



Request for Consultant Proposals

Technical Writer

Issued by Efficiency Forward, Inc.:
May 3, 2022

Questions Due Before:
May 14, 2022

Proposals Due:
May 24, 2022



Efficiency Forward/DesignLights Consortium® Background

Efficiency Forward (EF)/the DesignLights Consortium (DLC) is a non-profit organization dedicated to accelerating the widespread adoption of high-performing commercial lighting solutions. The DLC promotes high-quality, energy-efficient lighting products in collaboration with utilities and energy efficiency program members, manufacturers, lighting designers, and federal, state, and local entities. Through these partnerships, the DLC establishes product quality specifications, facilitates thought leadership, and provides information, education, tools, and technical expertise.

Project Objectives:

The objective of this RFP is to procure technical writing support for DLC Technical Policy documents and research papers, and to create a style guide for future technical policy documents. Additional projects may be identified in the future will require an estimate provided on a time and materials basis for approval and must be authorized by the Technical Director and Program Director in advance.

Scope of Work: Technical Writer (retainer)

The technical writer will review technical documents and ensure that information is clear and provided in a way that can be easily understood by the DLC's stakeholder audiences. [Technical policy documents](#) provide specific requirements and instructions for qualifying products to be listed on the DLC Qualified Product Lists (QPLs) for Solid State Lighting (SSL), Networked Lighting Controls (NLC), and Horticultural Lighting (also referred to as Controlled Environment Agriculture (CEA)).

Project 1 (Due July 12, 2022)

Create Technical policy document style guide

- Review existing technical documents (SSL [5.0](#) and [V5.1](#), [LUNA](#) 1.0, [NLC5](#), and Hort [2.1 as well as draft 1 and 2 of Hort V3.0](#))
 - Evaluate all documents for opportunities to improve clarity, message, and structure
- Review previously submitted stakeholder comments for the above Technical Requirements
- Meet with DLC Team to confirm audiences, messaging, etc.
- Create a style guide for future technical documents that lays out specific formatting (including references and annotations), structure, key messaging, graphic style, terminology/jargon
 - Revise or create new template for [stakeholder comments](#)
- Create template for requesting technical document review/creation that clearly identifies audience and goals of document



Project 2 (July 15-Final release)

DLC6 Draft 1 Technical Requirements policy document review

- Participate in preparatory meetings to become familiar with scope of document
- Review internal drafts of each section of the policy, all requirements, changes from previous versions and determine structure for final document.
 - Provide edits to ensure clarity of changes from Draft 1, messaging is consistent, and structure follows style guide.
 - Ensure that document has consistent style and “voice”
- Work with the Tech team to determine what graphics are needed to convey the information to audiences
- Prepare executive summary for the policy document
- Prepare document for final publication by Communications Manager
- Provide continued support for subsequent drafts and final document publication

This scope of work will commence on June 1, 2022

Budget

This is a time and materials project with budget determined by task. Budget criteria will be based on hourly rates for the purposes of procurement.

Submittal Information

Contact and Communications

All communications between bidders and EF are to be directed to:

Stephen White @swhite@designlights.org

Bidders' Questions & Responses

Bidders may submit questions on this RFP via e-mail. All questions submitted prior to May 14, 2022 will be answered to the best of our ability.

RFP Submittal Deadline & Format

Bidders are required to submit their proposal by May 24, 2022 via e-mail to:

Stephen White, COO, swhite@designlights.org

- The proposals should be submitted in both Microsoft Word and PDF format.
- A confirmation of receipt will be sent to those who submit proposals on time.
- Late submittals will be rejected.
- Bidders are not required to submit print copies of their proposals.
- The transmittal letter contained in the proposal package must have an electronic signature and must be signed by a person who is authorized to bind the proposing firm.



EF reserves the right to reject as non-responsive any proposals that do not contain the information requested in this RFP. EF is not liable for any costs incurred by any person or firm responding to this RFP or participating in best and final interviews.

