

San Diego Community Power
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ADDENDUM B
Issued on May 14, 2020

RFP No. 20-002

Closing Date: May 29, 2020
@ 5:00 pm

**Request for Proposal for Marketing and Communications Strategy,
Public Engagement, Digital and Graphic Design.**

The following changes to the Request for Proposal documents are hereby made effective as though they were originally shown and/or written:

1. *Add* a fourteen (14) page “Questions and Answers”. (**Note:** This is for informational purposes only and is not part of any resulting contract.)

Q & A for Project MARKETING and COMMUNICATIONS STRATEGY, PUBLIC ENGAGEMENT, DIGITAL and GRAPHIC DESIGN (RFP 20-002)

Issued on 05/04/2020

Bid Due on May 29, 2020 5:00 PM (Pacific)

No.	Submit Date	Question	Answer
1	05/04/2020 4:32 PM (Pacific)	Is it possible to submit a proposal just for web design, content development & maintenance? Or do you need one company to fulfill all tasks?	As stated in the RFP, to the extent that a Contractor lacks specific expertise in any of the disciplines needed by SDCP, a professional team of subcontractors or associate firms should be assembled by the lead Contractor to complement their technical expertise. We will evaluate tasks independently and consider multiple awards, if necessary/desired.
2	05/07/2020 7:24 AM (Pacific)	How many vendors do you intend to award?	As stated in the RFP, to the extent that a Contractor lacks specific expertise in any of the disciplines needed by SDCP, a professional team of subcontractors or associate firms should be assembled by the lead Contractor to complement their technical expertise. We will evaluate tasks independently and consider multiple awards, if necessary/desired.
3	05/07/2020 7:24 AM (Pacific)	For redesigning the website, do you have any CMS preference?	No
4	05/08/2020 2:21 AM (Pacific)	When are the three enrollment periods?	Currently, March 2021, June 2021, and January 2022.
5	05/08/2020 2:21 AM (Pacific)	What marketing/outreach strategies have already been implemented?	Website, email, presentations, and public meetings only.
6	05/08/2020 2:21 AM (Pacific)	Why would people opt out and stay with SDG&E?	There are a variety of reasons why customers may opt out. Please review resources available through an internet search for community choice program operations that will help with an understanding of customer behavior, including opt-outs.
7	05/08/2020 2:21 AM (Pacific)	What is the process for residents to enroll? What is the process to opt out?	Customers are automatically enrolled in the program and are able to choose to opt-out once they have been notified of enrollment.
8	05/08/2020 2:21 AM (Pacific)	What is your overall estimated budget? Is there a breakdown by year depending on contract length?	Please review the contact pricing and compensation section of the RFP, and the proposed budget presented to the Board in October 2019.
9	05/08/2020 2:21 AM (Pacific)	What is the contract length? (end date)	TBD. Other contracts recently awarded by SDCP have been less than 5 years.
10	05/08/2020 2:21 AM (Pacific)	Do you have an estimated media budget?	See other responses
11	05/08/2020 2:21 AM (Pacific)	What are estimated print quantities?	TBD, please refer to customer account numbers and other task descriptions in the RFP for guidance.

