

New Jersey Office of Clean Energy



Residential Lighting Promotion

Request for Proposal Seeking
Manufacturer and Retailer Proposals for the
Creative Outreach and Education Promotion

Issued by ICF International Residential
Lighting Team

June 15, 2016

June 2016

Dear Prospective Energy Efficiency Program Partner:

The New Jersey Board of Public Utilities and its *Clean Energy Program* (“NJCEP”) (“Program”) is pleased to announce the Fiscal Year 2017 (“FY17”) New Jersey Energy Efficient Products Promotion which will run from July 1, 2016 through June 30, 2017.

There will be two possible tracks for partner participation: 1) Creative Outreach and Education Promotion and 2) Residential Lighting Markdown Promotion. Both are open to all manufacturers, distributors, New Jersey retailers and other trade ally partners. A partner may submit a proposal to one or both tracks. The deadline for submission of both RFPs is **5:00 PM EDT July 1, 2016**.

The goals of the Creative Outreach and Education Promotion are to:

- a) Create awareness of NJCEP programs.
- b) Educate consumers on the benefits of energy efficient LED lighting and appliances. Encourage consumers to move beyond the “first step” of using energy efficient lighting products and to take the next step to adopt more significant energy efficiency measures.
- c) Create awareness of no/low cost methods of reducing energy consumption (such as addressing standby loads, the use of advanced power strips etc.).
- d) Focus underserved residential markets.

The Program is interested in innovative and creative approaches that meet the required promotion goals within the stated timeframe.

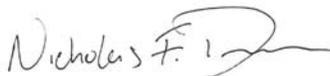
To participate in the FY17 Creative Outreach and Education Promotion, partners must submit a complete application package by **5:00 PM EDT July 1, 2016**, which must include the following:

- a) A complete application form and cover letter describing the proposed promotion in detail;
- b) A proposed communication and marketing plan.

Final program approval and funding for the FY17 New Jersey Creative Outreach and Education Promotion is pending approval by the New Jersey Board of Public Utilities and are expected to be announced in mid-July for an August 1, 2016 start date. All awards will be contingent on final Board approval of FY17 programs and budgets. The program reserves the right to cancel or modify this solicitation. The Program will award Partners the right to use incentives on a competitive basis as described below. For more details, please see the attached Promotion Requirements and Guidelines as well as the Frequently Asked Questions.

If you have any questions, please contact Nick Plouffe (413) 813-7340 at ICF International. **Please do not reach out to the BPU regarding this proposal.**

Sincerely,



Northeast Energy Efficiency Program
Manager New Jersey's Clean Energy
Program

Promotion Requirements and Guidelines

Section I – Application Components

- a. **Project Description:** Please provide a description of the proposed Creative Outreach and Education Promotion. The description should include the following elements:
 - o Clearly define the goals and objectives of the proposed activities and the expected impact those activities will have and how they will be measured.
 - o Explicitly break out how incentives will be used. Provide detail on costs incurred in pursuit of other promotion activities such as marketing, outreach to non-participants and/or identifying leads for other NJCEP programs.
 - o Indicate how New Jersey’s Clean Energy Program messaging will be incorporated throughout the promotion (submit sample messaging with proposal). Please note that all marketing materials including displays, flyers, etc. will be required to be approved in advance of printing and implementation.
 - o Clearly describe the role of each participating party (i.e. manufacturers, corporate partners, municipalities, citizen volunteers, etc.) Note which party will be the primary contact and who will submit the proof of performance documentation.
- b. **Sample Proof of Performance Documentation:** Payments for incentives will be made based upon proof of performance reports showing progress toward goals described in the proposal and included in the agreement with Program management. Proposals must include sample reports in order to be considered. The sample reports must be approved prior to final agreement with the Program. Reports should be provided on a monthly basis unless a less frequent period is agreed. Final documentation for all incentive payments must be submitted no later than July 15, 2017.
- c. **Timeline:** A complete application must include a timeline for the proposed promotion, including the anticipated start date and end date for each activity, and any other important dates. Projects may begin on July 1, 2016 and as soon as the Partner agreement is signed, and end by no later than June 30, 2017.

Section II – Evaluation Criteria (in no particular order)

- a) **Customer Education.** Preference will be given to proposals that use targeted messaging to clearly communicate the features and benefits of energy efficiency; that effectively describe NJCEP program benefits, and the benefits of ENERGY STAR qualified products and advance power strips. General LED education should be emphasized.
- b) **Clear Goals, Strategy and Reporting.** Proposal should include a detailed plan for documenting progress toward stated objectives, and for reporting such progress.
- c) **Verified Quality Product.** Preference will be given to advanced power strip models that use less than 1 watt of power in Stand-by mode and have electrical and coax surge protection where applicable or ENERGY STAR qualified products that have undergone additional, independent, third party testing not paid for by the manufacturers.

