

SAN DIEGO COMMUNITY POWER

**REQUEST FOR PROPOSALS
("RFP")**

FOR

**PROFESSIONAL SERVICES FOR SAN DIEGO REGIONAL
ENERGY NETWORK MARKETING, COMMUNICATIONS,
WEBSITE DESIGN AND WEBSITE MAINTENANCE**

Date of Issuance: April 24, 2025

**Submittals Due:
May 8, 2025 at 5:00 PM Pacific Time (PT)**

No. 25-006



SAN DIEGO COMMUNITY POWER
SAN DIEGO REGIONAL ENERGY NETWORK MARKETING, COMMUNICATIONS,
WEBSITE DESIGN AND WEBSITE MAINTENANCE

I. BACKGROUND AND INTRODUCTION

San Diego Community Power (“Community Power”) is a Community Choice Aggregator formed via a Joint Powers Authority by the cities of Chula Vista, Encinitas, Imperial Beach, La Mesa, National City and San Diego, and the County of San Diego’s unincorporated areas. As a public not-for-profit entity, Community Power is focused on bringing cleaner power at competitive rates to our customers and investing any excess revenue back into the communities we serve.

In 2023, Community Power developed its Community Power Plan, a five-year strategic plan for selecting, developing and offering local customer energy programs. The Community Power Plan is a culmination of a community needs assessment to ensure investments in programs and initiatives align with the priorities, needs and goals of its communities; a program market assessment to understand the universe of existing energy programs available in the San Diego region; a program prioritization framework tool to identify and rank programs; an analysis of funding sources available to implement program offerings; and a recommendation of program types and funding considerations. Energy efficiency (“EE”) was identified as a critical decarbonization strategy with available funding to administer EE programs from the California Public Utilities Commission (“CPUC”) via formation of a Regional Energy Network.

On January 5, 2024, Community Power, in partnership with the County of San Diego, submitted its Motion for Approval of the San Diego Regional Energy Network Energy Efficiency Portfolio Application.¹ As detailed in its 2024-2027 Portfolio Plan, the San Diego Regional Energy Network (“SDREN”) program portfolio consists of ten programs across the residential, commercial, public and cross-cutting (codes and standards, and workforce, education, and training) sectors. The programs aim to serve individuals, residential and commercial customers, public agencies, and Tribal communities throughout San Diego County. On August 7, 2024, the CPUC issued D.24-08-003, which approved the proposal for SDREN and authorized SDREN as a new EE Portfolio Administrator (“PA”).² Decision 24-08-003 approved the application in its

¹ Rulemaking (“R.”) 13-11-005, Motion of San Diego Community Power on Behalf of the San Diego Regional Energy Network for Approval of Energy Efficiency Portfolio Application (Jan. 5, 2024); see also R.13-11-005, Notice of Availability of Application of San Diego Community Power on Behalf of the San Diego Regional Energy Network for Approval of 2024-2031 Strategic Business Plan, 2024-2027 Portfolio Plan, and Budget (Jan. 5, 2024).

² CPUC D.24-08-003, OP 1 (Aug. 7, 2024).



entirety, including the 2024-2027 energy savings goals and funding, as well as the 2024-2031 Strategic Business Plan.³ Learn more at: sdcommunitypower.org/programs/ren.

Through this RFP, Community Power is seeking proposals from qualified firms⁴ to provide professional services for marketing, communications, website design and website maintenance for SDREN ("Services"). These Services are sought in order to directly support Community Power's marketing, outreach and communication efforts for SDREN. Community Power expects the work to commence on or about July 1, 2025.

Budget

The expected not-to-exceed budget for 2025-2027 is as follows: \$2,640,000, including media spend.

Proposers must be able to show that they are capable of performing the services requested. In order to qualify for consideration, Proposers must at a minimum have experience providing the services sought in this RFP within the State of California, either for Investor-Owned Utilities (IOUs), Publicly Owned Utilities (POUs), Electric Service Providers (ESPs), Regional Energy Networks (RENs) or Community Choice Aggregators (CCAs).

Respondents may submit proposals where some of the services are provided by sub-contractors. However, Community Power will only consider packaged responses that meet all of the required functionality and contemplated scope of services outlined in Attachment A. Community Power will not accept responses to only some of the requirements, nor will it accept responses from sub-contractors. For more information, please visit Community Power's website. Proposers shall review Community Power's Procurement Policy⁵ and Inclusive and Sustainable Workforce Policy⁶ to ensure compliance when drafting proposals.

