



**REQUEST FOR PROPOSALS  
FOR  
SAN DIEGO COMMUNITY POWER  
FOR**

**Professional Services for Marketing, Communications, Website  
Redesign and Website Maintenance**

**Date of Issuance: March 5, 2024**

**Submittals Due:**

**5:00 P.M. Pacific Time (PT) April 3, 2024**

**No. 24-002**



## **SAN DIEGO COMMUNITY POWER REQUEST FOR PROPOSALS**

Professional Services for Marketing, Communications,  
Website Redesign and Website Maintenance

### **I. BACKGROUND AND INTRODUCTION**

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 County of San Diego's unincorporated areas (collectively, "member agencies"). SDCP's Joint Powers Agreement ("JPA") is the first in California with the objective to achieve and sustain 100 percent renewable energy availability and usage by 2035, which is in advance of current State targets. SDCP began service in 2021 and completed enrolling customers in 2023. This enrollment covered approximately 960,000 customer accounts. For more information, please visit SDCP's website.<sup>1</sup> Proposer shall review SDCP's Procurement Policy<sup>2</sup> and Inclusive and Sustainable Workforce Policy<sup>3</sup> to ensure compliance when drafting proposals.

Through this Request for Proposals ("RFP"), San Diego Community Power ("SDCP") is seeking proposals from qualified individuals or firms<sup>4</sup> to provide professional services for marketing, communications, website redesign and website maintenance ("Services"). SDCP is seeking two groups of Services: Marketing and Communications Services as well as 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.

These Services are sought in order to directly support SDCP's marketing, outreach, and communication efforts. SDCP expects the work to commence on or about May 13, 2024.

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<sup>1</sup> <http://www.sdcommunitypower.org/>

<sup>2</sup> [https://sdcommunitypower.org/wp-content/uploads/2022/08/SDCP-Procurement-Policy\\_Adopted\\_2022.07.28.pdf](https://sdcommunitypower.org/wp-content/uploads/2022/08/SDCP-Procurement-Policy_Adopted_2022.07.28.pdf)

<sup>3</sup> [https://sdcommunitypower.org/wp-content/uploads/2022/02/SDCP\\_ISWF-Policy.pdf](https://sdcommunitypower.org/wp-content/uploads/2022/02/SDCP_ISWF-Policy.pdf)

<sup>4</sup> Use of the term "firm" throughout this document shall mean individual proprietorship, partnership, limited liability company, corporation (whether for profit or not-for-profit), joint venture, or other public or private entity duly existing and operating under California law or authorized to do business in California.



## II. PROPOSAL SCHEDULE

The estimated timetable for this RFP is as follows:

Description	Date
Release of RFP	March 5, 2024
Pre-Proposal Webinar	March 14, 2024 at 3:00 PM PT
Deadline for Written Questions	March 21, 2024 at 5:00 PM PT
Responses to Questions Provided	March 27, 2024
<b>Proposals Due</b>	<b>April 3, 2024 at 5:00 PM PT</b>
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. Nothing set forth herein shall be deemed to bind SDCP to award a contract for the above-described Services, and SDCP retains the sole discretion to cancel or modify any part of or all of this RFP at any time.

## III. PRE-PROPOSAL WEBINAR

Proposers may attend an online webinar regarding this RFP. The webinar will take place on March 14, 2024 at 3:00 PM (Pacific Time). To register for the webinar, please use the online registration form which can be accessed using the following hyperlink: [https://sdcommunitypower-org.zoom.us/webinar/register/WN\\_IDVfRfydQP-6TtsLB4hPGg](https://sdcommunitypower-org.zoom.us/webinar/register/WN_IDVfRfydQP-6TtsLB4hPGg).

## IV. QUESTIONS AND RESPONSES

Proposers may submit questions regarding this RFP using the online Questions Submissions Form. The question form can be found by accessing the following hyperlink at: <https://forms.monday.com/forms/0f0c8d3d9e0e2d935e07a84c9afea162?r=use1>.