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No.	Submit Date	Question	Answer
12	05/08/2020 2:21 AM (Pacific)	How many email subscribers do you currently have? How have you acquired them? How often do you currently email subscribers?	We add individuals to a list manually based on a request from them. We emails the list several times per month.
13	05/08/2020 2:21 AM (Pacific)	Will SDCP send out email correspondence or are you looking for the selected firm to send out?	We will evaluate options proposed but prefer all communications to be branded SDCP.
14	05/08/2020 2:21 AM (Pacific)	Do you have an internal person/team who will handle day-to-day social media execution or are you looking for the consultant to handle all execution?	Not at this time, although marketing and communications staff may be hired over the course of the contract term.
15	05/08/2020 2:21 AM (Pacific)	Are there any events SDCP has already committed to or would like to participate in that should be accounted for?	No.
16	05/08/2020 2:21 AM (Pacific)	What will the approval process be for communications plans? Design and branding needs? Website? Will we have one point of contact or will there be a group?	This is a new organization with limited staff that will be growing. There will likely be one or a few points of contact at most.
17	05/08/2020 2:21 AM (Pacific)	Are there any marketing tactics that must be included? (direct mail, etc.)	We will have to comply with customer notification requirements for community choice aggregation enrollment.
18	05/08/2020 2:21 AM (Pacific)	How much will previous CCA/Energy experience account for in the evaluation process?	Please see the proposal evaluation and the qualifications and experience sections of the RFP.
19	05/08/2020 2:21 AM (Pacific)	What is considered pertinent information" for demonstrating San Diego County Preference and Diversity Preference?"	Any information that the respondent feels describes how they meet the description of each preference is pertinent.
20	05/08/2020 2:21 AM (Pacific)	Will there be any travel outside of San Diego County?	Minimal, if any.
21	05/08/2020 2:21 AM (Pacific)	Do we need to include anything for Section I in our proposal?	Proof of insurance will be required if selected for award.
22	05/08/2020 10:14 AM (Pacific)	Is there an existing brand which will need to be continued or a completely new brand?	No existing brand.
23	05/08/2020 10:14 AM (Pacific)	How many SDCP personnel will be included in the messaging exercise?	TBD

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24	05/08/2020 10:14 AM (Pacific)	Are there any positive/negative perceptions around any current messaging?	Unknown
25	05/08/2020 10:14 AM (Pacific)	Are there any current perceptions that would affect the efficacy of the PR outreach (positive or negative)?	Unknown
26	05/08/2020 10:14 AM (Pacific)	Are there strong spokespersons available to interact with the media?	Yes
27	05/08/2020 10:14 AM (Pacific)	Is there currently a formal style guides or messaging architecture in place?	No
28	05/08/2020 10:14 AM (Pacific)	Is there a CRM that is currently in place? If yes, what is that CRM? If no, are you looking for the firm to provide suggestions?	No, we are open to suggestions.
29	05/08/2020 10:14 AM (Pacific)	Can you clarify if there are active social media accounts or if new accounts will need to be created?	No active accounts.
30	05/08/2020 10:14 AM (Pacific)	Is there a budget allocated (or budget range) for this that can be shared?	See other responses
31	05/08/2020 10:14 AM (Pacific)	Can the website be moved to another more flexible platform? Is there a preferred platform if yes?	It can be moved; no preferred platform as long as it is accessible to staff.
32	05/08/2020 10:14 AM (Pacific)	Is there a specific ADA level of compliance that SDCP is striving for with the updated website?	We are expecting proposers to provide recommendations.
33	05/08/2020 10:14 AM (Pacific)	What is the expected opt-out process for the program?	Customers are automatically enrolled in the program and are able to choose to opt-out once they have been notified of enrollment.
34	05/08/2020 10:14 AM (Pacific)	Is there a rate calculator tool that SDCP likes? Is the expectation that this tool is custom built or can a third-party tool be used?	We do not have a tool in use/preferred.
35	05/08/2020 10:14 AM (Pacific)	What analytics are currently on the SDCP website (Google Analytics, Search Console, Crazy Egg, etc.)?	None
36	05/08/2020 10:14 AM (Pacific)	What is the current SDCP martech stack (email platform, CRM, etc.)?	None

