

## **ANSWERS TO SUBMITTED QUESTIONS FOR THE REQUEST FOR QUALIFICATIONS FOR PUBLIC/MEDIA RELATIONS & CONSULTING SERVICES**

### **What is the range or estimated budget for this engagement?**

At this point, the Green Bank is seeking qualifications for future public and media relations engagements in calendar year 2019 and/or Fiscal Year 2020 (which begins July 1, 2019). For FY20, we envision our budget for this would have a not-to-exceed amount of \$74,999, inclusive of hourly fees and any other expenses. We see this amount allocated for brand and product promotion.

### **What is the Green Bank's internal capacity to handle PR tasks?**

The Green Bank staff is currently handling all the tasks outlined in the RFQ's scope of services. We are seeking a strategic partner that can help enhance and support these efforts, leveraging the strengths of both organizations.

### **Can you specify which vendors we would be coordinating with for task 10 under scope of services?**

While we cannot name specific vendors, we are seeking responses from firms that are willing and able to work strategically with our current vendors when needed.

### **How many companies/individuals have been invited to submit?**

This RFQ is open to the public and has been distributed through various channels (including social media and PRSA's Connecticut Valley website), so we cannot estimate the number of responses we will receive.

### **Should the proposal address social media? Or do you plan to handle that yourself?**

The proposal does not need to address social media. The Green Bank currently manages its social media properties internally. While this RFQ is not specifically seeking input on social media, we expect some overlap of strategies and messaging will occur, though we will continue to manage the platforms in-house.

**Should the PR consultant expect to attend networking and other business events on a regular basis, or is that handled by CT Green Bank staff?**

The Green Bank does not expect the consultant to attend regular or frequent events as our staff handles these. However, for special events, ceremonies, etc., we would hope our consultant would be available as it plays to their expertise.

**In the “Program Background” section, you state that the Green Bank develops and administers programs that include energy upgrades such as weatherization, efficient lighting, appliances, HVAC systems, fuel conversion, solar photovoltaic and hot water systems. Who do you consider your competitors in this space? Would Connecticut’s electric utilities be considered competitors vying for customers looking for these programs/EE and renewable solutions, or do the Green Bank’s programs supplement their programs (i.e. Home Energy Solutions, etc.).**

The Green Bank considers inertia to be a major competitor in the energy upgrade space. Our greatest task is overcoming the inertia that prevents the implementation of these upgrades.

We have a strong network of partners from local and regional banks and credit unions to hundreds of contractors working across residential, commercial, and industrial sectors. We see the utilities as a partner, and our programs work together towards shared goals.

**Are the services you seek to be provided on-call only?**

We are open to on-call and retainer, however due to the variations in the workload, on-call may be preferable.

**Does the budget remain constant regardless of how many companies you select?**

Yes.

**Will this lead to an RFP process? Or will the professional service agreement suffice?**

We do not anticipate an RFP process after this qualification process is completed.