

RFP Cover Sheet

Offeror's Name:	Duffy & Shanley
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RFP Information	
Title of RFP:	Educational Videos
RFP Number:	EERMC-2021-01

Offeror Information	
Legal Name of Offeror:	Duffy & Shanley, Inc.
Type of Entity (i.e. corporation, partnership, sole proprietorship):	Corporation
Mailing Address of Primary Place of Business:	10 Charles Street, Providence, RI 02904
Phone Number:	Main: 401-274-0001
Website:	duffyshanley.com

Contact Person for the Offeror	
Name:	Rae Mancini
Title:	Vice President/Account Supervisor
Mailing Address:	10 Charles Street, Providence, RI 02904
Phone Number:	Mobile 401-497-1573
Email Address:	rmancini@duffyshanley.com

Rae Mancini

Signature of Authorized Person

3/1/21

Date

Rae Mancini, Vice President/Account Supervisor

Printed Name, Title



**Rhode Island Energy Efficiency and Resources Management Council
Request for Proposals - RFP# EERMC-2021-01**

II. DUFFY & SHANLEY TECHNICAL PROPOSAL

March 1, 2021

A. OVERVIEW

We are excited to submit a proposal for Rhode Island Energy Efficiency and Resources Management Council's series of educational videos. The following is our technical response for this project.

We are ramped up, informed and prepared to immediately begin work with your team:

- We're uniquely well-versed in Rhode Island's energy industry: D&S has the most robust and experienced Energy Practice in the region, led by communications and brand professionals that have spent more than a decade fully immersed in the most challenging power generation and transmission issues facing our area. We have professional relationships with many of this state's energy partners, and a wealth of experience in the category beyond the state's borders. A short list of current and recent clients: **Ørsted and Eversource (Deepwater Wind), Rise Light & Power, D.E. Shaw Renewable Investments, Ethos, LS Power, Invenergy and National Grid. Past clients are Niagara Mohawk Power, Providence Gas and others.**
- Along with our full complement of communications services, we are steeped in the strategy, creative development and production of content – at the top of that list, video content.
- We are a deep, flexible team of professional communicators who are experts in making complex information like energy resources approachable and interesting for diverse audiences.

The bottom line: we commit to bring you our best people, thinking and talents, to produce your new series of 11 long form videos and 10 :30 second videos to educate a broad audience on Rhode Island energy resources and efficiency topics.

Our work plan to achieve the project scope, plus background on our qualifications and team, samples of relevant work and references follow below.

B. WORK PLAN

PHASE 1: DISCOVERY/ DEVELOPMENT

In this case we have a jump start, based on our work with the energy industry over more than a decade, but our first phase of work always begins with gaining a clear understanding of key message points; mining institutional knowledge; and determining available partners and assets (for existing footage, graphics, information and other content).

As part of Phase 1, we will also:

- Build and refine creative and messaging strategies for the video series overall and individually
- Create timelines for project workflow

- Develop creative concepts, with copy and storyboards for long and short forms of each video

It is our intention to create an overarching conceptual/creative thread, with a consistent look and feel for the series that would be followed throughout, tying the videos together. That might include such elements as: one dedicated audio announcer doing voiceovers for all videos; selected stock music for a consistent sound; and a unified style for overall format, including type, graphics, animation, etc. We also will be sure to create a body of work that may be used for a long period of time without needing costly updates; and which demonstrate appropriate diversity.

Though it was not mentioned in your RFP, we would suggest that RIEERMC consider producing translated versions of the videos in Spanish at a minimum; as well as any providing any accessibility tools as needed (such as closed captioning).

PHASE 2: PLANNING AND PRODUCTION

In this phase we plan and produce the videos. We understand the entire series must be completed by the year end, so it will be important to develop a firm working schedule with regular checkpoints for: shooting and creating video and other content; building graphics and animation; editing; script and visual titles; audio recording and production; final mix and delivery; and allowing appropriate time for approvals.

We will work carefully with your team to determine and plan upfront:

- Detailed outlines and storyboards for each video in the series
- Existing video and photo content is available for our use (from energy partners, state agencies and other sources)
- New video content to be shot (we anticipate a mix of both existing and new footage)
- Graphics and animation that will help tell the story in each video
- Specific internal and external production resources to be used for video/photo production; animation; voiceover talent; recording, etc.

