#24-002
San Diego Community Power (SDCP)
Marketing, Communication, Website Redesign,
& Website Maintenance Request for Proposals (RFP)
Responses to Proposer Questions

1. **Are there any obstacles to pursuing offshore development?**

Response: No. SDCP does not anticipate any obstacles to pursing offshore development.

2. **Do you anticipate needing any in-person support, visits, or meetings during the development and/or support phases with the selected contractor?**

Response: SDCP expects the selected contractor will be available for in-person meetings at the launch and other critical milestones of the development and support phases, as needed.

3. **Is there a specified maximum budget for Group 1 Services, Group 2 Services this work? What is the current SDCP budget for this work?**

Response: There is no specified maximum budget for the Group 1 Services or Group 2 Services identified in this RFP. SDCP expects Proposers to provide a description of any fees and/or compensation the Proposer may seek from SDCP for services, inclusive of staff time, equipment, materials, travel, administrative/clerical, overhead, and other out-of-pocket expenses, if applicable to this Agreement. If the Proposer uses hourly billing rates, SDCP requests Proposers to provide a detailed fee summary with a total not-to-exceed cost. SDCP anticipates that the combined minimum budget for Group 1 Services and Group 2 Services will exceed $125,000.

4. Is it possible to participate in this RFP without providing marketing services (Marketing and Advertising Campaigns)?

Response: Yes, Proposers may apply to provide just Group 2 (Website Redesign & Website Maintenance) Services.

5. **Is SDCP looking for a fixed-price, project-based proposal for the website redesign? Or rather an hours-based plan?**

Response: After a Proposer has been selected, SDCP will negotiate a contract for execution. The Proposed Budget will be a negotiated budget based on the selected Proposer's Budget contained in their submitted proposal. Proposers may choose to submit a budget in their proposal that is a fixed-fee, task or deliverables based, time and material, or a combination thereof.

6. **Are there any 3rd party platforms or databases that would need to be integrated? Would customers need the ability to make payments of any kind online?**

Response: The list of current 3rd party programs that would need integration are as follows:

- Power BI
- iFrame

Future integrations from third-party platforms are anticipated.

There are no current or future plans to have SDCP customers use the website for payments of any kind.

7. **Do you accept vendors outside of the United States for this project? Are there any potential funding issues that may make this impossible?**

Response: SDCP will receive submitted proposals, evaluate them for completeness, and score them in the manner described in the RFP, Section VI. F (Evaluation Criteria). SDCP does not anticipate any potential funding issues with international vendors that are awarded a contract for work as a result of a solicitation.

8. **Kindly provide us with the Pre-proposal conference recording if it was recorded.**

Response: SDCP does not record the pre-proposal webinar. SDCP does post the slides to the webinar on its website. Please see the following hyperlink to access the webinar slides at: https://sdcommunitypower.org/resources/solicitations/

9. **Is it possible to share the list of webinar attendees for potential partnerships?**

Response: SDCP did not collect company information from registered attendees and did not keep a list of registered attendees for the pre-proposal webinar.

10. **Who is the incumbent firm(s) performing the scope of work under this solicitation? Will they be participating in this RFP?**

Response: The incumbent firm for a portion of the scope of services identified in the RFP is Civilian, Inc. SDCP is open to all firms that are interested in participating.

11. **If SDREN is authorized, do you envision this scope will include branding and marketing for SDREN and its programs?**

Response: SDCP does not envision the SDREN to be a major scope of work for the 2-year initial term of the Agreement. However, SDCP does anticipate there to be programmatic work during the course of the agreement.

12. **Can you provide more clarification on whether the sub-segments would be considered as separate budgets within the overall Contemplated Services budget that you would like us to estimate?**

   a) Agency Branding/Design/Messaging & Identity

   b) Marketing & Advertising Campaigns

   c) Project Management/Performance Metrics

Response: Please see question #3 above for more questions about the budget for this work. As noted, SDCP anticipates that the combined minimum budget for Group 1 Services and Group 2 Services will exceed $125,000. SDCP expects to contract with the Proposer that provides the best value to SDCP. Sub-segments within Group 1 Services are not considered separate budgets.

