



## **Request for Proposal (RFP)** **Creative Support and Execution of A Public Awareness Campaign**

### **1. Background**

In 2013 the Government of The Bahamas published its National Energy Policy 2013 – 2033 (NEP). A key objective of the NEP is to increase the sustainable renewable energy sources into the generation mix in The Bahamas. In this regard, the NEP aims to promote the use of renewable energy sources, energy conservation and energy efficiency in the generation, distribution and consumption of electricity throughout the country by residents, businesses and government. In 2015, by passage of the new Electricity Act 2015 (EA), the Utilities Regulation and Competition Authority, (URCA) became the regulator for the electricity sector and is mandated to support the NEP and to promote, develop and or approve renewable energy projects for residential, government businesses and utility scale programmes. The EA mandates that as regulator, URCA regulates the sector in accordance with the underpinning principles of the NE.

In furtherance of its obligations under the EA, URCA is seeking to contract a suitably qualified and experienced consultant/firm to undertake work associated with the creative interpretation, design and management of URCA's Renewable Energy and Energy Conservation Public Awareness Campaign, (the PAC). The purpose of this RFP is to solicit competitive proposals for the consultancy.

### **2. The PAC's Objectives**

URCA has developed its renewable energy portfolio of projects which includes: Small Scale Renewable Generation, SSRG; Renewable Energy Self Generating, RESG and Utility Scale. The PAC, effectively executed, will educate consumers of electricity throughout The Bahamas about all three renewable energy projects and motivate them to participate in renewable energy programmes. However, the emphasis of the campaign will be on SSRG projects which benefits consumers, particularly those on the lower end of the consumption spectrum but whose current electricity costs are on the higher end of the cost spectrum. The aim of PAC is also to raise the public's awareness of the benefits associated with energy efficiency and conservation in the context of sustainable development, climate change and most importantly, cost savings.

Specific objectives include:

- Ensure that more consumers become more aware of their energy consumption habits;
- Change in consumers' behaviour towards energy saving and sustainable energy use;
- Improve understanding of renewable energy and its technologies
- Improve knowledge of energy conservation and energy efficiency
- Create an appreciation for the NEP in regards to renewable energy
- Measurable increase in residential and small business participation in SSRG
- An appreciable increase overall in the number of consumers and businesses embracing renewable energy and installing self-generating projects.

This campaign targets all households, academia, government offices and the commercial and private sectors. As the SSRG programme is designed primarily for residential consumers, the largest segment of the population, the campaign is expected to prominently factor in this segment of the audience.

### **3. Scope of Work and Deliverables**

- a) The successful candidate will design and development creative, innovative and engaging assets to support the execution of URCA's Renewable Energy Public Awareness Campaign. These will include:
  - Visually, appealing and memorable content for digital and print media to include: webinars; 3 short videos for you tube and other social media platforms;
  - 3 infomercials/PSAs for radio and television;
  - 1 brochure;
  - 3 thematic flyers;
  - 3 print advertisements;
  - 3 thematic posters, billboards and banners;
- b) Create activities around World Energy Efficiency Day
- c) Negotiate and organize events throughout the country (min. 1 per major populated island)
- d) Organize regular appearances on radio and television for key URCA representatives for the duration of the campaign;
- e) Engage with a minimum of 3 influencers throughout the country to help drive the PAC;
- f) Organize Press Conferences as necessary;
- g) Arrange opportunities for URCA's team to present at civic and professional bodies;
- h) Creation and management of all public relations activities in support of the campaign;
- i) Management of a renewable energy related competition (concept designed by URCA);
- j) Develop PAC content to enhance URCA's existing website
- k) Create an active social media presence across all social media platforms
- l) Develop an overall message theme for the campaign with sub-message themes for various audiences and programmes where applicable
- m) Prepare reports outlining the work/activities to be undertaken, including implementation plan and timelines

### **4. Expected Results of the PAC**

Measurable and expected results of this campaign include the following:

- a) A more knowledgeable public
- b) Increase in renewable energy adoption and installation
- c) Better energy consumption habits
- d) An appreciable decrease in the electricity bills of persons who participate in activities
- e) Decrease in the cost of electricity
- f) Develop KPI's and other assessment tools by which to measure the pre and post impact of the campaign on the public

### **5. Period of Engagement**

The successful bidder will be engaged for an initial period of 6 months from the date of the signing of the agreement, which may be extended by URCA.

### **6. Reporting and Accounting**

The Consultant will report directly to URCA's Corporate and Consumer Relations Manager, CCRM who will serve as the primary point of contact and project lead regarding the day-to-day activities. The Consultant will produce written status reports/updates as required by the Chief Executive Officer, (CEO) and/or the CCRM. Deliverables and outputs will be monitored and evaluated by URCA's CEO and CCRM.