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No.	Submit Date	Question	Answer
37	05/08/2020 10:14 AM (Pacific)	Is the ad budget already set? Should this be included in the proposal?	See other responses
38	05/08/2020 10:14 AM (Pacific)	What have been the challenges SDCP has had to overcome to date?	This question is quite broad. Please review media articles and other resources available through an internet search for this information.
39	05/08/2020 10:14 AM (Pacific)	What hurdles do you see in the next 3 - 5 years for SDCP?	This question is quite broad. Please review media articles and other resources available through an internet search for this information. A review of other community choice programs that are already operational would be a helpful resource.
40	05/08/2020 11:47 AM (Pacific)	Success with this project will mean an ongoing commitment. Are you looking for a short-term partner or a long-term partner to hold on retainer? What are your ideal KPIs for this project? What is the allocated budget for the project? A range is fine What is the preferred timeline for the project? Are there events that are driving a specific timeline or launch date? Should media buying be included in the proposal? Can you clarify and prioritize your target audience(s)? Can we use our own format for the proposal as long as all the information needed is included? Do you have in-house capabilities to translate content into the desired languages or will you need the chosen partner to manage that via a translation company? How often do you envision adding content to the website? Will all content need to be in all languages? Are there any preferences for technologies (server type, programming languages, content management system, etc.) for the website or are we free to make a recommendation? T	Only questions not answered elsewhere in this response or in the RFP are answered here: Customers of SDCP are the target audience You may use your own format No in-house translation exists We are seeking the selected vendor to provide recommendations for adding content to the website and recommended levels of translation.

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No.	Submit Date	Question	Answer
41	05/08/2020 11:51 AM (Pacific)	How many sub-brands for different power product offerings and programs do you anticipate launching with? What timelines are associated with each? Are there different stakeholders involved in the approval process for each of these?	Possibly 2-3 different products at the same time; no different approvals.
42	05/08/2020 11:52 AM (Pacific)	Have you recently done any exercises in defining your "why" and purpose or will this be the very first attempt? Meaning, do any foundational brand platform elements exist? "	Please review our foundational documents found on our website.
43	05/08/2020 11:53 AM (Pacific)	Do you have any internal staffing resources assigned to Social Media currently? (Designers, writers, etc?) If so, will they continue to be involved and how?	No
44	05/08/2020 11:53 AM (Pacific)	Is there any ongoing management of social media presence, or would this process essentially be starting from scratch?	No current social media presence.
45	05/08/2020 11:53 AM (Pacific)	What are your expectations in terms of social media strategy, content creation, and community management? Do you intend to have an in-house team handling some of these functions, or relying solely on agency resources?	See other responses
46	05/08/2020 11:54 AM (Pacific)	Are the social channels listed exhaustive, or are there additional profiles to manage across additional platforms? Any additional forums or websites requiring active monitoring and management?	Channels listed are not exhaustive and no additional forums.
47	05/08/2020 11:54 AM (Pacific)	Will multi-lingual social media content and management be required?	Yes, as described in the RFP

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48	05/08/2020 11:54 AM (Pacific)	Do templates exist for the collateral already? Do you need help in the production of the assets or do you already have partners in place?	No
49	05/08/2020 11:55 AM (Pacific)	Who will be creating and writing the content for the website?	This is part of the RFP
50	05/08/2020 11:55 AM (Pacific)	Are you open to rebuilding, not just redesigning, the website with scalable platform that can support multi-lingual capabilities (currently using Wix)?	Yes
51	05/08/2020 11:56 AM (Pacific)	Will SDCP be providing translation for website content or do you need for the agency to subcontract those resources as well for the launch? What about for ongoing maintenance?	See other responses
52	05/08/2020 11:56 AM (Pacific)	Are you looking for development of new content assets (one-time or ongoing) to address consumer pain points and purchase journey? (e.g. blogs, guides, infographic, etc.)	We are expecting proposers to provide recommendations.
53	05/08/2020 11:57 AM (Pacific)	Please give an example of the rate calculator you feel is comparable to the one you would want developed.	Please review the calculator used by another comparable community choice program (e.g, Clean Power Alliance, East Bay Community Energy, etc.)
54	05/08/2020 11:57 AM (Pacific)	For the rate calculator, where will the information (input and output data) be coming from/housed?	Please review the calculator used by another comparable community choice program (e.g, Clean Power Alliance, East Bay Community Energy, etc.)
55	05/08/2020 11:58 AM (Pacific)	When someone opts out of the program, in what system(s) does that update?	It will be updated in our data management contractor's system as well as the utility's system.
56	05/08/2020 11:58 AM (Pacific)	What level of WCAG is SDCP looking to adhere to? Level AA?	We are expecting proposers to provide recommendations.
57	05/08/2020 11:59 AM (Pacific)	Is there a particular CMS (Content Management System) that SDCP wants/prefers the website to be built on?	See other responses

