NYCEEC currently expects to keep this RFP open until 5:00 p.m. on February 28, 2018 (the "**Submission Deadline**"). As such, respondents may submit proposals until the Submission Deadline and there is no other prescribed due-date for submissions. All suitable proposals received before the Submission Deadline will be reviewed by NYCEEC on an ongoing basis.

As described in the RFP terms and conditions included with this RFP (the "**Terms**"), NYCEEC reserves the right to change the Submission Deadline at any time. This RFP is subject to such Terms and by submitting a proposal you agree to such Terms.

Any questions related to this RFP should be sent to RFP@nyceec.com .

** Please note that NYCEEC is a not-for-profit organization with a limited budget for consulting services. We are seeking competitively priced proposals that most comprehensively meet our requirements, and achieves our objectives efficiently.

We look forward to building relationships with the consultant(s) we select as we continue to grow.



General Terms and Conditions

By submitting a proposal to the New York City Energy Efficiency Corporation (“NYCEEC”) in response to NYCEEC’s request for proposals (the “RFP”), you agree to the following terms and conditions:

1. These terms and conditions constitute a part of the RFP. The RFP is not a “Request for Bids”. NYCEEC is the sole judge of each response’s conformance with the requirements of the RFP and of the merits of the individual proposals.
2. The City of New York (the “City”) is not a party to the RFP, nor should it be deemed to have made any representation hereunder or to have covenanted to perform any obligation.
3. In accordance with NYCEEC’s contract with the City, the selection of respondent(s) may be subject to the City’s approval.
4. You will treat your proposal, the RFP, and all information obtained from NYCEEC in connection with the RFP (collectively, the “Confidential Information”) confidentially, and you will not discuss, publish, divulge, disclose or allow to be disclosed the Confidential Information to any other person, firm or entity, including press or other media, without NYCEEC’s prior written approval. You will refer all press and other inquiries concerning the RFP, or any other Confidential Information, to NYCEEC.
5. NYCEEC is not responsible for any cost or expense you may incur in preparing your proposal nor for any work or services performed by you prior to the execution and delivery of a contract with NYCEEC. NYCEEC has no obligation to pay any costs or expenses incurred by you or any other respondent at any time unless NYCEEC has expressly agreed to do so in a signed writing.
6. For its procurements of goods and services, NYCEEC generally prefers to use its standard form of contract. Upon request, NYCEEC will provide you with a copy of this form for your review.
7. NYCEEC is subject to the requirements of Article 6 of the New York Public Officers Law (the “Freedom of Information Law” or “FOIL”). As such, your proposal is subject to disclosure pursuant to FOIL demands that may be made upon NYCEEC. You may, in writing and at the time you submit your proposal, provide a detailed description of specific information contained in your proposal constituting trade secrets or proprietary information that, if disclosed, would substantially harm your competitive position. This characterization will not be determinative, but will be considered when evaluating the applicability of any exemptions in responses to a FOIL request.
8. NYCEEC reserves the right to take any of the following actions in connection with the RFP: amend, modify, cancel or withdraw the RFP for any or no reason; waive any RFP requirements; require supplemental statements and information from any respondents; award a contract to as many, as few or none of the respondents as NYCEEC may select; accept or reject any or all proposals; extend the deadline for submission of proposals; negotiate or hold discussions with one or more respondents simultaneously; and permit the correction of deficient proposals. NYCEEC may exercise any of these rights at any time, without notice and without liability to any person or entity. All proposals become the property of NYCEEC.