



# **REQUEST FOR PROPOSALS**

**Dated: August 24, 2020**

## **New Jersey's Clean Energy Program**

**Energy Efficient Products Program**

**October 1, 2020 – June 30, 2021**

## **PROPOSALS TO BE SUBMITTED BY**

**September 4 2020, 5:00 PM EST**

**Additional Attachments:**

**Appendix A: Schedule**

**Appendix B: New Jersey's Clean Energy Program Zip Code**

**List Appendix C: Checklist & Signature Form**

**Objective:**

New Jersey's Clean Energy Program (NJCEP) requests proposals in support of the Energy Efficiency Products Program which encourages customers to consider energy-efficient options in the marketplace. This RFP covers multiple program designs and products as outlined below. Partners are encouraged to apply for any and all program designs and products:

- Retail markdown program
  - WaterSense Showerheads
- Sale of incentivized energy efficient products at events
  - WaterSense Showerheads
- Custom strategy to target low-income customer base
  - WaterSense Showerheads

The proposals should detail comprehensive promotional plans that allow NJCEP to maximize cost-effective energy (kilowatt/hour) and water (Gals) savings to their customers with a focus on increasing the sale and awareness of a wide variety of energy efficient product types. Promotions should be designed to complement core aspects of NJCEP's strategic marketing plan (see the Marketing section). This residential program is designed to: (1) reduce customer peak demand and energy usage, which helps customers save on their electricity bills, leading to increased customer satisfaction; and (2) help achieve the programs' separate targets to reduce energy consumption to meet the established goals.

We invite manufacturer/retailer teams, individual manufacturers, or individual retailers to submit proposals for the use of NJCEP's promotional incentives; and encourage innovative and creative approaches to energy efficient product promotions.

Product Markdowns are the preferred approach and will be given higher weight and priority when evaluating proposals from industry.

**Proposal and Promotion Requirements****Eligible Products**

All WaterSense certified Showerheads are eligible and will be considered for the proposed promotion. Promotional products must be qualified under the most current version of the relevant WaterSense specification as of the start date of the proposed promotion and must remain certified for the duration of the promotion.

**Note:** *NJCEP reserves the right to exclude specific WaterSense certified products from this promotion for any reason including results of independent, third-party testing.*

*Manufacturers may offer replacement products; however, NJCEP is under no obligation to accept these replacements.*

**Promotion Duration:**

The promotion duration is through June 30, 2021. Programs and funds for the fiscal year 2021 New Jersey Promotions are pending NJCEP Board approval expected to be announced the last week of September, 2020. All awards will be contingent on final Board approval of programs and budgets. The program reserves the right to cancel or modify the fiscal year 2021 solicitation as per the Board's final approval.

**Promotion Contingency:**

The 2021 NJCEP Energy Efficient Products Promotions are contingent upon approval by the New Jersey Board of Public Utilities.

**Further Details on Program Design Options**

**Markdown Promotion:**

This is the standard upstream program approach whereby Manufacturer/Retailer may apply for the instant reduction of regular retail prices on energy efficient products through Product Markdowns in retail stores. NJCEP would like to see proposals that contain creative marketing and product diversity. Preference will be given to proposals that include strong Manufacturer and Retailer promotional marketing support (see Marketing section). NJCEP encourages Manufacturers and Retailers to be innovative and creative in developing approaches to promoting energy efficient products.

