

QUESTIONS AND ANSWERS

RFP #2023-016

NEW HAMPSHIRE DEPARTMENT OF ENERGY

REQUEST FOR PROPOSALS

OUTREACH AND EDUCATION CONSULTANT

	Questions	Answers
1.	What is the total budget allotted for this engagement?	A total of \$400,000 is allocated each year to promote the benefits of energy efficiency. The Department has engaged a consultant to conduct a benchmark survey to assess the current state of awareness and understanding by NH energy consumers of the benefits of energy efficiency. That engagement will be completed in early 2024 and depending upon the timing of payment for those services, between \$250,250 and \$400,000 would be available in 2024. In 2025, \$400,000 would be available.
2.	Has any preliminary research been done? If it has, can that information be shared?	The Department has engaged a consultant to conduct a benchmark survey to assess the current state of awareness and understanding by NH energy consumers of the benefits of energy efficiency. That engagement will be completed in early 2024. The results of that survey will be shared with the consultant selected for this engagement.
3.	How this effort led by the EESE Board's Outreach and Education Committee (of which some of the utilities involved in NH Saves participate) support or complement the NH Saves statewide marketing?	This engagement is independent from any marketing activities undertaken as part of the utility-run NHSaves program.
4.	Does the estimated \$400k budget per year include all costs, including possibly any hard costs associated from possible recommended media buys?	The \$400,000 is inclusive of all activity. See also the response to question 1.
5.	The solicitation appears to state that the State of New Hampshire Department of Energy has engaged a consultant to conduct a quantitative research survey to establish a baseline understanding of the level of	See response to question 2. Further information about the research work being done is available on the Department's website at <a href="https://www.nh.gov/rfp-2023-003-eeese.pdf">rfp-2023-003-eeese.pdf (nh.gov)</a> .

	<p>awareness and knowledge among different types of energy consumers within the target demographic groups, regarding the benefits of investing in energy efficiency improvements. Can the department please share more insights generated from the research and what was the criteria for customer awareness?</p>	
6.	<p>Could you please provide additional insights into any more specific objectives or priorities to be accomplished by the scope of work?</p>	<p>The scope of services and deliverables are defined in the RFP. No additional information is available at this time.</p>
7.	<p>Are there any specific DBE or doing business in state qualifications that subcontractors must meet to be considered for this project?</p>	<p>The following criteria are not reflected in scoring; however, to contract with the State of New Hampshire a business must be registered with the New Hampshire Secretary of State as either a domestic corporation or a foreign corporation, maintain a registered agent within the State, and provide a certificate of good standing from the New Hampshire Secretary of State. In addition, foreign businesses may be required to provide proof of good standing in their state of incorporation.</p>