All questions must be received by 5:00 PM PST on March 21, 2024. When submitting questions, please specify which section of the RFP you are referencing and quote the language that prompted the question. Questions may address issues or concerns that the evaluation criteria and/or business requirements would unfairly disadvantage Proposer or, due to unclear instructions, may result in SDCP not receiving the best possible responses from Proposer.



SDCP will provide responses to questions on March 27, 2024. SDCP reserves the right to group similar questions when providing answers.

## **V. PROPOSAL SUBMISSION DEADLINE**

The Proposer's proposal should be submitted electronically to SDCP as a single PDF document using the online RFP Submissions Form by April 3, 2024 at 5 PM PST. The Proposal submission form can be found by accessing the following hyperlink at: <https://forms.monday.com/forms/e14ef75a155924abbe563c25ba7739fe?r=use1>.

It is the sole responsibility of the Proposer to ensure that its proposal is received before the submission deadline. Proposers shall bear all risks associated with delays in delivery. Any proposals received after the scheduled closing date and time for receipt of proposals may not be accepted.

## **VI. REQUEST FOR PROPOSALS**

### **A. Contemplated Scope of Services**

The Services sought under this RFP are set forth in more detail in Attachment A, attached hereto and incorporated herein by reference. Notwithstanding the inclusion of such Services in Attachment A, the final scope of Services negotiated between SDCP and each successful Proposer and set forth in a Professional Services Agreement. Instructions for how to access a copy of SDCP's Professional Services Agreement is attached hereto as Attachment C. SDCP is seeking qualified individuals or firms to implement the Services, or one of the Services, identified in Attachment A. SDCP expects the initial contract term for this work to be two (2) years. SDCP reserves the right to contract for up to two additional one-year extensions for these services.

### **B. Content and Format of Proposal**

Proposals shall be concise, well organized, and demonstrate qualifications and applicable experience and approach necessary to provide the required scope of contemplated Services. An Attachment D - Proposal Checklist has been included in this RFP package to assist Proposers with preparing and submitting a complete proposal. Ideally, proposals should use Calibri 12-point font, be single-spaced with 1-inch margins. Proposals should be submitted in Adobe PDF format. Proposers should submit their PDF as a single PDF and include the following items shown in this section and in the order listed as a PDF:

- 1. Cover Letter (Maximum two (2) pages).** Please include the following information the Cover Letter:



- a. Legal name and address of the company or companies.
  - b. Legal form of company or companies (partnership, corporation).
  - c. If company is a wholly owned subsidiary of a "parent company," identify the "parent company."
  - d. Name, title, address and telephone number of the proposed representative to contact concerning the Proposal Submittal.
  - e. California Business License Number
  - f. The Cover Letter shall be signed by an individual, partner, officer or officers authorized to execute legal documents on behalf of the proposer.
- 2. Proposed Approach (No more than ten (10) pages).** For the initial 2-year project period, please provide a narrative that addresses the following:
  - a. Describe your proposed approach to the Scope of Services in Attachment A and your collaborative approach with SDCP.
  - b. Identify the methods to be used in the completion of and/or carrying out the contemplated Scope of Services.
  - c. This section should also explain common implementation challenges and how the Proposer will work with SDCP to resolve those challenges.
  - d. Proposers may include other services deemed relevant to the successful accomplishment of the Scope of Services.
- 3. Proposed Budget.** For the initial 2-year project period, please provide a narrative that addresses the following:
  - a. 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.
  - b. If the Proposer uses hourly billing rates, please provide a detailed fee summary with a total annual not-to-exceed cost.
- 4. Experience & Qualifications Narrative (No more than eight (8) pages).** For the initial 2-year project period, please provide a narrative that addresses the following:
  - a. 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.



