



Central Coast
**Community
Energy**

REQUEST FOR PROPOSALS (RFP):
WEBSITE DESIGN &
DEVELOPMENT, ONGOING
HOSTING, MAINTENANCE &
SUPPORT SERVICES

RFP RELEASE DATE: December 18, 2025
PROPOSAL DEADLINE: 11:59 PM on January 21, 2026

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1. General Information

1.1 3CE Overview

Central Coast Community Energy (3CE) is a public agency that sources competitively priced electricity from clean and renewable energy resources. 3CE is governed by local officials who represent the agency's member communities and serves more than 1.2 million people throughout the Central Coast, including residential, commercial, and agricultural customers in Monterey, San Benito, San Luis Obispo, Santa Barbara, and Santa Cruz counties. Revenue generated by 3CE supports the transition to carbon-free power and is invested locally through innovative energy programs designed to lower greenhouse-gas emissions. Learn more at [3CEnergy.org](https://3cenergy.org) and on social media, including Facebook, Instagram, YouTube, and X/Twitter.

1.2 RFP Documents

This RFP document consists of a Main Body and four (4) appendices. Among other things, the Main Body (i) offers general information pertaining to this RFP, (ii) describes the purpose and drivers of this RFP and provides high-level considerations for Vendors, (iii) includes a milestone schedule for this RFP, (iv) sets forth terms governing the preparation and submission of qualifications and RFP-related communications with 3CE, and (v) provides a high-level overview of the process for evaluating and selecting qualifications submitted in response to this RFP. The appendices are as follows:

- Appendix A: Scope of Work
- Appendix B: Service Fees
- Appendix C: Proforma Service Agreement
- Appendix D: Reservation of Rights

Vendors are responsible for familiarizing themselves with and being fully aware of the terms of this RFP, including the terms of each Appendix.

1.3 2025 3CE Solicitations Web Page

The official web page for this RFP is <https://3cenergy.org/about-us/work-with-us/request-for-proposals/>. This RFP and related material and information are posted on the 3CE Request for Proposals page and available for review. This web page may be updated from time to time with additional information related to this RFP. Interested Persons are responsible for monitoring the Solicitations page to ensure the timely receipt of information about this RFP.

1.4 RFP Administrator

The RFP Administrator for this RFP is Peter Berridge. The contact information for the RFP Administrator is:

Peter Berridge
RFP Administrator/Communications Manager
Central Coast Community Energy
70 Garden Ct, Ste. 300
Monterey, CA 93940
Email: commsRFP@3ce.org

The RFP Administrator's responsibilities include (i) acting as a liaison between the Vendors in this RFP and 3CE on all RFP-related matters, (ii) ensuring that Vendor questions 3CE receives are responded to, in writing, and distributed to all interested Vendors, (iii) receiving, recording, and maintaining Vendor qualifications, and (iv) managing other administrative matters relating to this RFP.

As detailed in Section 5 below ("RFP Questions"), all questions, requests, and other inquiries or communications from or on behalf of Vendors to 3CE about this RFP must be directed in email to the RFP Administrator. All questions and answers will be published for all RFP Vendors. Vendors shall only rely on formal written revisited responses as set forth in Section 5.

2. Current Website Overview

2.1 Design Origins

3CE's website was designed primarily to support the mass enrollment of new customers, a process that started when the agency began service in 2018 and concluded in May 2025 with the end of 3CE's planned expansion. As such, the site's design and content have been focused on raising awareness and educating customers about the enrollment process, how 3CE service works and what it means for their home or business, and inviting customers to participate in 3CE Energy Programs – a primary benefit of 3CE service. 3CE has also worked to position itself as a community-focused, local energy expert and resource. Lastly, as a public agency, 3CE has a duty to make information and agendas available for upcoming meetings of the Boards and Community Advisory Council, and to ensure community outreach and engagement efforts are readily accessible to customers.

Due in part to the goal of creating a one-stop shop for information about 3CE's services and benefits, the website's current design functions more as a resource warehouse for onboarding rather than as a welcoming interactive experience for the curious.

A primary goal of this redesign will be to modernize and streamline the home-page presentation to de-emphasize the use of tabs and dropdown menus in favor of a smoother approach that emphasizes scrolling and clicking. Over the past two years and through the year ahead 3CE has also amassed a small but highly engaging library of video content, from 30-second shorts to 2-to-4-minute long-form videos. Beyond developing a simple yet engaging home page, there is a desire to better leverage video assets through the website. Customer-centric design, navigation, content, and user experience should underpin all aspects of the new website.

Visitors

The current 3CE website averages 186 daily users and 4.4K users monthly, with 61% accessing the site via desktop, 30% on a mobile device and 8% from their tablet. Bounce rate is 45% and average time spent on our website is just under three minutes. Please note that these numbers reflect that the current website's design and content are largely focused on the now-completed goal of enrolling new customers in bulk rather than facilitating browsing.

Our Audience

3CE's audience is demographically broad and diverse and, with 95% participation of eligible customers, includes nearly every resident and business throughout Monterey, San Benito, San Luis Obispo, Santa Barbara, and Santa Cruz Counties. 3CE serves nearly 1.2 million people, comprising 86% residential customers, 12% commercial and industrial customers, and 2% agriculture accounts.

3CE's audience accesses the website to:

- Figure out why 3CE is listed on their electricity bill, especially in the winter months when energy usage is increased ("Never heard of 3CE - is it a scam?")
- Learn to understand their bill
- Find information about billing and rates and changing their service plan with 3CE
- Apply for 3CE Energy Programs rebates
- Participate in 3CE board meetings, webinars, and events

2.2 Website Technical Requirements

Because 3CE is a public agency, its website requires some technical elements regarding public-meeting accessibility and posting of agendas. Use of the Hyland-OnBase public agenda platform must be incorporated into the new website design and development. Additionally, 3CE regularly posts RFPs and RFOs on its Solicitations page, and on its Work with Us page has recently added a Local Vendor Registry in an effort to contract with more Vendors located within 3CE's service area. As required by governing bodies, 3CE must also make background and compliance documents available via website, primarily on the Background Documents pages.

3CE also desires to integrate some type of customer self-serve feature such as a customer-service chatbot or Energy Program Application Status portal, or other customer self-serve feature. Doing so will require integration with 3CE's Salesforce-based Customer Relationship Management (CRM) system.

Additionally, the website must integrate I-frames that can be translated to Spanish via Google Translate and that are (1) connected to customer self-serve account options, including but not limited to opt-out of service, opt-in to service, upgrade to 3CEprime service offering, and opt-down to 3Cchoice service offering; or (2) connected to Energy Program applications.

Finally, the platform must be fully compliant with the Americans with Disabilities Act (ADA) and all California accessibility statutes.

2.3 Website Maintenance and Support

Currently, 3CE's website allows for in-house editing of webpages and the creation of new webpages through WordPress, but with minimal flexibility. 3CE has quickly outgrown the current website navigation, focus and functionality. From design and functionality to maintenance and support, everything about the new website needs to incorporate a customer-centric approach.

