

February 13, 2009

The National Fenestration Rating Council (NFRC) is a non-profit organization that administers the only uniform, independent rating and labeling system for the energy performance of residential windows, doors, skylights, and attachment products. This rating and labeling system enables people to compare different products and to make more informed purchasing decisions.

During the past 18 months, NFRC has been working to bring this rating and labeling system to the commercial building industry. We are engaged in a project that will enable the industry to determine ratings in commercial buildings by querying an online database. The first phase of this program was the development and implementation of the online tool, referred to as CMAST, which houses the database.

With this phase completed, NFRC is now moving into the phase where it wants to attract users to the program. This program is called the Component Modeling Approach (CMA). NFRC's goal is for the CMA program to provide the following benefits to the commercial fenestration industry:

1. To ease market transformation in the commercial fenestration industry by encouraging broad access and use of CMAST.
2. To provide a fair, level playing field among competitors for marketing energy efficient products.
3. To assist the building code community through the use of the CMAST tool for determining the compliance of fenestration products to state and local energy codes.

At this time, NFRC is accepting proposals from firms to provide services that aggressively market the CMA program to two strategically targeted audiences. These audiences are energy service providers and the building code community. These projects are meant to complement our existing in-house efforts.

Enclosed you will find two separate RFPs that explain our specific needs. I would like to invite you to respond to one or the other or both proposals by Monday, March 16, 2009.

If you have any questions or concerns, please contact me at 301-589-1776 ext. 205 or at therron@nfr.org.

Sincerely,
Tom Herron

NFRC Communications & Marketing Manager

About NFRC

What does NFRC do?

The National Fenestration Rating Council (NFRC) is a non-profit organization created by the window, door, and skylight industry in 1989.

It consists of representatives from fenestration product manufacturers, major trade organizations, state energy officials, research organizations, utilities, specifiers, testing laboratories, energy consultants, public interest groups, representatives from the building and code industries, and government agencies.

NFRC's mission is to establish and maintain a fair, accurate, and reliable energy performance rating and labeling system for windows, doors, and skylights. NFRC provides some important benefits, including the following:

- **Architects, builders, code officials, contractors, homeowners**, and others can compare different products and make informed product choices.
- **Building officials, state government employees**, and others involved in code development and enforcement can determine if products meet local codes.
- **Government- and utility-run energy efficiency programs** can establish performance requirements and standards.
- **Manufacturers** have a fair and level playing field to compare products and an accurate method of showing the energy benefits of new designs or technology.

A Brief History of NFRC

Ultimately, NFRC was formed in response to the energy crises of the 1970s. To address concerns about energy consumption, the fenestration industry developed a host of new energy efficient technologies: low-e coatings, low-conductance spacers, gas fills, etc.

Unfortunately, in advertising these new technologies some manufacturers made outlandish claims about the performance of their products. Consumers complained, and the federal government began to investigate allegations of unscrupulous practices in the industry.

By the late 1980s, key industry stakeholders began to realize that something had to be done to prevent widespread confusion, federal intervention, and perhaps costly litigation. They came together in 1989 and founded NFRC to provide independent verification of product performance.

Further information about NFRC is available at www.nfrc.org.

CMA Marketing Strategy

This document serves as a synopsis of NFRC's marketing strategy for the Component Modeling Approach (CMA) program. It is intended to provide you with an overview so you may prepare a customized proposal that addresses our specific needs.

NFRC believes the successful deployment of the CMA program for the commercial fenestration industry depends heavily on the following three factors:

1. Marketing. A highly-focused marketing program aimed at "innovators" and "early adopters" in the technology market. These two groups will promote the benefits of the CMA program to architects, contractors, and the fenestration industry.

2. Education. An educational program to increase the awareness and understanding of how the CMA program works among building industry and code officials.

3. Enforcement. An enforcement plan to ensure enforcement of code compliance with state and local energy codes.

The success of the CMA program will also depend on both market push and market pull strategies.

Market push will depend upon proper code enforcement, which also requires educational and marketing programs to raise awareness among those responsible for compliance.

Market pull will provide incentives for industry participation, including financial assistance for early adopters, Demand Side Energy Management programs that require NFRC-certified products for program acceptance and educational programs.

NFRC is currently engaged in the following in-house, promotional activities:

1. Developing educational programs aimed at industry professionals to encourage the building industry to take advantage of the benefits of the CMA program
2. Conducting case studies and providing demonstrations of the capabilities of the CMA program
3. Offering financial incentives for early adopters of the CMA program

The requests for services explained in the proposals that follow are designed to supplement these activities.

