



REQUEST FOR PROPOSAL

Branding and Communications Materials

Southeast Energy Efficiency Alliance (SEEA)

October 4, 2010

CONFIDENTIALITY ACKNOWLEDGEMENT

All information presented in this RFP is confidential. The recipient set forth on the cover page hereto agrees to maintain all information presented in confidence, to not to reproduce this RFP, and to disclose the information contained in this RFP only on a need-to-know basis to the recipient's employees, and then only to the extent necessary for such employees' evaluation of its contents and response to this RFP. This document should in no way be interpreted as a contract (implicit, explicit, or implied) between the Southeast Energy Efficiency Alliance and any person or entity.

1 INTRODUCTION

The purpose of this RFP is to solicit proposals to provide the Southeast Energy Efficiency Alliance (SEEA) with an estimated budget and a general work plan to create a brand and logo for marketing, communications, outreach collateral, and a consumer-facing website for municipal energy efficiency projects being launched in twelve cities in eight states within the SEEA region.

SEEA is a 501(c)(3) nonprofit with the mission of promoting and achieving energy efficiency through networking, program activities, and education. The results of increased energy efficiency will be a cleaner environment, a more prosperous economy, and a higher quality of life in the southeastern United States.

SEEA is based in Atlanta, GA, and is active in the 13-state region of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia, and the Virgin Islands. SEEA has developed close partnerships with existing energy organizations and businesses in the Southeast, including investor-owned and public utilities, wholesalers, retailers, state governors and energy offices, state public utility commissions, environmental and energy nonprofit organizations, energy service companies, manufacturers, universities, consumer groups, low-income advocates, and residential, commercial, industrial, and agricultural consumers.

In April of 2010, SEEA was awarded \$20M by the U.S. Department of Energy (DOE) to develop local energy efficiency programs to provide comprehensive services in community neighborhoods to promote and administer energy efficiency and renewable technologies. Through an RFP process, SEEA awarded the following cities DOE funds to participate in the program:

- Atlanta, GA
- New Orleans, LA
- Jacksonville, FL
- Hampton Roads Metro Planning District, VA
- Charlottesville, VA
- Huntsville, AL
- U.S. Virgin Islands
- Chapel Hill/Carrboro, NC
- Charleston, SC
- Decatur, GA
- Charlotte, NC
- Nashville, TN

Collaboration with both public and private partners in these cities is key to the success of programs and the value of the tools developed through this RFP. Refer to Exhibit A for additional information regarding this program and the specific SEEA award.

1.1 DOCUMENT SPECIFIC DEFINITIONS

For purposes of this document, the party to whom the RFP is addressed (as set forth on the cover page to this RFP) shall be referred to as “Supplier” and any materials submitted in response to the RFP shall be referred to as Supplier’s “Proposal.” Any reference to “Solution” shall mean the total combination of products and services offered by Supplier to achieve SEEA’s defined resource and project requirements set forth in the RFP. Any reference to “Project” shall mean the underlying SEEA business initiative that encompasses, in whole or in part, the Solution sought by this RFP.

I.2 ISSUING ORGANIZATION:

This RFP is issued by the Southeast Energy Efficiency Alliance. Please refer all inquiries to:

Ben Taube, Executive Director
Southeast Energy Efficiency Alliance
cities@seealliance.org
999 Peachtree Street, NC Suite 1950
Atlanta, GA 30309
404-566-4170

I.3 REJECTION OF RESPONSES:

SEEA reserves the right to reject any and all applications received from respondents as a result of this request.

I.4 INCURRING COSTS:

SEEA is not liable for any cost or expenses incurred by the Supplier or any other person or entity in the preparation of their applications or proposals (including, without limitation, for attendance at any conferences or meetings related to this RFP).

I.5 DISCLOSURE OF RFP RESPONSE CONTENTS:

Supplier's Proposals are not confidential. All material submitted becomes the property of SEEA. SEEA has the right to use any or all concepts presented in any application. Approval or disapproval of an application does not affect this right.

I.6 ADDENDA TO THE RFP:

If it becomes necessary to revise any part of this RFP, addenda will be provided to all respondents who received the original RFP.

