

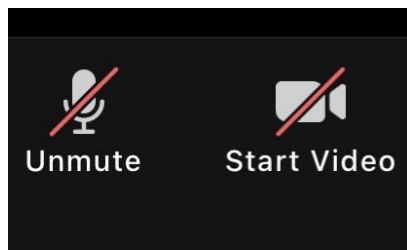


Marketing, Communications, Website Redesign and Website Maintenance Request for Proposals (RFP) Webinar

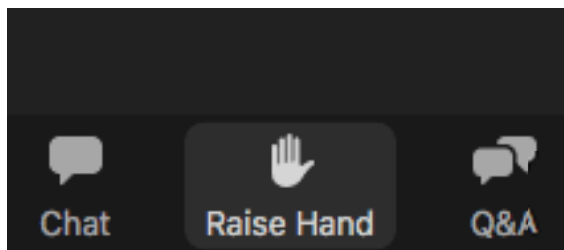
March 14, 2024



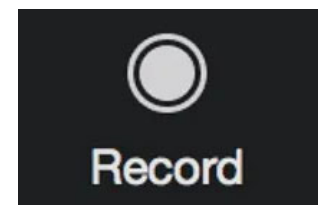
Housekeeping



Audio & Video are disabled



Please use the **Q&A** box to submit questions



The webinar will not be recorded but the slides will be posted on SDCP's webpage

Webinar Overview

- 1 Today's Agenda
- 2 Introduction to SDCP
- 3 RFP Overview
- 4 Submission Requirements & Timeline
- 5 Q&A

Today's Agenda

1. Introduction to SDCP
2. RFP Overview:
 - Background Information
 - Scope of Work
 - Terms of the Project & Timeline
3. Submission Requirements
 - Required Documents
 - Selection Process and Review Criteria
4. Q & A