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58	05/08/2020 11:59 AM (Pacific)	Is there a technology that SDCP prefers when building a website (PHP/MySQL or C#/SQL Server or Javascript/NoSQL)?	See other responses
59	05/08/2020 11:59 AM (Pacific)	Does SDCP have website hosting preferences?	See other responses
60	05/08/2020 11:59 AM (Pacific)	How many CMS editor roles/users will there be on the SDCP side?	See other responses
61	05/08/2020 12:00 PM (Pacific)	Will there be the need for a content publishing approval/workflow within the website CMS?	We are expecting proposers to provide recommendations.
62	05/08/2020 12:00 PM (Pacific)	What systems/platforms does SDCP currently use (ie. email marketing platform, CMS, etc) that integrate with the website, and are there any platforms you're planning to adopt in the future?	See other responses
63	05/08/2020 12:00 PM (Pacific)	Other than being informational and allowing individuals to opt-out, are there any other user functionality?	We are expecting proposers to provide recommendations.
64	05/08/2020 12:01 PM (Pacific)	Will Visitors need to login to the website for their opt-in/opt-up/opt-out? Do logged in users have a dashboard/user profile or other specific functionality?	We are expecting proposers to provide recommendations. This will be established in partnership with our data management contractor.
65	05/08/2020 12:01 PM (Pacific)	Will Visitors need to login to the website for their opt-in/opt-up/opt-out? Do logged in users have a dashboard/user profile or other specific functionality?	
66	05/08/2020 12:01 PM (Pacific)	Does SDCP fall under the California Consumer Privacy Act (CCPA) regulations?	We will comply with the highest standards of consumer privacy.
67	05/08/2020 12:02 PM (Pacific)	Would you consider this a brand launch campaign or is there a specific product/service offering we should put at the forefront?	Please review the RFP for discussion of SDCP's intent to provide electricity to customers.
68	05/08/2020 12:03 PM (Pacific)	What means of advertising are you currently relying on? Can you please provide examples?	None

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No.	Submit Date	Question	Answer
69	05/08/2020 12:03 PM (Pacific)	For any digital buying channels you are currently on (Google Ads, Microsoft Advertising, Facebook Business Manager, LinkedIn, etc.), will we be able to have read-only access to review the current state of the account as part of our RFP response?	None
70	05/08/2020 12:03 PM (Pacific)	can you provide us access to your analytics platform?	N/A
71	05/08/2020 12:04 PM (Pacific)	Are there any media buys scheduled or currently running that are locked into lengthy insertion order contracts?	No
72	05/08/2020 12:04 PM (Pacific)	What is the allocated media spend for 2020 and 2021? We need a range to understand the breadth and depth of what we would have at our disposal to recommend.	See other responses
73	05/08/2020 12:05 PM (Pacific)	Are you currently using any digital media technology (e.g. bid technology and ad serving) to help facilitate efficiency and accuracy in your buying?	No
74	05/08/2020 12:05 PM (Pacific)	What is your preferred cadence of media performance reporting?	We are expecting proposers to provide recommendations.
75	05/08/2020 12:05 PM (Pacific)	Is there currently anyone internally who regularly builds and launches campaigns in the digital platforms, or will the selected partner be the only one doing this?	No
76	05/08/2020 12:07 PM (Pacific)	Media relations and public affairs: Are there any specific media dates you are working towards?	See timing in the statement of intent section.
77	05/08/2020 12:07 PM (Pacific)	How are you currently handing PR initiatives?	N/A
78	05/08/2020 12:07 PM (Pacific)	How many years should be included in the RFP estimate?	One to three years is reasonable.

