

May 24, 2010

Re: OSN request for proposals for a Marketing and Communications Director and/or Service provider relative to the “Oklahoma’s Building Codes – A Foundation for Energy Efficiency” grant.

Dear Interested Party:

The Oklahoma Sustainability Network (OSN) is requesting marketing and communications assistance from a professional designer to brand and develop marketing and mass communications resources to be unveiled to government agencies, homeowners associations, higher education institutions, and other relevant audiences. The resources are for the “Oklahoma’s Building Codes: A Foundation for Energy Efficiency,” in compliance with OSN’s strategy and requirements of a grant funded by the Oklahoma Department of Commerce – State Energy Office.

OSN reserves the right, at its sole discretion, to reject any and all proposals, to waive any irregularity or informality in any response, and to accept or reject any item or combination of terms.

OSN shall have no financial responsibility for any costs or losses incurred by the Applicant in responding to the Request for Proposal.

Application Deadline – June 28, 2010, 5:00 p.m. Central Standard Time – please find detailed RFP attached.

No late applications will be considered. Clarifications of the OSN proposal requirements are available by contacting Jeff Riles at (405) 514-8665, during regular business hours.

Each Proposal should be clearly marked: **PROPOSAL FOR MARKETING AND COMMUNICATIONS SERVICES.**

Respectfully,

Jim Roth, Project Director
Oklahoma Sustainability Network
c/o Phillips Murrah Law Firm
101 N. Robinson, 13th Floor
Oklahoma City, OK 73102

OKLAHOMA SUSTAINABILITY NETWORK – REQUEST FOR PROPOSALS FOR A PROFESSIONAL MARKETING AND COMMUNICATIONS SERVICES

Position Title: Marketing and Communications Director and/or Service provider

Project Title: Oklahoma's Building Codes – A Foundation for Energy Efficiency

The Oklahoma Sustainability Network, hereinafter referred to as "OSN," is requesting marketing and communications assistance from a professional designer to brand and develop marketing and mass communications resources to be unveiled to government agencies, homeowners associations, higher education institutions, and other relevant audiences. The resources are for the "Oklahoma's Building Codes: A Foundation for Energy Efficiency," in compliance with OSN's strategy and requirements of a grant funded by the Oklahoma Department of Commerce – State Energy Office.

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OSN shall have no financial responsibility for any costs or losses incurred by the Applicant in responding to the Request for Proposal.

Application Deadline – June 28, 2010, 5:00 p.m. Central Standard Time

Interested applicants need to apply preferably by email to Jim Roth, Project Director, Oklahoma Sustainability Network (OSN), Green Building Codes Project, at jaroth@phillipsmurrah.com, or via certified surface mail to this address:

Jim Roth, Project Director
Oklahoma Sustainability Network
c/o Phillips Murrah Law Firm
101 N. Robinson, 13th Floor
Oklahoma City, OK 73102

No late applications will be considered. Clarifications of the OSN proposal requirements are available by contacting Jeff Riles at (405) 514-8665, during regular business hours.

Each Proposal should be clearly marked: **PROPOSAL FOR MARKETING AND COMMUNICATIONS SERVICES.**

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A. INTRODUCTION

The Oklahoma Sustainability Network (OSN) invites qualified professionals with considerable experience in community outreach, creative writing skills, comprehensive mass communications and design experience, and evidence of the ability to target relevant audiences to submit proposals for this project.

OSN will use this Request for Proposal (RFP) for the selection of a Marketing and Mass Communications Director and/or Service provider.

Project Details: This project and this contract position is funded by the State Energy Program (SEP) through its participation in the American Reinvestment and Recovery Act (ARRA) with the U.S. Department of Energy and is therefore subject to substantial reporting and compliance terms and conditions, which must be strictly followed in full compliance with all Department of Commerce and federal Department of Energy requirements. For further details, please refer to the American Recovery and Reinvestment Act and the Oklahoma Department of Commerce.

The American Reinvestment and Recovery Act (ARRA) through the U.S. Department of Energy in the amount of \$493,086 will finance 100 % of the costs of OSN's Green Initiative Project. An estimated \$45,000 in pro-bono services will also finance 9% of the project.

This RFP was financed in whole by funds from the Stimulus Department of Energy (DOE), Catalog of Federal Domestic Assistance (CFDA) Number 81.041.

