



The Super-efficient Equipment and Appliance Deployment (SEAD) U.S. Street Lighting Marketing Project Request for Proposals

Introduction

The Collaborative Labeling and Appliance Standards Program (CLASP) is an international non-profit organization that promotes energy efficiency standards and labeling (S&L) for commonly used appliances and equipment. CLASP serves as the Operating Agent for the Super-efficient Equipment and Appliance Deployment (SEAD) initiative, a Clean Energy Ministerial initiative that leverages high-level political dialogue to advance global market transformation for efficient equipment and appliances. CLASP facilitates interaction among the governments participating in SEAD, as well as the SEAD International Steering Committee and Leadership Council.

Through its activities and projects, SEAD is engaging governments and the private sector to tap the potential of appliance and equipment efficiency. SEAD partners are working together in voluntary activities to: (1) "raise the efficiency ceiling" by pulling super-efficient appliances and equipment into the market through cooperation on measures like incentives, procurement (the focus of this RFP), awards, and R&D investments; (2) "raise the efficiency floor" by bolstering national or regional policies like minimum efficiency standards and labels; and (3) "strengthen the foundations" of efficiency programs by coordinating technical work to support these activities.

Background

Effective procurement policies can help governments save considerable amounts of money while also reducing energy consumption. Private sector companies also purchase large numbers of energy-consuming devices and can also benefit from procurement policies that minimize life-cycle energy costs. Both public and private procurement offer opportunities to generate market-transforming demand for high efficiency products. SEAD's Procurement Working Group seeks to leverage the purchasing power of public and private sector buyers to draw high efficiency equipment and appliances into the market.

The SEAD Procurement Working Group has partnered with the Alliance to Save Energy to develop a series of tools to facilitate procurement of energy efficient equipment in the public sector. The [SEAD street lighting evaluation toolkit](#) is the first in this series and focuses on advanced municipal street lighting. Street lighting is typically one of the largest sources of energy consumption under a municipality's direct control. A rapidly changing product market, including the introduction of light-emitting diode (LED) fixtures and other advanced technologies, allow for significant energy savings, but also make proper lighting design and careful evaluation of fixture choices all the more important. The SEAD street lighting evaluation toolkit provides a quick, easy way for government procurement officials and lighting specifiers



to perform a first-order evaluation of light quality, energy consumption, and life cycle costs of efficient street lighting alternatives.

Scope of Work

As the Operating Agent for SEAD, CLASP has the responsibility for marketing and communications for SEAD products, and has developed a marketing strategy (*see Appendix*) to promote the SEAD street lighting evaluation toolkit within the United States. CLASP seeks to contract with a qualified communications consultant to develop the communication products and implement the deliverables outlined in this marketing strategy. Information on Consultant responsibilities, reporting, and deliverables is provided below, as along with the project timeline and consultant application instructions.

The Consultant will be responsible for promoting the SEAD street lighting evaluation toolkit to U.S. procurement officials by conducting the following activities:

- Review the marketing strategy and provide recommendations for improvement.
- Identify points of contacts for each of the target and secondary audiences listed in Appendices A and B of the attached marketing strategy.
- Develop the communication products proposed in the marketing strategy.
- Recommend and develop additional promotional and marketing materials.
- Disseminate the communication products to the identified target audiences in Section IV of the marketing strategy.

Reporting and Deliverables

The Consultant, in coordination with CLASP, will be required to provide the following outputs over the course of the project:

- Communication products (identified in section IV of the attached marketing strategy):
 - Press release – Identify recipients including trade journals, newspapers, online media, etc. Draft and disseminate press release to approved distribution list, providing an overview of the SEAD initiative, and summary of the purpose, availability, savings and benefits of the street lighting evaluation toolkit;
 - Fact sheet – Develop a fact sheet summarizing information included in the press release;
 - White paper – Draft and disseminate to municipal-level procurement officials responsible for purchasing street lighting equipment. The white paper should detail the methodology of the street lighting evaluation toolkit, explanations of how the energy calculator is used, and what features are included and their potential benefits. Also summarize the information found in the press release;
 - Endorsement request letter – Develop and disseminate to at least 20 organizations to promote the SEAD street lighting evaluation toolkit to their membership,



including national procurement associations, efficient lighting advocacy organizations, etc.;

