



Request for Proposals: Integrated Marketing Services for “Clean Energy Lives Here” Campaign

Date of Issue: July 8, 2024
Proposals Due: July 31, 2024

Total Funding Available: \$2,300,000 (through the end of 2026)
(Note: The contract for the vendor selected through this RFP may be extended up to three (3) years from the contract date and/or additional funding may be added)

All proposals must be submitted to:
marketing@masscec.com

I. SUMMARY

The Massachusetts Clean Energy Technology Center (“MassCEC”) seeks applications from a qualified integrated marketing vendor expert in business to consumer (“B2C”) messaging and advertising (the “Applicants”), to provide robust content development and media buying services for the MassCEC’s “Clean Energy Lives Here” (“CELH”) public awareness campaign (the “Campaign”).

This RFP seeks applicants that will work with MassCEC’s Marketing and Communications team from mid-2024 through the end of 2026 to manage and expand the Campaign’s website (CleanEnergyLivesHere.com) (the “Website”), create and place advertising to consumers in Massachusetts about clean energy home technologies, and promote the residential adoption of clean energy home technologies. The anticipated budget for this timeframe would be \$2,300,000. MassCEC reserves the right to add additional funding to the Campaign or extend the Campaign.

As described in more detail in Section 6. Scope of Work, the selected Applicant will be responsible for:

- Website Maintenance and Development
- Website Content creation
- Email Nurturing Campaign and Monthly Newsletter
- Collaboration to Incorporate Consultant-Created Content into CELH website
- Development and optimization of Messaging
- Advertising Creation
- Media Buying for Advertising Placement
- Creation of Customer Story Videos
- Language Translation for Website Content and Advertising
- Event Materials
- Tracking Campaign Metrics

II. About MassCEC

MassCEC is a quasi-state economic development agency dedicated to accelerating the growth of the clean energy sector across the Commonwealth to spur job creation, deliver statewide environmental benefits and to secure long-term economic growth for the people of Massachusetts. MassCEC works to increase the adoption of clean energy while driving down costs and delivering financial, environmental, and economic development benefits to energy users and utility customers across the state.

MassCEC’s mission is to accelerate the clean energy and climate solution innovation that is critical to meeting the Commonwealth’s climate goals, advancing Massachusetts’ position as an international climate leader while growing the state’s clean energy economy. MassCEC is committed to creating a diverse, equitable, and inclusive organization where everyone is welcomed, supported, respected, and valued. We are committed to incorporating principles of diversity, equity, inclusion, and environmental justice in all aspects of our work in order to promote the equitable distribution of the health and economic benefits of clean energy and support a diverse and inclusive clean energy industry. MassCEC strives to lead and innovate in equitable clean energy and climate solutions.

III. Program Description, Goals, and Context

MassCEC launched Clean Energy Lives Here in 2020. In accordance with MassCEC’s procurement practices, we are seeking to reprocure for an integrated marketing vendor through this RFP.

MassCEC’s Clean Energy Lives Here public awareness campaign aims to educate Massachusetts consumers about home decarbonization and provides resources for them to transition their home to clean energy technologies over time. [The Website](#) includes information on weatherization, heating and cooling, hot water, solar electricity, home appliances, and transportation. Through the Website, consumers can learn about clean energy technologies, see the benefits and savings, search for a list of installers that serve their area, and access clean energy journey success stories to see how others are transitioning their homes.

The Campaign encourages Massachusetts consumers to take action by visiting external websites where they can schedule home energy assessments, buy clean electricity, learn about the feasibility of solar electricity for their home, find professionals to execute on weatherization and heating and cooling projects, and understand their eligibility for associated rebates, incentives and tax credits. CleanEnergyLivesHere.com visitors can subscribe to an email nurturing campaign and monthly newsletter, which the Applicant would also manage during this engagement.

PROGRAM GOALS

The Campaign looks to provide a centralized set of resources and information for Massachusetts homeowners, renters and landlord populations, that helps guide Website visitors and newsletter subscribers through:

- The benefits of specific home decarbonization actions
- Best practices when undertaking home decarbonization work
- Available financing and/or incentives when adopting clean energy home technologies

The Campaign also seeks to continually reach relevant audiences across the state, informing them of the Website and associated resources. As such, pursuing high impact, effective avenues of promotion are a priority.