OSN was awarded an SEP energy efficiency grant to focus on modernizing building codes in selected Oklahoma communities and develop a workforce to compete in an energy conscious economy. OSN is a designated 501(c)(3) organization and a non-profit corporation registered in the State of Oklahoma. Visit the OSN website at www.oksustainability.org for a copy of the SEP grant application, project goals, budget, and state and federal requirements.

B. GENERAL

All proposals shall be submitted at no cost to OSN at the address provided herein. OSN will not reimburse for any costs associated with developing an application and this RFP does not commit the OSN or the State of Oklahoma to procure or contract for services.

OSN is simultaneously seeking proposals for both a Marketing and Mass Communications Director and/or Services provider and a Webmaster. Proposers who wish to do so may

simultaneously submit both proposals.

The OSN reserves the right to reject any and/or all proposals offering services if, in its opinion, it does not meet the standard of quality established by this Request for Proposal.

C. GOALS / SCOPE OF WORK

OSN is requesting professional assistance from a qualified Marketing and Mass Communications Director and/or Service provider, on an as needed basis.

OSN seeks a talented and experienced individual or team to develop a brand and marketing resources for its ARRA Grant, which may include the following requirements:

The Marketing and Mass Communications Director and/or Service Provider reports to the Oklahoma Sustainability Network Board of Directors and will work closely with the Project Director, Project Team and the Project Administrator to accomplish the marketing and communications needs.

The main objective of the Marketing and Mass Communications Director and/or Service provider will be to promote the entire OSN Energy Efficiency project.

The Marketing and Mass Communications Director and/or Service provider will develop the brand, marketing, and design concepts for the project.

Brand development and marketing will include the creation of presentation and support materials, in multiple forms (to possibly include: electronic, written-printed materials, radio, etc.) to be used in furtherance of this Project, including: community meetings and gatherings where OSN unveils the project to inform, engage, and persuade relevant audiences.

All marketing and mass communications resources should be developed with the relevant market in mind: public agencies, new homebuyers, homeowners associations, and higher education groups.

All marketing products, including videos, social media, mailers, fliers, presentations, programs, newspaper, and other materials need to be coordinated and strategized consistently with the mission of OSN.

The Marketing and Mass Communications Director and/or Service provider will need to collaborate with the Project Director, Project Administrator, webmaster, and others to ensure successful and consistent implementation.

D. STATEMENT OF QUALIFICATIONS AND EXPERIENCE

The selected applicant will be a professional individual or a firm with considerable experience in marketing, mass communications, graphic design, social media, the press, and mixed media.

All responses must contain information in the following areas:

General Information:

- Name and Address
- Telephone number, e-mail address
- Name of firm associated with, and present position (if applicable)
- Provide proof of self-insurance or professional liability coverage

Qualifications

- Provide a detailed overview of your qualifications. Include your resume and portfolio with listed experience in marketing and communications.
- Demonstrate proficiency with computer software programs for graphic design, publishing, and print preparation and processes including Adobe Photoshop, Illustrator, In-Design or similar programs.
- Indicate experience with any specialties or unique projects that focused on energy efficiency, green building and design, or targeted relevant or similar audiences.
- List any professional certifications and professional memberships relevant to this request. Attach the resume(s) of any team members expected to perform or take part in the work described in the proposal.

Experience

Please provide a portfolio or summary of at least three (3) reference projects and or relevant professional accomplishments in the area of marketing and mass communications where you were the creator or lead developer in its implementation.

Job Requirements

- Ability to develop a marketing emphasis towards new homebuyers, government agencies, homeowner associations, the media, and higher education targets.
- General understanding of national policy and trends relating to energy efficiency.
- Experience with Adobe Photoshop, Illustrator, In-Design, or similar programs and an understanding of print process, pixel ratios and formats, with appreciating for current and future design techniques and trends.
- Experience with non-linear video editing and production in other forms of mass media.
- Passion for developing marketing materials related to the development and implementation of energy efficiency policies.
- Skills with mixed and social media.

Job Preferences

- Experience with OSN or sustainability issues in Oklahoma.
- Experience with statewide or relevant government work.
- Experience with higher-education targets or markets.

Working Conditions

- Requires timely submissions, printing, and preparation of marketing and mass communications resources for targeted deadlines.