- b. 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.
  - c. 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.
  - d. 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.
  - e. A high-level organizational structure of the team.
- 5. Resumes (No more than three (3) pages per team member).** 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.
- 6. Applicable Engagements or References.** 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.
- 7. 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. Eligibility for additional evaluation criteria points as allowed by SDCP's Procurement Policy (No more than one (1) page).** 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.

**C. Protests**

- 1. **Protest Contents:** A Proposer may protest a contract award if the Proposer believes that the award was inconsistent with SDCP Procurement policy or if this RFP is not in compliance with applicable law. A protest may be submitted electronically to [cstephens@sdcommunitypower.org](mailto:cstephens@sdcommunitypower.org) within five (5) business days after receipt of



notification of the contract award. Any protest submitted after 5:00 PM of the fifth business day after notification of the contract award will be rejected by SDCP as invalid and the Proposer's failure to timely file a protest will waive the Proposer's right to protest the contract award. The Proposer's protest must include supporting documentation, legal authorities in support of the grounds for the protest and the name, mailing address and telephone number of the person representing the Proposer for purposes of the protest. Any matters not set forth in the protest shall be deemed waived.

2. *SDCP Review:* SDCP will review and evaluate the basis of the protest provided the protest is filed in strict conformity with the foregoing. SDCP shall provide the proposer submitting the protest with a written statement concurring with or denying the protest. Action by SDCP relative to the protest will be final and not subject to appeal or reconsideration. The procedure and time limits set forth in this section are mandatory and are the proposer's sole and exclusive remedy in the event of protest. Failure to comply with these procedures will constitute a waiver of any right to further pursue the protest, including filing a government code claim or legal proceedings.

#### **D. Submittal Requirements**

1. *General:* It is strongly recommended that the proposer submit proposals in the format identified in section VI(B) to allow SDCP to fully evaluate and compare the proposals. All requirements and questions in the RFP should be addressed and all requested information should be supplied. SDCP reserves the right to request additional information which, in SDCP's opinion, is necessary to assure that the proposer's competence, qualifications, number of qualified employees, business organization and financial resources are adequate to perform the services according to the terms of the agreement.
2. *Authorization:* The proposal shall be signed by an individual, partner, officer or officers authorized to execute legal documents on behalf of the proposer.

#### **E. Miscellaneous**

1. *Exceptions Certification to this RFP:* In submitting a proposal in response to this RFP, Proposer is certifying that it takes no exceptions to this RFP including, but not limited to, the agreement. If any exceptions are taken, such exceptions must be clearly noted in the proposal and may be reason for rejection of the proposal. As such, Proposer is directed to carefully review the attached agreement and, in particular, the insurance and indemnification provisions therein.



2. *Amendments to Proposals*: No amendment, addendum or modification will be accepted after a proposal has been submitted to SDCP. If a change to a proposal that has been submitted is desired, the submitted proposal must be withdrawn and the replacement proposal submitted to SDCP prior to the proposal due date and time.
3. *Price Validity*: Prices provided by proposers in response to this RFP are valid for 60 days from the proposal due date. SDCP intends to award the contract within this time but may request an extension from the proposers to hold pricing until negotiations are complete and the contract is awarded.
4. *Right to Negotiate and/or Reject Proposals*: SDCP reserves the right to negotiate any price or provision, task order or service, accept any part or all of any proposals, waive any irregularities, and to reject any and all, or parts of any and all proposals, whenever, in the sole opinion of SDCP, such action shall serve its best interests and those of SDCP ratepayers. The proposers are encouraged to submit their best prices in their proposals, and SDCP intends to negotiate only with the Proposers whose proposal most closely meets SDCP's requirements at the lowest estimated cost. The contract award, if any is awarded, will go to the proposer whose proposal best meets SDCP's requirements.

