



LEGAL NOTICE

DEADLINE EXTENSION

REQUEST FOR QUALIFICATIONS FOR ENERGY CONSERVATION WORKS GREEN POWER ART

Notice is hereby given that the deadline for the Request for Qualifications for Energy Conservation Work Green Power Art is extended to Friday, April 28th, 2023 4:00 PM MST. Energy Conservation Works (ECW) is seeking proposals from artists to redesign our Green Power Program artwork. We are looking for a visually engaging and artistic piece that is versatile and captures the spirit of the Green Power Program. We are hoping to transition from the current simple decal to something that people are excited to display or wear. Proposers are not required to submit finished pieces and may include descriptions or drafts of the proposed design. The winning proposer will work with the ECW team to develop the final piece.

Interested applicants should use the following link to download and respond to the Request for Qualifications:

<https://www.jacksonwy.gov/bids.aspx?bidID=83>

All other terms and conditions will remain unchanged. This notice will be considered as an integral part of the Request for Qualifications document.

For questions, please call Zach Isler at (206) 419-1244 or email zisler@energyconservationworks.org.



CALL FOR Artists/Designers

REQUEST FOR QUALIFICATIONS, JACKSON HOLE, WYOMING

Requested By: Energy Conservation Works ("ECW")

Proposal Due Date: 4:00 PM MST April 28, 2023

Proposal Submission: via e-mail or hard copy delivered by hand or delivery service (Fed /Ex etc.) to:

C/O: Phil Cameron
150 Pearl Avenue
P.O. Box 1687
Jackson, WY 83001
Info@energyconservationworks.org
with a copy to pcameron@energyconservationworks.org

RFQ Available from: February 24th, 2023

Contact and Questions: Zach Isler, Program Associate, Info@Energyconservationworks.org
with a copy to:
Phil Cameron, Executive Director, Pcameron@energyconservationworks.org

ECW reserves the right to **reject any or all responses submitted**, in whole or part, and to waive any informalities.

I: SUMMARY

Energy Conservation Works (ECW) is seeking proposals from artists to redesign our Green Power Program artwork. We are looking for a visually engaging and artistic piece that is versatile and captures the spirit of the Green Power Program. We are hoping to transition from the current simple decal to something that people are excited to display or wear. Proposers are not required to submit finished pieces and may include descriptions or drafts of the proposed design. The winning proposer will work with the ECW team to develop the final piece.

The Green Power Program supplies over 1500 homes and businesses with clean, 100% renewable energy.

A: Energy Conservation Works

ECW is a public Joint Powers Board, made up of Lower Valley Energy, Teton County, the Town of Jackson, and members of the public. ECW works in partnership with a wide spectrum of organizations to implement and advocate for energy conservation and emissions reduction in Jackson Hole.

ECW programs comprise public works projects, including installing solar generation facilities at the recycling center, public electric vehicle charging stations, and efficiency upgrades at various public buildings and facilities in Teton County). ECW supports residential and commercial projects, which include home and business energy audits and financing retrofits with low-interest loans. In addition to the Green Power Program, some well-known programming includes [EcoFair](#) and the Jackson Hole Power Challenge: <https://jacksonholepowerchallenge.org/>.

The ECW [website](#) and social media account further detail the organization's work.

B: Green Power Program

The Green Power Program is an opt-in program that allows Lower Valley Energy Customers to choose 100% renewable electricity in their homes and businesses. By signing up for Green Power, customers are directly supporting renewable energy development in our region, which can reduce the burning of fossil fuels, such as coal, oil, and natural gas. Green Power costs an extra .01 c/kWh. Greater reliance on renewable sources also provides economic benefits and improves our local energy grid resilience.

Lower Valley Energy obtains most of its green power from the Horse Butte Wind farm, just south of Idaho Falls, Idaho. In addition, Lower Valley Energy also produces green power from its two low-impact hydro facilities at Strawberry and Swift Creek projects (located in Bedford, WY, and Afton, WY respectively). The energy produced from these projects is certified as Environmentally Preferred Power, a rating endorsed by national and northwestern region environmental organizations. In times when Green Power demand exceeds available quantity, Renewable Energy Credits (RECs) are purchased to fill the gap.

Reducing harmful emissions from fossil fuel-powered electricity generation can have a major impact on preserving what we love about our community and keeping our unique ecosystem intact.

A video detailing the Program is here: <https://vimeo.com/503177080>

II: STATEMENT OF WORK

A: Intent

ECW's goal is to award a contract for the design of a new logo/decal/brand for its Green Power Program. The design is intended to celebrate a user's commitment to Green Power, advertise their choice to pay the extra cost for 100% renewable energy for their residence or business, and create positive change in the community by engaging with viewers about the long-term climate benefits of choosing renewable energy.

B: Scope of Work

ECW seeks a unique piece that captures the spirit of the Green Power Program and celebrates the wearer's commitment to Green Power. Previously, ECW used the design below for this purpose. The decal was available physically for businesses and homes, as well as digitally for online marketing.