13. **Do you want to see budgets for one or both years of the term of the contract?**

Response: SDCP expects the initial contract term for this work to be two (2) years. Proposal budgets should be prepared in a manner consistent with addressing the initial 2-year project period. As noted, SDCP anticipates that the combined minimum budget for Group 1 Services and Group 2 Services will exceed $125,000.

14. **For the consultant transitional period, is this an internal team within SDCP or is it staff from the incumbent or existing agency of record?**

Response: The transition would involve conversations from both the incumbent firm as well as select SDCP Staff.

15. **In the event that the current agency of record for Marketing & Communications is reconsidered and contracted to resume their role with SDCP, could other organizations be invited to assist with media and marketing, branding, or otherwise other important services in the genre?**

Response: SDCP expects to award Group 1 Services to an individual firm or firms, if possible. If no received Proposal can provide all of the requested Group 1 services, then SDCP would award partial scopes of work to more than one Proposer.

16. **How does SDCP gain new customers? Can you provide some clarity around this process of enrolling new customers?**

Response: SDCP is a "Community Choice Aggregator" or "CCA" - one of 25 operating across California. CCAs like SDCP purchase renewable power, such as solar and wind. This is known as "generation". Then, the electricity is delivered by San Diego Gas & Electric (SDG&E) through their existing electricity grid to customers. Finally, businesses and residents can choose from the power options SDCP procured on their behalf while maintaining a single bill from SDG&E.

SDCP was formed in September 2019, by the cities of San Diego, Chula Vista, Encinitas, La Mesa, and Imperial Beach and in 2021, the County of San Diego and National City also voted to join SDCP. SDCP began customer enrollment in 2021. Once a municipality votes to join a CCA, customers in their jurisdiction are automatically enrolled. The process is mandated by state law (AB 117). SDCP sends all customers two pre-enrollment notices and two post-enrollment notices during the enrollment period. If a customer is moving into SDCP territory after enrollment has finished, they will receive only the two post-enrollment mailers. These notices are mandated and reviewed by the California Public Utilities Commission.

Once enrolled, customers have a choice to remain with SDCP for their electric generation service or return to SDG&E for their electric generation. Customers can opt out of SDCP service at any time by visiting our website, calling our contact center, or emailing us at customerservice@sdcommunitypower.org.

17. **During your roll-out, existing SDG&E customers were automatically switched to become SDCP customers. Is it correct to assume that they had no choice in enrolling, but they can opt-out if they choose?**

Response: Correct. In accordance with state law (AB 117), once a municipality votes to join a CCA, customers in their jurisdiction are automatically enrolled. Since our founding in 2019, SDCP has enrolled customers in four phases, beginning in 2021. SDCP recently completed mass enrollment in April 2023 with the enrollment of customers in National City and the unincorporated communities of San Diego County.

During the enrollment period, SDCP sends all customers two pre-enrollment notices and two post-enrollment notices. If a customer is moving into SDCP territory after enrollment has finished, they will receive only the two post-enrollment mailers. These notices are mandated and reviewed by the California Public Utilities Commission.

Once enrolled, customers have a choice to remain with SDCP for their electric generation service or return to SDG&E for their electric generation. Customers can opt out of SDCP service at any time by visiting our website, calling our contact center, or emailing us at customerservice@sdcommunitypower.org.

18. **On SDCP's website, it's not clear how to enroll if a customer is an interested individual. For example, there is no obvious, "enroll here," "apply now," "switch to green energy today" call to action. Can you confirm if SDCP has sections like this on their webpage for customers?**

Response: In accordance with state law (AB 117), once a municipality votes to join a CCA, customers in their jurisdiction are automatically enrolled. Customers cannot proactively enroll in SDCP service until their jurisdiction has chosen, and been approved, to join SDCP as a member agency.

Since our founding in 2019, SDCP has enrolled customers in four phases, beginning in 2021. SDCP recently completed mass enrollment in April 2023 with the enrollment of customers in National City and the unincorporated communities of San Diego County. Today SDCP serves nearly 1 million customers across the region.