- Feature news article – Develop an article and a list of approximately 20-30 potential procurement journals or magazines for distribution; and
- Online training resources for procurement officials – Develop a PowerPoint presentation or an instructional video to be posted on the superefficient.org website.
- Spreadsheet identifying points of contact for all state government procurement offices outlined in section 5a of the marketing strategy.
- Spreadsheet identifying points of contact for all secondary audiences identified in section 5b of the marketing strategy.
- A final report summarizing marketing design and methodologies, and recommendations for future promotional activities.

Deliverables will be provided in unlocked, accessible electronic file formats (preferably Microsoft Office files) to allow for future editing and refinements by CLASP.

Timeline

The Project is expected to commence in November 2011 and will conclude in March 2012.

Selection Criteria

A committee appointed by CLASP, consisting of CLASP staff and external advisors, will evaluate project and budget proposals received from respondents. Proposals will be evaluated based upon the following criteria:

- Quality and completeness of the proposed marketing design and project management and implementation approach.
- Consultant qualifications, including:
 - Examples of previous success in marketing to government procurement officials, preferably projects related to energy efficiency;
 - Examples of previous experience writing and disseminating press releases, informational materials, and online resource tools;
 - Track record of successful project management and implementation; and
 - Team composition and qualifications.
 - Registered as a CLASP implementing partner, organizations can register by following [this link](http://www.clasponline.org).
- Project cost proposal.



Proposals will be evaluated using the Quality and Cost-Based Selection (QCBS) method, with weights of 80 percent towards project proposal quality and team and organization experience, and 20 percent towards proposed costs.

All questions may be directed to Anna Lising at alising@clasponline.org. We request all inquiries be made via email and not by phone.

Application

The Consultant is hereby requested to provide a detailed proposal that includes the following:

- Company profile, including a summary of qualifications relevant to this assignment and no more than five examples of relevant project experience.
- CVs and related summaries of experience and qualifications of applicable staff who would be engaged in the project.
- Background and introduction to the Project.
- Detailed approach and methodology for the implementation and management of the assignment.
- Detailed timeline of deliverables and milestones. Milestones include all interim tasks and project activities for completing the project within the timeframe indicated above.
- Detailed budget that includes a breakdown (in days) of the level of effort and costs for each task, associated with each team member that will be engaged in the project.

Proposals are to be submitted via email to Anna Lising at alising@clasponline.org by 11 November 2011. Applications beyond this date will not be considered.

Funding for this project is provided by the U.S. Department of Energy.



Appendix

SEAD Street Lighting Evaluation Toolkit – US Marketing Strategy

Table of Contents

1. Program Goals and Marketing Objectives
2. Message
3. Target Audience
4. Communication Products
5. Lists of Potential Audiences
 - a. Target Audience
 - b. Secondary Audiences

1. Program Goals and Marketing Objectives

A. Goals

- i. Broad Goal: Reduce energy consumption from street lighting by increasing government procurement of energy efficient street lighting equipment
- ii. Immediate Goal: Provide government officials easy-to-use software tools that allow them to evaluate energy savings and life cycle costs of energy efficient street lighting products

B. What role will marketing/communications play in achieving the primary goals?

- i. Outreach to government procurement officials to raise awareness of the existence of the street lighting evaluation toolkit.
- ii. Educate users on how to use the toolkit.
- iii. Increase use of the evaluation toolkit in public procurement community and other purchasers.

2. Message

The street lighting evaluation toolkit allows procurement officials to generate a side-by-side comparison of light quality, energy consumption, and life cycle cost characteristics of conventional high pressure sodium or metal halide fixtures and emerging LED street lighting design alternatives. While the street lighting evaluation toolkit is not intended to be a design tool or to replace professional street lighting design, its simple user interface and step-by-step instructions allow procurement officials, whether or not they have prior experience with lighting design software, to perform an initial evaluation of project feasibility and quickly compare the performance of generic or specific street lighting fixtures.

The street lighting evaluation toolkit can be downloaded from superefficient.org.