II. PROPOSAL SCHEDULE

The estimated timetable for this RFP is as follows:

Description	Date
Release of RFP	April 24, 2025

³ https://sdcommunitypower.org/wp-content/uploads/2024/01/Exhibit-1_SDRENS-2024-2031-Strategic-Business-Plan.pdf

⁴ 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.

⁵ https://sdcommunitypower.org/wp-content/uploads/2022/02/SDCP_ISWF-Policy.pdf

⁶ https://sdcommunitypower.org/wp-content/uploads/2022/08/SDCP-Procurement-Policy_Adopted_2022.07.28.pdf



Deadline for Written Questions	April 30, 2025 at 9:00 a.m. Pacific Time ("PT")
Responses to Questions Provided	May 2, 2025
Proposals Due	May 8, 2025 at 5:00 p.m. PT
Interviews	May 21-23, 2025
Notice of Intent to Award	Early June 2025
Execution of Contract	No later than June 30, 2025
Expected Commencement of Work	July 1, 2025

The above scheduled dates are tentative and Community Power retains the sole discretion to adjust the above schedule. Nothing set forth herein shall be deemed to bind Community Power to award a contract for the above-described Services, and Community Power retains the sole discretion to cancel or modify any part of or all of this RFP at any time.

III. QUESTIONS AND RESPONSES

Proposers may submit questions regarding this RFP using the online Questions Submissions Form. The question form can be accessed by using the following hyperlink: <https://forms.monday.com/forms/0dd9c7ded32095e7c9f538bea58250c2?r=use1>.

All questions must be received by 5:00 PM PT on April 30, 2025. 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 Community Power not receiving the best possible responses from Proposer.

Community Power will post responses to questions on the Community Power Solicitations Webpage⁷ on May 2, 2025. Community Power reserves the right to group similar questions when providing answers.

IV. PROPOSAL SUBMISSION DEADLINE

Proposals should be submitted electronically to Community Power as a single PDF document using the online RFP Submissions Form by 5:00 PM PT on May 8, 2025. The Proposal Submission Form can be accessed using the following hyperlink: <https://forms.monday.com/forms/0832037d3f49ce2720365ac163f19734?r=use1>.

⁷ <https://sdcommunitypower.org/resources/solicitations/>



It is the sole responsibility of the Proposer to ensure that the 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 will not be accepted.

V. REQUEST FOR PROPOSALS

A. 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 Community Power and the successful Proposer shall be set forth in the Professional Service Agreement (“Agreement”) executed by and between Community Power and the successful Proposer. A copy of the Agreement is attached hereto as **Attachment C**. Community Power reserves the right to contract for up to two (2) additional one-year extensions for these services and, at that time, may renegotiate the scope of services and associated costs with the successful vendor, which may include a reduction in scope of services and associated changes in costs.

B. Content and Format of Proposal

Proposals shall be concise, well organized, and demonstrate qualifications and applicable experience. Proposals should be submitted in Adobe PDF format. Proposals shall be in the following order and shall include the following components:

1. **Cover Letter (No more than 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 five (5) pages):** For the initial 2.5-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 Community Power.
- 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 Community Power to resolve those challenges.
- d. Proposers may include other services deemed relevant to the successful accomplishment of the Scope of Services.

3. Proposed Budget and Narrative (No more than three (3) pages): For the initial 2.5-year project period, please provide a budget and narrative that addresses the following:

- a. Please provide a description of any fees and/or compensation the Proposer may seek from Community Power 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 five (5) pages): For the initial 2.5-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 California Community Choice Aggregation ("CCA"), Regional Energy Networks, 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 two (2) 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 Community Power in this RFP. See Attachment B for the template to fill out this information.

7. Eligibility for additional evaluation criteria points as allowed by Community Power's Procurement Policy (No more than two (2) pages):

a. **Bonus Criteria Validation:** In accordance with the Procurement Policy, Proposers may receive bonus points in competitive solicitations by meeting the following criteria and providing the required documentation. Please note that a Proposer may only pursue two of the four preference below, and may only receive a maximum of 10 bonus points. All documentation submitted is subject to verification by Community Power.