- **Promotion Description:** Respondents will apply for a Markdown by proposing each product for consideration and the amount of reimbursement requested for each product (*see "Maximum Markdowns Incentive per Product" table for guidelines*). Reimbursement for product sales will be made at 100% of the agreed amount upon receipt of an invoice, that is accompanied by store level sales data. Instructions for data submittal will be included in the Promotional Agreement (PA). For this program partners are encouraged to submit POS sales two times per month. At a minimum, POS sales data for all promotional Products is due by the 15<sup>th</sup> of every month for the previous month's sales. **NJCEP reserves the right to refuse payment for any POS submission that is not received by the 15<sup>th</sup> of the month following the actual product sale.**
- **Documentation Required:** Proposals MUST include sample POS reports in order to be considered. This report will include sales data by SKU, store location, and date range. Additionally, documentation of delivery to store locations may also be required. Once product mix, packaging and quantities are established and agreed upon, they cannot be changed without written Sponsor approval.
- **Maximum Markdowns - Incentive per Product:**

Markdown Products Incentive Matrix	
Product Description	Per Showerhead MAX Incentive
Any WaterSense Qualified Product	\$9.00

### Event Sales Promotion:

NJCEP is interested in offering incentivized energy efficient products outside of the standard retail settings. This program design offers incentivized energy efficient products to customers at community or corporate events. Energy efficient products must be sold to the customer at a discounted price, and not given away. Partner is responsible for identifying pertinent events, staffing the events, selling incentivized product only to eligible customers and invoicing for incentivized sales. All events will need to be approved prior to registration and attendance.

Proposals should include detailed marketing information documenting how the program will be promoted at these events, including information on how customers will be validated as eligible, and the format in which POS will be submitted. Preference will be given to partners with documented experience implementing similar programs. Below is a table noting the estimated average incentive per unit for different product types to be used for planning purposes, actual incentives may vary slightly.

- Promotion Description:** Respondents will apply by proposing each product for consideration and the amount of reimbursement requested for each product (see *“Maximum Markdowns Incentive per Product” table for guidelines*). Reimbursement for product sales will be made at 100% of the agreed amount upon receipt of an invoice and validation that customer is eligible, which will be provided per event. Instructions for data submittal will be included in the Promotional Agreement (PA). For this program partners are encouraged to submit POS sales two times per month. At a minimum, POS sales data for all promotional Products is due by the 15<sup>th</sup> of every month for the previous month’s event sales. NJCEP **reserves the right to refuse payment for any POS submission that is not received by the 15<sup>th</sup> of the month following the actual product sale.**

- **Documentation Required:** Proposals MUST include sample POS reports and customer validation information in order to be considered. This report will include sales data by SKU, event location, and date range. Once product mix, packaging and quantities are established and agreed upon, they cannot be changed without written Sponsor approval.
- **Maximum Markdowns - Incentive per Product:**

Markdown Products Incentive Matrix	
Product Description	Per Showerhead MAX Incentive
Any WaterSense Qualified Product	<b>\$9.00</b>

**Custom low-income strategy:**

This is a more open-ended program design where we are looking for partners to recommend approaches to further enhance penetration of energy efficient products in low-income areas. We are not looking for standard retail markdown programs in specific retailers nor food bank programs, but other creative solutions to target this low-income market segment. These approaches could include partnering with third party non-profit groups to give away energy efficient products to income eligible individuals, or the sale of products at a deeply discounted price through a non-traditional distribution model.

- **Promotion Description:** Respondents will apply by proposing each product for consideration and the amount of reimbursement requested for each product (*see "Maximum Markdowns Incentive per Product" table for guidelines*). Please include details on whether the product will be given away to eligible customers, or if it will be sold at a deeply discounted price. Reimbursement for product distribution/sales will be made at 100% of the agreed amount upon receipt of proof of distribution. The specifics of "proof of distribution" will be finalized upon selection, but please provide a proposed mechanism. Instructions for data submittal will be included in the Promotional Agreement (PA). For this program partners are encouraged to submit POS sales two times per month. At a minimum, POS sales data for all promotional Products is due by the 15<sup>th</sup> of every month for the previous month's

distribution/sales. NJCEP reserves the right to refuse payment for any POS submission that is not received *by the 15<sup>th</sup> of the month following the actual product sale.*