## **7. Submission of Proposal**

URCA advises that time is of the essence for the completion of this project, therefore, interested parties are requested to submit a proposal to URCA for the work to be carried out in accordance with this RFP and TOR on or before 24 January 2020. Respondents must submit their proposals and all associated documents in accordance with the following guidelines ONLY:

Three (3) PRINTED COPIES of the proposal, placed in sealed, opaque packages marked:

PROPOSAL FOR SERVICES for:  
RENEWABLE ENERGY AND ENERGY EFFICIENCY PUBLIC AWARENESS CAMPAIGN  
Corporate and Consumer Relations Manager  
UTILITIES REGULATION AND COMPETITION AUTHORITY  
FREDERICK HOUSE  
FREDERICK STREET  
P.O. BOX N-4860  
NASSAU, THE BAHAMAS

**COMPLETE PROPOSALS MUST BE RECEIVED BY NO LATER THAN 4:00 P.M. ON THE RESPONSE DEADLINE DATE OF 24 January 2020. LATE PROPOSALS WILL NOT BE ACCEPTED.**

Only physical submissions in accordance with the above specifications will be accepted. In no circumstances should a Respondent submit its proposal or any part of it to any person at URCA via email, fax or any other method whether in addition to or instead of the above.

URCA intends to make its selection of a preferred Consultant by 29 January 2020 and will notify all interested parties of the result by no later than 31 January 2020.

URCA reserves the right to select any of the proposals or to cancel this process and the proposed works. Proposals should contain the following information:

### **Technical Capability**

The technical proposal must provide, at a minimum, the following information:

- A brief description of the Respondent's firm/organization and an outline of recent experience on assignments of a similar nature and scope;
- A Portfolio of including relevant work samples;
- Respondents should be prepared to substantiate claimed experiences and provide references in support, if requested by URCA;
- A list of the proposed personnel by area of expertise, the position that would be assigned to each team member and their tasks; and
- CVs for each of the Respondent's proposed team members assigned to the project

### **Work Plan**

The Respondent would be expected to develop and submit a comprehensive work plan that sets out milestones for six months. The work plan must provide comments on the approach and methodology to the scope of work to be performed, including suggestions that may improve the quality/effectiveness of the project.

### Financial Proposal

The financial proposal must state all costs associated with the services to be provided, including remuneration/rate sheet for each proposed team member assigned to the project.

The prospective Consultant will be expected to provide a fixed price financial proposal of the Consultant's fees and estimated expenses for consideration by URCA. The proposals should take into account the work expected to be involved in the completion of each deliverable and provide for phased payment by URCA within no less than thirty (30) business days of its acceptance of each deliverable. Activities and items described in the proposal but not priced will be assumed to be included in the cost.

### Evaluation of Proposals

Each proposal will be reviewed and evaluated to determine whether it satisfies the submittal requirements contained within this RFP and TOR. Failure to satisfy the submittal requirements may be cause for rejection of the proposal. The proposals will be ranked based on the following maximum allocation of points for specific elements of each proposal:

<b>Criteria</b>	<b>Maximum score</b>
<b>Technical Evaluation:</b> Firm's experience in completing projects of similar nature and scope – 15% · Qualification/experience of personnel proposed for assignment to the project (i.e. qualifications – 10% · Completeness of response – 10%	<b>35%</b>
<b>Work Plan:</b> Approach and methodology to performing the work in response to the Terms of Reference and Deliverables – 25% ·  Timetable for prompt completion of the project – 10%	<b>35%</b>
<b>Financial Evaluation:</b> The lowest financial proposal submitted by a technically qualified party will be selected – 30%	<b>30%</b>
<b>Total</b>	<b>100%</b>

**Schedule**

It is anticipated that the contract will commence 10 February 2020 and be completed by 28 August 2020.

### **Contract**

The prospective Consultant shall submit a draft contract for URCA's consideration, which must be consistent with the Terms of Reference and Deliverables contained in the submitted proposal. URCA will review the contract and the final terms and conditions of the contract will be subject to URCA's approval.

### **Miscellaneous**

URCA reserves the right to:

- a. reject any or all proposals for failure to meet the requirements contained herein or for any other reason which in URCA's sole discretion renders the proposal unsuitable;
- b. waive any technicalities; and
- c. select the proposal which in URCA's sole discretion, best meets URCA's requirements

RFP and TOR creates no obligation (legal or otherwise) on the part of URCA to award a contract or to compensate the respondent for any costs incurred during proposal presentation, response, submission, presentation, or oral interviews. URCA also reserves the right to negotiate further with any respondent to the RFP and TOR. Respondents should not rely upon the opportunity to alter their qualifications during any discussions.

Mr. Stephen Bereaux  
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