We will work to complete these 21 final deliverables by 12/31/21:

1. Solar energy – one 2-5 minute and one :30 version
2. Wind energy – one 2-5 minute and one :30 version
3. Energy Efficiency – one 2-5 minute and one :30 version
4. Energy use and climate change – one 2-5 minute and one :30 version
5. Energy storage and demand response – one 2-5 minute and one :30 version
6. Understanding your utility bill – one 2-5 minute and one :30 version
7. The electric grid – one 2-5 minute and one :30 version
8. How to connect and engage with RI's energy policy makers/overseers – one 2-5 minute and one :30 version
9. Natural gas– one 2-5 minute and one :30 version
10. Decarbonizing thermal and transportation, and strategic electrification– one 2-5 minute and one :30 version
11. Intro video for RI Office of Energy Resources (OER) – one :60 version only

THROUGHOUT: ADMINISTRATION

Throughout the nine-month process to complete this project, senior agency directors Rae Mancini and Mike Silvia will work closely with RIEERMC leadership to provide careful project strategy, management and creative supervision:

- Timelines
- Budget planning and supervision
- Coordination of creative, production and account teams and outside vendors
- Reporting
- Day-to-day communication with client contacts and regularly scheduled status meeting

C. COMPANY PROFILE

We're a creative, collaborative, independent communications company, waving the flag for brands and causes we believe in. And educating Rhode Islanders about energy is certainly a worthy cause – one in which we've been deeply involved for years.

We turn 48 in 2021, and we're proud. Duffy & Shanley is one of the longest-running integrated marketing communications firms in New England, which we feel says a lot about our work. We have been around for so long due to our continuing evolution as a firm.

We're pioneers. We were one of the first agencies in New England to create an interactive division, *dsi*, in 1997. And we were one of the first agencies to adopt and lead in social media and influencer marketing, winning campaign awards when both were just getting on the radar of other firms. We are committed to the digital revolution that is occurring in our industry.

We're leaders in our field. We have an award-winning team recognized for best practices in launching new brands, consumer products, digital, production and public relations campaigns. Every day, our talented team is immersed in projects that tackle the region's most complex issues.

In particular, D&S has the most robust and experienced Energy Practice in the region, led by communications and brand professionals that have spent more than a decade fully immersed in the most challenging power generation and transmission issues facing our area.

Here's a snapshot of our busiest Energy Practice clients:



More Client Pride

In addition to our work for these energy industry leaders and many Rhode Island state agencies, we are proud to serve top regional and national clients. This diverse client roster allows our team to be on the leading edge of the most current and effective marketing communication strategies. Another snapshot:



Agency Capabilities

We have brought together digital strategists, creatives, content generators and storytellers to form our vision on the changing world of communications. We are excited to share our story with you.

To reach today's consumers, we offer best-in-practice expertise in content development, social media, partnerships, public relations, events, digital and much more. But at the core, all must be driven by great ideas. An overview of our full capabilities:

1. Advertising
2. Brand Development/Brand Visibility
3. Brand Protection/Crisis Communications
4. Competitive Analysis
5. Corporate Communications
6. Branded Materials Development (i.e., collateral, apparel, equipment, office space et al)
7. Customer Communications
8. Digital marketing
9. Social Media Strategy and Execution
10. Public Affairs
11. Research
12. Content creation, including copywriting and video production
13. Media Relations
14. Media Training
15. Event creation/Support/Management

D. RELEVANT EXPERIENCE

In the past 2 weeks alone, we have shot and produced content for 22 different videos/TV spots for 3 different clients; in lengths of :30 seconds to 5 minutes; for a broad range of digital, social and broadcast platforms. That gives you a picture of how deeply entrenched we are in developing and producing high quality video content on a regular basis. Here are some examples of our experience with similar projects.

Here's a short list of relevant experience.