Challenges and Opportunities

- Mobile-forward design
- A seamless path for a 3CE customer in PG&E or SCE territory to find information on billing, rates, service offerings, etc.
- Too many options on each drop-down menu
- Difficulty in finding important resources available for a residential, commercial, or agricultural 3CE customer
- Text-heavy pages with few page breaks
- Translate each new webpage and tracking the need for updates through WPML
- Current website is focused on the agency and talking about itself instead of employing more customer-centric design, navigation, and content
- Templates for Energy Programs to facilitate efficient Energy Program updates and/or addition of new Energy Programs

The enrollment focus has precipitated a site map, design and content that is information-heavy with the goal of educating customers. Beginning in early 2025, 3CE finally phased out of enrollment and is now focusing on operational excellence, delivering value to its customers, and making progress on agency goals on behalf of the communities and customers we serve.

In terms of the website and messaging, “operational excellence” can be described as perfecting the user experience and setting the stage for storytelling (see 3CE value proposition), clearly communicating customer value, reporting on agency progress via metrics, and giving customers better access to more account info and Energy Program opportunities. Current website lacks reasons for users to return often and written copy is primarily presented in long text sections.

3. RFP Overview

With this Request for Proposals (RFP), 3CE seeks qualified Vendors to submit proposals for website redesign, development, and ongoing website maintenance and update services.

Central Coast Community Energy seeks to improve its website design to address the need to simplify community education, increase functionality and in-house editing/design capabilities, increase visitors, and better meet the online needs of our community. 3CE is seeking qualified web/design agencies to submit proposals for a website redesign project based on this RFP. 3CE prefers local agencies but is open to receiving proposals from Vendors outside 3CE's service area.

The goal of this project is to improve the layout, functionality, navigation, and content in relation to 3CE's current website, 3Cenergy.org: to simplify 3CE's message and branding, improve visitor satisfaction, and help 3CE become a better online resource for our customers.

3.1 Access and Navigation

To support 3CE's Energy Programs and the Agency as a whole, 3CE needs a website that encourages customers to easily access and navigate:

- About 3CE: Benefits of 3CE service (Local Control, Clean Energy, Community Investment); 3CE service area
- Offers and Services: Electric Generation Service offerings such as 3Choice and 3Cprime; Energy Program offerings such as funding/rebates for "electrification" and "energy optimization," measures for Residential, Commercial, Agriculture, Solar & Wind customers
- 3CE Rates and Billing for Residential, Commercial, Agriculture, Solar & Wind
- Account Information: account log-in, energy usage data via customer portal
- Customer account and service offering updates and customer usage data via customer portal, changes to service plans, rate options, and power outage information
- 3CE board member meetings and agendas, webinars and events that 3CE hosts and sponsors
- Details on what 3CE is, 3CE's service area, and;
- The impact of 3CE and the agency's mission to reduce greenhouse gas emissions
- Customer success stories

A key change to the site architecture will be giving each "page" its own URL. For example, it is currently impossible to send a customer a link to a Programs application "page," because the Application form is on [one of several tabs sharing the same URL](#). We need the material that is currently on each tab to have its own URL.

3.2 New Website Objectives and Functionality Requirements

The selected Vendor will conduct a review of the current website and make recommendations for improved access to information, improved navigation, improved user experience, and increased engagement including, but not limited to, Energy Programs information.

The new website should leverage a framework and design that support generation of content and storytelling based on 3CE's value proposition, periodic promotion of individual programs or initiatives, and an improved overall user experience based on expertise in website design and functionality as well as 3CE staff feedback and direction. As outlined in this section, new website objectives also identify numerous functionality requirements related to customer self-serve features such as a customer-service chatbot, required i-frames to facilitate customer changes to account and services, integration with Energy Program applications, and integration with Salesforce CRM.

Upon approval of Vendor recommendation, the selected Vendor will design, develop, and implement a new website that achieves the proposed new website objectives and functionality requirements, gives staff the ability to efficiently add or update web pages as needed through templates and training, and places responsibilities around ongoing website maintenance and technical updates upon Vendor to minimize staff time spent on website-related work (staff will continue to make updates and other changes related to general written content, images, and tables).

3CE's Value Proposition:

- *3CE delivers the power to do more with your energy and know more about your electricity provider through our commitment to customer service. In partnership with our customers, 3CE is building new renewable resources and investing in our communities by helping residents and businesses electrify their buildings, appliances, equipment, and transportation. Together, we are reducing emissions and building a cleaner, more reliable grid; keeping rates stable; optimizing regional and individual customer energy needs and usage; and making progress toward our 100% clean-energy goal. Committed to transparency and public participation, 3CE is governed by local officials who represent the communities served by the agency. All Board and Community Advisory Council meetings are open to the public.*

New Website Objectives

- Increase user-friendliness – improve navigation, simplify branding, content and resources, decrease page length, improve load time, and be more mobile-friendly
- Declutter website by decreasing drop-down menus and long blocks of text
- Drive customers to Energy Programs
- Communicate the value of 3CE service
- Simplify the names of web pages and menu items to be more relatable for general public
- Add ability to place banners or pop-ups on home page and landing pages for each Energy Program
- Develop “tracks” for residential, agricultural, and commercial customers so they can easily determine what’s relevant to them, e.g. current Energy Program offerings, service offerings, upcoming engagement opportunities, rates and rate changes
- Replace landscape images with images of regional people and community
- Better organize the Calendar Events and News/Media section
- Add a webinar archive
- Improve SEO rankings through redesign and content
- Improve search-bar function including searchable archives of rate tables and joint-rate comparison
- Integrate 3CE social media and e-Newsletters
- Option to integrate a live chat tool to handle customer-service inquiries
- Update/replace contact form for full integration with Salesforce
- New section for Energy Programs including content and a possible sign-up i-frame or internal contact form
- Add testimonial rotators, endorsements, awards throughout the site
- Increase accessibility via a Spanish website version
- Future connectivity to in-house customer portal and/or resource management platform
- Content update - Change the conversation from enrollment to Energy Programs / value proposition / community resource
- Contribute to growing 3CE's online community

New Website Functionality Requirements

- Ease of updating and maintaining new website in-house if needed
- Embed videos
- Salesforce integration within required i-frames for customer self-service changes to account settings and service offerings; accessing Energy Programs application status via portal; customer-service chatbot; customer-account energy-management and optimization features; email marketing campaigns via Salesforce Marketing Cloud; additional Salesforce integration needs that may be identified through website discovery, design, development, or implementation
- Integration of other i-frames from the 3CE data manager service that includes
- Connectivity to stories, topics, themes and initiatives identified in 3CE monthly newsletter, social media, videos, blog, and advertising and promotions.
- Identify strategies and tactics to improve effectiveness of email marketing to customers, strategic partners, and member agencies (cities/counties served by 3CE) via Salesforce Marketing Cloud.
- Maintenance support for any potential errors within required i-frames for PG&E service area opt-up/down and opt-out i-frames, and SCE service area opt-up/down and opt-out i-frames. Ex.: <https://3cenergy.org/billing/energy-choices/3cprime/> and <https://3cenergy.org/billing/energy-choices/opt-out/>
- Facilitate efficient updates to 3CE service offerings, rates, electric generation mix and Power Content Label reporting, and related requirements by the California Public Utilities Commission and California Energy Commission
- Create moving/live tickers with icons for example: CO2 emissions spared/equivalent number of cars taken off the road, dollars reinvested in community, dollars saved by community, etc. Ex.: Community Benefits Section
- Interactive map featuring renewable energy projects across California that features project descriptions (power output, new vs. old, dates for construction/operation, etc.
- Separate calendars for board meetings and events such as webinars and workshops