#### **F. Proposal Evaluations & Criteria**

Proposals will be reviewed and ranked by a selection committee composed of SDCP Staff. During the evaluation process, SDCP reserves the right to request additional information or clarification for responses to this RFP. All submittals deemed responsive will be evaluated in accordance with the following evaluation criteria:

	<b>Evaluation Criteria</b>	<b>Points Possible</b>
1.	Proposer's qualifications and experience	35
2.	Demonstration of past success	25
3.	Proposer's approach to the services requested in <b>Attachment A</b>	20
4.	Commercial Terms (Price) and Compliance with SDCP Contractual Terms	20
5.	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	Up to 5 points





	San Diego County and the percentage of San Diego County residents under their employment. <sup>5</sup>	
	<b>Total</b>	100-105

Following the initial evaluation, SDCP may select one particular Proposer or select a number of Proposers (with or without interviews); or conduct interviews with a “short list” of Proposers, consisting of those Proposers reasonably likely, in the opinion of SDCP, to be awarded the contract. Any interview may include discussions about services offered, conflicts of interests with other clients, or fees/compensation amount or structure. Interviews may take place through written correspondence, telephone or video conference, and/or face-to-face interviews, at SDCP’s sole discretion. SDCP reserves the right to not convene interviews or discussions, and to make an award on the basis of initial proposals received. References may be contacted at any point in the evaluation process.

After a Proposer has been selected, SDCP will negotiate a contract for execution. The final contract(s) will be presented to SDCP’s Board of Directors for final contract award. If a satisfactory contract cannot be negotiated, SDCP may, at their sole discretion, begin contract negotiations with the next qualified Proposer who submitted a proposal, as determined by SDCP. Proposers are further notified that SDCP may disqualify any Proposer with whom SDCP cannot satisfactorily negotiate a contract.

## **VII. RESERVATION OF RIGHTS**

This RFP is a solicitation for proposals only and is not intended as an offer to enter into a contract or as a promise to engage in any formal competitive bidding or negotiations. SDCP may, at its sole discretion, accept or reject any or all proposals submitted in response to this RFP. In addition, SDCP may, at its sole discretion, only elect to proceed with contract negotiations for some of the services included in the proposal. SDCP further reserves the right to cancel this RFP at any time prior to contract award without obligation in any manner for proposal preparation, interview, fee negotiation or other marketing costs associated with this RFP. SDCP also reserves the right to waive minor errors and omissions or inconsequential disparities in proposals, request additional information or revisions to offers, and to negotiate with any or all Proposers.

SDCP shall not be liable for any costs incurred by the Proposer in connection with the preparation and submission of any proposal. SDCP has the right to amend the RFP, in whole or in part, by written addendum, at any time. SDCP is responsible only for that which is expressly stated in the solicitation document and any authorized written addenda. Such addendum shall

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<sup>5</sup> For a list of Evaluation Criteria preferences, please see SDCP’s Procurement Policy: [https://sdcommunitypower.org/wp-content/uploads/2022/08/SDCP-Procurement-Policy\\_Adopted\\_2022.07.28.pdf](https://sdcommunitypower.org/wp-content/uploads/2022/08/SDCP-Procurement-Policy_Adopted_2022.07.28.pdf).



be made available to each person or organization which SDCP records indicate has received this RFP. Should such addendum require additional information not previously requested, failure to address the requirements of such addendum may result in the proposal being found non-responsive and not being considered, as determined in the sole discretion of SDCP. SDCP is not responsible for and shall not be bound by any representations otherwise made by any individual acting or purporting to act on its behalf prior to an award of contract by SDCP. SDCP has the right to reissue the RFP at a future date.