Ørsted/Eversource (Formerly Deepwater Wind)

The American offshore wind industry went power-up with the launch of Deepwater Wind's Block Island Wind Farm. As their Agency of Record since their founding more than a decade ago (and continuing with our work today to support the Ørsted/Eversource joint project portfolio in the Northeast), we were tasked with building credibility – and eliciting goosebumps – for an upstart company in a complex and incredibly exciting new industry. One of our key responsibilities (and joys) was chronicling each phase of the project to impact multiple audiences – and video production was a major part of that program. We would look forward to using those valuable BIWF assets to supplement EERMC's new video footage.

Please see samples of our work for Ørsted/Eversource at this link:

<http://duffyshanleyclients.com/D&S/NB-0880>

Rhode Island Commerce

For the past three years, Duffy & Shanley has promoted the state of Rhode Island nationally and internationally, targeting prospective businesses to move to Rhode Island. We have created and produced an original podcast series focusing on the Blue Economy as one focus of the campaign. And, over the past 11 months, the lion's share of our attention has been on creating videos, social media events and webinars to clearly communicate and inform residents and businesses about COVID relief resources during every phase of Reopening RI and Restore RI.

More Rhode Island State Agencies – RIDOT, BHDDH, RIDOH, RIDE

We've been honored to develop and produce TV campaigns and/or web videos for each of these state agencies over the past three years, educating Rhode Islanders through: three TV campaigns about distracted driving TV; BHLINK, dangers of fentanyl, and medication assisted treatment; creating awareness of RI's new sexual health app; and to support the mental health of elementary school children and their families.

East Boston Savings Bank

For this 12-year client of D&S, we have strategized and created impactful annual TV and radio campaign series – the tally is now over 35 TV spots and videos, and over 60 radio spots we have created for EBSB, in varying lengths and formats. Some samples are included in the next section.

Please see samples of our work for East Boston Savings at this link:

<http://duffyshanleyclients.com/D&S/NB-0880>

E. EXAMPLES OF PRIOR WORK

Please follow this link to view a selection of video samples.

<http://duffyshanleyclients.com/D&S/NB-0880>

If you're interested in seeing more samples of our work, we invite you to visit our website, duffyshanley.com.

F. REFERENCE INFORMATION

Lauren Burm

Ørsted, Head of Public Affairs
NA Public Affairs, Communication &
Sustainability
617-309-8730
LAUBU@Ørsted.com

Matthew Sheaff

Interim Chief Marketing Officer
Rhode Island Commerce
401.490.0688
Matt.Sheaff@Commerce.ri.gov

Jeffrey Grybowski

CEO, US Wind (former CEO, Deepwater
Wind)
401-952-2622
j.grybowski@uswindinc.com

Clinton Plummer

CEO, Rise Light & Power
clint.plummer@riselight.com
201-450-7761

G. IDENTIFICATION OF STAFF

We're a close-working team of 30, comprised of strategists, account managers, creatives and production specialists, all based in Providence just one block away from RIEERMC. At any one time, we are working concurrently on projects for 30 or so clients who trust us for our ideas, service, passion, execution and follow-through.

Account and project oversight are managed by thoughtful, experienced leaders and communications veterans who head up each account. They work with a dedicated production team to execute and deliver great strategic, creative products.

Here’s an overview of the D&S staff who will serve as your core team and who will work on your behalf with the full support of agency resources.

- Jon Duffy, President**
- Rae Mancini, Vice President/Account Supervisor**
- Michael Silvia, Creative Director/Partner**
- Josh Wood, Senior Designer**
- Leyna Le, Designer**
- Jonathan Alumbaugh, Designer/Producer**
- Justine Johnson, Account Service**
- Meaghan Wims, Director of Public Affairs**
- Chris Raia, Senior Account Executive, PR**

Their roles and responsibilities for your project follow .

H. STAFF RESPONSIBILITIES



STRATEGIC PLANNING AND PROJECT OVERSIGHT
Lead: Rae Mancini



CREATIVE DEVELOPMENT
Lead: Michael Silvia
Josh Wood
Jonathan Alumbaugh
Leyna Le



ACCOUNT SERVICE AND PROJECT DAY TO DAY
Justine Johnson



ENERGY PARTNERS COORDINATION AND CONTACT
Lead: Meaghan Wims
Jon Duffy
Chris Raia

I. STAFF EXPERIENCE

See separate Attachment A, which provides bios and qualifications of the agency team.