3.3 Examples of Other Community Choice Aggregation (CCA) and Public Utility Websites

- Silicon Valley Clean Energy: <https://www.svcleanenergy.org/>
 - Offers and Services Menu, Sub-Menus and Landing Pages
 - eHub landing page
 - Community Impact Map and Graphics
 - Power Sources Map and Graphics
- Clean Power Alliance: <https://cleanpoweralliance.org/>
 - Residential Bill Comparison Calculator
- Sonoma Clean Power: <https://sonomacleanpower.org/>
 - News Page
 - Home Page
- Ava Energy: <https://avaenergy.org/>
 - Home Page
 - Understanding Your Bill Page
- Marin Clean Energy: <https://www.mcecleanenergy.org/>
 - Meetings and Agenda

- SMUD: <https://www.smud.org/>
 - [Go electric](#)
 - [Rebate programs](#)
 - Homeowner, Renter, Business track

3.4 Website Maintenance, Updates and Support Services

As part of the Website Design, Development, and Support Services RFP, 3CE seeks a Vendor that can implement text, graphic, photographic, video, solicitation, and other website updates on behalf of staff throughout the length of this contract as needed and directed by 3CE staff.

Ongoing hosting services required for the duration of contract. After 3 months of post-launch website support, contract must include sufficient monthly support hours for general website maintenance, development, and updates for duration of contract.

3.5 Response Pricing

Vendors should provide a fixed price or not-to-exceed (NTE) amount to design, develop and launch new website plus costs for ongoing annual support for website hosting, maintenance and updates including general technical website support services. All prices quoted shall be inclusive of travel, materials, overhead, subcontractors, licenses, hosting, and all other direct and indirect costs.

3.6 Proforma Service Agreement

3CE has posted our [Standard Services Agreement](#) on our website. Vendors are strongly encouraged to review and provide a redline markup as part of the Qualifications Package.

4. RFP Tentative Timeline

This tentative schedule is provided for the convenience of Vendors but may be subject to change at any time by 3CE. Any such changes will be stated in an addendum to this RFP or otherwise communicated to Vendors.

Date	Event
December 18, 2025	RFP issued
January 7, 2026, 11:59 pm PST	Deadline for questions, clarifications (see below)
January 9, 2026	Posting of Responses to Questions
January 21, 2026 at 11:59 pm PST	Proposals Due
January 30, 2026	Presentation/interview top candidates at 3CE office in Monterey, CA
February 6, 2026	Anticipated date 3CE will notify contract awardee
February 27, 2026 or sooner	Contract Signed by 3CE and Vendor

5. RFP Questions

Vendors and other interested parties are encouraged to submit questions concerning the RFP to the RFP Administrator (using the contact information provided above in Section 1.4). All questions must be submitted by email. Vendors are urged to submit RFP questions to 3CE as early as possible, in consideration of the qualifications submission deadline.

Subject to 3CE's consideration of the confidentiality concerns, 3CE shall post all questions submitted by Vendors as well as 3CE's responses to those questions, on the 3CE RFP web page. All questions will be posted anonymously. 3CE's objective in posting questions and answers is to afford Vendors equal access to information potentially relevant to their qualifications. 3CE expects to provide answers only to questions posed on or before the December 17, 2025 deadline that are specific to an actual qualifications submission issue. Vendors shall not rely on any information, oral or written, that is not posted in accordance with this section.

6. Review and Selection Process

After the required Qualification Deadline, the RFP evaluation will begin. 3CE will develop a ranking of qualifications based on the scoring matrix below. All the qualifications will be combined and reviewed based on economics, methodology, market experience, and other factors. Based on qualitative and quantitative assessments, qualifications will be assigned a final ranking.

RFP Scoring Matrix

Category	Points
Price	30
Project approach and understanding of 3CE's objectives and requirements	25
CCA or Utility Customer References	10
Included Features	10
Timeline of Implementation	10
Completeness of Qualifications	10
Meeting 3CE's Small & Local Preference Policy	5
Total	100

6.1 Public Disclosure

All documents under this solicitation process are subject to public disclosure per the California Public Records Act (California Government Code Section §7920 et. Seq. Public disclosure may be made regardless of whether the RFP Materials are marked "confidential," "proprietary," "Copyright ©" or otherwise, and regardless of any statement purporting to limit the 3CE's right to disclose information, or requiring 3CE to inform or obtain the consent of the applicant prior to the disclosure of the RFP Materials. Submission of any proposal or communication pursuant to the RFP constitutes acknowledgment and consent by the applicant to the potential public disclosure of its RFP Materials.

6.2 Small and Local Preference Policy

3CE desires, whenever possible, to contract with qualified small and local vendors to provide goods and services to the agency. Each local CONTRACTOR providing goods, supplies, or services funded in whole or in part by 3CE funds, or funds which 3CE expends or administers, shall be eligible for local preference points or percentages as provided in this section.

3CE's Small and Local Preference Policy ("Policy") establishes a preference for qualified small, local, and diverse businesses in non-power services contract opportunities. This policy requires 3CE to directly identify and solicit small, local, and diverse businesses; reduce barriers to contracting with small, local, and diverse businesses; and incentivize small, local, and diverse businesses to engage with 3CE's contracting process. To view 3CE's Local Preference Policy, in its entirety, use the following link: [Central Coast Community Energy Local Preference Policy](#).

Any vendor seeking to be recognized as a small, local, and diverse business by 3CE shall be required to certify they meet the definition of small and local as set out in the Policy, and to register as a small, local, and diverse business with 3CE. Registering through the vendor registry enables 3CE to track the effectiveness of the Policy and allow 3CE to provide future notifications to its small, local, and diverse businesses concerning other bidding opportunities. To access the 3CE Local Vendor Registration Form, use the following link: [Local Vendor Registry](#).

- When 3CE evaluates the responses to a solicitation for goods or services, where best value is the determining basis for the contract award, a five (5) points preference will be applied to the scoring evaluation for qualified small, local, and diverse businesses.
- When 3CE evaluates the responses to a solicitation for goods or services, where lowest price, is the determining basis for the contract award, a five percent (5%) preference will be subtracted from the bid price of qualified small, local, and diverse businesses. If application of the five percent (5%) preference results in a qualified small, local, and diverse business' bid being lower than all other bids, the contract shall be awarded to the qualified small, local, and diverse business at that vendor's bid price.
- Whenever a responsive qualified small, local, and diverse businesses and a responsive non-small, non-local business have both submitted matching lowest responsive bids, the qualified small, local, and diverse business shall be awarded the contract.
- When a contract requires subcontractors or subconsultants, the selected CONTRACTOR shall solicit proposals from qualified small, local, and diverse businesses whenever possible. No contract awarded to a small and local business shall be assigned or subcontracted in any manner that permits more than fifty percent (50%) or more of the dollar value of the contract to be performed by an entity that is not a small local business.

6.3 Notification of Evaluation Results and Negotiations

Once ranking is completed, the RFP Administrator will communicate to each Vendor the status of its qualification(s) and whether additional discussions or negotiations are warranted. 3CE reserves the right to negotiate with all Vendors simultaneously. 3CE then expects to negotiate the final terms of a Service Agreement with the awarded Vendor.