## **VIII. CONFIDENTIALITY AND PUBLIC RECORDS**

Proposals submitted in response to this RFP shall become the exclusive property of SDCP. SDCP is subject to the California Public Records Act ("CPRA"). The proposal will become a matter of public record when contract negotiations are complete and when an agreement is executed by SDCP. Exceptions to disclosure may be available to those parts or portions of proposals that are justifiably and reasonably exempted under the CPRA, such as trade secrets. If a Proposer desires to exclude a portion of its proposal from disclosure under the CPRA, the Proposer must prominently mark it "confidential" and state the specific provision in the California Public Records Act that provides the exemption as well as the factual basis for claiming the exemption. A blanket statement of confidentiality or the marking of each page of the proposal as confidential shall not be deemed sufficient notice of a CPRA exemption. A Proposer who indiscriminately and without justification identifies most or all of its proposal as exempt from disclosure or submits a redacted copy may be deemed non-responsive. If a request is made for information marked "Confidential," SDCP will provide Proposers who submitted the information with reasonable notice to seek protection from disclosure by a court of competent jurisdiction.

SDCP shall not, in any way, be liable or responsible for any resulting disclosure of any such record or any parts thereof pursuant to the CPRA or otherwise by law.

## **IX. CONFLICTS OF INTEREST**

CCAs are governed by the Political Reform Act, Government Code Section 1090, Government Code Section 84308, and other requirements governing conflicts of interest, campaign contributions, and gifts. Proposers are required to review all applicable conflict of interest laws. In addition, SDCP has adopted policies governing procurement. Proposers are advised to review all policies, including the Procurement Policy.<sup>6</sup>

The Proposer may not contact or receive information outside of this RFP process. If it is discovered that the Proposer contacted and received information from SDCP in a manner outside

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<sup>6</sup> <https://sdcommunitypower.org/resources/key-documents/>



the process identified in this solicitation, SDCP may, in its sole discretion, disqualify the proposal from further consideration.

All contact regarding this RFP or any matter relating thereto must be made in writing and submitted using the question submission form. The question submission form can be found by accessing the following hyperlink: <https://forms.monday.com/forms/0f0c8d3d9e0e2d935e07a84c9afea162?r=use1>.

#### **X. REPORTING OF SUPPLIER DIVERSITY INFORMATION**

Public Utilities Code Section 366.2(m) requires certain CCAs, including SDCP, to annually submit to the California Public Utility Commission ("CPUC"): (1) a detailed and verifiable plan for increasing procurement from small, local, and diverse business enterprises; and (2) a report regarding its procurement from women, minority, disabled veteran, persons with disabilities, and LGBT business enterprises.

General Order (GO) 156, adopted by the CPUC, requires certain California public utilities to engage in outreach activities and meet specific procurement goals from women, minority, disabled veteran, persons with disabilities, and LGBT business enterprises. Qualified businesses become GO 156 certified through the CPUC and are then added to the GO 156 Supplier Clearinghouse database.<sup>7</sup>

To assist SDCP with its reporting obligations under Public Utilities Code Section 366.2(m) and with evaluating its supplier outreach and other activities, the successful proposer that is awarded the contract will be asked to voluntarily disclose their certification status with the CPUC Clearinghouse, as well as their efforts to work with diverse business enterprises, including Women Business Enterprises (WBEs), Minority Business Enterprises (MBEs), Disabled Veteran Business Enterprises (DVBs), and Lesbian Gay Bisexual Transgender business enterprises (LGBTBs).

Except as otherwise expressly provided under this Policy and/or required by applicable state or federal law or funding requirements (including, without limitation, any grant or loan conditions), SDCP shall not use any demographic information received from potential vendors in any way as part of its decision-making or selection process. Rather, SDCP will use such information solely for compliance with its reporting obligations to the CPUC and evaluation of SDCP's outreach and other activities consistent with applicable law. Pursuant to Article I, Section 31 of the California Constitution, SDCP shall not discriminate against or give preferential

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<sup>7</sup> <http://www.thesupplierclearinghouse.com>



treatment to any individual or group on the basis of race, sex, color, ethnicity, or national origin except as otherwise allowed therein.