Once enrolled, customers have a choice to remain with SDCP for their electric generation service or "opt out" and return to SDG&E for their electric generation. Customers can opt out of SDCP service at any time by visiting our website, calling our contact center, or emailing us at customerservice@sdcommunitypower.org.

In addition to the "opt out", customers have the choice to "opt up" to SDCP's 100% renewable and carbon-free product, Power100. Similarly, customers can "opt down" to our standard PowerOn service at any time. Like the "opt out" customers can manage these preferences directly on our website and through our contact center.

19. **Your marketing goal revolves around awareness, but we want to ensure your marketing and advertising dollars are driving meaningful and measurable impact. One of our reco'd goals is to help you increase enrollment and use Customer Acquisition Cost as a metric. That said, are towns, territories, zip codes, etc automatically switched to green energy once SDCP reaches some sort of agreement with the town, or do individuals need to apply for the switch much like you would apply or enroll in a new wireless provider (AT&T, Verizon)?**

Response: As noted previously, once a municipality votes to join a CCA, customers in their jurisdiction are automatically enrolled in accordance with state law (AB 117). Unlike other services, customers cannot proactively enroll in SDCP service until their jurisdiction has chosen, and been approved, to join SDCP as a member agency.

20. **Is there a preference for Local or California-based vendors? We have an office and staff in San Diego. Should we mention that in the proposal response process?**

Response: SDCP is offering up to 5 additional points to Proposers with offices located in San Diego County that include at least 25% San Diego County residents under their employment. To meet this evaluation criteria, a Proposer must include in their proposals written information for the location of

their offices in San Diego County and the percentage of San Diego County residents under their employment.

21. For the multilingual content capabilities, are you wanting to incorporate hand-translated content, or would a translation plug-in (such as GTranslate) be acceptable? If hand-translated, will SCPD be providing the translations, or will the chosen vendor be responsible for translations?

Response: SDCP currently uses Google Translate for our website content and works with a third-party translation firm for interpretation services and to translate content in coordination with our incumbent firm. SDCP will provide translations. SDCP also has in-house staff to review translation of Spanish materials and would welcome additional in-house capacity through our selected Proposer.

22. Are there any third-party integrations required for the website?

Response: See response to question 6.

23. What is the ideal timeline for the completion of this project?

Response: SDCP would like to begin the website redesign project upon the successful negotiations on the commencement of an executed agreement with the selected Proposer and expects the launch of the new website no later than spring 2025.

24. What qualities have worked well or made a project successful with past vendor partners?

Response: SDCP has grown considerably since launching in 2019. Successful vendor partners have provided strategic counsel, creative solutions and partnership through their services.

25. What key calls-to-action or interactions will users take on the website?

Response: Because customers are auto enrolled into SDCP service the primary actions for customers are related to service decisions, specifically:

- "Opt out" and return to SDG&E for their electric generation
- "Opt up" to SDCP's Power100 product
- "Opt down" from Power100 to SDCP's standard PowerOn product
- "Re-enroll" if a customer has previously left SDCP service and is interested in returning

Beyond service decisions, SDCP would like to empower consumers through education and resources to proactively manage their energy use and costs. This past year SDCP launched an educational hub on the website with resources, including energy efficiency tips for daily life and an electrification marketplace to

connect customers with contractors for various home upgrades such as residential solar and battery storage.

26. **Could you let us know if you would like us to provide the counsel identified for a period of time or as part of the branding/messaging work, or ..? (Provide strategic counsel on subjects including marketing trends, industry best practices, energy landscape, and local stakeholders)**

Response: SDCP is looking for a Proposer to act as an extension of the Marketing & Communications team and expects the selected Proposer to engage in strategy discussions with SDCP. .

27. **Could you let us know what the anticipated length of time would be for when this project needs to be completed by?**

Response: SDCP would like to begin the website redesign project upon the successful negotiations on the commencement of an executed agreement with the selected Proposer and expects the launch of the new website no later than spring 2025.

