



REQUEST FOR PROPOSALS

25 Massachusetts Avenue, N.W. · Suite 450 · Washington, D.C., 20001-202/682-1700 · www.hydro.org

Request for Proposals for Marketing Communication Services

Issued: December 9, 2009

Notify NHA of Intent to Bid: December 16, 2009

Proposal Due: December 23, 2009

The National Hydropower Association (NHA) is requesting proposals for Marketing Communication Services as outlined below. Proposal documents shall be submitted to NHA according to the instructions and specifications detailed in this RFP.

About NHA

The National Hydropower Association works to secure the energy, environmental, and economic benefits of water-power resources for all Americans. Hydropower is the country's largest renewable energy resource, providing nearly three-quarters of all electricity generated by renewable resources in the United States.

NHA advocates for policies that support the growth of the U.S. hydropower industry and the development of new hydro technologies to serve our national priorities. NHA is committed to ensuring that hydropower, America's largest renewable-energy resource, will continue to serve our country through the 21st century and beyond. The organization has a stated goal of doubling the country's hydropower capacity.

NHA is the single voice of the diverse hydropower community, representing the industry before Congress, the White House, federal agencies, regulators, the courts, and the media.

Scope of Work

NHA seeks to expand the respect for and visibility of hydropower as the country's pre-eminent renewable resource among energy policy leaders, electric utility industry leaders, key media, and other influentials. By increasing awareness of hydropower's many attributes among these audiences, NHA intends to strengthen and secure hydropower's role in our national energy and climate change policies.

NHA envisions a campaign in four parts:

- **Audience assessment** -- Determine the current attitudes about, impressions of, and understanding of hydropower among energy policymakers (especially in Washington, D.C.), key energy and trade media, policy influentials, and electric utility industry leaders. Deliverables would include polling/research data and analysis, as well as other pieces.

- **Messaging** -- Based on the data and impressions gathered above, prepare strategic messages that will maximize the audiences' understanding and awareness of hydropower's benefits, address misconceptions, and position the industry for strong policy and outreach initiatives. This phase will also include message testing and validation. Deliverables would include messages and post-testing analysis.
- **Planning** -- Using the messages developed and tested above, identify the most strategic and cost-effective ways to reach key audiences with priority messages and provide a description of the tools and materials needed for such a campaign, as well as recommendations for considering broader outreach to the general public. Deliverables would include a communications plan based on messages and audiences identified above.
- **Implementation** -- Conduct initial outreach to begin implementing the plan devised above, targeting highest priority audiences and using highest priority messages. Deliverables would include specific implementation activities identified in the communications plan.

Budget/timeline

NHA envisions a budget not to exceed \$200,000. Work will be carried out in the first half of 2010.

Qualifications/experience

NHA seeks a public relations firm located in Washington, D.C., that can demonstrate significant experience in the following areas:

- Communicating energy and electric-power issues to national media, policymakers, and key energy influentials.
- Working with national energy trade associations and utilities on successful messaging efforts and branding campaigns.
- Communicating messages about green energy issues and resources.
- Working with key media that cover energy, climate, and electric power issues.
- Undertaking attitude research, messaging, and communications planning related to energy and environmental issues.

The successful firm must also include:

- Three references from clients, ideally in the energy sector, for whom they have done same or similar work.

- Details about the individuals who will staff this initiative, including information about their relevant experience, background, and education.
- Background or case studies that establish the firm's ability to conduct initiatives similar to the one NHA is contemplating.
- A current account or client list.

Instructions

Firms interested in offering a proposal for this initiative **must notify NHA of their intention to bid by December 16, 2009.**

Proposals will include:

- An outline of their proposed approach for this work, including timeline, budget, and key goals
- Supporting and background information based on the qualifications/experience listed above

All proposals **MUST** be signed by an authorized officer of the vendor with a full name, title, and address.