Goals:

1. Engage consumers on opportunities for home electrification, efficiency, and renewables
2. Provide resources to inform consumer evaluation and decision-making
3. Support residents in developing a long-term plan for transitioning home energy systems prior to failure
4. Connect residents with installers

PROGRAM CONTEXT

MassCEC is integrating Clean Energy Lives Here into other programming. As a result, the selected Applicant will need to coordinate with several other ongoing efforts and other vendors, including other vendors that may develop content that will need to be integrated into the Website, in a way that aligns with existing content on the Website and respects the customer journey.

Specifically, MassCEC has already begun planning for the following new topics/content areas that would need to be integrated into the Website and the Campaign:

- **Landlord and Renter Content:** Clean Energy Lives Here has historically targeted homeowners. Starting in late 2024, the Campaign will expand to target two (2) other key market segments – renters and landlords. To do so, MassCEC will issue a separate RFP to procure a vendor to research these market segments and write new, targeted content for landlords and renters of one-to-four-unit residential buildings in Massachusetts. The selected Applicant will help integrate this new content into the Website, restructure the Website to facilitate these customer journeys, and promote these new resources as part of the advertising plan and associated media buying for the campaign.
- **Electric Vehicle (“EV”) Content:** The selected Applicant will be integrating new and improved EV content into the Website, including an electric vehicle finder tool.
- **Home Modernization Navigator (“Navigator”):** Leveraging the resources of Clean Energy Lives Here, the Navigator will assist owners and occupants of one-to-four unit residential buildings to navigate electrification, efficiency, and renewable energy projects, through phone calls, video calls, emails, office hours, etc. Initially the Navigator will launch only in the Cities of Springfield and Lowell with the intention of expanding to other municipalities and eventually statewide. The selected Applicant for this RFP will be responsible for integrating the Navigator’s online presence into the Website, potentially through microsites for Springfield and Lowell initially and eventually throughout the Website. Additionally, the Navigator vendor will transcreate the same content that is on the [Spanish-language microsite](#) on the Website into Portuguese and Khmer and the

selected Applicant for this RFP will need to put that transcreated content into Portuguese and Khmer-language microsites.

- **Highlighting new incentive programs:** The incentive and financing landscape for home decarbonization solutions is rapidly changing and expanding. For example, MassCEC anticipates that there will be new electric bicycle incentives and new equity-focused solar photovoltaic incentives in the coming year. The selected Applicant will be responsible for updating the Website to reflect any new or updated incentives and financing options, based on guidance from MassCEC.

During 2024, the Massachusetts Office of Energy and Environmental Affairs (EEA) launched a statewide public awareness campaign about climate change that focused extra advertising on the Lawrence and Springfield markets. The messaging was “Everyone can take climate action” and that there are many opportunities, big and small, for Massachusetts residents to help the climate. Some of the campaign landing page’s links lead to Clean Energy Lives Here webpages. EEA’s campaign may continue to be funded in upcoming years and Clean Energy Lives Here should complement it.

IV. Eligibility

Applicants may consist of one or more individuals, sole proprietors, professional consultants, marketing agencies, advertising agencies, media buyers, non-profits, institutions, or companies with multiple employees. Applicants are encouraged to partner with other organizations (“Project Partners”) to provide complementary expertise that a single entity may not possess. For example, one Project Partner may have more experience with graphic design, and another Project Partner may have more experience with media buying.

Teams with multiple entities should have one (1) entity that is responsible for organizing the team and proposal (“Lead Applicant”). For the sake of this RFP, the term “Applicant” may refer to either a single entity or a Lead Applicant with one (1) or more Project Partners. Individual entities may apply as part of multiple teams. MassCEC will contract with the Lead Applicant.

MassCEC strives to partner with organizations, companies, and entities that consciously work to create a diverse, equal and inclusive work environment. MassCEC encourages such partners to have a Diversity, Equity & Inclusion (“DEI”) policy to encourage hiring of a diverse team, provide equal and fair treatment of all team members, and ensure a workplace environment where all team members feel valued and can fully participate in driving organizational success.