3. Target Audience

This marketing plan targets procurement officials responsible for buying street lighting equipment. State government procurement offices are the primary audience. National and state-level professional associations for government procurement officials (e.g., the National Association of State Procurement Officials (www.naspo.org), [state public procurement](http://statepublicprocurement.org)



[associations, the](#) National Institute of Government Purchasing (www.nigp.org), and state NIGP chapters) comprise the secondary audience.

State government procurement offices, public procurement associations, and NIGP chapters are listed in section 5a. See section 5b for a list of potential secondary audiences including federal agencies, non-profit organizations, and street lighting equipment entities.

4. Communication Products

Communication Products & Contents	Audience
Press release • SEAD Overview • Basic information about purpose and availability of street lighting evaluation toolkit • Overview of savings and benefits	• State procurement offices (i.e. procurement officials responsible for street lighting) • NASPO & state chapters • NIGP & state chapters • Trade journals • Newspapers • Online media • Federal agencies • Non-profits and NGOs • Other
Fact sheet • One-page summary of above information • More detailed description of the toolkit & potential benefits	• State procurement offices (i.e. procurement officials responsible for street lighting) • NASPO & state chapters • NIGP & state chapters • Other
White paper • Same information as above in paragraph form, plus: • Detail the methodology of the toolkit • Screen shots of calculator with explanations of how to use it, why features are included and their benefits, etc.	• State procurement offices (i.e. procurement officials responsible for street lighting) • NASPO & state chapters • NIGP & state chapters • National professional procurement associations*
Endorsement request letters • Note comparison of toolkit with other tools and highlight importance of value of SEAD street lighting evaluation toolkit • Letter should ask organizations to: ○ Feature information and linking to toolkit on endorsing organization's website or social media network sites (i.e. Facebook, Twitter, LinkedIn, internal government staff intranet) ○ Highlight toolkit in an article on	• National professional procurement associations • Acquisition Central • DOE-FEMP • EPA • SBA • GSA • Non-profits and NGOs • NASPO & state chapters • NIGP & state chapters • Trade journals

organization's newsletter, blog, or other internal and/or external communication ○ Submit toolkit for inclusion on existing tools registries ○ Promote toolkit at industry meetings (i.e. invitations to speak on conference panels, create booth or submit poster for poster sessions) ○ Promote toolkit at government trainings (i.e. greening government forums, energy efficiency workshops, agency procurement conventions)	• Other
Feature articles • Summary of information provided in press release, fact sheet, and white paper	• Journal of Public Procurement (JoPP) • Int'l Journal of Public Procurement (IJOP) • Trade journals • Other
Webinars and Training • Web-based training for procurement officials on how to use the toolkit • Instructional orientation videos posted on superefficient.org that demonstrate the toolkit's features and how to use it	• State procurement offices • NASPO & state chapters • NIGP & state chapters

* See section 5b

5a. Target Audience List

State and local governments: http://www.naspo.org/profile_index.cfm

- AK: <http://doa.alaska.gov/dgs/purchasing/>
- AL: <http://www.purchasing.alabama.gov/>
- AR: <http://www.dfa.arkansas.gov/Pages/default.aspx>
- AZ: <https://procure.az.gov/bsol/>
- CA: <http://www.dgs.ca.gov/Default.aspx?alias=www.dgs.ca.gov/pd>
- CO: <http://www.colorado.gov/cs/Satellite/DPA-DFP/DFP/1199264708367>
- CT: <http://das.ct.gov>
- DC: <http://ocp.dc.gov/DC/OCP>
- DE: <http://gss.omb.delaware.gov/>
- FL: http://www.dms.myflorida.com/business_operations/state_purchasing
- GA: <http://doas.ga.gov/StateLocal/SPD/Pages/Home.aspx>
- HI: <http://hawaii.gov/spo>
- IA: <http://www.das.gse.iowa.gov/iowapurchasing/>
- ID: <http://purchasing.idaho.gov/>
- IL: <http://www.purchase.state.il.us/ipb/IPBhomep.nsf?Open>
- IN: <http://www.in.gov/idoa/2354.htm>