J. CONFLICTS OF INTERESTS

There are no known conflicts of interest between Duffy & Shanley and our affiliates and any distribution company or their affiliates; nor any conflicts of interest between the agency and any member of the EERMC.

K. LITIGATION

There is no litigation, nor any disputes, claims of complaint, events of default or failure to satisfy contract obligations or to deliver products, involving Duffy & Shanley or affiliates, relating to services similar to those solicited by EERMC.

L. INVESTIGATION

We confirm that no partners or employees of Duffy & Shanley are under investigation by any governmental agency and have not in the last four years been convicted or found liable for any act prohibited by state or federal law in any jurisdiction involving conspiracy, collusion or other impropriety with respect to bidding on any contract.



**Rhode Island Energy Efficiency and Resources Management Council
Request for Proposals - RFP# EERMC-2021-01**

**DUFFY & SHANLEY TECHNICAL PROPOSAL
QUESTION I - ATTACHMENT A: STAFF EXPERIENCE**

March 1, 2021



RAE MANCINI

Vice President/Account Supervisor | rmancini@duffyshanley.com

Role for EERMC: Strategic and Account Management Lead

Rae leads marketing strategy, planning and client service for D&S content clients like Rhode Island Department of Transportation, Rhode Island Department of Education, Rhode Island Department of Health, RIDE and BHDDH, East Boston Savings Bank, Northeast Credit Union, Intel and Delta Dental, to name but a few. A RI native and agency veteran, Rae has led dozens of State clients and projects – not the least of which was directing the strategic programs for Rhode Island Tourism and economic development for over 20 years.

With a B.S. from Boston University’s College of Communications, she joined us as a Media Planner/Buyer, when she moved from New York agency William B. Johns and Partners (more years ago than she will ever disclose). Rae has served as a board and committee member of many Rhode Island non-profit organizations, including Burbage Theatre Company, 2nd Story Theatre, Innovative Non-Profit Solutions, Capitol Hill Community Centers, Bay View Academy and the American Heart Association.



JON DUFFY

President | jduffy@duffyshanley.com

Role for EERMC: Consultant - Energy Partners and Content

Jon is President of Duffy & Shanley, New England’s largest independent marketing communications firm. As President of the agency, Jon is responsible for the culture, creative environment and partner relationships. In addition, he oversees the agency’s consumer public relations, public affairs and social media marketing teams servicing clients such as AT&T, Partners HealthCare, Ørsted, BJ’s Wholesale Clubs, Foster Grant, Rhode Island Commerce and College Ave. He is also chartered with leading the agency’s efforts in progressive marketing initiatives.

Jon is very active in the community with a passion for Rhode Island and the energy sector. **He served as** Co-Chair of Governor Gina Raimondo’s transition team, Chair of the 2017 National Governor’s Association Summer meeting, Chair of the Greater Providence Chamber of Commerce Board of Directors, Chair of Trinity Repertory Company Board of Trustees, member of the Board of Directors of the Boys and Girls Clubs of Newport and as an Overseer of the Providence Children Museum. He currently serves as Admiral of the Rhode Island Commodores. In addition, he served as the co-chair of Special Olympics Rhode Island’s Capital Campaign. He is a graduate of the 1998 Leadership Rhode Island Class. He is a past President of Advertising Club of Rhode Island and a recipient of the Rhode Island Advertising Club’s Annual Award for “outstanding achievement.” Jon earned a B.S. in business administration from Georgetown University.



MICHAEL SILVIA

Creative Director/Copywriter | msilvia@duffyshanley.com

Role for EERMC: Lead Creative and Production

Mike is Creative Director and Partner at Duffy & Shanley. He's responsible for the day-to-day management, motivation and inspiration of our team of designers, art directors, writers, programmers and producers.

Mike's been the force behind notable Agency creative for every one of our energy industry and State of RI clients; in addition to working on Intel, Staples, AAA, Foster Grant, and others. He's a frequent judge at advertising award competitions around the country, has worked with brands like Nike, Reebok, Burton and P.E.T.A., and has served as a creative consultant to Coca-Cola's Sprite brand.