28. **Are there specific functional elements you require for the website that are not identified in the RFP?**

Response: Please see Attachment A, subsection II.1.c of SDCP's RFP, which notes the functionality that SDCP is requesting. SDCP is open to proposers that identify additional functional elements in their proposals for SDCP to consider. See response to question 25 for more information on functionality.

29. **Are we able to receive a recording of the conference call for our review as we were unable to join the call that reviewed the project goals and objectives?**

Response: SDCP does not record the pre-proposal webinar. SDCP does post the slides to the webinar on its website. Please see the following hyperlink to access the webinar slides at: https://sdcommunitypower.org/resources/solicitations/

30. **Would you need any copywriting or content migration services? Does SDCP have internal copywriters?**

Response: Yes. SDCP anticipates the need for copywriting and content migration in coordination with SDCP staff.

31. **Would you need any original or stock videography or photography?**

Response: Yes. SDCP anticipates needing original stock videography or photography for use on the redesigned website and

32. Would you require hosting, dns or ssl services?

Response: Yes. SDCP's website is currently hosted on WP Engine.

33. Is there a CMS that you have a preference for over the other?

Response: SDCP has no preference for a CMS over another. SDCP will qualify CMS solutions based on the quality and responsiveness of the solution provided in the submitted proposals.

34. Has SDCP looked at any new CMS platform for the website redesign project? If so, is there a preference to remain on an open-source CMS (like WordPress) or a proprietary system? What CMS platform do you use currently?

Response: See the response to question 32.

35. How much content do you currently have on your website?

Response:

36. **For collateral involving multilingual elements, are there proofreaders on SDCP's end to review the creative?**

Response: SDCP currently uses Google Translate for our website content and works with a third-party translation firm for interpretation services and to translate content in coordination with our incumbent firm. SDCP will provide translations. SDCP also have in-house staff to review translation of Spanish materials and would welcome additional in-house capacity through our selected Proposer.

37. For "informational" video creation, do you foresee any on-site shoots that would require videographers or are the videos focused more on putting together images and copy provided by SDCP?

Response: Potentially, yes, but nothing specific is envisioned at this time.

38. Does SDCP have an existing vendor that supports the current website? If so, how many hours of support a month do they provide to your organization?

Response: Yes. Approximately 20 hours per month.

39. Can SDCP share a complete list of integrations on the existing website?

Response: See question 6.

40. When does the SDCP hope to launch the redesigned website?

Response: SDCP would like to begin the website redesign project upon the successful negotiations on the commencement of an executed agreement with the selected Proposer and expects the launch of the new website no later than spring 2025.

41. What are your current pain points with the website?

Response: SDCP's current website was designed prior to customer enrollment. As our organization has grown, SDCP would like to reimagine our current website.

42. Are there inefficiencies that are taking you longer than you feel they should when managing content on your website?

Response: See the response to question 41.

43. You mentioned newly developed website content. Do you have any insights into what content has been engaged with and what hasn't?

Response: SDCP has standard engagement insights and is looking to the selected Proposer to work with us in the analysis of current content and design as SDCP launches the website redesign.

44. Do you have any new features in mind you would like to add to the new website, or will you simply be looking to replicate the current feature set?

Response: SDCP is looking to enhance the current feature set where applicable, whether through customer chat functionality or other recommended features and best practices.

45. Would you be able to share 3 examples of websites you like and why? (Help us get a better, more tangible idea of the direction they want to go, and what features/tech needed to make that happen)

Response: SDCP does not have a list of examples for websites at this time. SDCP expects to codesign the website with the selected Proposer.

46. Can you expand on the motivation for the project? Was there a particular turning point? A change in vision? Somebody had a great idea and we're going with it?

Response: As a public agency, SDCP is required to periodically recontract services and goods.

47. **Who are the people that will be actively involved in the project and the decision making process? Is this being overseen by a particular department or a particular person?**

Response: A Senior Manager for Marketing and Communications will manage the day-to-day communication with the selected Proposer. The Public Affairs Department is responsible for this contract and the budget for this work and will work in coordination with SDCP's Information Technology Department.