- d) All ENERGY STAR certified screw-based, standard and specialty LED bulbs (as listed on www.energystar.gov) and value LEDs as defined by the specification attached. Promotional products may fall into one of three product types:
 - o ENERGY STAR Lamp Program Requirement Version 1.1
 - o ENERGY STAR Lamp Program Requirement Version 2.0
 - o Value LED specification
- e) Promotional product submitted under the ENERGY STAR V1.1 specification must be on the qualified product list in order to be approved under the program. Promotional product proposed under ENERGY STAR V2.0 will be vetted against the Final V2.0 specification listed on energystar.gov.
- f) Promotional product submitted under the Value LED product option must include a copy of the required documentation as noted on the Value LED specification.
- g) **Ability to Leverage Resources.** Proposals should indicate resources the Partners are providing to the project, including but not limited to financial contributions.
- h) **Ability to recruit underserved segments.**
- i) **Ability to incorporate** common 2016-2017 NJCEP messaging in preparation of marketing and communications materials, displays, etc.
- j) **Lead generation for other programs.** Proposals should describe how a promotion will help residential customers adopt more significant energy efficiency measures through participation in other NJCEP activities such as the Home Performance with ENERGY STAR program. Include sample documentation for lead generation.
- k) **Performance:** Additional points may be awarded to those with experience successfully developing and delivering similar campaigns or previous partners with successful promotion performance.

Section III – Program Requirements and Guidelines

- a) **Partners must provide signage or other communications throughout the promotion indicating that the activity (and associated products) is provided courtesy of New Jersey's Clean Energy Program.**
- b) All creative materials (POP, advertising, collateral) must be submitted to the program at least 10 business days prior to printing or production for approval.
- c) The ENERGY STAR logo and NJCEP Program logo must be identified in promotional communications.
- d) Only promotions conducted in a manner that will reach New Jersey residents shall be eligible for promotion funds. The Program reserves the right to reject proposals that are not targeted primarily to New Jersey residents.

Section IV – General Eligibility

Proposals considered under the Creative Outreach and Education RFP should include promotions that

meet the stated goals.

To be eligible to participate in the promotion, Partners must meet the following criteria:

- a) Partners will cooperate fully with Program requests for information on specific promotional activities.
- b) Partners will cooperate fully with Program field staff and provide access to promotional events, ENERGY STAR products in inventory, etc.
- c) Partners must have a method for tracking and recording the actual (or estimated) impact of the proposed activities.
- d) Partners must complete all approved promotions by June 30, 2017. Promotional activities undertaken after June 30, 2017 will not be eligible for incentives.

In no event will the Program make any payments to Partners prior to the execution of a signed agreement. Partners shall report immediately any suspected incidents of irregularities or fraud to the Program.

Reimbursements of incentives will be made only upon submission by Partners of proof of performance showing actual progress towards objectives during the promotion period ending June 30, 2017. Requests for reimbursement must be consistent with the objectives, metrics and incentive amounts included in the agreement between the Partners and the Program.

The Program reserves the right to verify proof of performance documentation submitted. If all elements of the proposed project(s) are not complete, or adequate proof of performance is not submitted by the specified date, the Program reserves the right to pro-rate the amount of the payment to reflect only the portion of the project that was completed and documented. Fraudulent documentation may result in prosecution, termination from the promotion, and non-payment of all outstanding claims.

The Program will monitor the progress of activities during the promotional period by comparing submitted proof of performance documentation against sales milestones included in the agreement between the Program and the Partners. If milestones are not met, the Program reserves the right to reduce the amount of incentives awarded.

The Program reserves the right to impose additional requirements, as necessary, in order to maintain the integrity of the Program.

The promotion design and funding outlined in these rules and related promotion materials reflect the current intent of New Jersey's Clean Energy Program and the New Jersey Board of Public Utilities, but may be modified at any time and without prior notification. The Program may terminate a project at any time for non-compliance.

Partners cannot state or imply that they have been rated, ranked, or endorsed by New Jersey's Clean Energy Program. Partners may not use or display any of the logos, names, or identity unless approved in advance.

It is the Partner's responsibility to ensure that all uses of the ENERGY STAR logo and name associated with activities co-funded under this promotion comply with ENERGY STAR program requirements.

*New Jersey's Clean Energy Program*TM
 FY17 Creative Outreach and Education Promotion
 Application Form

To be complete, your application **must** include all of the following information:

Contact Name:		Company:	
Mailing Address:			
City:	State:	Zip Code:	
Contact Phone:			
Email Address:			
Project Partner(s):			

ENERGY STAR qualified Promotional Products (Check all that apply):

- LED Light Bulbs LED Fixtures
- Other (describe)_____

Other Promotional Product:

- Advanced Power Strips

1. **Provide a description of your proposed project as an attachment, using the guidelines provided.**
2. **List of all parties participating in the proposed promotion:** All parties with a critical role in determining the success of the proposed promotional activity should sign this form.

Signature of Primary Partner	Signature of Second Critical Partner
Name (printed or typed)	Name (printed or typed)
Date	Date

Signature of Third Critical Partner	Signature of Fourth Critical Partner
Name (printed or typed)	Name (printed or typed)
Date	Date

By signing this document, you certify that:

1. You have read, understand, and agree to the attached Promotion Requirements and Guidelines.
2. The information in this proposal is true and correct. You understand that submission of misleading, untrue, or incorrect information will be grounds for disqualifying all of the proposed activities in this proposal.

Proposals must be submitted to ICF International through our web portal

<https://eeprocurementportal.icfwebservices.com> by **July 1, 2016 5:00 PM EST**.

Nick Plouffe
Northeast Energy Efficiency Program Manager
New Jersey's Clean Energy Program
c/o ICF International
(413) 813-7340
EEProcurementPortalTeam@icfi.com