I.7 DEBRIEFING CONFERENCE:

Suppliers whose Proposals are not approved will be notified and at SEEA's election in its sole discretion, and by request of the supplier, will be given an opportunity to be debriefed. The purpose of the debriefing is not to compare Proposals, but to provide information that may assist in preparing any future RFP responses. SEEA will schedule the date, time, and location of any and all debriefing conferences.

I.8 NEWS RELEASES:

Supplier will not issue any news releases or other public statements pertaining to this RFP without SEEA's prior written approval, and then only in coordination with the SEEA Director of Communications, Anna Booth.

I.9 RESPONSE DATE:

In order to be considered for initial review and approval, Proposals must arrive by 4:00 p.m. Eastern Daylight Time on October 25, 2010 and at the location specified in this RFP. Proposals received after the deadline time and date for this initial solicitation will not be considered.

I.10 PROPOSALS:

To be considered, Supplier’s Proposal must be complete and in the format provided in the Appendices to this RFP. In addition, SEEA will accept no more than a 20-page narrative, excluding attachments, with 11 point font, responding to the items contained in the RFP. Applicants will not be given an opportunity to change any part of a Proposal after submission. **Proposals submitted electronically must be received by SEEA at cities@seealliance.org.**

1.11 RESTRICTION OF CONTACT:

From the issue date of this RFP until a determination is made regarding the qualification of respondents, all contacts with SEEA personnel concerning this RFP must be made through the SEEA’s Executive Director, Ben Taube.

Organizations interested in being considered as the qualified provider are requested to provide information on their organization’s history, partners, proposed organizational structure personnel, marketing plan, fees, and previous experience in energy services delivery, financial condition and other information as listed and detailed below.

2 SUPPLIER GUIDELINES AND ACTIVITIES

2.1 RFP SCHEDULE AND SELECTION PROCESS

The following schedule and due dates may be modified at the discretion of SEEA at any time. Supplier will be notified of changes to this schedule. All times are stated in Eastern Daylight Savings Time.

DATE	DESCRIPTION
10/04/2010	RFP Issued to Suppliers
10/08/2010	RFP Questions due to SEEA
10/12/2010 – 2pm EST	Bidders’ Conference Call: 1-866-502-8312 Participant code - 483994
10/25/2010	RFP Response Due Date by 4pm EST
11/09/2010	Finalist Interviews
11/12/2010	Contract Award Announcement
11/30/2010	Statement of Work Negotiated, Completed, and Signed

SEEA shall be entitled to modify any aspect of this RFP (including, without limitation, the requirements set forth herein for Proposals and the schedule for the Project set forth above) from time to time. Proposals not in compliance with this RFP as amended by SEEA will not be considered. Proposals submitted pursuant to this RFP shall be deemed offers by the submitting Supplier, and will be irrevocable by the submitting Supplier for one hundred twenty (120) days following the RFP Response Due Date. Nothing in this RFP shall require SEEA to accept any Proposal. Except as otherwise agreed by the parties in a signed definitive agreement pursuant to Supplier’s Proposal, if such Proposal is selected by SEEA in its sole discretion, the SEEA shall be entitled to modify or discontinue the Project at any time.

3 SPECIFICATIONS AND REQUIREMENTS

3.1 PROGRAM BRANDING / MARKETING & COMMUNICATIONS MATERIALS DEVELOPMENT

The Supplier will work with SEEA to develop a brand for its regional energy efficiency program that will support twelve cities across eight states within the US DOE Better Buildings Program (BBP). The Supplier will produce collateral templates and materials to support the energy efficiency programs and initiatives of the BBP cities as identified in Section 1. Materials should reach beyond typical market energy efficiency messaging and attempt to identify and overcome barriers to action.