Applicants must have the areas of expertise listed below:

- Using customer journey maps or narratives to develop web content
- Media buying
- Message creation for advertising
- Graphic design for advertising
- Content writing for the web

- Wordpress website maintenance and development
- Web content transcreation from English

V. ESTIMATED TIMELINE

This timeline is subject to change at MassCEC’s discretion.

Release of RFP	July 8, 2024
Questions due to MassCEC via email to <i>[marketing@masscec.com]</i>	July 19, 2024
Questions with Answers Posted to MassCEC Website	July 23, 2024
Proposals Due	July 31, 2024
Interviews of Top Applicants	Mid-August 2024
Notification of Award	Late August 2024

VI. Scope of Work

Scope of work for the selected Applicant would include the following:

- **Website Maintenance and Development**
 - Host Website, including management of SSL certificate
 - Design and program new Website pages, make edits and enhancements to Website pages.
 - Manage ongoing edits to articles and Website
 - Add new content to Website, including for new target audiences, such as Environmental Justice Communities, rental property owners, and renters.
 - Re-structure the Website to support single-family, homeowner, renter and rental property owner personas when new content for renter/property owners becomes available.
 - Overseeing the evolution of the Website navigation and any updates to the Installer database as they arise.
- **Website Content creation**
 - Producing effective and engaging writing and illustrations for the Website, that clearly communicates clean energy home technology benefits

- Tracking and updating of clean energy home technology rebates and incentives
- **Email Nurturing Campaign and Newsletter**
 - Maintain MailChimp (or similar email tool) subscription and opt-in list
 - Design and distribute monthly newsletter
- **Collaboration to Incorporate Consultant-Created Content into CELH website**
 - Clean Energy Lives Here integrates the deliverables from several other MassCEC projects into its Website. The Applicant will be comfortable collaborating as necessary with external firms/vendors who manage these projects.
 - As described in Section III, projects will include the Home Modernization Navigator, EV webpages, and the addition of landlord and renter Website content and advertising messaging.
- **Development of Messaging**
 - Support and promote unique messaging for three (3) main audiences: homeowners, renters and landlords
- **Advertising Creation**
 - Create new advertising content and promotional materials for variety of mediums (digital display, Social, Out of Home, Video)
- **Media Buying for Advertising Placement**
- Manage media buying for an omnichannel public awareness campaign (TV, digital display, Out of Home, Social)
- **Creation of Customer Story Videos**
 - Produce and edit short videos for the Website, advertising, and organic social media about customer home decarbonization/electrification journeys
- **Language Translation/Transcreation for Website Content and Advertising**
 - Clean Energy Lives Here strives to provide comprehensive educational resources that support all Massachusetts residents in their residential clean energy journey. Beyond increased efforts to support a variety of income-levels and housing demographics, we also strive to ensure equitable access to information via transcreation into non-English languages, such as Spanish.
 - Ensure all new Website content and selected advertising content is accurately translated into Spanish. Support additional language translations or provision of translation tools as needed.
 - The Applicant would need to ensure the continued, accurate maintenance of our CELH Spanish microsite as well as arrange appropriate translation and voice talent services for any content that requires transcreation, such as social media posts and TV advertisements.
- **Event Materials**
 - Provide support in developing physical materials for events and promotional opportunities; such as branded merchandise, activities/ games, and banners for tradeshow and community events
- **Tracking Campaign Metrics**

- Monthly reporting on Website visits, ad impressions, click-through-rate, cost-per-click, conversions, cost-per-conversion, most popular search terms, and other relevant KPIs as needed.