- KS: <http://www.da.ks.gov/purch/>
- KY: <http://finance.ky.gov/business/procurementservices/>
- LA: <http://doa.louisiana.gov/osp/osp.htm>
- MA: <http://www.mass.gov/?pageID=afagencylanding&L=4&L0=Home&L1=Budget%2c+Tax es+%26+Procurement&L2=Oversight+Agencies&L3=Operational+Services+Division&s id=Eoaf>
- MD: <http://dgsweb.dgs.state.md.us/procure/index.htm>
- ME: <http://www.maine.gov/purchases/index.html>
- MI: <http://www.michigan.gov/buymichiganfirst/0,1607,7-225-48676---,00.html>
- MO: <http://oa.mo.gov/purch/>
- MN: <http://www.mmd.admin.state.mn.us/>
- MS: <http://www.dfa.state.ms.us/Purchasing/Home.html>
- MT: <http://gsd.mt.gov/ProcurementServices/default.mcpix>
- NC: <http://eprocurement.nc.gov>
- ND: <http://www.nd.gov/spo/>
- NE: <http://www.das.state.ne.us/materiel/>
- NH: <http://admin.state.nh.us/purchasing/index2.asp>
- NJ: <http://www.state.nj.us/treasury/purchase/vendor.shtml>
- NM: <http://www.generalservices.state.nm.us/spd/>
- NV: <http://purchasing.state.nv.us/>
- NY: <http://www.ogs.state.ny.us/psg/defaultitpur.html>
- OH: <http://procure.ohio.gov/proc/index.asp>
- OK: http://www.ok.gov/DCS/Central_Purchasing/index.html
- OR: <http://www.oregon.gov/DAS/SSD/SPO/index.page>
- PA: <http://www.portal.state.pa.us/portal/server.pt?open=512&objID=1271&&SortOrder=100 &level=2&parentid=1231&css=L2&mode=2&cached=true>
- RI: <http://www.purchasing.ri.gov/>
- SC: <http://www.mmo.sc.gov/PS/PS-index.phtml>
- SD: <http://www.state.sd.us/boa/opm/>
- TN: <http://www.tn.gov/generalserv/purchasing/>
- TX: <http://www.window.state.tx.us/procurement/>
- UT: <http://purchasing.utah.gov/index.html>
- VA: <http://dgs.virginia.gov/DivisionofPurchasesandSupply/DPS/tabid/418/Default.aspx>
- VT: <http://bgs.vermont.gov/purchasing/>
- WA: <http://www.ga.wa.gov/Purchase/index.html>
- WI: <http://www.doa.state.wi.us/section.asp?linkid=46&locid=2>
- WV: <http://www.state.wv.us/admin/purchase/default.html>
- WY: <http://ai.state.wy.us/GeneralServices/Procurement/index.aspx>

National Association of State Procurement Officials (NASPO): www.naspo.org

State public procurement associations:



- California Association of Public Purchasing Officers: www.cappo.org
- Carolinas Association of Government Purchasing: www.cagponline.org
- Florida Association of Public Procurement Officials: www.fappo.org
- Governmental Purchasing Association of Georgia: www.gpag.net
- Governmental Purchasing Association of New Jersey: www.gpanj.org
- Iowa Public Procurement Association: sites.google.com/site/ippamembers
- New York State Association of Municipal Purchasing Officials: www.nysampo.org
- Oklahoma Association of Public Procurement: www.okapp.org
- Texas Public Purchasing Association: www.txppa.org
- Virginia Association of Governmental Purchasing: www.vagp.org
- Virginia Energy Purchasing Governmental Association: www.vepga.org