- **Documentation Required:** Proposals MUST include sample POS reports and customer validation information in order to be considered. This report will include sales data by SKU, distribution location, and date range. Once product mix, packaging and quantities are established and agreed upon, they cannot be changed without written Sponsor approval.
- **Maximum Markdowns - Incentive per Product:**

Markdown Products Incentive Matrix	
Product Description	Per Showerhead MAX Incentive
Any WaterSense Qualified Product	\$9.00

### **General Proposal Guidelines**

#### **Incentive per Product**

It is important to note that the tables included above for incentive per product are showing maximum incentive values. **In almost all cases, the actual incentive offered will be lower.** Partners are encouraged to include incentive per product values that reflect the current incentive program market. Incentives proposed by the partner are not final and will be adjusted to coincide with overall program goals.

#### **Marketing**

Manufacturers/Retailers are encouraged to consider adding the following marketing activities in their proposals:

- Planned promotional themes
- Reinforce brand recognition in the marketplace by making use of Partner Point of Purchase (POP) Templates or when developing unique materials.
- Support NJCEP's efforts to educate consumers about the benefits of WaterSense certified products and how to buy them.

- Support can be in the form of special POP materials and displays, advertising, flyers, inclusion in weekly circulars, retailer website, bag stuffers, window clings, consumer education activities, wholesale or retail discounting, and/or special packaging, etc.
- Preferred product placement (end caps, wing stacks, pallet displays, etc.).

### **Marketing Requirements**

- NJCEP will provide all program POP
  - NJCEP field representatives will be allowed to place program POP at retail locations.
- If a Manufacturer or Retailer would like to produce additional POP, it must follow the following guidelines:
  - All Creative Materials (POP, advertising, collateral) will feature the NJCEP logo and be submitted for approval prior to printing or production.
  - All Creative Materials (POP, advertising, collateral) will adhere to all NJCEP Identity Guidelines as well as the WaterSense Identity Guidelines.

### **Selection Criteria:**

Selection and funding of any submitted proposal will be based on:

- Ability to provide an accurate and thoroughly complete Promotional Support Workbook (attached) and Proposal Checklist and Signature Form (Appendix C).
- Ability to provide accurate, complete and verifiable store-level sales data – derived directly from the Retailer’s computerized Point of Sales (POS) system.
- Only products that have successfully passed and comply with the current WaterSense specifications will be considered for the promotion.
- Creative marketing plans, special events and/or consumer education plans that support the Sponsor marketing outlined in this RFP.
- Frequency of in-store and general media promotions and promotional product placement.
- Manufacturer’s and/or Retailer’s overall previous performance history in past NJCEP programs or other similar negotiated cooperative promotion programs. This history includes, but is not limited to, the ability to provide SKU level sales data for the proposed promotional period one year prior to the proposed promotion (thus enabling better program impact analyses).
- Manufacturer and Retailer recognition that NJCEP supplied Point of Purchase materials and displays will be used to enhance NJCEP’s promotions at retail.

- Ability to keep incentivized products stocked and located properly on the shelves and/or any display locations.
- Ability to keep incentivized products displayed with the proper incentivized pricing, pricing signage and POP signage.
- Ability to monitor program allocation budgets accurately and notify CLEARResult of any budgetary issues in a timely manner.

NJCEP reserves the right to refuse any proposal or to negotiate the specifics of any submitted promotion, including funding levels. Incentive funds will be available only upon written confirmation (Product Promotion Agreement) from NJCEP. Bidders should understand that actual incentive amounts will be based on compliance with the PA and performance of the Bidders and are not guaranteed. NJCEP reserves the right to subsequently reallocate or deny funding of promotions throughout the term of the PA. Any proposal received without both the Manufacturer and Retailer signatures, as applicable, will not be accepted.