SEEA seeks a supplier with which to work in close collaboration in the design, development, testing and production of a suite of branded marketing and communication materials that can be readily customized by sub-grantee cities. SEEA will work with the firm to identify core messages that will be included in all materials. This messaging will be developed in concert with SEEA through a combination of (but not limited to) the following:

- Supplier-conducted research,
- Currently available market research (**provided by SEEA*),
- Best practices reports (**provided by SEEA*), and
- A phone survey designed to measure local customers' attitudes and knowledge about energy efficiency projects (**provided by SEEA*).

to facilitate the development of multiple messages, available via several distribution channels, targeting specific market segments (residential, low-income residential, commercial facilities, single family home owners, small business owners, etc).

**SEEA will provide best-practice reports, consumer research findings, literature, and data sets for reference for the applicable cities (as available) and the southeast as a whole regarding community energy program marketing and best practices after the contract is awarded.*

This messaging will include multiple approaches to target the geographic and cultural diversities of the communities participating in the program. In addition, the design of the materials must be such that each participating city has the ability to customize a small portion of each piece of collateral with specific local program details, messages, and/or logos from local sponsors/partners.

Supplier will include in its proposal a separate and distinct itemized budget estimate by category for developing and conducting primary market research in order to refine demographic data and develop a suite of appropriate messaging campaigns. The research categories should include, but not be limited to, PRIZM (or similar) demographic analysis of partner cities, focus groups, surveys, etc. The research will focus on the participating cities listed on page 3.

SEEA requires proposals from suppliers to provide the following services and products. It is SEEA's expectation that all of the functions described below will be provided within the fixed fee project budget. However, based upon the results of the planning workshops and initial consultations, the list could expand or contract based upon complexity and sophistication of the features.

1. Supplier will work iteratively with the SEEA Team through every stage in the development of marketing and communications material, **including but not limited to:**

- Clearly defining mutually understood goals and objectives for the program
 - Audience Analysis
 - Creative Design
 - Materials & Strategy Refinement
 - Production
2. Design, develop, test, and refine the program branding for SEEA's program (currently called the Better Buildings Program)
 3. Design, develop, test, and refine the program branding and logo.
 4. Design, develop, test, refine and produce master copies of marketing and communications collateral, consistently branded per the above activities, that **include but are not limited to:**
 - Flyers
 - Bill stuffers
 - Event Banners
 - Posters
 - Tip cards/Postcards
 - Fact sheets
 5. Supplier will provide a short "manual" or "playbook" of creative marketing campaign ideas, grass-roots social marketing suggestions, target market opportunities, distribution channels, etc. to support the participant cities in program engagement efforts. Additionally, the manual will provide ideas and suggestions for creative uses for the marketing tools being developed through this RFP; supplier will provide suggestions and best practices for driving traffic to the communities' websites; as well as the optimal utilization, distribution, and placement of collateral materials.

3.2 PROGRAM WEB DESIGN

SEEA is committed to providing a central hub Website and associated spoke websites that will serve as the fundamental information repository and focus of on-line interaction for the cities in SEEA's region that are part of the Department of Energy's Better Buildings Program. It is envisioned that there will be two types of spoke sites:

- A templated website that bears the overall SEEA program brand and with a standard site tree, will allow individual program cities to input their relevant program information through a Content Management System provided by the Supplier.
- The second version of the spoke site will offer summary information about the referenced individual program city and will essentially serve as just a link from the SEEA website to a city's existing program website. SEEA will provide graphics and branding for the city's integration into their external website to maintain consistency and branding.

The underlying information architecture of all websites must be intuitive and allow SEEA's partner cities and their stakeholders to find the information they need easily. Furthermore, the site(s) must use a content management system that will allow SEEA and city staff to easily add, edit and delete new site sections, relate content across the site, and continue to incorporate new areas of functionality as the site and programs continue to grow.

The program website(s) will be built using a system that allows site administrators to easily manage content across the site. These tasks include modifying and creating new site sections, adjusting taxonomy lists, editing and approving content contributed by outside users, and creating relationships across content types. The system should be flexible enough to provide staff with the option of creating and deleting entire site sections, should the program's site objectives continue to develop and improve over time.

The concept of the program site(s) is to have a very social media rich platform that engages users and provides both push and pull features to bring users to the site(s). The site will require users to login to view Modules for users to connect, share, and stay in touch as a critical component of the program website(s) and elements such as participant surveys, competitions between and among cities, and engagement incentives will be necessary in the successful proposal.