Mike earned degrees in music and elementary education from West Chester University in Pennsylvania.



JUSTINE JOHNSON

Media Planner and Account Service | jjohnson@duffyshanley.com
Role for EERMC: Day to Day Account Contact

With a background in digital, project management and marketing program coordination from Hasbro, Creative Circle and global agencies Digitas and Racepoint, Justine is responsible for planning and implementation of media and content for our clients. She is a critical liaison among Duffy & Shanley's account service, creative and media disciplines, deftly balancing and blending right and left brain on our clients' behalf. Justine is also responsible for managing the agency's media and production coordination for National Grid, Ørsted and all other energy clients.

Justine is a Rhode Island native. She earned a B.S in Communications from St. Anselm's College. A talented photographer, her work has been featured in national magazines and regional galleries.



MEAGHAN WIMS

Director of Public Affairs | mwims@duffyshanley.com

Role for EERMC: Energy Content and Partners Coordination

Meaghan is Director of Duffy & Shanley’s Public Affairs Group, where she’s spent the last decade working at the intersection of politics, business and media. Meaghan tackles the region’s thorniest business issues, specializing in the areas of energy and the environment, healthcare and business and financial services. Meaghan provides strategic communications, executive counsel and media relations for Fortune 500 companies such as AT&T, Dunkin’ and UnitedHealthcare, as well as for emerging brands and regional companies and campaigns, such as Ørsted/Eversource, Rise Light & Power and Rhode Island Commerce.

Meaghan’s work has earned the agency national recognition from PR-Week and Bulldog Reporter and she’s routinely recognized as one of New England’s best PR professionals. Meaghan joined D&S after six years as an award-winning reporter at The Providence Journal, the Associated Press and other regional publications. Meaghan earned a B.S. in political science and journalism from the University of Rhode Island. .



CHRIS RAIA

Senior Account Executive | craia@duffyshanley.com

Role for EERMC: Content Producer

Chris is a Senior Account Executive in Duffy & Shanley's Public Relations and Public Affairs Groups. A media relations specialist with prior experience as a producer in WPRI-12's local newsroom, Chris plays a major role in executing successful communications campaigns and media events for a wide range of clients, from national brands like Dunkin' and UnitedHealthcare to nonprofits and local businesses such as Boys and Girls Club of Rhode Island, Isle Brewers Guild, iXblue Defense Systems, Rhode Island Commerce and Navigant Credit Union. His tenacity earns his clients top-rate media exposure that grows and builds their brands.

Chris is Executive Producer of the Blue Economy Podcast which promotes the State of Rhode Island.

A Maryland native, Chris earned his B.A. in communications from Marist College in Poughkeepsie, N.Y. He's Mount Pleasant Little League's second-longest-tenured volunteer baseball coach.



JOSH WOOD

Senior Designer | jwood@duffyshanley.com
Role for EERMC: Lead Concepts, Designer

Josh is a veteran art director with years of experience working for such clients as Staples, Narragansett Beer, Schwinn, Domino's Pizza, Outside Magazine, Fox Sports, The Big East Conference, and ESPN, to name a few. Josh also has worked as a freelance illustrator and designer, producing work for Literacy Volunteers of America, Carnegie Institution for Science, Metcalf Institute, and numerous Vermont newspapers no one's ever heard of. His work has been shown at Woods-Gerry Gallery and the Southern Vermont Art Center. A sample of his drawings can be seen in the Prentice Hall book "Drawing: Structure and Vision." He was the technical reviewer for the second edition of the book "Learning Web Design: A Beginner's Guide to HTML," published by O'Reilly Books.

Our resident earth science geek, Josh has also been the designer for the Deep Carbon Observatory, Carnegie Institution for Science and URI Graduate School of Oceanography.

When you see him, ask him about that time he taught Smokey Robinson how to play softball.