### **Request for Promotional Support Workbook**

All respondents must complete the *Request for Promotional Support Workbook* (see attached MS Excel file). The markdown workbook has a *Summary Worksheet* which is password protected and automatically tallies total proposed promotional activities when the *Promotional Detail Worksheets* are filled in. Manufacturers partnering with more than one Retailer, as well as Retailers partnering with more than one Manufacturer, must include ALL promotions in a single *Request for Promotional Support Workbook*. Promotion types may vary for any promotions included in a submitted *Summary Worksheet*. ***Incomplete Workbooks will not be considered. Proposals in any other format than the Request for Promotional Support Workbook, as provided by the Sponsor, will not be accepted.***

### **Submission Deadline and Requirement**

1. All questions should be submitted by email to [NJCEPLighting@NJCleanEnergy.com](mailto:NJCEPLighting@NJCleanEnergy.com) by 5:00 pm Thursday, August 27, 2020.
2. Responses will be provided by 5:00 pm Monday August 31, 2020.
3. **The deadline for submission of proposals is September 4, 2020 5:00 PM EST.**
4. Completed proposals must include:
  - a. Completed NJCEP ENERGY STAR Energy Efficient Products Program Negotiated Cooperative Promotion RFP Checklist and Signature Form (Appendix C).
    - i. Please submit separate signature pages for each proposed promotion.
  - b. All sample documentation (i.e. store-level shipping/receiving and/or sales



data reports) pertinent to the promotion proposed.

- c. Any special event details and proposed POP samples or other marketing materials.
- d. Completed sponsor-specific Request for Promotional Support Workbook.

- 5. Please submit proposal by email to [NJCEPLighting@NJCleanEnergy.com](mailto:NJCEPLighting@NJCleanEnergy.com). These materials must also be received by September 4, 2020 5:00 PM EST.

Questions regarding this RFP, developing a Negotiated Cooperative Promotion proposal, or other aspects of NJCEP's WaterSense Showerheads campaign should be directed to [NJCEPLighting@NJCleanEnergy.com](mailto:NJCEPLighting@NJCleanEnergy.com)

**Appendix A: Schedule**

SAMPLE

THIS SCHEDULE ( “**Schedule**”) is effective as of December 29, 2019 (the “**Effective Date**”), pursuant to the terms and conditions of that certain Promotion Agreement, dated December 9, 2019 (the “**Agreement**”), by and between Legal Name of Retailer (“**Retailer**”), Legal Name of Manufacturer (“**Manufacturer**”) (each, a “**Partner**”), and CLEAResult Consulting Inc. (“**CLEAResult**”). Capitalized terms not defined in this Schedule are as defined in the Agreement.

1. Period. The period for this Promotion shall be from the Effective Date through June 30, 2020.
2. Program and Sponsor. This Promotion shall be for the New Jersey Clean Energy Program (“**Program**”) sponsored by New Jersey Board of Public Utilities (NJCEP). Sponsor’s names and logos must be added to all materials and advertising approved for use pursuant to this Agreement (except for pre-printed, stock product packages) and will only be used in a form and format as designated by Sponsor. Manufacturer acknowledges and agrees that NJCEP is the lawful owner of all right, title and interest in and to NJCEP’s respective names and logos, and that the Manufacturer will at any time dispute or contest, directly or indirectly, NJCEP’s exclusive right and title to, and validity of, its respective name and logo. Manufacturer agrees to take no action inconsistent with NJCEP’s ownership of its respective name and logo or that is likely to subject NJCEP to claims by third Parties or potential loss of any rights in such logos, and agrees and acknowledges that its use of the NJCEP name and logo inures to the benefit of NJCEP. NJCEP grants Manufacturer the right to use NJCEP’s name and logo in connection with the Program pursuant to the terms and conditions contained in this Agreement. The right to use such names and logos as set forth in this Agreement shall be concurrent with the term of this Agreement and any and all such rights shall terminate upon termination of this Agreement for any reason. Manufacturer acknowledges that maintaining a high standard of quality for the Program materials bearing the NJCEP name and logo and maintaining the goodwill associated with such names and logos are of substantial importance to NJCEP. Manufacturer therefore agree that all materials to be used in connection with the Program shall be submitted to CLEAResult who will submit them for NJCEP’s review and approval. The Parties agree and acknowledge that NJCEP is an intended beneficiary of this Section.
3. Budget. The amount allocated to Partners for this Promotion is \$0.00. The amount of this allocation can only be increased through an amendment in writing duly executed by the parties hereto. For the avoidance of doubt, that amount cannot be increased through an oral statement or mere email from the Program Manager or other representative of NJCEP. CLEAResult may also make changes to ensure compliance with Sponsor’s Program requirements by notifying Manufacturer in writing. The Parties may request amendments to the Schedule(s) by submitting a request in writing to CLEAResult. Such requests will be subject to the approval of the non-requesting Parties.
4. Sales Data Reports. Each Sales Data Report must include the following information:
  - a. Product model numbers and descriptions
  - b. Date of retail sale
  - c. Quantity sold
  - d. Itemized cost per SKU incentive levels for each Product
  - e. Total incentives
5. Invoicing. Manufacturer shall submit invoices, Sales Data Reports, and Administrative Fees no later than the 15th calendar day of each month to the following:

Invoices:

CLEAResult

E-mail: [NJCEPPOS@clearesult.com](mailto:NJCEPPOS@clearesult.com)

Sales must be submitted in the format that was agreed upon between the manufacturer and CLEAResult. Upon submission the manufacturer must include point of sales (POS) data and a PDF invoice. When POS is sent over to the above email address the subject line of the email must contain the words POS and the MOU number.

Sales Data Reports:

CLEAResult

E-mail: [NJCEPPOS@clearesult.com](mailto:NJCEPPOS@clearesult.com)

Sales must be submitted in the format that was agreed upon between the manufacturer and CLEAResult. Upon submission the manufacturer must include point of sales (POS) data and a PDF invoice. When POS is sent over to the above email address the subject line of the email must contain the words POS and the MOU number.

6. Payment. Subject to Section 5.a of the Agreement, CLEAResult will process payment within one hundred twenty (120) days of receipt of an approved invoice and Sales Data Report.
7. Volume. Retailer agrees to limit Product purchases as follows:  
Light Bulbs: [25] per customer per Location per day  
Light Fixtures: [15] per customer per Location per day
8. Locations. Products shall be sold at the Locations listed in Attachment A.
9. Eligible Products. The eligible Products and incentive discounts are listed in Attachment B.

***[Signatures on next page]***

The Parties have executed this Schedule as of the Effective Date. The Parties acknowledge and agree that this Schedule may be revised pursuant to Section 3 of the Agreement.

CLEAResult Consulting Inc.

Legal Name of Retailer

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Legal Name of Manufacturer

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

SAMPLE





## **Appendix B**

ELIGIBLE ZIP CODE LIST FOR NJCEP ENERGY STAR Energy Efficient Products Program  
To be eligible a customer must reside in the state of New Jersey.

Below is a list of ZIP codes in the state of New Jersey.

Any proposed participating retailer will be checked to confirm its actual location in the state. Proposed retail locations that do not lie within the state of New Jersey will be excluded from participating in the program promotion.