NHA recognizes that the Scope of Work described above is not precisely defined, and therefore, encourages proposals that demonstrate the agency's knowledge, experience, creativity, and ability. Price is a factor in the evaluation, but primarily in the sense of offering good value for services received. NHA will also give consideration to such matters as integrity, record of past performance, financial and technical resources, and accessibility to other essential resources in evaluating all proposals received. NHA does not discriminate against any vendor on the basis of race, color, gender, religion, or national origin.

NHA will award this Contract only to a responsible vendor deemed to possess the expertise and capabilities to perform successfully under the terms and conditions of this RFP.

Deadlines/Presentations

- 12/16/09:** Interested agencies must notify NHA of their intention to bid on this RFP. Please email letter of intent to Kimberly Costner at kimberly@hydro.org.
- 12/23/09:** All proposals must be received no later than **Wednesday, December 23, 2009, at 12 PM ET**. Proposals must be submitted electronically to Kimberly Costner at kimberly@hydro.org. Proposals received after the closing date may not be considered.

12/31/09: NHA will notify firms that have been selected as finalists by **December 31, 2008**.

1/8/10: Successful finalists must be available to present their proposals to NHA's CEO Council in Phoenix, Arizona, on **January 8, 2010**. Finalists will pay for all time, travel, lodging, meals, and other associated costs of this travel and presentation themselves. NHA will not reimburse firms for this trip.

Questions

For questions about this RFP or other information, contact:

Linda Church Ciocci
Executive Director
National Hydropower Association
25 Massachusetts Avenue, Suite 450
Washington, DC 20001
202/682-1700 x22
linda@hydro.org

Other terms

In submitting the Proposal, the agency declares that the above requirements have been carefully examined, including the addenda if any, and all other documents forming a part of the same, and agrees to furnish all labor, equipment, materials, and services to complete the requirements as detailed in the Scope of Work and having received clarification on all items of conflict or ambiguity or upon which any doubt arose, hereby proposes to furnish all labor, materials, equipment, and services necessary for the completion of the work required in strict accordance with the aforesaid documents. All freight and other miscellaneous expenses should be shown as individual line items and be included in the total cost. If proper cost information is not available, a not-to-exceed cost shall be identified in advance of any expenditure.

An agency may withdraw any proposal that has been submitted at any time prior to the anticipated award date. Proposal prices quoted shall remain in effect for a period of not less than 45 days from the proposal receipt deadline.

NHA is not bound in any way by this request for a proposal and reserves the right to accept or reject any or all proposals or any part of a proposal. A contract may or may not be awarded as a result of proposals received.

NHA will not be liable for any costs incurred by a vendor in preparing its Proposal nor for costs incurred during negotiations of a contract between NHA and a vendor. Further, NHA expects, but has no obligation, to enter into a contract with any vendor for the work described herein.

The successful agency's response to this request for proposal shall become part of the final contract between the Association and the agency and will be incorporated therein.

The agency will not be prohibited from accepting contracts from other organizations during the term of this contract, including services similar to those being provided to NHA, provided that such services are not in direct conflict with the business or interests of NHA.

NHA reserves the right to review the agency's procurement records related to the performance of this Contract and to demand assurances or a remedy for any overdue deliverable(s). If corrective action is not forthcoming, remedial measures will be considered and taken as appropriate. Vendor performance shall be evaluated and, as appropriate, documented. The agency shall be required to notify NHA promptly of any development that may hinder or prevent successful and timely performance of any activities under this Contract.

In performing the work under this Contract, the Vendor shall operate as and have the status of an independent contractor. As an independent contractor, the Vendor will not be deemed to be an agent or employee of NHA for any purpose, including federal income taxes, workers compensation insurance, social security, pension and similar employment benefits.

The successful agency agrees to keep confidential all data gathered, information compiled, deliverables considered, strategies developed, and other information collected in connection with the scope of services contemplated in this RFP.

All work products, including research, polling data, audience impressions, messages, strategies, and other material produced under this agreement, shall become the property of the National Hydropower Association. The successful agency may not use, revise, or release this material to any party without permission of the National Hydropower Association.