

PS 08-14-01

AMP Residential LED Promotion – Vendor Questions

AMP appreciates all vendor inquiries to this RFP. Vendor questions are marked in bold and AMP's responses follow, marked with a bullet.

On Page 7, under Additional Project Requirements, #2, it states that AMP will design the postcard, sleeve and identification on product packaging. Then on Page 9, #2.4, #2.6 and #2.7, the RFP is asking for samples and mock ups. Question is – who does AMP expect to do the design? Also, if it is the vendor, are actual designs expected as part of the proposal?

- AMP will be doing the design. The vendor does not need to provide actual designs as part of the proposal.
- 2.4, 2.6 – Exterior sleeve and interior sleeve sample: An image (drawn, photograph, rendering) is needed to show the expected measurements and/or unique features of the vendor's product. If the vendor has an actual product from a previous experience, they may share that, as well.
- 2.7 – AMP logo sticker: AMP would like to verify that there is space available on the lamp package to show our logo. This can also be an image or sample product.

Please define a “mock up.” Is this a flat comp or an actual 3D mock-up of the package?

- This can be either a 3D or a flat image – AMP would like to visualize the product to help make a decision on what best fits our customer needs

Many of the RFP deliverables are prescriptive (e.g., postcard, must be delivered to houses, packaging and sleeve form factors). Is AMP open to other options and recommendations as part of the RFP or are we to follow specifically the direction in the RFP?

- AMP is very open to other options and recommendations as part of your proposal, as long as our project goals are achieved and our customers receive a quality product.

On Page 7, #6, under Deliverables, the RFP states that delivery must occur within a two-week period. From when?

- The two-week period begins when the first resident receives product.

The RFP indicates that creative mock-ups of the proposed product are required in the proposal response. Please verify that this is required. If so, we would like to request your brand guideline, which dictates the use of the AMP logo, fonts, colors, brand voice, and any other visual or copy requirements that would need to be addressed in the design of the LED packaging and promotion.

- Please use the logo found on our website, alamedamp.com/ - you may save our logo as a GIF file. Images in your mock-up need not be crisp.
- Since AMP will be handling the creative design for the packaging, logo, and optional postcard, please indicate the type of information you would recommend providing for these items.

- Vendors may get a feel for AMP's personality by reviewing our website and Facebook page.

Would Alameda be receptive of receiving an alternative type of proposal? For example, innovative delivery method?

- Yes, AMP is receptive to alternative ideas in your proposal, such as an innovative delivery method.

What's your approx. budget?

- \$400,000 for one LED, \$800,000 for two LEDs. This budget is exclusive of the optional pre-delivery postcard.

What's Alameda's decision making process between selecting Option 1 (1 LED) or Option 2 (2 LEDs)

- AMP initially planned to provide one LED to each residence, but found that the potential peak shaving was intensified with two LEDs. AMP is waiting for budget confirmation from our Public Utilities Board regarding the increased project scope and cost.

Who provides the addresses? Alameda? Contractor?

- AMP will provide customer addresses.

While there are now hundreds of Energy Star rated LED brands, only a very small selection brands are available to consumers through retail outlets. Would Alameda Municipal Power consider an Energy Star rated LED that exceeds the required specifications and is more competitively priced, if the exact brand was not available in stores? In other words, there are a lot of Energy Star LED's sold under different brands in the utility market that might not be sold under the same brand in the store. The performance can be the same or better, but offered at a better price so we just want to see if this is acceptable.

- As with other components of this RFP, AMP is open to options. AMP will consider an Energy Star rated LED that is not available at stores if the price point makes the bid an overall better option.
- AMP recommends supplying two bids, if possible, one with the lamp that is not available in retail outlets, and another bid with a lamp that is readily available to consumers.

Part 9.9-4 of the RFP requests logo/decal featuring logo on product package. Does "product package" refer to the most external package? In other words does this refer to the exterior mailer box which the customer will open to find their sleeved LED(s)? It may also be best just to confirm each place that Alameda is requesting the logo.

- AMP envisions their logo is visible along each step of the customer process
- Distribution and Packaging - Exterior package is designed by vendor, includes AMP logo. Does not state that an LED is inside. (10.0.2.4)
- The box/package that arrives at the customer's door is labeled with the AMP logo
- Packaging: interior sleeve over existing manufacturer's package will have the AMP logo, but will be designed by AMP. (9.9-4)
- Packaging - Vendor to add the AMP logo to the product package, may be a decal (9.9-5). This refers to the actual product package – the last box that is in contact with the actual LED, generally the manufacturer's product package. AMP would like its logo on this package so the product remains labeled, should the customer remove the interior sleeve (9.9-4).

Must additional lamps for post-delivery onsite use by AMP need to also be customized with sleeve?

- AMP is open to a proposal where the additional lamps available for use by AMP are not pre-covered with the sleeve. AMP still needs the sleeve for the LED, since it contains valuable information for our customers. The vendor may opt to send AMP the pre-printed sleeves (ready

to place on the lamp) separately. AMP will then be able to add the sleeve ourselves before giving the product to those customers who request to pick up replacement products at AMP.

Does LED lamp need to be omni-directional?

- Yes, the LED lamp should be an easy replacement for a standard 60 Watt incandescent A-lamp.

Can post-delivery customer support contact information be included only with actual delivered LED? Must it also be on pre-delivery post card?

- The post-delivery customer support contact info is not needed with the pre-delivery postcard; it may be included only with the actual LED.

How many colors would AMP like to feature on the pre-delivery post card?

- The front (decorative) side should be four color, the back (text) side can be just a single color

Will we be only sending LEDs to zip codes 94501 and 94502?

- Yes, just to Alameda, California – 94501 and 94502.

Do the shipments require a tracking # for each package?

- No, we do not require a tracking number for each package.

Are all 30,000 kits going out at once? If not, what is the approximate size of each batch?

- AMP does not have a requirement for batch size; the first delivery and last delivery must fall within a two week window.

What is the expected/desired date (or date range) that the kits will be delivered?

- All kits are to be delivered prior to March 1, 2015. Since AMP is a winter-peaking utility, early in January-February is preferable to later in the season.

Is there a marketing/communication piece you would like added inside the kit?

- AMP intends to use the packaging (sleeve) as the marketing piece, but is open to other similar concepts that offer a similar amount of communication space and have a proven track record of successful customer engagement.

If we are able to have the LED lamps packaged in an Alameda Municipal Power branded box (instead of the manufacturer's standard box):

Would that be acceptable?

- Yes, this is acceptable.

Would it eliminate the requirement for an interior sleeve?

- If the box can be branded and has space for marketing/communication piece, that is a fully acceptable solution. As asked in the previous question, a separate piece for marketing is also an option.

Can you elaborate on the requirements/preferences for the interior sleeve (material, etc.)?

- AMP prefers that, when possible, materials used for this project are easily recycled or composted through Alameda's municipal waste hauler.