Request for Proposals
RFP FOR WEBSITE DESIGN, DEVELOPMENT, AND SUPPORT SERVICES 2021-2022
Proposals Due Monday, December 20th, 2021

Respondent Questions and Answers Posted December 1, 2021:

1) **Who is responsible for writing the copy for the new site? Normally, clients would provide the copy for a website like this, but... it looks like "unclear copy" is one of your main issues you need assistance with. Would CCCE be open to a collaborative approach to copyrighting?**
CCCE staff will provide all copy writing for the updated website, but any guidance and recommendations for informative, concise, and actionable (where appropriate) copy/footers/headers is welcome.

Yes, CCCE welcomes a collaborative approach to copywriting.

2) **How many pages is your current site?**
There's about 151 pages we've created on Wordpress but only about 35 pages can be found on our website when you navigate through our footer and dropdown menu.

3) **Spanish translation - I can see possible ways to incorporate the Spanish version into the main site, but would you be providing the Spanish translations? Or, would obtaining Spanish translations need to be part of the estimate?**
Great question. Currently, CCCE contracts with Monterey Language Services to provide translation of web pages and communications materials as needed. Obtaining Spanish translations does not need to be part of the estimate.

4) **Photography - you mentioned replacing images with regional people and communities. Would all photography be provided, or would photography need to be budgeted into the proposal?**
CCCE will provide photos. We have a concurrent RFP for video and photo services.

5) **You mention simplifying the dropdown menu and increasing your SEO. Which one is more the priority? Or, what are your objectives with simplifying the dropdown menus?**
Given the two objectives, simplifying dropdowns by way of reducing the number of dropdowns is more important than SEO. That said, the current website did not have SEO as a priority either, so there's room for improving SEO without taking on a lot of extra work.

6) **SEO - What keywords would you want your site to be found from if someone put them in a search engine?**
For starters: Clean energy, local control, renewable energy, community energy, solar energy, wind energy, geothermal energy, bioenergy, electrification, electrify, electric vehicles, electric buildings, electric agriculture, energy resiliency, community resources, financial resources, electricity, affordable, affordability, reliable, reliability

7) **Living in an area you now cover, I'm excited about your products, but... without spending quite a bit of time, I cannot quite figure out what you offer. Do you have a 30 second "elevator speech"? Can you send a list of all services and products?**
Central Coast Community Energy (CCCE) is a public agency that sources competitively priced electricity from clean and renewable energy resources. CCCE is locally controlled and governed by board members who represent each community served by the agency. Revenue generated by CCCE stays local and helps keep electricity rates affordable for customers, while also funding innovative energy programs designed to lower greenhouse gas emissions and stimulate economic development. CCCE serves 436,000 customers throughout the Central Coast, including residential, commercial and agricultural customers in communities located within Monterey, San Benito, San Luis Obispo, Santa Barbara and Santa Cruz counties. Learn more at 3CEnergy.org and on social media, including Facebook, Instagram and Twitter @3CEnergy.

8) **What are the long-term goals of your company?**
Continuing to reduce greenhouse gas emissions through sourcing clean and renewable energy on behalf of our customers, providing fair and affordable rates, supporting the growth of clean and renewable energy resources and infrastructure, contributing to a more stable and reliable grid for California, continuing to grow the number of customers (households and businesses) that participate in CCCE Energy Programs.

9) **Can you please describe your current sales process? Who is present target market?**

We encourage you to research the Community Choice Aggregator (CCA) model that Central Coast Community Energy follows. Cal-cca.org is our industrywide organization, they're a great resource. We are a public agency that operates very similarly to a not-for-profit. You can also review current website info related to enrollment. In short, once a city or county decides to form or join an existing CCA, the day service begins all electricity customers are automatically enrolled, unless they choose to opt out, aka opt-out model.

Our target market is for the most part, the customers we already have; approximately 450,000 across the four counties we serve; roughly 95% of all electricity customers in our service area. While we don't "sell" products, we've very interested in getting customers to participate in CCCE Energy Programs, and to consider opting up to our 100% renewable offering, 3Cprime.