The site should directly support engagement between SEEA staff and its users while also providing users with a way to engage each other, creating a stronger base for online collaboration. Facilitating meaningful online interaction means more than simply allowing users to share files, discussions, blog posts, and other information. Real collaboration and networking requires building features that focus on people, who directly show networking opportunities and the activities of the group.

Site administrators will be able to easily publish content types (documents, publications, news, blog posts, etc.) to site sections and subsections and inter-relate them by multiple facets. In order to make locating information easy for site visitors, every piece of content loaded into the web site can be categorized and classified – enabling contextually-specific placement of any piece of content.

It is SEEA's expectation that all of the functions described below will be provided within the fixed fee project budget. However, the list could expand or contract based upon complexity and sophistication of the features and functions of the website(s).

1. Supplier will work iteratively with the SEEA Team through every stage in the development of the web site, including:
 - Clearly defining mutually understood goals and objectives for the site
 - Audience Analysis
 - Services and Requirements
 - Information Architecture
 - Technical Architecture
 - Prototyping
 - Creative Design
 - Content Management System Design
 - Interface Development – with SEEA's business process management software currently being contracted. This tool will perform data collection, reporting, performance tracking functions for each of our sub grantee cities, as well as overall general program reporting and management for SEEA.
 - Content Migration
 - Training

- Launch
2. Supplier will define, build, test and refine key areas of site functionality within the scope of the web development project, including:
- A Content Management System built on a free or open source CMS platform for SEEA and cities' staff to easily administer the web sites' content, which may include – but will not be limited to – news items, blogs, events calendar, announcements, community and/or program photos, etc. In addition, the CMS system will allow admin users to manage community/user contributed content and comments;
 - An engaging and easy to use graphic design;
 - Program user profiles, registration, and “community” features, including:
 - User commentary and discussion on site content
 - User rating of “resources”
 - User submission of resources
 - Moderated discussion areas – message boards/chats
 - Searchable directory of Community users (only accessible by logged in users.)
 - Link to other media – Twitter, FaceBook, MySpace, Digg, etc.
 - E-commerce module for local/national retail partners; coupons, location info, etc.
 - Calendar of events (content management)
 - A “Resource Library” database containing vetted and approved documents, program & project descriptions, best practice tips, and other information that can be filtered by the categories most appropriate to SEEA’s work, like topic, region, type, etc.;
 - Project-related “best practice guides”, that are ‘collections’ of select resources organized by and editorialized by SEEA staff;
 - One or more blogs
 - Integrated Events calendar and content area
 - Project news area; regional and city-specific
 - General “About SEEA” pages that describe the Better Buildings Program (to be renamed), its partners and its goals.
3. Supplier will develop additional features to be included and integrated throughout the new web site, including:
- Email newsletter sign up capabilities
 - RSS syndication of content
 - Site Search
 - “Share this” content capabilities
 - Print this page capabilities
 - Promotion of 3rd party social network presences (if available)

- Uniquely identified and password protected data
- Targeted information (video, podcast, discussion group, webpages) based upon user defined interests and data input on home
- system interface directly with the data collection and reporting tools being developed by DOE for the Better Buildings Program

It is imperative that the web system backend be constructed to interface directly with a Data Collection & Reporting IT Tool being developed by DOE for the Better Buildings Program in order to easily share data and reports produced by the IT Tool. The winning supplier will be required to communicate directly with the supplier of the IT tool to ensure functional and technological compatibility. SEEA will take responsibility for coordinating this activity with the selected contractor.

3.3 SERVICE REQUIREMENTS

It is anticipated that during and after the beta phase implementation of the SEEA program website(s), the Supplier will be available to answer questions and correct issues promptly until all functionalities operate independently and without issue. Costs for upgrades or additions to the system should be described.

3.4 REQUIRED INCORPORATION OF SEEA INPUTS

Proposals must include integrate boilerplate text and graphics (*e.g.*, for reports, logo and graphics look-and-feel for the website) provided to the Supplier by SEEA or, with SEEA’s approval, by relevant partners as needed.