7. Qualifications Package Requirements

The Qualifications Submission Process requires each Vendor to submit to 3CE a completed Qualifications Package, and responses to Appendix A, B, and C as applicable (collectively, the “Qualifications Package”), in order to have its qualification evaluated under this RFP. Under the current schedule, the period during which a Vendor may submit a completed Qualification Package will end at 11:59 p.m. PST on January 14, 2026.

To submit qualifications, Vendors must deliver their completed Qualification Package to the RFP Administrator by the required deadline, as files attached to electronic mail. Qualification information that is not properly addressed to and not timely received by the RFP Administrator will be considered undelivered. Qualifications failing to provide complete responses as required may be considered non-conforming. Vendors should not send, and the RFP Administrator will not accept, paper copies of electronic qualifications.

Vendors will bear the risk of any failure of Vendor to submit the completed Qualification Package by the required deadline as required by this RFP. This includes any failure of electronic delivery due to Vendor or 3CE’s systems. Qualifications for which Vendor does not submit all agreements, information, and material as required by this RFP may be considered non-conforming and eliminated from consideration.

7.1 Qualification Package Format

Introduction and Executive Summary - Briefly describe the firm, its organization, and key personnel to be assigned to 3CE

Description of Proposed Application and Services – Describe implementation services, scope of work, and other applicable provisions as specified in this RFP. Provide examples of other website design projects including redesign goals and outcomes

Pricing for Services – Describe the proposed pricing for all requested services.

Financial, Technical, and Operational Qualifications – Demonstrate the firm’s financial viability, qualifications, and experience in providing the proposed services. Include supporting financial statements, references, project implementation timelines, sample website analytics reports and coinciding website performance improvements, and other relevant information

References – Share any written references or reviews of work from previous clients and/or share contact information with previous clients for 3CE to contact should the Vendor be selected

8. Inclusion of Non-Participating Agencies

3CE is asking all responding Vendors to indicate their willingness to extend the terms of resulting contracts, inclusive of price, to other interested California-based municipalities, municipally owned utilities, and community choice energy programs. While this clause in no way commits these agencies to contract with 3CE's awarded consultant, nor does it guarantee any additional orders will result, it does allow other agencies, at their discretion, to make use of 3CE's competitive process (provided said process satisfies their own procurement guidelines) and enter into a contract directly with the awarded consultant. All contracts entered into by other agencies shall be understood to be transactions between that agency and the awarded consultant; 3CE shall not be responsible or liable in any manner for any such contracts.

9. Insurance Requirements

All Vendor's insurance shall be secured from or countersigned by an agent or surety company recognized in good standing and authorized to do business in the State of California.

The Vendor shall, within thirty (30) days of notification of award and prior to commencement of work, take out and maintain in full force and effect minimum insurance coverage as specified in the attached requirements. This insurance shall remain in force and effect throughout the duration of the contract.

A certificate of existing insurance coverage should be submitted with the qualification as proof of insurability. If the current coverage does not meet the RFP requirements, then the Vendor should request an affidavit of insurability from the Vendor's insurance agent that certifies the requirements can and will be met. Failure to provide adequate insurance coverage may be cause for disqualification as non-responsive to the RFP requirements.

10. Conflict of Interest/Statement of Non-Collusion

All Vendors must disclose with their qualification the name of any officer, director, or agent who is also an employee of 3CE. Further, all Vendors must disclose the name of any 3CE employee who owns, directly or indirectly, an interest of five percent (5%) or more of the Vendor's firm or any of its branches.

The Vendor shall certify that he/she has not, either directly or indirectly, entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free competitive bidding in connection with the qualification and that the Vendor is not financially interested in, or otherwise affiliated in a business way with any other Vendor on the same land or improvements.

11. Addenda

It is the Vendor's responsibility to contact 3CE prior to submitting a qualification to ascertain if any addenda have been issued, to obtain all such addenda and return executed addenda with the qualification. Vendor's proposals must affirmatively acknowledge receipt of ALL Addenda to be considered responsive.

Appendix A: Scope of Work

3CE is seeking a web developer to design, develop and launch a new website; provide ongoing website hosting, maintenance, and support services. The process and deliverables for website design, development and implementation shall include review of current website, review of access, navigation and functional requirements of new website as stated in RFP, review of new website objectives as stated in RFP, and include presentation of two or three overall design and development scenarios for review by 3CE staff before proceeding with remaining scope.

Website maintenance, updates, and support services shall be initiated once the staging site for new website is created and continue for the term of this agreement.

Website Redesign and Development Services

1. Discovery & Planning

Objective: Understand business goals, target audience, and website requirements.

Deliverables:

- Stakeholder interviews and requirement gathering
 - Review of existing website (content, analytics, SEO, UX performance)
 - Competitor and market analysis
 - Definition of website goals, KPIs, and success metrics
 - Sitemap and information architecture development
 - Project timeline and milestone schedule
-

2. UX & UI Design

Objective: Create a modern, user-friendly, and visually appealing website interface.

Deliverables:

- Wireframes for key templates (homepage, product/service pages, etc.)
 - High-fidelity mockups aligned with brand guidelines
 - Interactive design prototypes (if required)
 - Responsive design for desktop, tablet, and mobile
 - Accessibility compliance (WCAG 2.1 standards)
 - Three (3) rounds of design revisions
-

3. Content Strategy & Development

Objective: Ensure content is clear, SEO-optimized, and aligned with brand messaging.

Deliverables:

- Content audit and migration plan
 - SEO keyword research and on-page recommendations
 - Copywriting and content creation (vendor responsible for copywriting and content with guidance, resources, and references from 3CE staff)
 - Image sourcing and optimization
 - Metadata setup for SEO and social sharing
-

4. Front-End Development

Objective: Build the visual interface based on approved designs.

Deliverables:

- HTML5, CSS3, and JavaScript-based responsive front-end
 - Integration of animations or interactive elements
 - Cross-browser and cross-device compatibility testing
-

5. Back-End Development

Objective: Implement CMS and functionality for dynamic content management.

Deliverables:

- CMS setup (e.g., WordPress, Drupal, Webflow, Shopify, etc.)
 - Custom theme and template development
 - Plugin/module integration and configuration
 - Database setup and optimization
 - User roles and permissions setup
-

6. Integrations & Advanced Functionality

Objective: Enable seamless connectivity with Energy Program Applications and other third-party tools or custom systems.

Deliverables:

- CRM integration (e.g., Salesforce, HubSpot) including, but not limited to, customer-service chatbot functionality, Energy Program application-status portal
 - Email marketing integration (e.g., Mailchimp, Klaviyo)
 - Page/platform for videos (long-form and other)
 - API integration (social media, analytics, etc.)
 - ADA compliance as outlined by 3CE
-

7. Testing & Quality Assurance

Objective: Ensure the website performs optimally across all environments.

Deliverables:

- Functional testing (forms, links, navigation, etc.)
 - Performance optimization (speed, caching, image compression)
 - Cross-browser/device testing
 - SEO audit and verification
 - Accessibility testing
-

8. Deployment & Launch

Objective: Seamless migration from staging to production environment.

Deliverables:

- Domain and hosting configuration
 - SSL setup and security hardening
 - Final QA on live environment
 - Launch coordination and support
-

9. Post-Launch Support & Maintenance

Objective: Provide ongoing technical and content support.