Request for Proposal – Marketing the Component Modeling Approach (CMA) Program to Energy Service Providers

As Presented By the National Fenestration Rating Council

Introduction:

This Request for Proposal is one of two RFP's that seek to aggressively market the implementation of the Component Modeling Approach (CMA) program. The goal of this proposal is for our target audience to realize the benefits discussed in the cover letter.

NFRC is currently working with California energy service providers and the California Energy Commission for the implementation of [Title 24: Building Energy Efficiency Standards](#). NFRC, however, believes one of the keys to success will be expanding beyond California and introducing the CMA program to utilities in other states.

Specific work NFRC would like performed:

- The creation of a comprehensive outreach and implementation plan aimed at utility trade allies. This plan should identify contacts, a strong set of utility allies, and develop the specific value proposition for each utility
- Assistance in the development of collateral materials to help make the case for NFRC as an energy service partner and promote the incorporation of the CMA program into their efficiency efforts
- Provide NFRC with a plan to market the CMAST output to a variety of other software applications
- Provide NFRC a regulatory strategy that would position the CMA program as the central component in both mandatory and voluntary whole building programs
- **NOTE:** At a later date, there may be the potential to develop a “plug and play” voluntary utility program designed with the CMA program as the central component

Conclusion:

NFRC anticipates commencing work on March 31, 2009 and be completed no later than December 1, 2009. The maximum potential expenditures for this RFP are \$80,000.00.

The CMA program resource team consists of Jim Benney, NFRC Executive Director (jbenney@nfr.org) and Jessica Ferris, CMA Program Manager (jferris@nfr.org). They can provide you with all the background and CMA program information you may need to move forward on this proposal.

The Communications Team consists of me (Tom Herron), Communications & Marketing Manager, and Deb Callahan, Deputy Executive Director (dcallahan@nfr.org).

The RFP submittal must be received no later than Monday, March 16, 2009. Please contact me at 301-589-1776 or therron@nfrfc.org if you have any questions or require further clarification.

Thank you for your time and effort in preparing a proposal for our consideration.

Proposal Requirements:

DEADLINE: ALL PROPOSALS MUST BE SUBMITTED ELECTRONICALLY BY THE STATED DEADLINE. NO LATE PROPOSALS WILL BE ACCEPTED.

Cost of Preparation: The bidder will assume all costs of preparation for the proposal and any presentations necessary to the proposal process.

Proposal Content: Proposals in response to this RFP should include the following information and conform to the maximum allowable page count:

Your proposed approach to completing the scope of work described (no more than 3 pages)

Your relevant experience in completing projects similar to scope of work described, including case studies (no more than 5 pages)

Resumes for all consultants who will be involved in completing the scope of work described

References (no more than 3) that NFRC may contact regarding your experience and capabilities

Project budget based upon the proposal's specific deliverables and timetables, and in keeping with stated maximum potential expenditure

Request for Proposal – Marketing the Component Modeling Approach (CMA) Program to the Building Code Community

As Presented By the National Fenestration Rating Council

Introduction:

This Request for Proposal is one of two RFP's that seek to aggressively market the implementation of the Component Modeling Approach (CMA) program. The goal of this proposal is for our target audience to realize the benefits discussed in the cover letter.

As with the residential NFRC program, which was implemented over 20 years ago, California currently represents the most fertile ground for the introduction and advancement of the CMA program. The California Energy Commission supports the program. Title 24: Building Energy Efficiency Standards already incorporates requirements for NFRC certification in commercial buildings. Furthermore, the utility community is especially supportive of energy efficiency programs, incentives, and educational initiatives in general. Accordingly, NFRC recommends that the strategy for implementing the CMA program begin in California.

Specific work NFRC would like performed:

- The creation of a comprehensive outreach and implementation plan aimed at the building code community in California.
- The identification and compilation of key organizations and contacts in a readily accessible database
- The development of content for support and training materials in California that can also be adapted to other states. These materials shall be NFRC property when the project is complete
- The development and conduct a minimum of two (2) comprehensive, in-person training sessions to the California Association of Building Officials – reaching a minimum of 200 code officials. These training sessions should cover the new regulations of Title 24: Building Energy Efficiency Standards and establish the requirements of fenestration performance in conjunction with the CMA program
- The compilation of feedback from the training sessions to assist NFRC in the ongoing development of its educational programs for the CMA program

Conclusion:

NFRC anticipates commencing work on March 31, 2009 and be completed no later than December 1, 2009. The maximum potential expenditure for this RFP is \$60,000.00.

The CMA program resource team consists of Jim Benney, NFRC Executive Director (jbenney@nfr.org) and Jessica Ferris, CMA Program Manager (jferris@nfr.org). They can provide you with all the background and CMA program information you may need to move forward on this proposal.

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