3.5 INTELLECTUAL PROPERTY OWNERSHIP

Proposals should be based on the understanding that, as between SEEA and the Supplier, each will retain ownership of its “background intellectual property” (*i.e.*, the intellectual property that it owns on the effective date of the definitive agreement), and SEEA will own all intellectual property created by Supplier in connection with the Project. Proposals may include alternative approaches to intellectual property ownership with respect to specific Solution components; any such alternatives should clearly describe the impact on any other term of Supplier’s Proposal if SEEA should select such alternative. “Intellectual property”, as used in this section, should be read broadly to include, without limitation, copyrights, patent rights, trademarks or any other proprietary rights to any intangibles and the samples, copies and other materialized forms or representations of such intangibles.

4 SUPPLIER RESPONSE

Proposals should include the sections outlined below; the numbering should be identical to the sections outlined below. Except where specifically requested, the Proposal shall be contained within a single document no more than 20 pages, 11 point font, excluding attachments.

4.1 CONTACT INFORMATION

Please complete the following table:

Responding Company Information	
Responding company:	
Primary Contact name:	

Address:	
ZIP code:	
City:	
Country:	
Phone number:	
Fax number:	
Email:	

4.2 SOLUTION DESIGN

4.2.1 Competitive Landscape

Please describe the benefits you believe are unique to your firm. What uniquely qualifies your firm to execute this project successfully? Please be specific.

What are your firm’s strengths? What sets your firm apart from others in the industry?

Are there any current or anticipated developments in your industry / professional field that you believe will significantly impact this project? Please specify the nature of the development(s) and their impact(s).”

4.2.2 Project Management

Describe your approach to managing a project of this type, including roles proposed in the Solution model.

Describe what project management role(s) SEEA plays in the overall Solution model and the type and degree of interaction necessary between SEEA, the Supplier &/or SEEA’s program cities.

4.2.3 Quality and Testing

Describe your proposed quality assurance (“QA”) processes, including tools used and how you will measure quality and best practices.

Describe your approach, process, and procedures for software testing and user acceptance testing.

4.2.4 Roles and Responsibilities Matrix

Based on your understanding of the Project requirements, define the responsibilities, tasks, communication channels, reporting structures, and work-transition protocols for all affected entities (Supplier, SEEA, BetterBuilding Program Cities, etc). Provide a Roles and Responsibilities Matrix that outlines ownership for all of the major activities including direct operational activities, project management, and governance.

4.2.5 Development Approach, Methodology and Tools

Please provide a detailed overview of your project approach and methodology. Please include specifics on phases, deliverables, resources and duration. Indicate any specific templates, aids, or other project tools that you would utilize. Provide an implementation plan with supporting organization chart and roles and responsibilities.

Describe your company’s methodology, tools, and any accelerators that will help ensure success of the Project.

Describe your proposed implementation plans, including project phases, milestones, major deliverables and timelines.

Describe the project management tools that will be used including scheduling, cost control and budget management, resource allocation, collaboration software, communication, quality management and documentation.

4.2.6 Unique Approach

Please describe what aspects to the approach described above are unique to your firm.

4.2.7 Training

Describe how training and knowledge transfer will be accomplished for the Project. Indicate how many hours/days of training will be required for the Content Management System of the website, training locations (on-site versus remote), and prices for training sessions (e.g., per session, per person, or another basis).

4.2.8 Approach To Design And Roadmap

How will you approach technology design and roadmap development?

4.2.9 Connectivity and Security

Describe how you propose to enable connectivity and manage data security risk.

Describe how the model proposed utilizes internal and external network environments. Detail the hardware and software requirements and who will be responsible for their cost.

Describe your network management, monitoring, and alerting capabilities and approach to ensure security of assets and networks. Describe use of firewalls and identify any security tools/software implemented.

Provide details regarding your most recent security assessment of your environment performed by a recognized third party.

Describe your approach to information security including but not limited to incident identification, escalation, client involvement, breach stoppage, remediation, and reporting.

4.2.10 Disaster Recovery

Describe disaster recovery and business continuity systems and procedures in place that will ensure uninterrupted project delivery.