Introduction to SDCP

SDCP Panel

Jill Monroe

*Senior Manager Marketing
& Communications*



Christopher Stephens

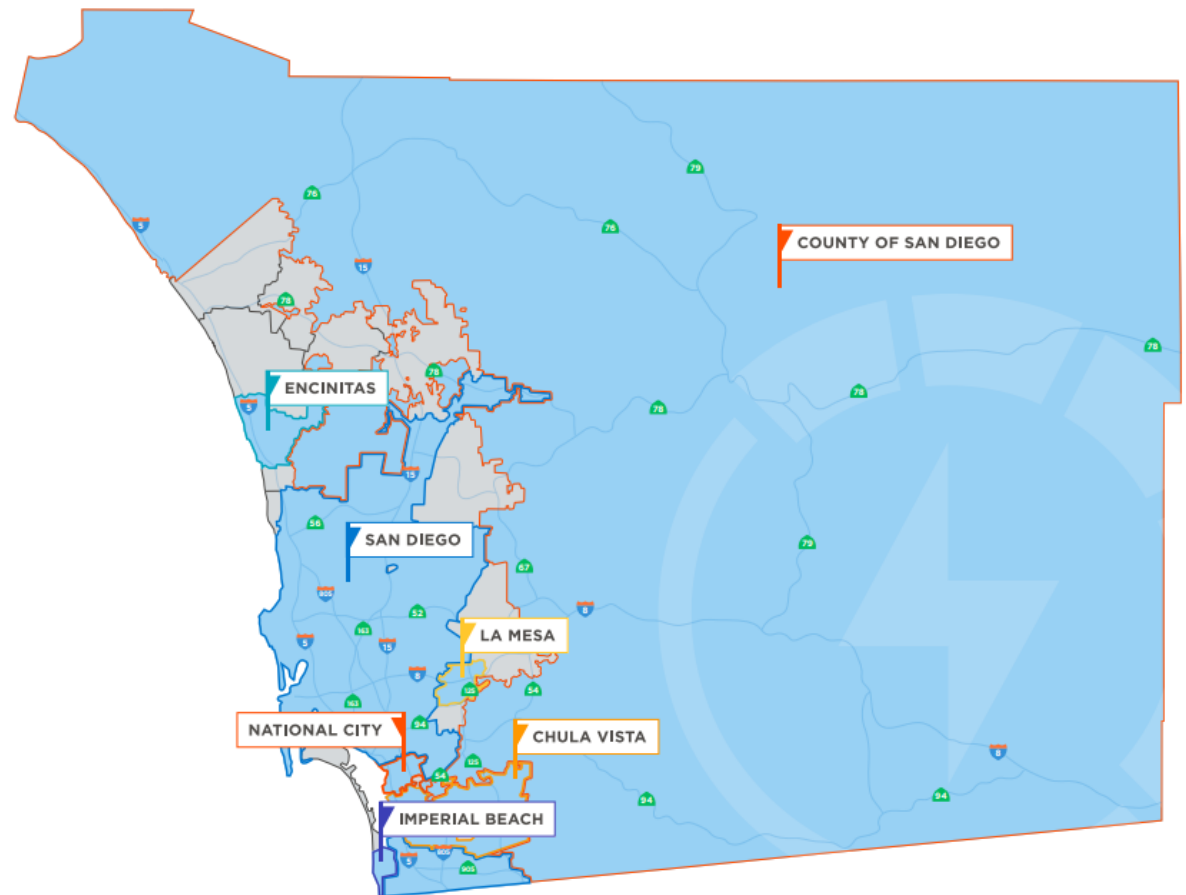
Procurement Manager



SDCP Service Area

San Diego Community Power (“SDCP”) is the default electricity provider for the cities of Chula Vista, Encinitas, Imperial Beach, La Mesa, National City, and San Diego and the unincorporated communities of San Diego County.

SDCP provides reliable, affordable electricity to nearly 1 million customer accounts.



RFP Background

- SDCP is seeking proposals from qualified individuals or firms to provide professional services for marketing, communications, website redesign and website maintenance.
- SDCP is seeking two groups of Services:
 - Marketing and Communications Services
 - Website Redesign and Website Maintenance Services.
- Proposers may apply to provide one or both of the Services, referred to as Group 1 (Marketing and Communications) and Group 2 (Website Redesign & Website Maintenance) Services.
- Proposers must fully respond to each Group of their choosing in their submitted Proposal to be considered.



RFP Overview

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RFP Scope of Work

Group 1 Services

Agency Branding, Design, Messaging and Identity

- Refresh style guides, create sub-brands power product offerings and programs
- Update core messaging, program collateral, templates, video content, etc.
 - *Note that written collateral and notifications will be available in six languages – English, Spanish, Filipino, Simplified and Traditional Chinese, and Vietnamese*
- Provide strategic counsel on subjects including marketing trends, industry best practices, energy landscape, and local stakeholders

Marketing and Advertising Campaigns

- Identify goals and develop campaigns for general SDCP awareness and specific SDCP customer offers and programs

Project Management & Tracking Performance Metrics

Agency Branding, Design, Messaging and Identity Transition (Optional)

RFP Scope of Work

Group 2 Services

Web Redesign, Content Development, and Maintenance

- Redesign of and update content for SDCP's current website: www.sdcommunitypower.org
- Develop exceptionally professional, clean, and compelling new pages that incorporate best practices in user interface, experience, and Americans with Disabilities Act (ADA)
- Demonstrate superior skills in developing functionality within the website, such as but not limited to pop-up windows, embedded forms, and dynamic layouts
- Provide and follow a clearly defined process for creation and execution of new web content and features
- Analyze website analytics and recommend ways to improve metrics
- Provide an easy-to-use interface along with instruction to SDCP staff to make content updates and other basic needs

Website Transition (Optional)

Timeline*

We are here!