Deliverables:

- Training for 3CE staff: Web page updates, templates, banners & pop-ups, videos, calendars
 - 30-90 days of post-launch technical support
 - Regular backups and security monitoring
 - CMS and plugin updates
 - Performance and analytics reports
 - Ongoing retainer for enhancements or digital marketing
-

10. Project Management & Communication

Objective: Ensure timely delivery and transparent communication.

Deliverables:

- Dedicated project manager
- Regular progress updates (weekly or bi-weekly)
- Collaborative tools (e.g., Microsoft Teams, ClickUp)
- Documentation and training for client team

Tentative Timeline of Deliverables

<u>DELIVERABLE</u>	<u>PROJECT SCHEDULE</u>
Detailed Project Schedule	March TBD, 2026
Website Design Options	April 15, 2026
Finalize Homepage and Menu Mockup	May 15, 2026
Final sitemap and Information Architecture; Identify Copy & Content Needs	June 15, 2026
Final Design/Prototype Built with 3CE Feedback	July 15, 2026
CMS Updated with All Content	July 15 – August 31, 2026
QA Testing/Refinement	September 1 – September 15, 2026
CMS Training/Pre-Launch Checklist	September 16 – September 31, 2026
Launch	October 1, 2026
Post-Launch	October 1, 2026 – December 31, 2026
Ongoing hosting, monthly maintenance & support	January 1, 2027 – September 30, 2029

Appendix B: Service Fees

All items included in the response to Appendix A: Scope of Work should be totaled into an all-inclusive, not to exceed price relative to Implementation Services as well as Ongoing Services. This cost should include all direct and indirect costs, including but not limited to annual fees, license fees, and seat costs. 3CE will not be responsible for expenses incurred in preparing and submitting the Technical Qualification or the Cost Qualification. Such costs shall not be included in the Cost Qualification.

Information should be provided listing similar engagements that the Vendor may have had with other entities of this type, performing similar tasks as required in this RFP. 3CE reserves the right to request clarification regarding Vendor pricing or request best and final pricing from the Vendor.

Appendix C: Proforma Service Agreement

3CE is providing our Standard Service Agreement as a separate Word document on the 3CE Website, www.3Cenergy.org/solicitations/. Please contact the RFP Administrator if you have any questions.

Vendors are encouraged to review and provide redline comments as part of the Qualification Package.

Appendix D: Reservation of Rights

3CE expressly reserves the right at any time to:

- Waive any defect or informality in any response, qualification, or qualification procedure;
- Reject any or all responses;
- Reissue a Request for Qualification;
- Procure any service by any other means;
- Extend deadlines for accepting responses, or accept amendments to responses after expiration of deadlines; or
- Determine that no Project will be pursued.

Each of the foregoing rights (including any right listed in a series of rights) may be exercised individually by 3CE or any director, officer, employee, or authorized agent or representative of 3CE or its of their respective parent. The reservation of rights contained herein is in addition to all other rights reserved or granted to 3CE or any of its Affiliates elsewhere in this RFP or otherwise held by or available to 3CE or any of its Affiliates.

No Warranties or Liabilities

BY PARTICIPATING IN THE RFP PROCESS, EACH VENDOR AGREES THAT, EXCEPT TO THE EXTENT CONTAINED IN A SERVICE AGREEMENT WITH VENDOR:

ALL MATERIAL AND OTHER INFORMATION FURNISHED BY OR ON BEHALF OF 3CE OR ANY OTHER AFFILIATE OF 3CE IN CONNECTION WITH THIS RFP IS PROVIDED WITHOUT ANY REPRESENTATION OR WARRANTY OF ANY KIND, INCLUDING, WITHOUT LIMITATION, ANY REPRESENTATION OR WARRANTY AS TO THE ACCURACY OR COMPLETENESS OF SUCH INFORMATION, AND

3CE, ITS AFFILIATES AND THEIR RESPECTIVE DIRECTORS, OFFICERS, MEMBERS, PARTNERS, EMPLOYEES, AGENTS, REPRESENTATIVES AND ADVISORS SHALL HAVE NO LIABILITY TO ANY VENDOR, ANY OF ITS AFFILIATES, OR ANY OF THEIR RESPECTIVE DIRECTORS, OFFICERS, MEMBERS, PARTNERS, EMPLOYEES, AGENTS, REPRESENTATIVES, ADVISORS, LENDERS, OR INVESTORS RELATING TO OR ARISING FROM THE USE OF OR RELIANCE UPON ANY SUCH INFORMATION, ANY ERROR OR OMISSION THEREIN, OR OTHERWISE IN CONNECTION WITH THIS RFP.

Acceptance of Qualifications

Without prejudice to 3CE's rights under the Qualification Submission Agreement or at law or in equity, no qualification submitted by any Vendor shall be deemed accepted by, or otherwise binding upon, 3CE or any of its Affiliates and 3CE, its Affiliates and their respective directors, officers, members, employees, agents and representatives shall have no obligation or liability of any kind with respect to any such qualification or otherwise in connection with this RFP, unless and until a Service Agreement has been mutually executed and delivered by 3CE or any of its Affiliates and Vendor, and then such obligation or liability shall exist only if and to the extent expressly set forth or provided for therein or in another signed, binding written agreement entered into by 3CE or any of its Affiliates and Vendor.

Notwithstanding anything to the contrary in this RFP, all qualifications delivered to 3CE shall become the sole and exclusive property of 3CE upon receipt, and 3CE shall have all rights and privileges of ownership of such property, subject to any provision of this RFP relating to confidentiality and any applicable confidentiality or other signed, binding written agreement between 3CE and Vendor executed in connection with this RFP process.

Vendor Costs and Expenses

Each Vendor is solely responsible for all costs and expenses it incurs in connection with this RFP. Through its participation in this RFP, each Vendor agrees that under no circumstance, including, without limitation, 3CE's withdrawal from or suspension, cancellation, or termination of the RFP process, will 3CE, any of its Affiliates or any of their respective directors, officers, members, partners, employees, agents, representatives or advisors have any responsibility or liability of any kind to Vendor, its Affiliates or any of their respective directors, officers, members, partners, trustees, employees, agents, representatives, advisors or lenders for any cost or expense directly or indirectly incurred by Vendor (no matter how incurred) in connection with the RFP process. Nothing in this section shall be construed to limit the generality of the "No Warranties or Liabilities" section above.

Vendor Disclosure of RFP Information

No Vendor may, without the prior consent of 3CE, disclose to any other Person (except 3CE staff) its participation in the RFP process (other than by attendance at any meeting to which more than one Vendor is invited by 3CE, which attendance in and of itself will not violate this provision of this RFP). Further, no Vendor may disclose, collaborate on or discuss with any other Person (except 3CE staff) bidding strategies or the substance of qualifications, including, without limitation, the price or any other terms or conditions of any contemplated, indicative or final qualification. Any such disclosure, collaboration or discussion would violate this RFP and the Qualification Submission Agreement and may result in the rejection of Vendor's qualification or elimination of Vendor from further participation in this RFP.