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No.	Submit Date	Question	Answer
79	05/08/2020 12:08 PM (Pacific)	From the website timeline, it sounds like customers will be automatically opted-in? Can you please provide more details around this process?	Please review extensive information available on this topic through an internet search.
80	05/08/2020 12:08 PM (Pacific)	What do you mean by maximize opt-ups? What is the opt up process and options? Can you please outline the process in more detail?	Customers will likely be able to opt up to a premium product.
81	05/08/2020 12:09 PM (Pacific)	What info and analysis do you anticipating needing from your agency partner for the Board that meets monthly on the 4th Thursday of each month?	We are expecting proposers to provide recommendations.
82	05/08/2020 12:09 PM (Pacific)	How many roll out phases are there and what are they?	Three phases anticipated - municipal, large commercial/industrial, small commercial/residential
83	05/08/2020 12:09 PM (Pacific)	What will be the different website and content needs at each phase of roll out in 2021?	We are expecting proposers to provide recommendations.
84	05/08/2020 12:10 PM (Pacific)	What are you immediate needs or what are the first projects needing to be complete once a vendor/partner is selected and kicked off?	See other responses
85	05/08/2020 12:10 PM (Pacific)	Do you have a language translation partner/service or will the vendor/partner be expected to supply those services?	See other responses
86	05/08/2020 12:11 PM (Pacific)	Will Videos be part of the content? Do you have a preferred video platform (YouTube, Vimeo, etc)?	We are expecting proposers to provide recommendations.
87	05/08/2020 12:11 PM (Pacific)	How many events you expect to participate in 2020 and 2021 and will the agency partner/vendor be responsible for coordinating and managing those?	TBD. We are expecting proposers to provide recommendations based on the phases of roll out and stated goals of minimizing opt-outs, etc. Yes, the selected contractor will manage them.
88	05/08/2020 12:12 PM (Pacific)	What stakeholders will we be engaging with on a weekly, monthly and quarterly basis?	Staff, Board of Directors, other SDCP consultants regularly; stakeholders and community members as needed.

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No.	Submit Date	Question	Answer
89	05/08/2020 12:13 PM (Pacific)	What roles exist on SDCP's current marketing team [functions] both current and future hires?	None now, future roles TBD.
90	05/08/2020 1:35 PM (Pacific)	Could you please provide a budget figure, either a not to exceed" or a budget range? "	See other responses
91	05/08/2020 1:36 PM (Pacific)	Can you rank the items in the scope by priority - is there a way to rank the scope in must, should, may" categories?"	No
92	05/08/2020 1:37 PM (Pacific)	How much will proposed budget influence your final decision - over expertise or experience?	Please see the proposal evaluation and the qualifications and experience sections of the RFP.
93	05/08/2020 1:45 PM (Pacific)	Does the RFP require ALL prospective subcontractors for the full run of this contract to be listed?	No.
94	05/08/2020 1:46 PM (Pacific)	Will SDCP entertain a monthly retainer agreement over a pre-determined length of time (such as a year)?	All proposals will be considered.
95	05/08/2020 1:46 PM (Pacific)	Is SDCP okay with a WordPress platform for organization's website?	Yes
96	05/08/2020 1:46 PM (Pacific)	Can you give an example of a rate calculator" mentioned in Section 2.A.1.c.?"	See other responses
97	05/08/2020 1:54 PM (Pacific)	SDCP says it will give preference to firms with specific experience - shutting out smaller contractors who can't gain experience because they are never given a chance. As a result the same three or four firms always win these contracts. How can other firms overcome this seeming major disadvantage?	Teams of firms will be accepted and are encouraged. Ultimately, proposals will be evaluated based on the proposal evaluation described. Please review the description under the Scope of Work as this is addressed there.
98	05/08/2020 1:56 PM (Pacific)	Under 5.C.1 re: experience - specifically what level of preference" will be given to firms who have this experience? "	See other responses