Description	Date
Release of the RFP	March 5, 2024
Pre-Proposal Webinar	March 14, 2024 at 3:00pm PT
Deadline to Submit Questions	March 21, 2024 at 5:00pm PT
Responses to Questions Provided	March 27, 2024
Proposals Due	April 3, 2024 at 5:00 pm PT
Interviews	April 10-12, 2024
Tentative Award of Contract	April 15, 2024
Board of Director's Meeting Review & Approval	April 25, 2024
Expected Commencement of Work	No later than May 13, 2024

*The above scheduled dates are tentative and SDCP retains the sole discretion to adjust the above schedule

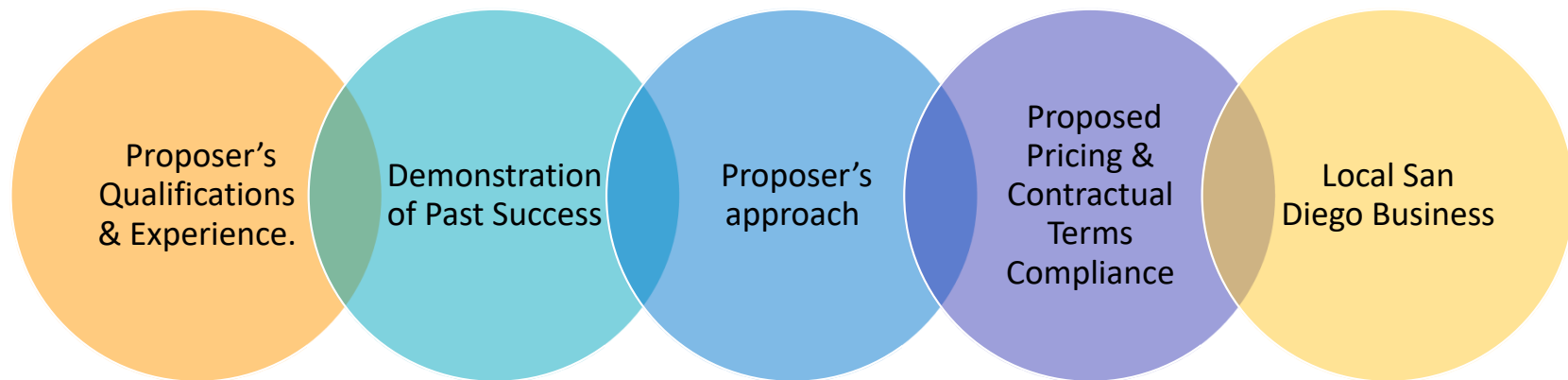
Communications

- All RFP documents are available at the RFP website:
<https://sdcommunitypower.org/resources/solicitations/>
- All announcements, updates and Q&As will be posted on the website.
- Please only send questions and communications via the Questions Submission Form.
- Emails sent to any other address or individual and not to the RFP email may not be reviewed or responded to.

Link to the Question Submission Form

<https://forms.monday.com/forms/0f0c8d3d9e0e2d935e07a84c9afea162?r=use1>

Evaluation Factors



Submission Requirements

Submission Requirements

Required Documents	Description
1. Cover Letter	<p>Please include the following information the Cover Letter:</p> <ul style="list-style-type: none">• Legal name and address of the company or companies.• Legal form of company or companies (partnership, corporation).• If company is a wholly owned subsidiary of a “parent company,” identify the “parent company.”• Name, title, address and telephone number of the proposed representative to contact concerning the Proposal Submittal.• California Business License Number• The Cover Letter shall be signed by an individual, partner, officer or officers authorized to execute legal documents on behalf of the proposer.• Maximum two (2) pages

Submission Requirements

(Continued)

Required Documents	Description
2. Proposed Approach	<p>For the initial 2-year project period, please provide a narrative that addresses the following:</p> <ul style="list-style-type: none"> • Describe your proposed approach to the Scope of Services in Attachment A and your collaborative approach with SDCP. • Identify the methods to be used in the completion of and/or carrying out the contemplated Scope of Services. • This section should also explain common implementation challenges and how the Proposer will work with SDCP to resolve those challenges. • Proposers may include other services deemed relevant to the successful accomplishment of the Scope of Services. • No more than ten (10) pages

Submission Requirements

(Continued)

Required Documents	Description
3. Proposed Budget	<p>For the initial 2-year project period, please provide a narrative that addresses the following:</p> <ul style="list-style-type: none"> • Please 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, please provide a detailed fee summary with a total annual not-to-exceed cost.