National Institute of Government Purchasing (NIGP): www.nigp.org

NIGP Chapters: www.okapp.org/insidepages/links/

- Arizona: www.aznigp.org
- California: www.calnigp.org
- Capital Area Purchasing Association (VA): www.capavirginia.org
- Columbia (OR): columbiachapternigp.org
- Central Ohio Organization of Public Purchasers: cooppp.org
- Delaware Public Purchasing Association: gss.omb.delaware.gov
- Georgia: www.ganigp.org
- Greater Miami (FL): www.nigpmiami.org
- Gulf Coast Association of Governmental Purchasing Officers (FL): www.gcagpo.org
- Illinois Association of Public Procurement Officials: www.iappo.org
- Kentucky Public Procurement Association: www.kppanigp.org
- Maryland Public Purchasing Association: www.mppainc.org
- Michigan Public Purchasing Officers Association: www.mppoa.net
- Mid America council of Public Purchasing: www.macpp.org
- Minnesota: www.mnnigp.org
- Mississippi Association of Governmental Purchasing/Property Agents: www.magppa.org
- Missouri Association of Public Purchasing: www.mappi.org
- New York State Association of Municipal Purchasing Officers: www.nysampo.org
- New Mexico Public Procurement Association: www.nmppa.org
- Ontario Public Buyers Association: opba.ca
- Pennsylvania Public Purchasing Association: www.pappainc.org
- Rocky Mountain Governmental Purchasing Association (CO & WY): rmgpa.org
- San Antonio Public Purchasing Association (TX): www.sappa.org
- South Carolina Association of Governmental Purchasing Officials: www.scagpo.org
- Tallahassee Area (FL): www.tacnigp.com
- Texas Association of Public Purchasers: www.austinontapp.org
- Wisconsin Association of Public Purchasers: www.wapp.org



5b. Secondary Audience List

Outreach to organizations that can disseminate information to their memberships and/or post information on their websites

- National Professional Procurement Associations:
 - American Purchasing Society: www.american-purchasing.com
 - Government Finance Officers Association: www.gfoa.org
 - National Association of Counties: www.naco.org
 - National Contract Management Association (NCMA): www.ncmahq.org
 - National Purchasing Institute: www.npicconnection.org
 - US Communities Gov't Purchasing Alliance: www.uscommunities.org
 - Universal Public Procurement Certification council (UPPCC): www.uppcc.org
 - Western States Contracting Alliance: aboutwsca.org
- National Professional Lighting Associations:
 - Illuminating Engineering Society of North America (IESNA): www.iesna.org
 - IESNA Street and Area Lighting Committee: www.ies.org
 - National Electrical Manufacturers Association Lighting Efficiency Programs: www.nema.org
- U.S. Federal agencies:
 - Acquisition Central (Federal Acquisition Regulation website): acquisition.gov
 - US Department of Energy (DOE): www.energy.gov
 - Federal Energy Management Program (FEMP): www1.eere.energy.gov/femp
 - Municipal Street Lighting Consortium: <http://www1.eere.energy.gov/buildings/ssl/consortium.html>
 - US Environmental Protection Agency (EPA): www.epa.gov
 - Small Business Administration (SBA): www.sba.gov
 - US General Services Administration (GSA): www.gsa.gov
- Non-profit organizations:
 - Alliance to Save Energy: ase.org
 - CLASP: www.clasponline.org
 - CleanEnergySolutions.org: cleanenergysolutions.org
 - Green Seal: www.greenseal.org
 - National Lighting Bureau: nlb.org
- International Professional Purchasing Associations:
 - Chartered Institute of Purchasing and Supply (CIPS): www.cips.org
 - International Green Purchasing Network: www.igpn.org
 - Institute for Supply Management (ISM): ism.ws
 - International City/County Management Association: icma.org
 - International Federation of Purchasing & Supply Management (IFPSM): www.ifpmm.org
 - International Public Procurement Conference (IPPC): ippa.org
 - Responsible Purchasing Network: www.responsiblepurchasing.org
- International Professional Lighting Organizations:
 - International Commission on Illumination (CIE): www.cie.co.at
 - Institution of Lighting Engineers (ILE): www.theilp.org.uk



- International Organizations with Green Procurement Programs:
 - European Commission Green Public Procurement: ec.europa.eu/environment
 - European Eco Procurement Initiative (ICLEI): www.iclei-europe.org
 - European Environmental Bureau: www.eeb.org
 - Lighting Africa (joint IFC and World Bank program affiliated with CEM): www.lightingafrica.org
- [UNEP Sustainable Public Procurement: www.unep.fr/scp/procurement](http://www.unep.fr/scp/procurement)