



Cape Light Compact Joint Powers Entity Marketing Services
Scope of Work

July 6, 2017

Introduction

Cape Light Compact Joint Powers Entity (Compact) requests proposals for marketing services to support the Compact's energy efficiency and power supply programs and our consumer advocacy efforts, for the Compact's customers on Cape Cod and Martha's Vineyard. The term would be from August 1, 2017 to July 31, 2018.

Background

The Compact has been offering energy efficiency services since 2001 for Cape Cod and Martha's Vineyard consumers. Throughout the years, the Compact has focused on grassroots efforts to increase education and outreach of the efforts and opportunities for energy efficiency throughout the service territory. Information about the Cape Light Compact Joint Powers Entity can be found at www.capelightcompact.org.

Scope of Work

The Compact requests proposals from firms that can plan and execute a strategy, and submit to the Compact for approval prior to implementation for the following tasks. Then, the vendor and any applicable sub-contractors will be expected to provide at least the following services:

- Maintain our social media sites (Facebook and Twitter). Compact staff will contribute some material monthly for posts, but is looking for vendor to contribute energy and/or Cape Cod and Martha's Vineyard related material for posts. Compact staff must approve all content before posting. The Compact is looking to use these outlets primarily to educate consumers on all of our programs while also maintaining the grassroots aspect of the Compact. Create strategy to increase participation and followers on the Compact's social media sites. Compact staff will be responsible for responding to customer inquiries received through Facebook.
- Annual Report to the Community – The Compact has been providing an annual report to all member towns and counties that includes Compact program information and highlights, and financial audit information. This report is also posted to the Compact's website (and an example can be found on our [website](#)). Vendor should provide a quote for design, format, compiling and populating of information. Compact staff to approve format and content and proof before finalizing. The Compact will be responsible for printing the report. This report is typically distributed to member towns and counties by October 1.
- Maintain regular communications with the Compact to ensure that program needs are being met and to identify additional marketing opportunities.



Request for Quotes

- Seek Compact approval before undertaking any significant planning, development or implementation tasks.

Evaluation Process

1. Any questions regarding this Scope of Work should be directed to Lindsay Henderson at lhenderson@capelightcompact.org.
2. The bidder should submit quotes by Friday July 21st for services along with description of capabilities, examples of prior work with references, and pricing for each of the services. Quotes should be submitted to Lindsay Henderson at lhenderson@capelightcompact.org.
3. The bidder should also include a description of the personnel who would be assigned to the project and their specific responsibilities.
4. Explanation of data security measures employed by the bidder regarding confidential consumer information that may be shared with the firm (consumer name and one of the following: social security number or financial account number or utility account number) and confirmation that security measures comply with applicable federal, and state laws covering protection of Personal Information of residents of the applicable state. (In Massachusetts the applicable Regulation is 201 CMR 17.00 - STANDARDS FOR THE PROTECTION OF PERSONAL INFORMATION OF RESIDENTS OF THE COMMONWEALTH [Effective date of Mass Regulation is 3/1/10.]).