Confidential or Proprietary Vendor Information

All responses, inquiries, and correspondence related to this RFP, or this RFP process, as well as all other materials produced by Vendor that are submitted as part of the submittal will become the property of 3CE when received by 3CE and may be considered public information under applicable law. Any confidential or proprietary information in the submittal must be identified as such and marked "CONFIDENTIAL INFORMATION" OR "PROPRIETARY INFORMATION." 3CE will not disclose confidential or proprietary information to the public, unless required by law; however, 3CE cannot guarantee that such information will be held confidential. As a California government entity, 3CE is subject to the California Public Records Act and other public transparency laws and, as such, cannot guarantee the confidentiality of information marked confidential or proprietary. 3CE will respond to requests for disclosure of records related to this RFP in accord with applicable law on disclosure requirements and exemptions to disclosure. In the event 3CE is required to release confidential or proprietary information, it shall notify the affected Vendor such that the Vendor may attempt (if it chooses), at its sole cost to cause the requesting member of the public to treat such information in a confidential manner, and/or to prevent such information from being disclosed or otherwise becoming part of the public domain.

Vendor Acceptance of this Appendix D

By participating in the RFP process, each Vendor agrees that it will be deemed to have accepted all the rights and terms included in this Appendix D and to have agreed that its participation in the RFP is subject to such rights and terms. 3CE is conducting this RFP and participating in the RFP process in reliance upon the foregoing agreement.

CENTRAL COAST COMMUNITY ENERGY

STANDARD SERVICES AGREEMENT

This **Agreement** is made by and between CENTRAL COAST COMMUNITY ENERGY ("3CE") and [Enter Business/Vendor Name] (hereinafter "CONTRACTOR"), a [Business Type] business located at [Business Address]. 3CE and CONTRACTOR may be individually referred to herein as "Party" or collectively as "Parties."

In consideration of the mutual covenants and conditions set forth in this Agreement, the Parties agree as follows:

1. GENERAL DESCRIPTION

- 1.1. 3CE hereby engages CONTRACTOR to perform, and CONTRACTOR hereby agrees to perform, the services described in **Exhibit A** in conformity with the terms of this Agreement. The goods and/or services are generally described as: _____.

2. PAYMENT PROVISIONS

- 2.1. 3CE shall pay the CONTRACTOR in accordance with the payment provisions set forth in **Exhibit B**, subject to the limitations set forth in this Agreement. The total amount payable by 3CE to CONTRACTOR under this Agreement shall not exceed the sum of \$_____.

3. TERM OF AGREEMENT

- 3.1. The term of this Agreement is from [Start Date] until [End Date] unless sooner terminated pursuant to the terms of this Agreement. This Agreement is of no force or effect until signed by both the CONTRACTOR and 3CE, with 3CE's execution to be last in time. CONTRACTOR may not commence work under this Agreement before 3CE signs this Agreement.
- 3.2. 3CE reserves the right to cancel this Agreement, or any extension of this Agreement, without cause with thirty (30) days written notice, or with cause immediately.

4. SCOPE OF SERVICES AND ADDITIONAL PROVISIONS

- 4.1. The following attached exhibits are incorporated herein by reference and constitute a part of this Agreement:

4.1.1. **Exhibit A: Scope of Services**

4.1.2. **Exhibit B: Payment Terms**

4.1.3. **Exhibit C: Procedures for Unauthorized Release of Covered Information**

5. PERFORMANCE STANDARDS

- 5.1. CONTRACTOR warrants that CONTRACTOR and CONTRACTOR's agents, employees and subcontractors performing services under this Agreement are specially trained, experienced, competent, and appropriately licensed to perform the work and deliver the services required under this Agreement and are not employees of 3CE or immediate family of an employee of 3CE.
- 5.2. CONTRACTOR and CONTRACTOR's agents, employees and subcontractors shall perform all work in a safe and skillful manner and in compliance with all applicable laws and regulations. All work performed under this Agreement that is required by law to be performed or supervised by licensed personnel shall be performed in accordance with such licensing requirements.
- 5.3. CONTRACTOR shall furnish, at its own expense, all materials, equipment, and personnel necessary to carry out the terms of this Agreement, except as otherwise specified in this Agreement. CONTRACTOR shall not use 3CE premises, property (including equipment, instruments, or supplies) or personnel for any purpose other than in the performance of its obligations under this Agreement.

6. PAYMENT CONDITIONS

- 6.1. Prices shall remain firm for the initial term of the Agreement and, thereafter, may be adjusted annually as provided herein. 3CE does not guarantee any minimum or maximum amount of dollars to be spent under this Agreement.
- 6.2. Negotiations for rate changes shall be commenced, by CONTRACTOR, a minimum of ninety days (90) prior to the expiration of the Agreement. Rate changes are not binding unless mutually agreed upon in writing by 3CE and the CONTRACTOR.
- 6.3. Invoices shall be submitted monthly on a form acceptable to 3CE and provide sufficient detail, as determined by 3CE, of services rendered for the invoiced period.
- 6.4. 3CE shall certify the invoice for payment in either the amount requested, or in such other amount as 3CE determines is due in conformity with this Agreement. Invoices shall be certified and paid within 45 days of submission to 3CE.

7. TERMINATION

- 7.1. During the term of this Agreement, 3CE may terminate the Agreement for any reason by giving written notice of termination to the CONTRACTOR at least thirty (30) days prior to the effective date of termination. Such notice shall set forth the effective date of termination. In the event of such termination, the amount payable under this Agreement shall be reduced in proportion to the services provided prior to the date of termination.
- 7.2. 3CE may cancel and terminate this Agreement for good cause effective immediately upon written notice to CONTRACTOR. "Good cause" includes the failure of CONTRACTOR to perform

the required services at the time and in the manner provided under this Agreement. If 3CE terminates this Agreement for good cause, 3CE may be relieved of the payment of any consideration to CONTRACTOR, and 3CE may proceed with the work in any manner, which 3CE deems proper. The cost to 3CE shall be deducted from any sum due the CONTRACTOR under this Agreement.

8. INDEMNIFICATION

8.1. CONTRACTOR shall indemnify, defend, and hold harmless 3CE, its Directors, Board members, officers, agents and employees from any claim, liability, loss, injury or damage arising out of, or in connection with, performance of this Agreement by CONTRACTOR and/or its agents, employees or sub-contractors, excepting only loss, injury or damage caused by the sole negligence or willful misconduct of personnel employed by 3CE. It is the intent of the parties to this Agreement to provide the broadest possible coverage for 3CE. The CONTRACTOR shall reimburse 3CE for all costs, attorneys' fees, expenses and liabilities incurred with respect to any litigation in which the CONTRACTOR is obligated to indemnify, defend and hold harmless 3CE under this Agreement.

8.1.1. The CONTRACTOR's selection of counsel to satisfy CONTRACTOR's defense and hold harmless obligation as set forth in section 8.1 above, shall be subject to review and approval by 3CE.

8.1.2. Notwithstanding any other provision of this Agreement, 3CE shall be entitled to participate fully in the defense of any claim or action.

9. INSURANCE REQUIREMENTS

9.1. Prior to commencement of this Agreement, the CONTRACTOR shall provide a "Certificate of Insurance" certifying that coverage as required herein has been obtained. Individual endorsements executed by the insurance carrier shall accompany the certificate. In addition, the CONTRACTOR upon request shall provide a certified copy of the policy or policies. This verification of coverage shall be sent to 3CE.

