

Responses to Marketing & Communications Support Services RFP Questions

Understanding that the advertising budget is established within the RFP, and other budgeting is not listed in the Proposal Requirements, will budgeting for the other elements of the scope of services be determined through the Contract Negotiations period (8/21 - 9/8) or is budgeting for those services required in the response to the RFP?

The preference for proposals is to receive as much guiding information as possible to assess estimated costs for each deliverable. For example, estimated costs for specific projects, timeframes, deliverables and/or hourly rates. Ranges for cost estimates are also acceptable. Any unclarity or need for more details would be discussed during interviews and/or contract negotiations.

Scope of Services - Graphic Design: Do you have an estimate of hours or number of projects for your "Week-to-week agency graphic design needs?"

Average of 10-15 hours graphic design work per week.

Scope of Services - Video and Photography: Do you have an estimate of the number "Events, Project Builds, Press Conferences, etc." annually?

Approximately 5-10 events, projects, or press conferences.

Project Management - Printing and Mailing Services: Is the printing and mailing [actual printing and sending out] covered under a separate budget?

Yes, print/ mailing services contract and associated costs are handled under a separate contract. For the purposes of this RFP and contract, costs related to print/ mailing services would fall into either the graphic design or project management category, e.g., managing the request, follow-up, and final receipt of any print/ mailing project.

Advertising Budget October 1, 2023 - September 30, 2024: We get a slightly different number when adding up the Advertising Budget spreadsheet vs. the "Grand Total For 3-Year Term." Looks like the individual totals are correct but the sum of all years might be off. Is the total for the 3-term period \$1,222,500 or \$1,207,500?

The correct total for 3-year term is \$1,222,500.

Graphic Design – Deliverables: Will "Notices, Letter, and Mailers," as well as, "Print and Digital Collateral" require copywriting or will it be similar to the Collateral Refresh project we are currently working on?

No copywriting will be required for notices, letters, and mailers or print and digital collateral.

Customer Surveys: Are the "Two (2) separate customer surveys" over the 3-term period or on an annual basis? Is the hard cost of the surveys a separate budget or is it included in the Advertising Budget? This cost is separate from the advertising budget and should be its own line individual line item.

The expectation is Two (2) separate surveys per year.

English/Spanish Translation Services: Are the required services limited to the marketing and communications materials created, or are they, to encompass all "3CE Materials shall include all web-based, digital, can written materials?" If so, do you have an estimate of what that might look like in terms of number of pieces and projects?

Website translation is not included as 3CE contracts for this separately, but some of the communication materials and digital items to be translated may end up on website at 3CE's discretion.

Page 13, Customer Surveys: Is the sample size of "100 customers in each of the five counties served" one of the minimums that must be hit?

Correct. Minimum of 100 complete surveys for each of the five counties served.

Can the research participants be given a choice as to whether they would prefer to take the survey online versus by phone?

Yes.

Is there a minimum number of surveys that have to be completed by phone?

50%.

Page 16, Video and Photography Services: The chart lists "Electrify Your Ride Program" as a deliverable for both OTT and Social on a quarterly basis - does that mean you would require 8 separate and unique videos? Or would there be overlap and in April for example, the same "Electrify Your Ride Program" video could be used for both OTT and Social?

Unless otherwise directed by 3CE staff, most footage for Energy Programs social media videos borrow cuts, script, and concept from OTT productions for the same program. During filming, there is an expectation that advance consideration is made for vertical format of social, so as to eliminate finished verticals that have the appearance of cropped sides possibly eliminating visual elements or accents.

Would a location in the Enrollment Pending section of the coast be considered in your footprint and be given extra points?

This question is unclear, but we interpret it to be asking about vendors from outside our service area applying for this RFP. Please see our Small and Local Preference Policy attached to the end of the RFP.

What are the 3CE values (mentioned on page 3, counting the cover page)?