Describe how customer notifications will be handled as part of your firm's disaster recovery process.

4.2.11 Key Performance Indicators ("KPIS")

Identify all KPIs you think relevant for this Project. Based on the KPIs outlined, confirm your ability to meet these key performance indicators.

Please describe the process and tools you will use for measuring, monitoring, tracking and reporting KPIs, including specific reports and/or formats.

Demonstrate how you will accept risk and liability in service performance.

4.3 PROJECT ORGANIZATION, RESOURCES, AND STAFFING

4.3.1 Proposed Organization and Staffing

Provide a proposed resource plan. The model should include:

- The proposed organization chart including both SEEA and Supplier roles
- A listing of roles and responsibilities with details of relevant experience.
- A completed proposed staffing model
- Completion of Appendix 3, Personnel Information (mandatory)

4.3.2 Staffing Flexibility

Describe your company's ability to quickly ramp-up additional resources in response to peak demands or incremental project work.

Describe your subcontracting approach and model for partnering with niche suppliers on this project.

4.3.3 Project Recruitment and Staffing

Describe the process you follow to recruit staff for your company, particularly the process to hire any new staff required for this request. Please detail the use of any subcontractors.

4.4 RISKS

Describe the risks and challenges you envision for this particular Project. Describe approaches used in mitigating risks and for risk management in general.

Explain how you will mitigate the risk of having a third party supplier or other providers providing services.

Describe the methodology used to measure risk, circumstances under which it is employed and example artifacts/documentation sufficient to understand the model.

4.5 PRICING

Use attached Appendix 1 to provide the pricing for your products and services. The RFP response is required to include detailed pricing. The Supplier is invited to propose an alternative pricing model to offer advantages to SEEA. If this alternative model is provided, please describe calculation methodology as well as the benefits this model affords SEEA.

4.5.1 Specific Elements Of Pricing

Describe and explain the pricing terms for your products and services, including any maintenance fees, support fees, training fees and any other miscellaneous expenses. For professional services fees, include your current rate card.

4.5.2 Firm Pricing

The prices quoted shall be valid and binding offers by the submitting Supplier and not subject to change for a period of one hundred twenty (120) days following the RFP Response Due Date. Each proposal shall provide the most detailed price breakdown possible vis-à-vis the nature of the Project, your proposed solution for the Project, and your plan for completion of the Project.

4.5.3 All-Inclusive Pricing

Proposal pricing shall be inclusive of all charges relating to the Project, such as supplies, postage, shipping charges, charges to equipment, utilities, telecommunications, environment and space charges, updates, tools, taxes, travel and out-of-pocket expenses.

4.5.4 Delivery and Payment Schedules

Provide a schedule of estimated completion dates for specific tasks and milestones for the Project and a breakdown of product and/or services costs.

4.6 VALUE-ADDS / ADDITIONAL INCENTIVES

If applicable, provide Value-Adds / Additional Incentives that offer significant savings or value beyond the solution proposed in direct response to the requirements/limitations of this RFP.

4.7 ALTERNATIVE RESPONSE

If applicable, provide alternate solution models that offer significant cost savings or process improvements beyond the solution proposed in direct response to the requirements/limitations of this RFP. Elaborate how any particular levers (KPIs, outlined requirements, etc.) may be modified in support of this alternate solution.

4.8 ASSUMPTIONS

Provide all assumptions that are related to the Proposal not already included as a pricing assumption in the pricing model.

4.9 COMPANY OVERVIEW

Please provide the following information regarding your company:

- Company structure/organizational model
- Financial overview with focus on proof of financial stability
- Relevant certification

Provide any relevant information on how your company's structure will support this Project for SEEA and demonstrate how your company's values, approach, and style will align culturally with SEEA.

4.10 CREDENTIALS

4.10.1 Overall Experience and References

Describe your company's current or previous experiences (no more than 3) in implementing similar municipal and/or community engagement projects which have direct similarities to this request. Please provide a description of the project, a list of services provided and reference

contact information including company name, contact name, title, and phone number. If SEEA wants to discuss these projects with the references, SEEA will ask Supplier to set up the meeting. Explain how previous organization or staff experience will benefit the implementation of this Project.