#### **XI. NON-DISCRIMINATION**

SDCP will not discriminate and will require its contractors to not discriminate on the basis of race, gender expression, gender identity, religion, national origin, ethnicity, sexual orientation, age, or disability in the solicitation, selection, hiring, or treatment of contractors, subcontractors, vendors, or suppliers. The successful Proposer shall provide equal opportunity for subcontractors to participate in subcontracting opportunities.

#### **XII. ATTACHMENTS**

**Attachment A** – Scope of Services

**Attachment B** – Proposer References

**Attachment C** – SDCP Sample Professional Services Agreement

**Attachment D** – Proposer Submission Checklist



## **ATTACHMENT A SCOPE OF SERVICES**

SDCP is seeking two groups of Services: Marketing and Communications Services as well as 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.

Detailed tasks in this service category include but are not limited to the following:

### **I. Group 1 Contemplated Services:**

1. **Agency Branding, Design, Messaging and Identity:** Under the direction of SDCP staff and in collaboration with SDCP vendors, the selected individual or firm will develop, enhance, implement and maintain a multifaceted plan for building targeted program awareness, engaging potential SDCP residential, commercial, industrial, and agricultural customers.
  - a. Working with the existing agency name and logo, refresh style guides, and create sub-brand names/logos for different power product offerings and programs.
  - b. Working with staff and key leadership, update core messaging for use on the website, in marketing materials, and for community presentations.
  - c. Implement and periodically review SDCP compliance with Americans with Disabilities Act requirements and provide multilingual support (English, Spanish, Filipino, Simplified and Traditional Chinese, and Vietnamese) that includes a rate calculator, ability to opt-out of the program and other interactive features on the website.
  - d. Develop/update program collateral including FAQs, program brochures, fact sheets, event giveaways, and PowerPoint templates as needed. Note that collateral and customer notifications will be available in six languages – English, Spanish, Filipino, Simplified and Traditional Chinese, and Vietnamese.
  - e. Develop short informational videos for use on SDCP's website, social media and at community meetings.
  - f. Provide strategic counsel on subjects including marketing trends, industry best practices, energy landscape, and local stakeholders.

### **2. Marketing and Advertising Campaign(s):**

- a. Work with SDCP staff to identify goals and develop campaigns for general SDCP awareness and specific SDCP customer offers and programs, as needed.



- b. Campaigns should be multilingual (English, Spanish, Filipino, Simplified and Traditional Chinese, and Vietnamese) and multicultural as applicable; and will include both paid and earned media, print and digital, in a variety of media that could include local newspapers, online and social media, radio spots, billboards, bus backs/bus shelters, and other strategies to effectively reach SDCP customers in a positive way.
- c. Development work should include identifying themes, creative messaging, testing messaging, and could include opportunities for marketing activations, where appropriate. SDCP is interested in developing campaigns to target different audiences, specifically for customers with different socioeconomic circumstances and needs, e.g., income level, type of residence (renter vs. owner), and education level.

### **3. Project Management/Performance Metrics:**

- a. Participate in content and design meetings with SDCP staff, including weekly or bi-weekly project calls.
- b. Provide presentations and project updates to SDCP Board and leadership as requested.
- c. Provide flexible capacity to complete multiple design projects simultaneously during busy periods, and ability to rapidly ramp up or down the capacity dedicated to this contract to meet fluctuating client needs.
- d. Work with staff to develop elements of performance metrics including but not limited to:
  - i. Advertising success
  - ii. Timeliness on deliverables
  - iii. Conversion rates

### **4. Agency Branding, Design, Messaging and Identity Transition (Optional):**

- a. Work with the current SDCP Consultant to transfer over assets such as logos, brand guides and other branding, design, messaging and identity collateral.