Sustainability, Community, and Equity. 3CE's full value proposition is as follows:

Central Coast Community Energy delivers the power to do more with your electricity bill and know more about your electricity provider. Our customers are investing in a transparent and inclusive process to generate clean energy and community-centered benefits for a healthy economic and environmental future.

Together, we are reducing emissions and building a cleaner more reliable grid, creating new renewable energy infrastructure and resources, keeping rates affordable and fair, and providing financial resources to power our homes, businesses, and transportation with clean energy solutions.

Does 3CE have a brand guide? And if so, can you provide it to us as we are preparing the proposal?

Brand and style guide is not relevant for proposal submittals and will not be provided. We suggest reviewing public facing website, social media, advertising, media coverage, etc. available online.

Have you worked with an agency before to fulfill the scope of work outlined in this RFP? If so, are they the current incumbent? If so, why are you going out to RFP?

3CE is committed to supporting the economic vitality of our service area. As such, we strive to work with more than one vendor for a given service over time. Additionally, as a public agency 3CE is required to go out to bid periodically and for contracts that exceed certain cost benchmarks. Prior to this RFP, most of the services listed were contracted individually from different vendors within our service area.

If you have been managing this scope of work in-house or with an agency, what pain points are you hoping to alleviate by hiring an agency to assist you?

The biggest pain points have been managing seven different vendors, contracts, and accounts payable, and the need to relay the same information at different times to seven different vendors. Altogether, managing consistency for all seven services requested in this RFP has also taken a lot of extra staff time.

What goals are you hoping to achieve with a new agency partner?

Efficiency and consistent carry-through of brand message and image across all communications and marketing mediums.

After deliverables #1 - #3, you list a \$1,207,500 budget. Assuming that's the budget for those 3 deliverables? Or is that the budget for the entire 3 years and covers the entire scope of work?

This is the advertising budget only. We have not stated any other estimated costs or Not to Exceed amounts for other services. Please note that the correct total for 3-year term is \$1,222,500.

Will the agency selected be required to hold to the specific budget breakout or would they be free to recommend other allocations as long we adhere to the total budget?

3CE is open to discussing spending allocation during negotiation and/or kickoff and/or planning phases.

Do pages marked "Confidential Information" need to be in a separate PDF or can they be included in the one PDF?

Confidential information can be included in one PDF.

Do the items listed under "Proposal Requirements" serve as the proposal outline? Are there any other items required other than what's listed in the Proposal Requirements?

There are no other requirements and yes, the requirements are meant to serve as an outline for proposal.

Can we include an Appendix with additional information?

Yes.

Can we include hyperlinks to samples of our work in our proposal?

Yes.

Are you looking for an actual media strategy in this RFP or just our approach and examples of similar work?

In collaboration with 3CE staff, the selected vendor will be responsible for the ultimate media strategy so we would expect to see some of that come through in the proposal.

Are there any page limits?

No.

Do you have a proposal scoring rubric and will you share it with us before the submission deadline?

No.

What time on 8/11 is the proposal due?

Deadline to Submit Proposal: August 11, 2023 by 11:59 PM (PST)

What media have you run in the past and in your opinion was it effective? What media have you run that seemed ineffective?

We consider the majority of media buys as effective. Digital display and social media seem to be the most effective. We have utilized print advertising, OTT, English and Spanish radio, digital display, social media (including but not limited to Facebook, Instagram, Pandora, Spotify), regional trad publications, regional Community-Based Organization publications, etc.

What is your current marketing mix and how are you looking to expand or revise it?

Paid advertising, earned media, organic social media, strategic partnerships, staff outreach, member agencies aka the cities and counties we serve and their own communications teams. One of our growth/expansion targets is better connecting and converting audiences/customers in communities of concern as well as our Spanish speaking customers.

Can you provide more details about your target audiences (demographics, etc.)?

3CE serves approximately 95% of all electricity customers in the five counties we serve. Ultimately, we want to improve and grow our engagement with customers and non-customers in our service area. However, individual energy programs, initiatives, and campaigns are typically tailored to broad or narrow audiences depending on the program, initiatives, or campaign specifics.