- **San Diego County Employment:** Businesses with office(s) located in San Diego County and employing at least 25% San Diego County residents will receive up to 5 additional bonus evaluation criteria points. To receive this preference, proposers must submit written information detailing the location of their office(s) in San Diego County and the percentage of San Diego County residents under their employment.
- **Disabled Veteran Business Enterprises:** Businesses certified as disabled veteran business enterprises by the Supplier Clearinghouse (thesupplierclearinghouse.com) will receive up to 5 points or 5% out of a 100-point scoring system. To receive this preference, proposers must submit proof of current, valid certification by the Supplier Clearinghouse.
- **Persons with Disabilities Business Enterprises:** Businesses certified as a Persons with Disabilities business enterprise by the Supplier Clearinghouse or Disability:IN will receive up to 5 points or 5% out of



a 100-point scoring system. To receive this preference, proposers must submit proof of current, valid certification by the Supplier Clearinghouse or Disability:IN.

- **Small Business Certification:** Businesses certified as small businesses by the Department of General Services will receive up to 5 points or 5% out of a 100-point scoring system. To receive this preference, proposers must submit proof of current, valid certification by the Department of General Services.

C. Protests

1. **Protest Contents:** Proposer may protest a contract award if the Proposer believes that the award was inconsistent with Community Power policy or this RFP is not in compliance with law. A protest must be filed in writing with Community Power (email is not acceptable) within five (5) business days after receipt of notification of contract non award. Any protest submitted after 5:00 p.m. of the fifth business day after notification of the contract award will be rejected by Community Power 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, 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. **Community Power Review:** Community Power will review and evaluate the basis of the protest provided the protest is filed in strict conformity with the foregoing. Community Power shall provide the Proposer submitting the protest with a written statement concurring with or denying the protest. Action by Community Power 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 V(B) to allow Community Power to fully evaluate and compare the proposals. All requirements and questions in the RFP should be addressed and all requested information should be supplied. Community Power reserves the right to request additional information which, in Community Power'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. Preparation: Proposals should be prepared in such a way as to provide a straightforward, concise delineation of capabilities to satisfy the requirements of this RFP. Responses should emphasize the Proposer's demonstrated capability to perform work of this type. Expensive bindings and promotional materials, etc., are not necessary or desired. However, technical literature that supports the approach to providing the Services and work plan should be forwarded as part of the proposal. Emphasis should be concentrated on completeness, approach to the work, and clarity of the proposal.

3. 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 Community Power. If a change to a proposal that has been submitted is desired, the submitted proposal must be withdrawn and the replacement proposal submitted to Community Power 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. Community Power 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: Community Power 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 Community Power, such action shall serve its best interests and those of Community Power ratepayers. The Proposers are encouraged to submit their best prices in their proposals, and Community Power intends to negotiate only with the Proposer(s) whose proposal most closely meets Community Power's requirements at the lowest estimated cost. The contract



award, if any is awarded, will go to the Proposer whose proposal best meets Community Power’s requirements.

5. Prevailing Wages: Proposers shall take cognizance of the requirements of California Labor Code Sections 1720 et seq. and 1770 et seq., as well as California Code of Regulations, Title 8, Section 16000 et seq. (“Prevailing Wage Laws”), which require the payment of prevailing wage rates and the performance of other requirements on certain “public work” and “maintenance” projects. To the extent applicable, the Proposer must agree to fully comply with and to require its subcontractors/subconsultants to fully comply with such Prevailing Wage Laws.

F. Proposal Evaluations & Criteria

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

	Evaluation Criteria	Points Possible
1.	Proposer’s qualifications and experience	35
2.	Demonstration of past success	25
3.	Proposer’s approach to the services requested in Attachment A	20
4.	Proposer’s Budget Commercial Terms (Price) and Compliance with Community Power Contractual Terms	20
5.	Eligibility for additional evaluation criteria points as allowed by Community Power’s Procurement Policy ⁸	Up to 10 points maximum
	Total	110

For a list of bonus points/special preferences, please visit Community Power’s procurement policy [here](#). Following the initial evaluation, Community Power 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 Community Power, 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 Community Power’s sole discretion.

⁸ For a list of Evaluation Criteria preferences, please see Community Power’s Procurement Policy: https://sdcommunitypower.org/wp-content/uploads/2022/08/SDCP-Procurement-Policy_Adopted_2022.07.28.pdf.



Community Power 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(s) has been selected, Community Power will negotiate a contract for execution. If a satisfactory contract cannot be negotiated, Community Power may, at its sole discretion, begin contract negotiations with the next qualified Proposer who submitted a proposal, as determined by Community Power. Proposers are further notified that Community Power may disqualify any Proposer with whom Community Power cannot satisfactorily negotiate a contract.

VI. 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. Community Power may, at its sole discretion, accept or reject any or all proposals submitted in response to this RFP. In addition, Community Power may, at its sole discretion, only elect to proceed with contract negotiations for some of the services included in the proposal. Community Power 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. Community Power 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.