JONATHAN ALUMBAUGH

Designer/Producer | jalumbaugh@duffyshanley.com

Role for EERMC: Designer/Producer

Jonathan Alumbaugh handles design – both on – and offline – content creation, broadcast and video production, web development and infrastructure for just about all of the agency’s clients. Recent projects have included campaigns for Delta Dental and Dunkin’, Ørsted and Onsite Healthcare, Altus Dental and Brigham Health, Rhode Island Convention Center Authority, Thames & Kosmos, Navigant Credit Union and most notably, the BH-Link campaign for the Rhode Island Department of Behavioral Healthcare, Developmental Disabilities and Hospitals, where Jonathan handled everything from print and digital design to television production, editing and animation.

Jonathan received his BFA in Graphic Design from UMASS Dartmouth. Based on the anticipated scope of work, we expect Jonathan would devote 20 percent of his time to this project.

Jonathan would serve as the lead designer on this project. Based on the anticipated scope of work, we expect Jonathan would devote an average of 20 percent of his time to this project.



LEYNA LE

Designer | lle@duffyshanley.com

Role for EERMC: Designer/Producer/Animator

Leyna Le is a graphic designer who lives in the digital, print, and animation worlds. She creates custom graphic assets for clients on all sorts of design, video and branding projects for clients like Ørsted, Chewsi, Altus Dental, and many others. Deep down Leyna loves motion graphics and is usually storyboarding, making animated gifs, or illustrating in her free time.

She's a graduate of U.Mass Dartmouth and one of the most industrious people we know.

ISBE Proposal – List of ISBEs Page

Offeror's Name:	Duffy & Shanley
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Please see Sections 1.5, 1.6, 1.7, 3.6, 3.7, and 3.8 of the RFP for additional information.

Is the offeror a State certified ISBE (MBE, WBE or Disability Business Enterprise):	YES <input type="radio"/>	NO <input checked="" type="radio"/>
	If YES, provide the total dollar amount representing work that will be done by the offeror: <div style="text-align: right; margin-top: 5px;">\$ _____</div>	

Identification of ISBE Subcontractors (Please add rows as necessary)		
ISBE Subcontractor's Name	ISBE Mailing Address, Email Address, and Phone Number	The total dollar amount representing work that will be done by the ISBE Subcontractor
Be Moore Interpreting	33 Summer St., Pawt., RI 02860 401-216-8696 info@bemooreinterpreting.com	\$ 2,500
		\$ _____
		\$ _____

ISBE Proposal – Participation Rate and Signature Page

Offeror's Name:	Duffy & Shanley
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A. Total amount of dollars representing work that will be done by the ISBEs:	\$ <u>2,500</u>
B. All-Inclusive Price Listed in the Cost Proposal:	\$ <u>75,000</u>
ISBE Participation Rate (=A/B):	<u>3%</u> %

Rae Mancini

Signature of Authorized Person

3/1/21

Date

Rae Mancini, Vice President/Account Supervisor

Printed Name, Title

Cost Proposal - Task Sheets

Offeror's Name:	Duffy & Shanley
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Task Sheets. Please add or delete rows for team members and add or delete task tables as needed.

Task 1:			
Labor Costs			
Subcontractor or Team Member Name and/or Job Title*	Hourly Rate *	Estimated Hours	Evaluated Price (Hourly Rate * Estimated Hours)
Account Service	\$150	30	\$4,500
Creative	\$150	110	\$16,500
Production Supervision	\$150	50	\$7,500
<i>*By job function category</i>	<i>*For this RFP we offer a discounted, blended hourly rate of \$150/hour for all personnel/job functions, providing cost savings over the sum total of the entire project</i>		
Additional expenses that are not included in hourly rate			
Description of Expense			Price
External video and audio production services			\$44,000
ISBE business translation services			\$2,500
Total Task Price:			\$ <u>75,000</u>

Cost Proposal - All-Inclusive Price and Signature Page

Offeror's Name:	Duffy & Shanley
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One All-Inclusive Price. This number represents the sum of all total task prices and any other costs and expenses charged to EERMC.

All-Inclusive Price:	\$ <u>75,000</u>
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Rae Mancini

Signature of Authorized Person

3/1/21

Date

Rae Mancini, Vice President/Account Supervisor

Printed Name, Title