10) **You mentioned wanting to get customers to return to your website. What is your objective with having clients return to your website? (Personally I don't WANT to have to even think about my service providers. I just want things to work at a good price.)**
While we are committed to serving our customers predictable, simple, fair and competitive rates, we offer much more than electricity service. Since launching in 2018, in collaboration with our funding partners we have made more than $26 million in rebates and incentives available to our customers through Energy Programs. Energy Programs assist households and businesses with the transition away from fossil fuels and toward clean energy solutions.

As a community focused public agency, we offer an electricity service that values and provides local control. Engaged customers can attend board meetings, provide comment during public comment period, and ultimately provide input on the decisions that CCCE makes about electricity service, energy program funding, community reinvestment, and more.

11) **This seems like it could benefit from a more "staged rollout" i.e taking one program at a time to clean up/translate/reinterpret and present. Would CCCE be open to an initial content transfer to a more easy to use Wordpress theme, then a slow roll out of the "translated" programs?**
No, per the RFP we are interested in repackaging a lot of the copy to be more concise and to address the fact that the agency is moving out of enrollment – in other words, the basis for much of the content will be very different. We do not believe a phased or staged rollout suits our needs.

12) **p. 14 Design and Development Services and page 15 Timeline of Deliverables don't quite seem to match. What is the preferred launch date?**
By March 15th , the final version of the staging site needs to be completed.

13) What kind of on-going maintenance are you anticipating?
Some of the ongoing maintenance includes:
- Support in transferring translated copy to WPML
- Update events, news, etc.
- Create new template designs for new webpages

14) Is there an existing brand book/brand guide that needs to be used as part of this project?
Yes, feel free to access the brand guidelines **here**

15) Can you share your current process for updating content in multiple languages through WPML?
Currently, whoever has access as an "Admin" on Wordpress can put any of the updated/new webpage in the translation basket and export it as an xliff file. Then, we send this xliff file to our translation service vendor, Monterey Language Services. Once they translate it, we go back to Wordpress and transfer the translated copy by hand. We hope to expedite this process through the scope of service and "ongoing maintenance."

16) What plans does CCCE have when it comes to storytelling? Producing videos? Interactive graphics? Long-form content?
Storytelling will be driven primarily through two mediums: video (30-90 second features plus shorts), and written content supported by photos and graphics to be distributed via CCCE channels, partner network, and paid channels. Content will follow a monthly cadence exploring 3-5 standing topics projected over a more in-depth/long-form quarterly focus or backstory topic. Interactive graphics could play an important role for some aspects of website and storytelling.

CCCE is in the final stages of contract negotiation with the video services vendor we selected through a competitive bidding process. Approximately 6-8 videos will be created to: educate customers about the concept of electrification and its benefits, demonstrate the progress that CCCE has made toward its goals, showcase customer participation in and progress made toward goals via Energy Programs, educate customers about the important regulatory and legislative focus areas CCCE staff and other CCAs are working on and how this work impacts the customers and communities CCCE serves, create call to action videos that compel customers to participate in CCCE Energy Programs.

17) Will CCCE rewrite the content on the website or is the expectation that the selected vendor will provide support in this area?

CCCE staff will rewrite the content on its website but hopes to collaborate with the selected vendor for fresh perspectives on message, tone, depth, language, etc.

18) Can you provide additional details on the expectations around the account portal? Is the expectation that this links to a third party or that the third party pulls information into the main website? What system is the account portal built in?
The account portal is in development separately and will link via third party.

19) The RFP mentions simplifying the brand. Is the expectation that this is through messaging or visual identity (logo, icons, images, videos, etc.)?
The expectation is that simplifying the brand takes place primarily through messaging and graphics/design but with contributions from site mapping, iconography, imagery, videos, etc.

20) Does CCCE have a media library or will the vendor need to produce the new images/videos?
Currently, CCCE does not have a media library. CCCE will provide photos and videos through our concurrent RFP for video and photo services. However, CCCE is interested in using any icons or graphics the Vendor creates through website redesign, to be added into the evolving media library.

21) What email automation/newsletter tool does CCCE use?
For mass e-mail, CCCE uses Mass Mailer. For newsletters, CCCE uses Constant Contact.