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99	05/08/2020 1:57 PM (Pacific)	Under 5.C.1., if a firm is fully qualified but lacks experience on these specific types of client contracts, should it even bother submitting a bid?	See other responses
100	05/08/2020 1:59 PM (Pacific)	Section 2; Subsection 2 - Web Design, Content Development, and Maintenance: For web applications: Will we need write the APIs (application interfaces) into your current back end systems to facilitate customer account presentation, personalization, calculators, etc. or do you prefer to have your in-house IT/Development team do the interface work.	We do not have an in-house IT/Development team.
101	05/08/2020 1:59 PM (Pacific)	Hoping for clarification on the automotive insurance requirements. As a corporation, we do meet the requirement for liability only for hired/non-owned autos", however, according to our insurance provider, that does not include "any auto." As our company does not own any vehicles, is that acceptable? Regarding the "Personal Automobile Liability - "any auto" (Personal Vehicles) - At least \$500,000" - Does that apply to a corporation or is that requirement for sole proprietors? "	Proof of insurance will be required if selected for award. Reasonable variances can be discussed if selected.
102	05/08/2020 1:59 PM (Pacific)	Can SDCP please provide a general timeline for scope completion?	See other responses
103	05/08/2020 2:00 PM (Pacific)	Can SDCP provide a specific anticipated future deadline for completion of the scope as described in the RFP?	See other responses

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No.	Submit Date	Question	Answer
104	05/08/2020 2:02 PM (Pacific)	Section 2; Subsection 2 - Web Design, Content Development, and Maintenance: What systems/applications/technologies do you currently have that we will need to interface with (e.g. SAP, Salesforce, Marketo, etc.). Related to that, are there specific technologies/platforms/applications that you don't currently have but you want used/deployed as part of this initiative? For example (e.g. SAP, Salesforce, Marketo, etc.).	None existing. We are expecting proposers to provide recommendations.
105	05/08/2020 2:02 PM (Pacific)	Can SDCP provide milestone completion dates for the major scope areas in the RFP under Section 2.A.1 through 6, or note whether any are ongoing?"	They are primarily ongoing, with the exception of 1 being needed primarily at the start of the work and 3 being focused around customer enrollments.
106	05/08/2020 2:04 PM (Pacific)	Who will be involved in the decision as described by job title to award this contract within SDCP from among the board of directors, CEO, other senior staff, outside panel members, elected officials, or others with specific demonstrated expertise?	The interim executive officer, staff consultants, and outside panel members with expertise. The Board will ultimately approve any contract award.
107	05/08/2020 2:05 PM (Pacific)	What level of directly related education, training, professional certification or accreditation will be taken into account when awarding the RFP?	Please see the proposal evaluation and the qualifications and experience sections of the RFP.
108	05/08/2020 2:08 PM (Pacific)	Section 2, Subsection 6. Project Management/Performance Metrics: Do you have an in-house analytics person/team to set up tagging, containers, UTM guidelines, analysis and other analytics needs or will we be responsible for all analytics -related set up and ongoing needs? If it will be a shared responsibility can you provide a summary of what we will be responsible for?	None in house.

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No.	Submit Date	Question	Answer
109	05/08/2020 2:24 PM (Pacific)	Questions uploaded in a Word doc	
110	05/08/2020 2:38 PM (Pacific)	Is SDCP currently working with any consultant services for these same services at this time?	No
111	05/08/2020 2:38 PM (Pacific)	What are the funding sources being used to pay for these consulting services?	See other responses
112	05/08/2020 2:38 PM (Pacific)	Has a contract value been set for these services, such as a not to exceed amount? If so, what is that value?	See other responses
113	05/08/2020 2:38 PM (Pacific)	Is SDCP contemplating hiring more than one prime consulting firm for these services?	See other responses
114	05/08/2020 2:38 PM (Pacific)	Will SDCP's marketing and communications decisions be routed through existing Communications Departments and staff of the partnered agencies? Or how will these existing Communications Departments and staff be involved in SDCP communications, marketing and engagement decisions and implementation?	See other responses
115	05/08/2020 2:40 PM (Pacific)	Section 2; Subsection 3 Community Outreach and Stakeholder Engagement: For sustained content publications such as newsletters and emails, do you want us to conceive, create and manage that content or will this be done by your team? If it is a shared responsibility can you tell us what we will be responsible for?	See other responses

