

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS



REQUEST FOR PROPOSALS

WEB SITE DESIGN AND ONLINE ENERGY CONSUMPTION MONITORING TOOL FOR A REGIONAL ENERGY OUTREACH PROGRAM AND COMPETITION

Scope of work

MWCOG's Department of Environmental Programs is seeking to contract for the services of a firm, non-profit, educational institution or individual to develop a website and web-based platform for the energy conservation outreach program. The energy website will offer resources about energy efficiency and renewable energy that will have the following features: link to COG's partner program, access to personal energy consumption data for homeowners or people who pay utility bills, incentives to save through rewards, and capability of allowing competition between groups, such as neighborhoods or communities. The website will be the platform to conduct a competition for biggest energy savings between individuals, teams (neighborhoods), and jurisdictions. The program is expected to be launched in October 2010 as a pilot in selected communities throughout the region. The expansion region-wide is scheduled for early 2011.

The following tasks are expected to be performed by the firm selected:

1. Create a visual identity for MWCOG energy outreach program
2. Develop a regional energy and climate web site targeted to the general public. This web site will provide energy saving information, an energy monitoring tool, and social media capabilities to support the regional energy saving competition,
3. Provide some sort of reward program for energy savings achieved by participants.
4. Communicate regular progress to MWCOG on the number of participants, energy/ CO₂ saved through the program,
5. Actively participate in the Pilot Steering Committee set up by MWCOG, suggest ways to improve the program and its visibility to the public, participate in meetings in the Washington region as needed.

Respondents are required to describe the energy monitoring platform they propose to use to support MWCOG regional energy savings challenge. They are asked to provide information about the utilities that can be accessed through their platform, parameters tracked (energy, greenhouse gas etc.), energy consumption data source (bills, utilities etc), feedback to user on energy use, social media capabilities, interaction with other participants, and incentives to participate.