ECW seeks an artistic, exciting, and engaging design piece. The final piece will serve the same function as the above decal but go beyond it. ECW's goal is to create something that people will want to display for its design quality, as well as demonstrate their Green Power commitment.

The design should incorporate the following:

- Celebration of commitment to Green Power
- Connection to our unique location
- Identifiable as an ECW program
- Complements the ECW color pallet and allows for additional messaging.

A successful design will be versatile and used across a range of mediums and platforms. The following are potential uses, and this list may expand:

- Window decals for participating businesses and homes
- Social media content and advertising
- Print and Digital advertising
- Branded products (hats, shirts, mugs, etc)
- Stickers for residential and commercial participants

C: Artist Qualifications

The artist must reside in the [Lower Valley Energy service territory](#).

The artist must have the experience and knowledge necessary to supply the product and perform services as specified under this RFQ.

The artist must have the time capacity to complete the project within a to-be-determined timeline. The timeline will be mutually agreed upon and set within the contract. September 1st is the anticipated completion date.

The artist selected through the RFQ process will be required to submit the final design in a high-resolution digital format.

E. Project Budget

The selected artist will receive compensation not to exceed \$2,000 based on the contract scope of work.

III. SELECTION PROCESS AND TIMELINE

A: Timeline and Process

An artist selection committee will review the proposals. The committee may select prospective artists for further consideration or may directly select and negotiate for a scope of service with the leading candidate. If more than one artist is considered, then interviews may be conducted, or additional information requested. The schedule is contingent upon ECW's project schedule and may be changed at any time. The selection process will proceed on the following schedule

February 13, 2022 – RFQ released

April 10th - Deadline for artist questions.

April 13 or April 21 -, 2022 – Deadline for RFQ submittal

- Proposals must be received at ECW by **4:00 PM MST April 21, 2022**. Proposals may be transmitted via e-mail or hard copy delivered by hand or delivery service (Fed /Ex etc.) to ECW/Town of Jackson, C/O: Phil Cameron, 150 Pearl Avenue, P.O. Box 1687, Jackson, WY 83001. Please email submissions to Info@energyconservationworks.org with a copy to

pcameron@energyconservationworks.org.

ECW cannot accept responsibility for delayed delivery of proposals so please plan accordingly.

May 13th, 2023 – Review and Selection of Artist(s)

- The selection panel will select the artist(s) from proposals received. This process will include a review of proposals, references, and other information as necessary. ECW may conduct interviews with the potential artist(s) if applicable. In making this selection, ECW reserves the right to request information from any responding artist to clarify their proposal or to supply any additional material deemed necessary to assist in the evaluation of the proposal within the timeline requested by ECW. ECW also reserves the right to make a selection without conducting interviews.
- One finalist will be identified based on the selection criteria listed below and enter into a commission agreement with Energy Conservation Works and produce a final product.
- ECW agrees to acknowledge the artist with an announcement..

B: Submittal Requirements

All proposals must be submitted as follows:

Please label your attachments with **your name**, not the name of the project. For example Smith.Tom.pdf

Letter of Interest: The letter should articulate the artist’s interest in this project, the Green Power Program, and sustainability in our community. The artist should describe how their work and experience related to this project. The artist should also describe how they plan to complete the project and include their standard hourly rate. Please limit the letter to 500 words or less.

Previous Works: Please provide up to 6 images of previously created designs or works that relate to this opportunity and demonstrate the artist's ability to complete the project. Submit JPEG format, 1920 pixels maximum on the longest size, 72 dpi, and with compression settings resulting in the best image quality where the file size remains under 2MB

References: The artist must provide at least 2 professional references.

C: Selection Criteria

The Selection Panel will refer to the criteria listed below while evaluating qualifications.

EVALUATION CRITERIA	POINT VALUE
Artist Project Understanding – What is the ability of the proposer to deliver a successful design? Do they understand the project goals?	30

Approach to the Project – How does the proposer plan to approach the work, how well does the proposer meet the requirements and scope of work of the RFQ?	30
Previous Works & Experience - Do the artist's previous works demonstrate an ability to create a design that is artistic, exciting, and engaging.	30
References – How strong and relevant are the references provided for similar work?	10
TOTAL MAXIMUM SCORE	100

IV. LEGAL

Any and all documents submitted to ECW may be deemed public records subject to examination and inspection by third parties.

ECW reserves the right to:

- Reject any or all proposals or accept what is, in its judgment, the proposal which is in ECW's best interest.
- Accept a late submittal or to waive any technical defects or irregularities in any or all proposals.
- Discuss proposals with proposers whose submittals are reasonably susceptible to selection in order to clarify, assure a full understanding of, and ensure responsiveness to the RFQ requirements.
- Recommend non-funding if it does not receive any proposals that, in its sole discretion, meet the goals of the project.
- Alter the makeup of the Selection Panel or re-issue this RFQ.

Once the process is complete, ECW retains ownership over the piece. The artist may use the piece in their personal portfolio or in promoting the Green Power Program. All other uses are subject to ECW approval.