4.10.2 Bankruptcy, Pending Judgments, Lawsuits

Describe your company's current legal and financial situation.

- Has your company ever filed for bankruptcy?
 - If you answered Yes to the previous question, please explain when and current status.
- Are there any claims, judgments, arbitrations, investigations or lawsuits pending against your company?
 - If you answered YES to the previous question, please explain by describing those that are material (all claims for intellectual property infringement and customer claims and claims in excess of \$200,000 are deemed material), and generally identify those claims that are non-material.
- Provide your Dun & Bradstreet Current Financial Strength Rating. Example 5A-1 to HH-4.

4.10.3 Certificate of Insurance

You must provide a Certificate or Certificates of Insurance that describes the insurance coverages you presently carry (*e.g.*, General Liability, Automobile Liability, Worker's Compensation, and Professional Liability), including the Limits of Insurance afforded under each insurance policy.

5 HOW TO RESPOND TO THE RFP

5.1 QUESTIONS ABOUT THIS RFP AND FOLLOW-UP

A single point of contact has been established for all pre-proposal questions and follow-up relating to this RFP. You should direct all questions and your final response submission to Ben Taube at cities@seealliance.org.

5.2 DUE DATE

One (1) printed and one (1) electronic copy of your proposal must be returned by 4:00 PM EST) on 10/25/2010. The hard copy may arrive up to twenty-four (24) hours after the electronic copy has been received. All correspondence should be addressed to:

**Ben Taube, Executive Director
Southeast Energy Efficiency Alliance
999 Peachtree Street, NE Suite 1950
Atlanta, GA 30309**

Electronic submission: cities@seealliance.org

Hard copy submission: SEEA, 999 Peachtree Street NE, Suite 1950, Atlanta, GA 30309.

6.0 APPENDIX 1: PRICING CHART FOR PROPOSED SOLUTION: Your completion of Appendix 1 is **mandatory**.

7.0 APPENDIX 2: PERSONNEL INFORMATION: Your preparation of Appendix 2 is **mandatory**.

8.0 APPENDIX 3: OTHER ADDENDA (SUPPLIER DISCRETION): At your discretion, you may attach to Appendix 3 additional information and documentation (e.g., work flow charts, schematics, etc.) that might assist our Supplier qualification review process. Your preparation of Appendix 3 is **not** mandatory. Appendix 3 is limited to 5 pages.

APPENDIX 1: PRICING CHART

RATE STRUCTURE: Detail available options

HARDWARE NEEDS: Detail equipment needs and prices

UPGRADES: Pricing on upgrades. SEEA expects that bug fixes, patches, updates and upgrades to the Solution software, including any upgrades that add functionality required of the Solution under this RFP (but not including new versions of the software that add new functionality requested by SEEA) will be included in the overall bid price for the Solution. To the extent that this expectation is incorrect, describe in detail the costs that will apply to such bug fixes, patches, updates and upgrades.

MAINTENANCE FEES: Costs and available options

TRAINING COSTS:

SUPPORT: Detail various levels and prices

CONSULTANTS: Hourly rates

APPENDIX 2: PERSONNEL INFORMATION

Using the format provided below, briefly describe the relevant experience, qualifications and educational background for only those primary team members (no more than 5 individuals) who will directly be working on this project. Identify the person responsible for contract negotiations and the firm’s legal counsel for energy services. Do not include individual resumes.

Name of Project Team Member:	
Current Job Title: Job responsibilities: Number of years with organization: Primary Office Location:	
Educational Background: List all academic degrees, certifications, professional affiliations, relevant publications and technical training.	
List all Social Media Website Development projects this individual has been involved with during past 5 years.	
Describe the specific role and responsibilities this individual had for each listed project.	
Provide a detailed description of the role and responsibilities this individual will have for the duration of this project.	

Describe any other relevant technical experience	
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APPENDIX 3: OPTIONAL SUPPLIER INFORMATION

At your discretion, you may attach to this Appendix 3 additional information and documentation (e.g., work flow charts, schematics, etc.) that might assist our Supplier qualification review process.