Community Power shall not be liable for any costs incurred by the Proposer in connection with the preparation and submission of any proposal. Community Power has the right to amend the RFP, in whole or in part, by written addendum, at any time. Community Power is responsible only for that which is expressly stated in the solicitation document and any authorized written addenda. Such addendum shall be made available to each person or organization which Community Power 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 Community Power. Community Power 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 Community Power. Community Power has the right to reissue the RFP at a future date.

VII. CONFIDENTIALITY AND PUBLIC RECORDS



Proposals submitted in response to this RFP shall become the exclusive property of Community Power. Community Power 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 Community Power. 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 California Public Records Act, 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.

Although the CPRA recognizes that certain confidential information or other exempt records may be protected from disclosure, Community Power is not in a position to establish that the information that a Proposer submits is exempt. If a request is made for information marked “Confidential,” Community Power will provide Proposers who submitted the information with reasonable notice to seek protection from disclosure by a court of competent jurisdiction.

Community Power 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.

VIII. CONFLICTS OF INTEREST

Community Power is 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, Community Power has adopted policies governing procurement. Proposers are advised to review all policies, including the Procurement Policy, available at: <https://sdcommunitypower.org/resources/key-documents/>.

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 anyone other than mediums used to share information about this solicitation specified above and under the process specified herein regarding this solicitation, Community Power may, in its sole discretion, disqualify the proposal from further consideration.



All contact regarding this RFP or any matter relating thereto must be in writing and submitted using the Questions Submissions Form. The question form can be accessed at: <https://forms.monday.com/forms/0dd9c7ded32095e7c9f538bea58250c2?r=use1>.

IX. REPORTING OF SUPPLIER DIVERSITY INFORMATION

Public Utilities Code Section 366.2(m) requires certain community choice aggregators, including Community Power, 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 (thesupplierclearinghouse.com).

To assist Community Power with its reporting obligations under Public Utilities Code Section 366.2(m) and with evaluating its supplier outreach and other activities, proposers that are 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 (DVBES), and lesbian gay bisexual transgender business enterprises (LGBTBEs).

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), Community Power shall not use any demographic information received from potential vendors in any way as part of its decision-making or selection process. Rather, Community Power will use such information solely for compliance with its reporting obligations to the CPUC and evaluation of Community Power's outreach and other activities consistent with applicable law. Pursuant to Article I, Section 31 of the California Constitution, Community Power shall not discriminate against or give preferential treatment to any individual or group on the basis of race, sex, color, ethnicity, or national origin except as otherwise allowed therein.

X. NON-DISCRIMINATION



Community Power 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.

XI. ATTACHMENTS

Attachment A – Scope of Services

Attachment B –Proposer References

Attachment C – Community Power Sample Professional Services Agreement

Attachment D – Proposer Submission Checklist



ATTACHMENT A SCOPE OF SERVICES

San Diego Community Power (Community Power) is seeking professional services for marketing, communications, website design and website maintenance for the San Diego Regional Energy Network (SDREN).

This scope of work is to be used as a general guide and is not intended to be a complete list of all work associated with this project. Proposers may suggest alternative approaches that will support the intent of the project and result in similar deliverables. Community Power reserves the right to revise or remove tasks.

BACKGROUND

SDREN will offer 10 energy efficiency programs. These programs will be available throughout San Diego County, regardless of service provider, and will be focused on achieving energy savings, reducing emissions, enhancing grid reliability and educating customers on how to reduce energy usage. It is anticipated that programs will begin launch starting in Q4 2025.

The comprehensive nature of SDREN programs requires guidance, brand strategy and brand elements to meet the unique needs of SDREN to facilitate the successful launch and growth of its regional presence and diverse program portfolio. At the same time, to ensure consistency, reduce customer confusion, streamline marketing efforts and facilitate faster market penetration while maintaining a unified brand architecture, these services for SDREN must integrate seamlessly with similar services being delivered for San Diego Community Power.

Given the comprehensive nature of SDREN programs and their inextricable alignment with Community Power's brand, mission, and strategic plan, an integrated brand effort will be the foundation of all subsequent SDREN branding and marketing efforts to ensure consistency, reduce customer confusion and support the successful implementation of SDREN initiatives.