9.2. Without limiting CONTRACTOR's duty to defend and indemnify, CONTRACTOR shall maintain in effect throughout the term of this Agreement a policy or policies of insurance with the following minimum limits of liability:

9.2.1.1. **Commercial General Liability Insurance**, including but not limited to premises and operations, including coverage for Bodily Injury and Property Damage, Personal Injury, Contractual Liability, Broad form Property Damage, Independent Contractors, Products and Completed Operations, and cross-liability with a combined single limit for Bodily Injury and Property Damage of not less than \$1,000,000 per occurrence, and \$2,000,000 in the aggregate.

9.2.1.2. **Business Automobile Liability Insurance**, covering all motor vehicles, including owned, leased, non-owned, and hired vehicles, used in providing services under this

Agreement, with a combined single limit for Bodily Injury and Property Damage of not less than \$500,000 per occurrence.

9.2.1.3. **Workers' Compensation Insurance**, if CONTRACTOR employs others in the performance of this Agreement, in accordance with California Labor Code section 3700 and with Employer's Liability limits not less than \$1,000,000 each person, \$1,000,000 each accident and \$1,000,000 each disease.

9.2.1.4. **Professional Liability Insurance**, if required for the professional services being provided, (e.g., those persons authorized by a license to engage in a business or profession regulated by the California Business and Professions Code), in the amount of not less than \$1,000,000 per claim and \$2,000,000 in the aggregate, to cover liability for malpractice or errors or omissions made in the course of rendering professional services. If professional liability insurance is written on a "claims-made" basis rather than an occurrence basis, the CONTRACTOR shall, upon the expiration or earlier termination of this Agreement, obtain extended reporting coverage ("tail coverage") with the same liability limits. Any such tail coverage shall continue for at least three years following the expiration or earlier termination of this Agreement.

9.3. Unless otherwise specified by this Agreement, all such insurance shall be written on an occurrence basis, or, if the policy is not written on an occurrence basis, such policy with the coverage required herein shall continue in effect for a period of three years following the date CONTRACTOR completes its performance of services under this Agreement.

9.4. Commercial general liability and automobile liability policies shall **provide an endorsement naming 3CE, its Directors, Board members, officers, agents, and employees as Additional Insureds** with respect to liability arising out of the CONTRACTOR'S work, including ongoing and completed operations, and shall further provide that **such insurance is primary** insurance to any insurance or self-insurance maintained by 3CE and that the insurance of **the Additional Insureds shall not be called upon to contribute** to a loss covered by the CONTRACTOR'S insurance.

10. RECORD AND CONFIDENTIALITY

10.1. CONTRACTOR and its officers, employees, agents, and subcontractors shall comply with any and all federal, state, and local laws, which provide for the confidentiality of records and other information. CONTRACTOR shall not disclose any confidential records or other confidential information received from 3CE or prepared in connection with the performance of this Agreement, unless 3CE specifically permits CONTRACTOR to disclose such records or information. CONTRACTOR shall promptly transmit to 3CE any and all requests for disclosure of any such confidential records or information. CONTRACTOR shall not use any confidential information gained by CONTRACTOR in the performance of this Agreement except for the sole purpose of carrying out CONTRACTOR's obligations under this Agreement.

10.1.1. Confidential Information specifically includes Covered Information (as defined in **Exhibit C**), including Protected Personal Information("PPI") that identifies, relates to, describes, or is capable of being associated with, or could reasonably be linked, directly or indirectly, with a consumer, household, or customer account. All such Covered Information and PPI must fully be protected from disclosure as set forth in California Public Utility Commission Decision D.12-08-045. In the event of an unauthorized release of Covered Information and PPI, CONTRACTOR shall comply with Exhibit C, Procedures for Unauthorized Release of Covered Information.

10.2. Upon expiration or termination of this Agreement, CONTRACTOR shall return to 3CE any 3CE records which CONTRACTOR used or received from 3CE to perform services under this Agreement.

10.3. CONTRACTOR shall prepare, maintain, and preserve all reports and records that may be required by federal, state, and local rules and regulations related to services performed under this Agreement. CONTRACTOR shall maintain such records for a period of at least three years after receipt of final payment under this Agreement. If any litigation, claim, negotiation, audit exception, or other action relating to this Agreement is pending at the end of the three-year period, then CONTRACTOR shall retain said records until such action is resolved.

10.4. 3CE shall have the right to examine, monitor and audit all records, documents, conditions, and activities of the CONTRACTOR and its subcontractors related to services provided under this Agreement. Pursuant to Government Code section 8546.7, if this Agreement involves the expenditure of public funds in excess of \$10,000, the parties to this Agreement may be subject, at the request of 3CE or as part of any audit of 3CE, to the examination and audit of the State Auditor pertaining to matters connected with the performance of this Agreement for a period of three years after final payment under the Agreement.

10.5. 3CE shall have a royalty-free, exclusive and irrevocable license to reproduce, publish, and use, and authorize others to do so, all original computer programs, writings, sound recordings, pictorial reproductions, drawings, and other works of similar nature produced in the course of or under this Agreement. CONTRACTOR shall not publish any such material without the prior written approval of 3CE.

11. NON-DISCRIMINATION

11.1. During the performance of this Agreement, CONTRACTOR, and its subcontractors, shall not unlawfully discriminate against any person because of race, religious creed, color, sex, national origin, ancestry, physical disability, mental disability, medical condition, marital status, age (over 40), or sexual orientation, either in CONTRACTOR's employment practices or in the furnishing of services to recipients. CONTRACTOR shall ensure that the evaluation and treatment of its employees and applicants for employment and all persons receiving and requesting services are free of such discrimination. CONTRACTOR and any subcontractor shall, in the performance of this Agreement, fully comply with all federal, state, and local laws and

regulations which prohibit discrimination. The provision of services primarily or exclusively to such target population as may be designated in this Agreement shall not be deemed to be prohibited discrimination.

12. INDEPENDENT CONTRACTOR

- 12.1. In the performance of work, duties, and obligations under this Agreement, CONTRACTOR is at all times acting and performing as an independent contractor and not as an employee of 3CE. No offer or obligation of permanent employment with 3CE and CONTRACTOR shall not become entitled by virtue of this Agreement to receive from 3CE any form of employee benefits including but not limited to sick leave, vacation, retirement benefits, workers' compensation coverage, insurance or disability benefits. CONTRACTOR shall be solely liable for and obligated to pay directly all applicable taxes, including federal and state income taxes and social security, arising out of CONTRACTOR's performance of this Agreement. In connection therewith, CONTRACTOR shall defend, indemnify, and hold 3CE harmless from any and all liability which 3CE may incur because of CONTRACTOR's failure to pay such taxes.

13. NOTICES

- 13.1. Notices required under this Agreement shall be delivered personally or by first-class, postage pre-paid mail to 3CE and CONTRACTOR'S contract administrators at the addresses listed below:

Central Coast Community Energy	CONTRACTOR
Chief Financial Officer	
70 Garden Court, Suite 300	
Monterey, Ca 93940	

14. MISCELLANEOUS PROVISIONS

- 14.1. Conflict of Interest. CONTRACTOR represents that it presently has no interest and agrees not to acquire any interest during the term of this Agreement, which would directly, or indirectly conflict in any manner or to any degree with the full and complete performance of the services required to be rendered under this Agreement.
- 14.2. Amendment. This Agreement may be amended or modified only by an instrument in writing signed by 3CE and the CONTRACTOR.
- 14.3. Waiver. Any waiver of any terms and conditions of this Agreement must be in writing and signed by 3CE and the CONTRACTOR. A waiver of any of the terms and conditions of this Agreement shall not be construed as a waiver of any other terms or conditions in this Agreement.
- 14.4. Contractor. The term "CONTRACTOR" as used in this Agreement includes CONTRACTOR's officers, agents, and employees acting on CONTRACTOR's behalf in the performance of this Agreement.