VII. HOW TO APPLY

MassCEC must receive responses to this RFP no later than Wednesday, July 31, 2024, at 5:00 PM ET. Only complete, timely proposals will be considered. MassCEC, at its sole discretion, may determine whether an application is complete. The submission must be in electronic form, submitted via email to marketing@masscec.com. Proposals should be in a single PDF document. “Integrated Marketing Services for “Clean Energy Lives Here” Campaign” must appear in the email subject line. **Under no circumstances will MassCEC accept responses past the deadline.**

Please include a brief summary of you or your organization’s commitment to DEI and/or EJ principles. If available, please provide or link to any relevant materials (e.g., organization guidance documents, mission/vision statements, etc.). You may also include brief examples of initiatives, projects, or other work in which the Lead Applicant and/or Project Partners have demonstrated a clear commitment to advancing DEI and/or EJ principles.

Please include in your proposal:

- **Attachment A:** Authorized Applicant’s Signature and Acceptance Form
- **Attachment B:** Application Form
 - Narrative describing qualifications listed in Section IV (Eligibility)
 - Proposed approach to tasks described in Section VI (Scope of Work)
 - Budget for each task, including an hourly rate table for staff that will work on this scope of work
- Resumes of all participating individuals, including from subcontractors
- Two (2) examples of each of the following:
 - Customer journey flows or narratives that underpin web content the Applicant has developed
 - Websites the Applicant has managed/ is managing
 - Newsletters the Applicant has created
 - Digital ads the Applicant has created
 - Out of home ads the Applicant has created
 - Videos the Applicant has created
 - Content translation the Applicant has completed
 - Campaign metrics reports the Applicant has delivered to a client
 - Integrated marketing campaigns the Applicant has managed

Please review and be prepared to sign **Attachment C** (Sample Agreement). Any requested change to Attachment C (Sample Agreement) should be noted in Attachment B (Application Form), which shall be negotiated at MassCEC’s sole discretion.

VIII. Selection Criteria

Applicant proposals will be evaluated based on the following criteria:

- **Completeness of Proposed Approach**
 - Does the Applicant plan to provide services commensurate with the Tasks requested by MassCEC?
 - Has the Applicant’s proposed approach demonstrated insight into the Campaign goals?
- **Experience and Qualifications**
 - To what extent does the Applicant demonstrate the eligibility criteria?
 - What is the Applicant’s plan for acquiring content knowledge that it may not have in-house?
 - Has the Applicant successfully completed projects similar or relevant to the proposed work?
 - Does the Applicant have experience and qualifications to develop an approach that meet the project requirements?
 - Does the Applicant demonstrate strong project management and communication skills to enable the Applicant to collaborate on meeting Campaign goals, deadlines and expectations in partnership with the MassCEC team and content-creating vendors?
 - Has the Applicant provided strong references and recommendations?
 - Does the Lead Applicant or any of the Project Partners have Supplier Diversity Office (“SDO”) certification as a diverse business enterprise or meet the criteria for any of the diverse business enterprises certified with the SDO but have not completed certification with the SDO?
- **Overall Quality of Proposal**
 - Does the Applicant demonstrate an understanding of the concepts and motivators underlying the Campaign?
 - Has the Applicant demonstrated an ability to meaningfully engage and communicate effectively with Residential Customers, especially a diverse array of homeowners, landlords, and tenants?
 - Has the Applicant demonstrated sufficient creativity and flexibility to support the Campaign?
- **Creativity shown in work samples submitted**

XI. Budget

MassCEC intends to spend \$2.3M on the Clean Energy Lives Here Campaign, over the next two and a half (2.5) years (between now and the end of 2026). The approximate annual budget would be around \$900,000 per year, including broadcast TV, digital, and out-of-home advertising placement.

Recommended approximate budgetary split would be:

- Content Integration and Content Development: 30%
- Advertising: 70%

MassCEC anticipates that the selected Applicant will be paid for time (billed hourly) and materials, not to exceed an agreed upon maximum per Task. MassCEC may consider written requests for adjustments of the overall budget breakdown between Tasks.

MassCEC may elect to provide additional funding and/or extend the duration of the Campaign, at its sole discretion.