Detailed tasks include but are not limited to the following:

TASK 1. SAN DIEGO REGIONAL ENERGY NETWORK MARKETING AND COMMUNICATION SERVICES

Under the direction of Community Power staff and in collaboration with other consultants and program implementers, the selected individual or firm will develop, enhance, implement and



maintain a multifaceted plan for building targeted program awareness, and engaging current and potential program participants (customers), partners and stakeholders.

a. Brand Style and Integration

- Working with the existing Community Power and SDREN names, logos and style guides, create and execute portfolio-wide marketing plans in service of programmatic goals.
- Develop marketing plans for each program.
- Working with staff and key leadership, update core messaging for use on the website, in marketing materials, and for community presentations.
- Implement and periodically review SDREN compliance with Americans with Disabilities Act requirements and provide multilingual website support (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.

b. Brand Element Build

- Create designs for required SDREN elements with the brand and guides as a foundation.
- Develop/update program collateral including FAQs, program brochures, fact sheets, event giveaways, and PowerPoint templates as needed. Note that collateral and customer notifications may be available in multiple languages such as English, Spanish, Filipino, Simplified and Traditional Chinese, and Vietnamese.
- Develop short informational videos for use on Community Power and/or SDREN's website, social media and at community meetings.

c. Marketing and Advertising Campaigns and Media Planning

- Work with Community Power staff to identify goals and develop campaigns for general SDREN awareness and specific SDREN programs, as needed.
- 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 customers in a positive way.
- Development work should include identifying themes, creative messaging, testing messaging, and could include opportunities for marketing activations, where appropriate. Community Power 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.

- Negotiate and oversee the implementation of all media purchasing on behalf of SDREN, as requested. This oversight includes placement and rate negotiations, reconciliation and payment of invoices, active stewardship of media programs to ensure optimal performance, and providing performance reports and billing backup at agreed-upon intervals.
- d. Project Management and Reporting
 - Participate in content and design meetings with Community Power staff, including weekly or bi-weekly project calls.
 - Provide presentations and project updates to Community Power Board and leadership as requested.
 - 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.
 - Work with staff to develop elements of performance metrics including but not limited to the below to prove a return on investment, highlight successes and identify opportunities for improvement.
 - Advertising success
 - Timeliness on deliverables
 - Conversion rates
- e. Transition and Ongoing Collaboration
 - Work with the current Community Power Consultant to seamlessly integrate agency services for marketing, communications, website design and website maintenance with those specific to SDREN.
 - Work with the current Community Power Consultant to transfer and / or gain shared access to assets necessary to inform and deliver SDREN marketing, communications, website design and website maintenance services.

TASK 2. SAN DIEGO REGIONAL ENERGY NETWORK WEB PRESENCE AND WEBSITE MAINTENANCE SERVICES

Design SDREN's web presence to meet organizational needs and create an exceptional customer experience. Ongoing website maintenance will be required, with an option for website hosting specific to SDREN at Community Power's discretion. Efforts will build brand and program awareness, facilitate customer education and drive program enrollment.

- a. Web Presence Strategy and Web Presence Kickoff



- Hold a kickoff meeting to review the project timeline and identify roles related to web presence development.
- Deliver web presence brief, project timeline, integration requirements and website reporting and conversion strategy.
- b. Web Presence Content Organization and Design
 - Update SDREN-related content for Community Power's current website (sdcommunitypower.org).
 - Develop exceptionally professional, clean and compelling new pages and standalone website for SDREN 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).
 - Demonstrate superior skills in developing functionality within the websites to support the needs of the programs and general services of SDREN, such as but not limited to pop-up windows, embedded forms and dynamic layouts.
- c. Development, Content Entry, and Quality Assurance (QA)
 - 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.
 - Analyze website analytics and recommend ways to improve metrics.
- d. Site Launch and Training

Provide an easy-to-use interface along with instruction to Community Power staff and program implementers on how they can make content updates and other basic needs.

**ATTACHMENT B
PROSPECTIVE 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.

1. Name of Firm	Address of Firm	Contact Person	Telephone # ()	Fax # ()
Name or Contract No.	# of Years / Term of Contract		Type of Service	Dollar Amt.
2. Name of Firm	Address of Firm	Contact Person	Telephone # ()	Fax # ()
Name or Contract No.	# of Years / Term of Contract		Type of Service	Dollar Amt.
3. Name of Firm	Address of Firm	Contact Person	Telephone # ()	Fax # ()
Name or Contract No.	# of Years / Term of Contract		Type of Service	Dollar Amt.

ATTACHMENT C

SAMPLE PROFESSIONAL SERVICES AGREEMENT

Community Power's standard form Professional Service Agreement will be posted on Community Power'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:

<https://forms.monday.com/forms/0832037d3f49ce2720365ac163f19734?r=use1>

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