Milestone Schedule

To allow adequate time for proposal submission and evaluation, the schedule below will be followed:

RFP Issued	May 3, 2022
Questions & Responses	May 14, 2022
Proposals Due	May 24, 2022
Anticipated Notification to Successful Bidder	June 4, 2022
Anticipated Contract Start Date	June 14, 2022

Minimum Qualifications

A single firm or a team of firms under a single primary contractor may submit bids. Key staff members must have demonstrated expertise in energy efficiency programs, technical writing for non-residential lighting and energy efficiency objectives. Changes in proposed key staff members may not be made during the execution of the work without written approval of EF.

Modifications to the RFP

EF may modify the RFP prior to the proposal submission deadline by the issuance of an addendum to all parties who have submitted a notice of intent to bid by the required date.

Post Proposal Negotiation and Awarding of Contracts

EF reserves the right to negotiate both price and non-price factors during any post-proposal negotiations with a finalist. EF has no obligation to enter into an agreement with any respondent to this RFP and may terminate or modify this RFP at any time without liability or obligation to any respondent.

Acceptance of Terms and Conditions

EF will utilize its standard Consulting Agreement to contract for the services outlined in this RFP.

All proposals submitted to EF pursuant to this RFP shall become the exclusive property of EF and may be used for any reasonable purpose by EF.

Response Guidelines and Requirements

Proposals should provide straightforward and concise descriptions of the bidder's ability to satisfy the requirements of this RFP. Omissions, inaccuracies, or misstatements will be sufficient cause for rejection of a proposal. Proposals not submitted as indicated may be rejected.

EF is looking for proposals demonstrating creativity, expertise, and experience in how bidders approach the work scope – not necessarily a detailed final approach. Once the consultant is selected, an initial task will be to review the scope and deliverables with EF and finalize a Scope of Services.

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Bidders are requested to provide a concise yet complete description of the bidder's approach and capabilities for satisfying the required services outlined in this RFP. Excessive length is discouraged. In addition, bidders are encouraged to proactively present additional information and responses, not specifically requested, that help demonstrate understanding of this project's objectives and needs as well as bidder's creativity, experience, and/or expertise.

Proposals must include the following:

- Proposal Cover
- Signed Cover/Transmittal Letter
- Table of Contents
- Executive Summary
- Work Scope and Schedule
- Staffing and Subcontracting Plan
- Qualifications and Experience
- Budget and Billing Rates
- Exceptions to Contract Terms (if needed)
- Conflicts of Interest (if needed)
- Appendix – Resumes of Key Staff

The proposal cover must indicate the RFP name, the proposal date, bidder's name, and list of subcontractors. The transmittal letter must also state that the person signing the letter is authorized to commit the bidding organization to the proposed work scope, budget, and rates; that the information in the proposal is accurate; and that the proposal is valid for 90 days from the date of submittal.

Supplier Diversity

It is the policy of Efficiency Forward Inc. DBA DesignLights Consortium (DLC) to ensure full and equitable economic opportunities to all persons and businesses that compete for business with the DLC. To that end, the DLC's Supplier Diversity efforts are a key criteria in bid scoring.

Suppliers representing that they are diverse should be certified as such from a recognized certifying state and/or federal authority. For this purpose, the categories of diverse businesses include: Minority (MBE: African-American, Hispanic, Native American, Asian, Indian/Pacific), Women (WBE), Veterans (VBE-including Service Disabled), and Disadvantaged Business Enterprises (DBE/SDB). Such suppliers may be formed as a sole proprietorship, partnership, limited liability company (LLC), joint venture or corporation.



Evaluation of Proposals

EF will base their evaluation of proposals on a scoring matrix below. As noted above, the qualifications of key staff assigned to lead this project and the amount of time they commit to the project will be weighed heavily.

RFP Evaluation Criteria/Scoring Matrix
Part A: General Approach
Proposal quality – comprehension and clarity regarding meeting project objectives and quality of proposed approach for meeting those objectives
Thoroughness and practicality of approach
Creativity of approach
Part B: Management Approach
Dedicated resources
Demonstrated management competence of key staff
Approach to use and management of subcontractors (if applicable)
Part C: Qualifications and Experience
Demonstrated competence and experience of key staff and firm(s)
References
Part D: Supplier Diversity
Demonstrated certification with MBE, WBE, VBE, DBE program.
Part E: Cost
Hourly rates