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No.	Submit Date	Question	Answer
116	05/08/2020 2:40 PM (Pacific)	Section 2; Subsection 3: Because we don't yet know the channel, metrics (reach, impressions, frequency, downloads, etc.) or volume of assets (videos, ad units, print materials, etc.) can we assume that we are not required to provide cost estimates for media and production costs (e.g. ad units, print materials, event fees, video/photoshoots)?	Not at this time, although marketing and communications staff may be hired over the course of the contract term.
117	05/08/2020 2:40 PM (Pacific)	Section 2; Subsection 5 Media Relations and Public Affairs; Letter B: With regards to the public affairs CRM database/platform: What are you using now? If you don't have a CRM platform/database now, do you have one that you prefer we use? What is it? If you don't have one, can we assume we will evaluate the needs, expectations and integration points?	See other responses
118	05/08/2020 2:40 PM (Pacific)	Section 2; Subsection 1 Agency Branding, Design, Messaging and Identity; letter A: Do you know how many sub-brand logos and styleguides we will need craft for the programs?	Not at this time.
119	05/08/2020 2:40 PM (Pacific)	Section 2; Subsection 1; Letter E: Because we don't know the volume or type of marketing assets we will produce we don't know how much translation we will need to do. How do you want us to quote these services in the proposal?	Please provide your best estimate based on your proposal and/or a unit cost for service.

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No.	Submit Date	Question	Answer
120	05/08/2020 2:40 PM (Pacific)	Section 2; Subsection 1 Agency Branding, Design, Messaging and Identity; Letter D: At the highest level there are two parts to social media - paid and organic. Paid includes creating promotional units and working with paid influencers to grow and engage the audience. Organic is posting/stories/content/images/etc. and responding to customer out reach; plus passing customer services issues to the CSRs. Do you want us to take care of both paid and organic?	Yes
121	05/08/2020 4:35 PM (Pacific)	Please see attached for questions pertaining to the RFP	
122	05/08/2020 4:40 PM (Pacific)	Has SDCP established a total budget or budget range for the project?	See other responses
123	05/08/2020 4:47 PM (Pacific)	Are website design and content to be provided for existing website framework/platform, or are you looking to rebuild the website with all-new programming?	Existing content on the website is the only content available.
124	05/08/2020 4:47 PM (Pacific)	How many pages do you anticipate the website design will require?	We are expecting proposers to provide recommendations.
125	05/08/2020 4:48 PM (Pacific)	What are the website maintenance requirements-- number of requests or hours per month? Expectations for content refresh?	We are expecting proposers to provide recommendations.
126	05/08/2020 4:51 PM (Pacific)	For branding, who are the primary stakeholder groups you want to include in the branding process?	We are expecting proposers to provide recommendations. The Board, key nonprofit, advocacy, and business associations (many of which typically attend or participate in our Board meetings), and the member city communities will be included.
127	05/08/2020 4:51 PM (Pacific)	What is your desired timeframe for having the branding completed?	Prior to the start of marketing for the initial phase of launch in March 2021. It should be one of the earlier tasks.

Q & A for Project MARKETING and COMMUNICATIONS STRATEGY, PUBLIC ENGAGEMENT, DIGITAL and GRAPHIC DESIGN (RFP 20-002)

Issued on 05/04/2020

Bid Due on May 29, 2020 5:00 PM (Pacific)

No.	Submit Date	Question	Answer
128	05/08/2020 4:54 PM (Pacific)	For agency branding e" do you want proposers to estimate the design only of these types of materials or items, not printing? How many of each type of item do we include e.g., fact sheets, FAQs, collateral?"	We are expecting proposers to provide recommendations.
129	05/08/2020 4:55 PM (Pacific)	How many giveaways do you anticipate--will you expect the agency to recommend after the project branding is completed?	We are expecting proposers to provide recommendations.
130	05/08/2020 4:56 PM (Pacific)	Is there photography available or will we need to include photo shoots or stock photography costs in the budget?	Stock photos from the member cities are available.
131	05/08/2020 4:58 PM (Pacific)	Is video production anticipated as a service we should include for branding and social media or PR for the proposal?	We are expecting proposers to provide recommendations.