

Request for Proposals

*Community Efficiency Financing: **Brand and Website Development***



econext

Accelerating Clean Growth
Newfoundland & Labrador

RFP Release Date: May 7, 2025

Proposal Due Date: May 21, 2025

Background

econext, a non-profit association working to accelerate clean growth in Newfoundland and Labrador (NL), is currently in the process of launching a new residential retrofit program in St. John's, NL. This initiative is designed to help homeowners improve energy efficiency through energy audits, guided support, and low-interest financing. *econext* will also facilitate industry training to support capacity building and offer targeted grants for deep retrofits. By helping residents navigate retrofits while reducing financial barriers, this program will help more homeowners take action to improve energy efficiency, lower utility bills, and reduce their environmental footprint.

Objective

The objective of this scope of work is to create a compelling visual identity and develop an accessible user-friendly website that drives engagement and application from the public and industry professionals. This website will be a key piece of the process and will host information and FAQs for interested parties to learn more and to assess their own benefits.

Scope of Work

To accomplish these objectives, the scope of work will include:

1. The development of a brand and visual identity system (brand guide) for the program. This brand must be able to both be a subset of *econext*'s activities and stand apart from the main *econext* brand in order for the program to be scalable. This visual identity will be informed by previous initial brand work completed by *econext*.
2. The design and development of a website which will serve as the main landing and information page for those interested in the program. This website will be designed using WordPress architecture, and done so in order to keep the site accessible to staff who will use it on a daily basis. It is anticipated the website will include the following:
 - a. Information on the general program structure and application process.
 - b. A step-by-step overview of the program process for homeowners to visualize. Key steps will lead contacts to be put in touch with the program's energy advisors, who will guide the process from there.
 - c. A page to provide information pointed at interested industry parties.
 - d. ~~An embedded cost saving calculator aimed at estimating potential energy savings for a modelled home that fits the visitors generalized home characteristics, and pre-qualifying visitors to the site~~ (**Update:** For the purpose of this proposal, proponents can exclude this scope of work.)
 - e. Connecting a pre-existing login portal from a partnering organization to the site.
 - f. A page considering and displaying frequently asked questions.
 - g. Aesthetically pleasing branding that helps communicate the program information.
 - h. Best practices to ensure accessibility.
3. Advise on content strategy and accessibility in regards to the developed website reaching the select target audience.

Note that the successful bidder will not be expected to compile program information, this will be provided by *econext*. It will be the vendor's role to take this information and shape it into the anticipated structure above and present it in an aesthetically engaging manner that matches the developed brand and reaches the appropriate audience.

The vendor will meet with *econext* on a bi-weekly basis to provide updates and work collaboratively to meet any issues that may arise. These meetings may take place in-person or virtual, pending location, cost and schedules.

Timelines

Respondents are expected to provide, within their submission, a detailed budget and timeline.

Timeline (Anticipated)

1. RFP Release Date: May 7, 2025
2. Proposal Due Date: May 21, 2025
3. Project Kickoff: May 26, 2025
4. Project Completion: July 28, 2025

Vendors are expected to propose their own budget based on the scope outlined. Vendors should be prepared to showcase mitigations for any risks this timeline may present.

Evaluation Criteria

- Submissions will be evaluated according to the following criteria:
- Knowledge and experience in relation to the work: demonstrated ability to meet expectations based on completion of similar projects and/or quality of previous works, including primary team member details.
- Understanding of the scope and objectives of the project: demonstrated comprehension of/adherence to the RFP.
- Proposed approach/workplan: including detailed timeline and project milestones.
- Identification of potential risks to achieving the project's objectives and mitigations/contingencies to address them.
- Knowledge of and experience working to create a community-focused brand that is engaging to the public.
- Price: value of work proposed versus identified costs.

Proposal Submissions

The contracting organization for this RFP is *econext*. A single electronic document is sufficient for proposals. The proposal should be no longer than five (5) pages, and be concisely worded with clearly described objectives, methods, timelines, and outcomes. The proposal must acknowledge and fully accept the terms and conditions as laid out in this RFP.

Supporting documentation may be appended. Suggested appendices include (1) brief descriptions of the respondent's company/relevant experience with similar projects, (2) a description of the relevant work experience of the staff assigned to this project.

The electronic copy of submissions should be in DOC and/or PDF format and sent to Chelsie Cake, *econext's* Marketing and Communications Lead, via email at cake@econext.ca no later than **4:30 PM NDT May 21, 2025**. Questions from interested applicants can be directed to the same address. Any additional clarification or information provided will be posted to *econext's* website.

Terms and Conditions

- All proposals received will be considered strictly confidential;
- The lowest cost, or any proposal, will not necessarily be accepted;
- Proposed costs must be represented in Canadian dollars;
- Applicants must be a company or organization of legal entities validly incorporated or registered in Canada, with work being undertaken in Canada;
- No payment will be made for the preparation and submission of proposals for this project;
- No fee will be made on the cost of work incurred to remedy errors or omissions for which the consultant is responsible;
- *econext* reserves the right to meet with all, or any, of the applicants during the proposal evaluation stage to clarify information in the submissions and seek additional detail which may be used in the evaluation.