The submittal of additional information that would be beneficial to the OSN in the proposal selection process is encouraged.

E. COMPENSATION

Payment will be based on a contracted project rate for service and additional costs associated with those services. Consulting services will be provided on an as needed basis and specific tasks will be prioritized based on need, budget and time factors.

- Provide a statement of your hourly rate.
- Provide a statement of any additional costs associated with your services such as travel and general expenses, and any proposed discounts or other cost-effective benefits.

OSN reserves the right to negotiate lower fees or a different fee structure than proposed.

The total funding available for performing up to five hundred hours of professional service, during the expected two-year grant performance period, is estimated at the rate of 80 \$/hour for a total of \$40,000. These funds may be awarded to more than one vendor, in contract periods less than two years, with the option to renew.

100 % of the total costs of this project is financed by federal money in the amount of \$493,086, 40,000 budgeted towards the Marketing and Mass Communications Director and/or Service provider. Pro-bono services and non-governmental contributors will also be given to supplement the project.

Include the resumes and qualifications of those individuals submitted as part of this proposal to carry out work plan tasks, whether through contractual arrangements or direct employment, under the immediate direction of the Marketing and Communications Director and/or Service provider applicant. Included in the RFP, in compliance with state procurement requirements are a non-collusion affidavit, and a contract.

The Project Director, and the OSN Board of Directors may, at any time in consultation with the Oklahoma Department of Commerce – State Energy Office, review vendor performance-to-date, terminate the contract or postpone or delay all or any part of this contract, upon written notice.

F. Non-Collusion Affidavit

NON-COLLUSION AFFIDAVIT

STATE OF OKLAHOMA)
) ss.
COUNTY OF OKLAHOMA)

_____, of lawful age, being first duly sworn upon oath, states that (s)he is the agent authorized by the Bidder to submit the attached bid. Affiant further states that the Bidder has not been a party to any collusion among bidders in restraint of freedom of competition by agreement to bid at a fixed price or to refrain from bidding or with any State official or employee as to quantity, quality or price in the prospective contract or any other terms of said prospective contract or in any discussions between bidders and any State official concerning exchange of money or other thing of value for special consideration in the letting of a contract.

Affiant

Subscribed and sworn before me this _____ day of _____, -
_____.

Notary Public

My Commission Expires:

NOTE: This form to be submitted with the bid

G. Sample Contract

C O N T R A C T

This contract, made and entered into by and between _____, as Party of the First Part, hereinafter designated as Contractor, and Oklahoma Sustainability Network's (OSN) Oklahoma's Building Codes: A Foundation for Energy Efficiency as Party of the Second Part, hereinafter designated as the Owner, to-wit:

WHEREAS, the Contractor is the lowest and best bidder for:
for the total bid price, as accepted, of _____
_____ Dollars, (\$ _____);

NOW, THEREFORE, the Contractor, for the consideration herein named, hereby agrees to do and complete the work above mentioned in accordance with the plans adopted and approved by the Owner and on file in the office of the **OSN Project Director, Jim Roth**, which plans and specifications are made a part of this contract by reference as if attached hereto or written in detail herein.

It is further agreed that the Contractor will commence said work within _____ days from the date of the Work Order and perform it vigorously and continuously and complete the same on or before _____.

It is further agreed that payment for the aforesaid work or material will be made under the terms of the Contractor's bid, as accepted, as provided in the specifications and that, upon final completion of this contract work, the Contractor will receive the full compensation payment according to the schedule of prices as contained in his bid, as accepted, and that, upon receipt by the Contractor of final claim, the same shall be paid in full for all claims of every kind and description the Contractor may have arising out of this contract.

The Notice to Bidders, the Instructions to Bidders, the Special and General Provisions of specifications and the Contractor's Bid Proposal, each of said instruments on file in the office of the **OSN Project Director, Jim Roth** are hereby referred to and, by reference thereto, are made a part of this contract as if fully written in detail or attached hereto.

**IN WITNESS WHEREOF, the Parties of the First and Second Parts
have hereunto set their hands and seal the _____ day of
_____, ____.**

SEAL

Contractor

ATTEST:

By: _____

By:

Typed Name & Title

Typed Name & Title

SEAL

Owner

ATTEST:

By: _____

By:

Typed Name & Title

Typed Name & Title