New Jersey Zip Codes								
07001	07093	07460	07716	07866	08034	08213	08515	08755
07002	07094	07461	07717	07869	08035	08214	08518	08756
07003	07095	07462	07718	07870	08036	08215	08520	08757
07004	07096	07463	07719	07871	08037	08217	08525	08758
07005	07097	07465	07720	07874	08038	08218	08526	08759
07006	07099	07470	07721	07875	08039	08219	08527	08801
07007	07101	07474	07722	07876	08041	08220	08528	08802
07008	07102	07477	07723	07877	08042	08221	08530	08803
07009	07103	07480	07724	07878	08043	08223	08533	08804
07010	07104	07481	07726	07879	08045	08224	08534	08805
07011	07105	07495	07727	07880	08046	08225	08535	08807
07012	07106	07501	07728	07881	08048	08226	08536	08808
07013	07107	07502	07730	07882	08049	08230	08540	08809
07014	07108	07503	07731	07885	08050	08231	08541	08810
07015	07109	07504	07732	07890	08051	08232	08542	08812
07016	07110	07505	07733	07901	08052	08234	08543	08816
07017	07111	07506	07734	07902	08053	08240	08544	08817
07018	07112	07507	07735	07920	08054	08241	08550	08818
07019	07114	07508	07737	07921	08055	08242	08551	08820
07020	07175	07509	07738	07922	08056	08243	08553	08821
07021	07182	07510	07739	07924	08057	08244	08554	08822
07022	07184	07511	07740	07926	08059	08245	08555	08823
07023	07188	07512	07746	07927	08060	08246	08556	08824
07024	07189	07513	07747	07928	08061	08247	08557	08825
07026	07191	07514	07748	07930	08062	08248	08558	08826
07027	07192	07522	07750	07931	08063	08250	08559	08827
07028	07193	07524	07751	07932	08064	08251	08560	08828
07029	07194	07533	07752	07933	08065	08252	08561	08829
07030	07195	07538	07753	07934	08066	08260	08562	08830
07031	07198	07543	07754	07935	08067	08270	08601	08831
07032	07199	07544	07755	07936	08068	08302	08602	08832
07033	07201	07601	07756	07938	08069	08310	08603	08833
07034	07202	07602	07757	07939	08070	08311	08604	08834
07035	07203	07603	07758	07940	08071	08312	08605	08835
07036	07204	07604	07760	07945	08072	08313	08606	08836
07039	07205	07605	07762	07946	08073	08314	08607	08837
07040	07206	07606	07763	07950	08074	08315	08608	08840
07041	07207	07607	07764	07950	08075	08316	08609	08844
07042	07208	07608	07765	07960	08076	08317	08610	08846
07043	07302	07620	07777	07961	08077	08318	08611	08848
07044	07303	07621	07799	07962	08078	08319	08618	08850



**Appendix C – Required with Submission**

**Energy Efficient Products Program - Negotiated Cooperative Promotion  
PROPOSAL CHECKLIST AND SIGNATURE FORM**

The following information must be submitted to participate in the NJCEP Energy Efficient Products Program Negotiated Cooperative Promotion (please complete one for each retail partner):

Please indicate that the Workbook is completed.  
 Promotional Support Workbook for Markdown

Please indicate that the sales data is included.  
 Samples of store level sales data reports  
 Sample of POS Certification letter

Please identify how products will be shipped to retailer partners. (Check one)  
 Product will be shipped by manufacturer directly to each retail location  
 Product will be shipped to the retailer’s central distribution center for delivery to each retail location.

Sales data to be provided by: (Check one)  
 Manufacturer  
 Retailer

Reimbursement to be paid to: (Check one)  
 Manufacturer  
 Retailer

Other Items to include (if applicable):  
 Product Shipping Schedule  
 Description of Marketing Plan

By submitting this Form, I acknowledge that I have executed a NJCEP Request for a Manufacturer and Retailer Negotiated Cooperative Promotion Proposal and that approval of a Proposal is contingent upon my complying with the RFP requirements. I understand that incentive funding is available only upon written confirmation (Promotion Agreement) from the Sponsor. I agree to implement the promotion as described in the Promotion Agreement (PA) upon receipt of written confirmation. I understand that actual incentive amounts will be based on compliance with the PA. My performance in this promotion is not guaranteed and Sponsor reserves the right to reallocate or deny funding of promotions. The Sponsor may refine any selected proposal through subsequent discussions and negotiation with the proposing party. The Sponsor also retains the right to reject any and all submitted proposals.

Retailer Name: \_\_\_\_\_

Retailer Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

Manufacture Name: \_\_\_\_\_

Manufacturer Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_