- 14.5. Disputes. CONTRACTOR shall continue to perform under this Agreement during any dispute.
- 14.6. Assignment and Subcontracting. The CONTRACTOR shall not assign, sell, or otherwise transfer its interest or obligations in this Agreement without the prior written consent of 3CE. None of the services covered by this Agreement shall be subcontracted without the prior written approval of 3CE. Notwithstanding any such subcontract, CONTRACTOR shall continue to be liable for the performance of all requirements of this Agreement.
- 14.7. Successors and Assigns. This Agreement and the rights, privileges, duties, and obligations of 3CE and CONTRACTOR under this Agreement, to the extent assignable or delegable, shall be binding upon and inure to the benefit of the parties and their respective successors, permitted assigns, and heirs.
- 14.8. Compliance with Applicable Law. The parties shall comply with all applicable federal, state, and local laws and regulations in performing this Agreement.
- 14.9. Headings. The headings are for convenience only and shall not be used to interpret the terms of this Agreement.
- 14.10. Time is of the Essence. Time is of the essence in each and all of the provisions of this Agreement.
- 14.11. Governing Law. This Agreement shall be governed by and interpreted under the laws of the State of California.
- 14.12. Non-exclusive Agreement. This Agreement is non-exclusive and both 3CE and CONTRACTOR expressly reserve the right to contract with other entities for the same or similar services.
- 14.13. Construction of Agreement. 3CE and CONTRACTOR agree that each party has fully participated in the review and revision of this Agreement and that any rule of construction to the effect that ambiguities are to be resolved against the drafting party shall not apply in the interpretation of this Agreement or any amendment to this Agreement.
- 14.14. Counterparts. This Agreement may be executed in two or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same Agreement.
- 14.15. Authority. Any individual executing this Agreement on behalf of 3CE or the CONTRACTOR represents and warrants hereby that he or she has the requisite authority to enter into this Agreement on behalf of such party and bind the party to the terms and conditions of this Agreement.
- 14.16. Integration. This Agreement, including the exhibits, represent the entire Agreement between 3CE and the CONTRACTOR with respect to the subject matter of this Agreement and shall supersede all prior negotiations, representations, or agreements, either written or oral,

between 3CE and the CONTRACTOR as of the effective date of this Agreement, which is the date that 3CE signs the Agreement.

- 14.17. Interpretation of Conflicting Provisions. In the event of any conflict or inconsistency between the provisions of this Agreement and the Provisions of any exhibit or other attachment to this Agreement, the provisions of this Agreement shall prevail and control.

SIGNATURE OF THE PARTIES:

Vendor

Central Coast Community Energy

BY: _____

BY: _____

Title: _____

Robert M. Shaw

Date: _____

Date: _____

Vendor

Approved as to Form

BY: _____

BY: _____

Title: _____

Charles McKee, General Counsel

Date: _____

Date: _____

Approved as to Financial Terms

BY: _____

Dewayne Woods, Chief Financial Officer

Date: _____

Exhibit A: Scope of Services

Exhibit B: Payment Terms

Exhibit C: Procedures for Unauthorized Release of Covered Information

SCOPE

CONTRACTOR hereby agrees to adhere to these Procedures for detecting and reporting the unauthorized release of Covered Information, including Protected Personal Information (“PPI”).

These Procedures apply to the following unauthorized release activities:

1. Unauthorized access
2. Unauthorized destruction
3. Unauthorized use
4. Unauthorized modification
5. Disclosure to third parties for Secondary Purposes (see below)

DEFINITIONS

Covered Entity – (1) any Community Choice Aggregator or Electrical Service Provider (when providing service to residential or small commercial customers), or any third party that provides services to a Community Choice Aggregator or Electrical Service Provider (when providing service to residential or small commercial customers) under contract, (2) any third party who accesses, collects, stores, uses or discloses covered information pursuant to an order of the Commission, unless specifically exempted, who obtains this information from an electrical corporation, a Community Choice Aggregator or an Electrical Service Provider (when providing service to residential or small commercial customers), or (3) any third party, when authorized by the customer, that accesses, collects, stores, uses, or discloses covered information relating to 11 or more customers who obtains this information from an electrical corporation, a Community Choice Aggregator or an Electrical Service Provider (when providing service to residential or small commercial customers).

Covered Information -- any usage information obtained through the use of the capabilities of Advanced Metering Infrastructure when associated with any information that can reasonably be used to identify an individual, family, household, residence, or non-residential customer, except that covered information does not include usage information from which identifying information has been removed such that an individual, family, household or residence, or non-residential customer cannot reasonably be identified or re-identified. Covered information, however, does not include information provided to the California Public Utilities Commission (the “Commission”) pursuant to its oversight responsibilities.

Primary Purposes – The “primary purposes” for the collection, storage, use, or disclosure of covered information, as outlined in Rule 1(c) of Attachment B, are to:

1. Provide or bill for electrical power or gas,
2. Provide for system, grid, or operational needs,
3. Provide services as required by state or federal law or as specifically authorized by an order of the Commission, or
4. Plan, implement, or evaluate demand response, energy management, or energy efficiency programs under contract with a Community Choice Aggregator or and Electrical Service Provider (when providing service to residential or small commercial customers), under contract with the

Commission, or as part of a Commission authorized program conducted by a governmental entity under the supervision of the Commission.

Secondary Purposes – “Secondary purpose” means any purpose that is not a primary purpose.

Non-Covered Entity – “Non-Covered Entity” means any entity not defined as a Covered Entity.

Responsible Parties -- 3CE, CONTRACTOR, and any staff, employees, or sub consultants contracted by 3CE or CONTRACTOR.

PROCEDURE

Detecting and Reporting of Unauthorized Releases

1. All Responsible Parties are required to protect Covered Information from unauthorized release activities as set forth above.
2. Any request by any non-Covered Entities, for access to Covered Information must be reviewed and approved by an 3CE manager level employee to ensure no unauthorized or inadvertent release of Covered Information.
3. All authorized releases of Covered Information to Non-Covered Entities shall be logged and reported to 3CE on a quarterly basis.
4. Any discovery of any unauthorized release of Covered Information must be reported to 3CE within one week of detection.

Unauthorized Release Handling Procedure

1. The discovering party after detecting, or discovery of, the unauthorized release of Covered Information must contact 3CE’s Dir. of Finance and Administration (or another executive manager) immediately.
2. CONTRACTOR will quantify and validate the type and extent of unauthorized release and report that information to 3CE’s Dir. of Finance and Administration in writing with sufficient detail for 3CE to determine the extent and impact of the unauthorized release.
3. CONTRACTOR shall prepare a written annual report of all discoveries of unauthorized releases of Covered Information.

Review and Training

1. At least annually, CONTRACTOR will review these Procedures with its staff, employees, or sub consultants.
2. Any proposed changes to these Procedures shall be provided in writing to 3CE’s Dir. of Finance and Administration for their consideration.