48. **Are there budget constraints to be aware of? Certainly, organizations like to keep budget secret to elicit the "best value". But with a website project, it can make the difference in the technology, features, and solutions proposed. Is it appropriate to say the budget is under $25,000, under $50,000, under $100,000 or over?**

Response: Please see question #3 above for more questions about the budget for this work. As noted, SDCP anticipates that the combined minimum budget for Group 1 Services and Group 2 Services will exceed $125,000. SDCP expects to contract with the Proposer that provides the best value to SDCP.

49. **Does SDCP have preexisting sub-brands in mind to update, or will these all be developed from scratch as you roll out new programs? (ref: Group 1)**

Response: Yes, SDCP does have preexisting sub brands related to product offerings, specifically PowerOn and Power100 products. SDCP expects to increase customer program offerings and with that will come additional periodic review and development of sub branded programs.

50. **Have you done any research to identify the needs and/or barriers of SDCP customer segments that you mention targeting? (ref: Group 1, Section 2, Task C)**

Response: SDCP expects to coordinate market research activities with the selected Proposer.

51. **What level of maintenance on the website is required by the current contractor, and to what degree will SDCP vs. the new awardee be responsible for updates to copy/layout, coding functionality, adding/subtracting pages? (ref: overall services in Group 2)**

Response: Please see the response to question 38 for the approximate time the current contractor spends on website maintenance services per month. Group 2 services, such as website maintenance and updates, SDCP expects the selected Proposer to perform updates to copy/layout, coding functionality, adding/subtracting pages regularly in coordination with SDCP staff.

52. **Do you have any preferences or requirements regarding the technology stack or CMS for the new website? (ref: overall services in Group 2)**

Response: SDCP does not have any preferences or requirements regarding the technology stack or CMS at this time. SDCP expects proposers to provide their requirements for the technology stack or CMS.

53. **Have you already conducted any research on site performance or have reports on UI/UX metrics that demonstrate which current or potential future functionality is valuable/useful to users? (ref: overall services in Group 2)**

Response: SDCP has not conducted any research on site performance. SDCP would be interested in understanding a proposer's capabilities and expectations for future functionality.

54. **How many sub-branded programs and/or product offerings does SDCP anticipate needing to develop and support during the two-year period of this engagement?**

Response: SDCP anticipates providing approximately 30 programs and/or product offerings over the next two years. Not all programs will require a full suite of marketing collateral.

55. **Can you provide more context to the volume and specifications of the program collateral that you anticipate needing to be produced during the two-year engagement (e.g. how many brochures/fact sheets/event promotions etc.; approximately how many pages each) and on which to base the budget?**

Response: As noted in the response to question 54, SDCP anticipates providing approximately 30 programs and/or products over the next two years. Although not all programs will require collateral, our largest programs will require the full suite of materials including brochures/fact sheets/event promotions, etc.

56. **Are the PowerPoint templates indeed just templates or do you anticipate needing help with development of the presentation content as well?**

Response: SDCP is looking for template design for consistency and brand alignment. Content development will be driven by SDCP staff.

57. **How many short-form videos do you anticipate will need to be produced during the two years? Are these to be produced in English and Spanish only or do they need to be translated and have a specific voice-over for the 6 requested in-market languages?**

Response: SDCP would be interested in developing the number of short-form videos in coordination with the selected Proposer. English and Spanish would be the primary languages for short-form video

production. For more information, please reference SDCP's [Language Access Policy](https://sdcommunitypower.org/wp-content/uploads/2023/07/SDCP-Language-Access-Policy_Final.pdf)
https://sdcommunitypower.org/wp-content/uploads/2023/07/SDCP-Language-Access-Policy_Final.pdf

58. **How many unique campaigns do you anticipate need to be developed and supported during the two-year engagement? Should we anticipate needing to create assets for all forms of media listed in this bullet in our budget? Can you provide some specific guidelines to this line item for the purpose of budgeting?**

Response: As noted in the response to question 54, SDCP anticipates providing approximately 30 programs and/or products over the next two years. Not all programs or products will require unique campaigns, it is expected that the larger programs will require multiple assets across all forms.