## **II. Group 2 Contemplated Services**

- 1. Web Redesign, Content Development, and Maintenance:** In addition to ongoing marketing and communications work, SDCP is looking to contract with a qualified individual or firm that will lead a redesign of SDCP's website to meet organizational needs and improve the customer experience. Ongoing website hosting and maintenance is also required. Efforts in this service category are intended to build SDCP brand and program



awareness, facilitate customer education, minimize opt-outs, and enhance program offerings for commercial customers opting up to SDCP's 100% renewable product, Power100. The Proposer's team shall be available for regular planning calls and presentations to SDCP leadership as necessary.

- a. Redesign of and update content for SDCP's current website ([www.sdcommunitypower.org](http://www.sdcommunitypower.org)).
- b. Develop exceptionally professional, clean, and compelling new pages for SDCP that incorporate best practices in user interface, user experience, and Americans with Disabilities Act (ADA) compliance meeting at minimum Web Content Accessibility Guideline (WCAG) 2.1 Level AA Standards and the requirements of Section 508 of the Rehabilitation Act (29 U.S.C. 794d).
- c. Demonstrate superior skills in developing functionality within the website to support the needs of the programs and general services of SDCP, such as but not limited to pop-up windows, embedded forms, and dynamic layouts.
- d. Provide and follow a clearly defined process for creation and execution of new web content and features that includes wireframes, mock-ups, user-acceptance testing, final review by client in pre-production environment, and notification of client directly after code release.
- e. Analyze website analytics and recommend ways to improve metrics.
- f. Provide an easy-to-use interface along with instruction to SDCP staff on how they can make content updates and other basic needs.

## **2. Website Transition (Optional):**

- a. Work with the current SDCP Consultant to transfer over all assets related to [sdcommunitypower.org](http://sdcommunitypower.org).



**ATTACHMENT B  
PROPOSER REFERENCES**

**Proposer's Name:** \_\_\_\_\_

List three (3) References where the same or similar scope of services were provided in order to meet the Minimum Requirements stated in this solicitation.

<b>1.</b>	<b>Name of Firm</b>	<b>Address of Firm</b>	<b>Contact Person</b>	<b>Telephone #</b>	<b>Fax #</b>
	<b>Project Name or Contract #</b>	<b># of Years / Contract Term</b>		<b>Type of Service</b>	<b>Dollar Amount</b>
<b>2.</b>	<b>Name of Firm</b>	<b>Address of Firm</b>	<b>Contact Person</b>	<b>Telephone #</b>	<b>Fax #</b>
	<b>Project Name or Contract #</b>	<b># of Years / Contract Term</b>		<b>Type of Service</b>	<b>Dollar Amount</b>
<b>3.</b>	<b>Name of Firm</b>	<b>Address of Firm</b>	<b>Contact Person</b>	<b>Telephone #</b>	<b>Fax #</b>
	<b>Project Name or Contract #</b>	<b># of Years / Contract Term</b>		<b>Type of Service</b>	<b>Dollar Amount</b>





**ATTACHMENT C**  
**SDCP PROFESSIONAL SERVICES AGREEMENT**

SDCP's standard form Professional Service Agreement will be posted on SDCP's solicitations website (<https://sdcommunitypower.org/resources/solicitations/>) under the announcement for this RFP in PDF form.



**Attachment D**  
**PROPOSER SUBMISSION CHECKLIST**

The following checklist outlines all items to be provided in response to this RFP. This is meant to be used as a tool to support you in the process. This checklist does not need to be submitted.

Online Application Form Hyperlink:

- ☐ Cover Letter - Maximum two (2) pages
- ☐ Proposed Approach - No more than ten (10) pages
- ☐ Proposed Budget
- ☐ Experience & Qualifications Narrative - No more than eight (8) pages
- ☐ Resumes - No more than three (3) pages per team member
- ☐ Applicable Engagements or References
- ☐ Proposed Revisions to the SDCP Professional Services Agreement (see Attachment C – Sample Professional Services Agreement) in redlined form.
- ☐ Eligibility for additional evaluation criteria points as allowed by SDCP's Procurement Policy - No more than one (1) page