Submission Requirements

(Continued)

Required Documents	Description
4. Experience & Qualifications	<p>For the initial 2-year project period, please provide a narrative that addresses the following:</p> <ul style="list-style-type: none"> • A description of your team’s qualifications to provide the Scope of Services in Attachment A. The qualifications & key personnel should speak to relevant • experience with the California Community Choice Aggregation (“CCA”) or energy regulatory landscape or utility experience. • Include the names and qualifications of the key personnel or anticipated contractors who will be responsible for delivering these services, their respective roles and specific relevant experience. • Any technical support staff that should be included if they will perform a significant role in the preparation of the work products. If the team has multiple offices, the office of record for each team member shall be listed, as well as the primary office location where the work is to be performed. • To the extent that a Proposer lacks specific expertise in any of the areas described in Attachment A, a professional team of subcontractors or associate firms should be assembled by the Proposer to complement their technical expertise. Please include any subcontractors that will support one or more of the service areas described in Attachment A. • A high-level organizational structure of the team.

Submission Requirements

(Continued)

Required Documents	Description
5. Resumes	<ul style="list-style-type: none">• Include resumes or curricula vitae for all key members of the proposed Project Team, including proposed subcontractors, if relevant. Do not embed hyperlinks in resumes.• No more than three (3) pages per team member
6. Applicable Engagements	<ul style="list-style-type: none">• Provide summaries of at least three (3) engagements or references that are similar in scope to the type of services requested by SDCP in this RFP.• See Attachment B for the template to fill out this information.

Submission Requirements

(Continued)

Required Documents	Description
7. Proposed Revisions to SDCP's Redlines	<ul style="list-style-type: none"> Proposed Revisions to the SDCP Professional Services Agreement. Any proposed revisions to SDCP's Sample Professional Services Agreement See Attachment C – Sample Professional Services Agreement) in redlined form.
8. Local Supplier Proof of Eligibility	<ul style="list-style-type: none"> Eligibility for additional evaluation criteria points as allowed by SDCP's Procurement Policy Proposers with offices located in San Diego County that include at least 25% San Diego County residents under their employment shall receive up to 5 additional points. 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 No more than one (1) page.

Submission Requirements

- Proposals are due Wednesday, April 3, 2024, by 5 PM
- Only electronic submittals will be accepted via SDCP's Response Submission Form

Q&A

Next Steps

- Submit your questions to the Questions Submission Form by March 21, 2024 at 5PM Pacific Time (PT)
- Answers will be posted on SDCP's website on March 27, 2024.
- Check SDCP's Solicitations page regularly for updates.

Link to SDCP's Solicitations Webpage

<https://sdcommunitypower.org/resources/solicitations/>

Link to the Question Submission Form

<https://forms.monday.com/forms/0f0c8d3d9e0e2d935e07a84c9afea162?r=use1>



Contact Us

Please only send questions to the Questions Submission Form.

Emails sent to any other address or individual and not to the RFP email may not be reviewed or responded to. If it is discovered that a Bidder contacts and receives information from any SDCP personnel, board director or alternate outside of this Q&A process, SDCP may, in its sole determination, disqualify such Bidder's proposal from further consideration.

Link to the Question Submission Form

<https://forms.monday.com/forms/0f0c8d3d9e0e2d935e07a84c9afea162?r=use1>



Thank You!