PLEASE NOTE: the Campaign will be funded through federal funds from the **American Rescue Plan Act of 2021 (“ARPA”)**. Because of the federal funding behind the awards, the Campaign will be subject to federal reporting and compliance requirements. Additionally, MassCEC is required to expend all ARPA funds awarded under this RFP prior to **December 31, 2026**, and therefore, will require final invoices to be submitted to MassCEC for these funds well in advance of the December 31, 2026 deadline. As a consequence of ARPA funding, there are federal pass-through requirements in the Sample Agreement in Attachment F that are unique to ARPA funding. Applicants are strongly encouraged to review all relevant provisions in the Sample Agreement in Attachment F.

X. Contact Information for Questions

Please submit all questions in writing to marketing@masscec.com no later than 4:00 p.m. EDT, Friday, July 19, 2024. “Integrated Marketing Services for “Clean Energy Lives Here” Campaign RFP Questions” must appear in the subject line. Responses to questions will be posted on the RFP page by Tuesday, July 23, 2024.

Xi. General Request for Proposals Conditions

Notice of Public Disclosure

As a public entity, MassCEC is subject to Massachusetts’ Public Records Law, codified at Chapter 66 of the Massachusetts General Laws. Thus, any documentary material, data, or other information received by MassCEC from an applicant is a public record subject to disclosure. Applicants shall not send MassCEC any confidential or sensitive information in response to this RFP. If confidential information is submitted as part of the application and not clearly marked as confidential, such information may be made publicly available by MassCEC without further notice to the Applicant.

Disclaimer & Waiver Authority

This RFP does not commit MassCEC to award any funds, pay any costs incurred in preparing an application, or procure or contract for services or supplies. MassCEC reserves the right to accept or reject any or all applications received, waive minor irregularities in submittal requirements, modify the anticipated timeline, request modification of the application, negotiate with all qualified Applicants, cancel or modify the RFP in part or in its entirety, or change the application guidelines, when it is in MassCEC's best interests.

This RFP has been distributed electronically using MassCEC's website. It is the responsibility of Applicants to check the website for any addenda or modifications to an RFP to which they intend to respond. MassCEC accepts no liability and will provide no accommodation to Applicants who submit an application based on an out-of-date RFP document.

Contract Requirements

Upon MassCEC's authorization to proceed with the proposal, MassCEC and the awarded applicant(s) will execute a contract, substantially in the form of the template agreement attached hereto as [Attachment B] which will set forth the respective roles and responsibilities of the parties.

ATTACHMENT A: AUTHORIZED APPLICANT’S SIGNATURE AND ACCEPTANCE FORM

[Integrated Marketing Services for “Clean Energy Lives Here” Campaign] (the “RFP”)

The undersigned is a duly authorized representative of the Applicant named below. The undersigned has read and understands the RFP requirements and acknowledges and confirms that the Applicant and each member of its team has read and understands the RFP Requirements. The undersigned acknowledges and agrees that all of the terms and conditions of the RFP are mandatory.

The undersigned and each Applicant and each member of its team acknowledges and agrees that (i) all materials submitted as part of the application are subject to disclosure under the Massachusetts Public Records Law, as explained in the RFP; (ii) that the Massachusetts Clean Energy Technology Center (“MassCEC”) has no obligation, and retains the sole discretion to fund or choose not to fund the application set forth herein; and (iii) that MassCEC’s receipt of the application does not imply any promise of funding at any time.

The undersigned and each member of the Applicant’s team understands that, if the Application is selected by MassCEC pursuant to this RFP, the Applicant will execute and deliver an agreement to be provided by MassCEC that shall set forth the terms and conditions, together the respective roles and responsibilities of the Applicant, and each member of its team, and MassCEC, with respect to the project described in the RFP.

I certify that the statements made in this Application, including all attachments and exhibits, are true and correct.

Applicant: _____

(Printed Name of Applicant)

By: _____

(Signature of Applicant or Authorized Representative)

Title: _____

Date: _____

ATTACHMENT B: SAMPLE AGREEMENT

See Attached.

ATTACHMENT C: CORONAVIRUS STATE AND LOCAL FISCAL RECOVERY FUND (FRF)
CONTRACT ADDENDUM

See Attached.

Exhibit 1

Commonwealth of Massachusetts – Standard Form Contract

(See Attached)

Exhibit 2
Commonwealth Terms and Conditions

(See attached)