Professional Services for San Diego Regional Energy Network Marketing, Communications, Website Design and Website Maintenance
Request for Proposals #25-006
San Diego Community Power Responses to Proposer Questions
May 2, 2025

1. Is there an incumbent? If so, are you satisfied with their performance?

   Response: There is an incumbent firm contracted for marketing, communications, website design and website maintenance for San Diego Community Power (Community Power). This RFP is for new work specifically for the San Diego Regional Energy Network (SDREN). Community Power is the lead Portfolio Administrator for SDREN.

2. Do you have an incumbent and would they be participating in this RFP?

   Response: See response to Question 1.

3. Is there an anticipated amount or percentage of the budget that will be allotted towards media spend?

   Response: Proposer should propose a budget to fulfill the tasks outlined in Attachment A.

4. Do you anticipate that public outreach will be weighted equally for the 10 programs in the portfolio, or are certain programs a priority?

   Response: Needs are expected to vary by program.

5. Is printing of collateral materials and OOH installation to be included in the budget?

   Response: It is anticipated that programmatic collateral will be printed via program implementers with some larger portfolio-wide collateral and any large printing for media campaigns to be budgeted under this contract.

6. Is fulfillment of giveaway items to be included in the budget?

   Response: Vendor will be responsible for developing/updating program collateral including event giveaways (Task 1.b). Budget to complete this work should be included. Budget to order items should not.

7. Do you wish to see work examples in Experience & Qualifications? May we provide hyperlinks to relevant work and/or case studies?

Response: Community Power reviews and evaluates proposals based solely on the information provided within the requested documents section of the RFP. External materials, including hyperlinks to work examples or case studies, are not considered in the scoring process. Proposers should ensure that all relevant experience and qualifications are fully presented within the proposal, adhering to the page limits set forth in the RFP.

8. The RFP mentions events giveaways. Are there specific events (and/or number of events) desired?

   Response: Outreach Plans will be developed by program implementers and are not yet developed. Vendor will be responsible for developing/updating program collateral including event giveaways (Task 1.b).

9. The RFP mentions developing campaigns for specific SDREN programs, "as needed." Do you desire to have sub-campaigns for each of the 10 programs in the portfolio?

   Response: Needs are expected to vary by program.

10. Is the website hosting option to be included in addition to the specified budget, or as part of it?

    Response: Any proposed or expected costs should be included in the proposed budget. Per the RFP, ongoing website maintenance will be required, with an option for website hosting specific to SDREN at Community Power's discretion.

11. Is there a target date for the new site?

    Response: We expect a target date of no later than September 2025 as it is anticipated that programs will begin launch starting in Q4 2025.

12. Do you have a preference on the CMS to be used?

    Response: Community Power's current website is built on Wordpress. Our preference is to maintain continuity between the sites.

13. How many paid media programs do you expect to run each year? (Or is that something we would work through together?)

    Response: Marketing and advertising campaigns and media planning will be developed under the scope of work for this contract (Task 1.c).

14. In Attachment A, under Brand Style and Integration, it says "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." We reviewed the RFP and the San Diego Community Power website but didn't see a logo or branding for SDREN. Does SDREN currently have a brand, logo and brand guidelines or is developing these elements part of the scope for the selected entity?

    Response: An SDREN brand, logo and brand guidelines are currently in development. Vendor will work with the existing Community Power and SDREN names, logos and style guides to fulfill tasks under this contract.

15. Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?

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

16. Would you need hosting, domain or SSL services and if yes, could you let us know what your current environment is so as to properly gauge your needs going forward?

    Response: The bidder should offer options for hosting and SSL certificate management (procurement, installation, maintenance, etc.). Community Power will manage the domain name and make any necessary DNS record modifications, when needed.

17. Could you let us know if you need copywriting or content migration services? If yes, could you quantify the requirement?

    Response: Copywriting services will be needed to a level to fulfill the execution of all tasks outlined in Attachment A. Content migration is not an expected need under these tasks as this is a new website.

18. Could you let us know if you require any original or stock videography or photography? If yes, could you quantify the requirement?

    Response: We anticipate using original and stock photography and videography. Volume is dependent on site that is developed and maintained in collaboration with the vendor in Task 2.

19. What CMS platform do you use currently?

Response: WordPress

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

Response: Vendor will develop a standalone website for SDREN (Task 2.b).

21. Could we kindly request for an extension to the proposal submission deadline?

Response: Proposals are due May 8, 2025 at 5 p.m. Pacific Time.