22) Please provide more information about the desired result of content sharing with strategic partners.
In this context, CCCE considers the municipalities it serves (cities and counties), community-based organizations, business and industry organizations, advocacy community, and other organizations CCCE staff are regularly engaged with to be part of its strategic partner network. The desired result of content sharing through these partners – as well as through paid channels and more – is help customers understand what a powerful resource their local, community-focused electricity provider is and ultimately, to get them "plugged in" to millions of dollars in rebates and incentives we offer each year to help households and businesses make the transition from fossil fuels to clean energy solutions. Approx 95% of all electricity customers in the five counties we serve are CCCE customers, but nearly 1/3 don't even know it. One of our overriding goals is getting customers more aware of CCCE and

what we provide in terms of economic and environmental benefits. Equally important though possibly not as compelling to the masses is demonstrating the progress, we are making toward agency goals.

23) Does CCCE have subscriptions to data tools to pull content to fill the tickers that are referenced in the requirements or will this be manually entered?
Currently, CCCE does not have subscriptions for this type of data tools.

24) Is there a budget range that CCCE can share for the creation of the new website?
Not at this time.

25) Is hosting needed as part of this contract?
Hosting is not needed.

26) Is there a certain level of ADA compliance that is needed on the website?
Yes. One important aspect of this is to always add alt text when uploading images to the WordPress media library for ADA compliance, being very descriptive or stating that it's simply aesthetic in nature.

There are other guidelines this new website should follow, for example motion under the Motion Actuation section in the following guidelines: Web Content Accessibility Guidelines (WCAG) 2.1 (w3.org)

27) Please list all third parties that the website integrates with and share their desired functionality.
N/A

28) Does the current CCCE website use Elementor (our scans see this as being enabled)? If so, what are the challenges the CCCE team faces using this tool?
CCCE currently does use Elementor. One challenge is a design challenge where our team does not have sophisticated knowledge nor templates to manipulate the default Elementors to create a more modern, clean, sophisticated design.

29) Have you determined a budget or cost range for this project?

No external facing budget or cost range has been determined for this project.

30) On page 7, You mention future connectivity to an in-house customer portal. Does this already exist, if so what platform is it? If not, what is the ETA for having this ready?

This customer portal is currently under development through another vendor and when it is live it will be linkable via third party.

31) Should the proposal include content copywriting and/or copy editing and to what extent?

Only as a collaborator and advisor – CCCE staff will drive the majority of copywriting and editing.

32) If content is to be provided by CCCE, when will it be complete and provided to the vendor?

CCCE is set to provide copy to the vendor by January 27, 2022.

33) Can you provide a list of accessibility requirements for the new website?

One important aspect of this is to always add alt text when uploading images to the WordPress media library for ADA compliance, being very descriptive or stating that it's simply aesthetic in nature.

There are other guidelines this new website should follow, for example motion under the Motion Actuation section in the following guidelines: [Web Content Accessibility Guidelines (WCAG) 2.1 (w3.org)](#)

34) Are you open to us proposing additional milestones to your timeline? For example: discovery, planning, sitemap and content architecture?

Yes, absolutely! You are the experts.

35) What is driving the April 2022 launch date? Is there any flexibility?

The April 2022 launch date is being driven primarily by internal expectations. There could be some flexibility but not all that likely.

36) What is the size of the team that will be included in reviews and approvals?

There are about three to four people who will be included in reviews and approvals, but two team members will be the main points of contact.

37) Is there a desire to include user testing in the process and timeline?
Yes, as needed and advised.

38) What is your budget for this work? I want to make sure I'm creating a proposal that fits what you need into it while ensuring it stays in budget. The last thing I'd want is to send you a proposal that is nowhere near the amount you'd be comfortable spending. So, if I can get your budget, I can work out a deliverable that fits that amount.
To date we have not shared any budget expectations externally. As a public agency, we have a rigorous approval process for spending and generally, run on a lean budget. If this makes it difficult to find a footing in the creation of your proposal, you could consider tiered or phased approaches within your proposal, or other ways to scaffold costs/benefit/sophistication & technologies utilized. This could also build in some flexibility during contract negotiation and final scoping that could prove helpful to all parties.