

## **3CE Strategic Communications RFP – Responses to Vendor Questions**

*(Posted May 1, 2026)*

### **Scope / Communications Planning**

**Q: What is the anticipated budget range for this engagement, and how does it align with your expectations around scope, deliverables, and level of ongoing support?**

3CE has not established a fixed budget for this engagement and encourages Vendors to propose a scope and pricing structure aligned with their recommended approach. As a general reference point, 3CE anticipates an ongoing engagement supported by a monthly retainer, with flexibility for additional project-based or optional services as needed.

**Q: Is there an incumbent agency or consultant who has been working on this scope of work?**

No, 3CE does not currently have an incumbent agency providing these services.

**Q: Are there any key stakeholders or service areas that should be prioritized in early phases of the campaign?**

Initial efforts should prioritize building awareness and credibility among statewide media, policy influencers, and elected officials, while also maintaining a strong presence in local and regional media.

**Q: To what extent is statewide stakeholder engagement a priority relative to local audiences?**

Both statewide and local engagement are important. However, establishing a stronger presence with statewide media and policy audiences is a key priority, alongside continued visibility within 3CE's service area.

**Q: Can you list your audiences in order of priority?**

While Vendors are encouraged to refine audience segmentation as part of their proposed strategy, 3CE's current priority audiences include:

- Statewide media and policy influencers
- State and local elected officials (including Board members)
- Local and regional media
- Community partners and stakeholders
- Customers (broad awareness and understanding)

**Q: How many 3CE team members will need executive communications support?**

3CE anticipates a primary focus on CEO visibility and executive communications support in the first year. Vendors may propose scalable approaches for broader executive support if appropriate.

**Q: Are there any additional key trigger dates or milestones that should inform campaign phasing and communications priorities?**

Key milestones include:

- Annual rate updates (typically April)
- 3CE's Annual Board Meeting/Workshop (September)
- The close of the California legislative session (September)
- Online dates for new generation projects (Variable)

**Q: Can you provide budget ranges/estimates for optional paid or digital programs?**

3CE does not have a predefined budget for paid or digital programs. Vendors may propose recommendations, including associated budget ranges, if they believe such tactics would enhance overall effectiveness.

**Q: Should paid media be included in the budget or as an add-on service?**

Paid media should be proposed as an optional add-on, if recommended.

**Q: Do you have any recent survey research regarding customer understanding of CCAs? Should survey research be included?**

3CE does not intend to prescribe survey research as a required component but is open to Vendor recommendations. If proposed, research should be scoped clearly and priced separately. 3CE conducts an annual customer perception survey indicating attitudes regarding energy service and general awareness of 3CE. 3CE will share these results with the selected vendor.

**Languages / Creative Development**

**Q: Do you anticipate needing a translation service?**

Yes, translation services may be needed, particularly for Spanish-language communications.

**Q: Should all deliverables be developed in English and Spanish by default, or only selected assets?**

Vendors should propose a practical and strategic approach to multilingual communications, including recommendations on which materials should be translated.

**Q: Do you have in-house graphic design capabilities, or should that be included in budget estimates?**

Vendors should include design and creative production capabilities as part of their proposed scope and budget.

**Media Relations**

**Q: Will 3CE designate spokespeople, and what level of support is expected?**

Yes, 3CE will designate spokespeople. The selected Vendor is expected to provide support such as message development, briefing materials, and coordination. Vendors may also propose media training if appropriate and assist in the selection and preparation of spokespeople.

**Q: Can you clarify the “crisis communications” framework deliverable?**

3CE is seeking a practical crisis communications playbook and access to rapid response support, rather than a highly extensive or theoretical plan.

**Q: Will the selected agency be expected to be available outside normal working hours?**

Vendors may propose availability models for urgent or time-sensitive issues, including after-hours support as appropriate.

**Q: Should the agency identify and coordinate speaking opportunities?**

Yes, Vendors may include recommendations for identifying and supporting executive speaking opportunities as part of a broader visibility strategy.

## **KPIs**

### **Q: What are the primary KPIs and reporting expectations?**

3CE is open to Vendor-recommended KPIs and reporting frameworks. Proposals should include suggested metrics for evaluating success across earned media, stakeholder engagement, and overall visibility.

## **Team Structure & Local Vendor Preference**

### **Q: Does 3CE prefer a locally based firm or a statewide firm with a local partner?**

3CE is open to both models and encourages Vendors to propose the team structure they believe will best achieve the objectives outlined in the RFP.

### **Q: Is there a minimum subcontracting percentage required to qualify for local preference points?**

3CE's [Small and Local Preference Policy](#) does not prescribe a minimum subcontracting percentage for this purpose. Vendors seeking preference points should review and comply with the policy requirements outlined in the RFP.

### **Q: Would a local vendor without a utility bill in their name still qualify?**

Vendors seeking local designation should refer to the criteria and registration requirements outlined in 3CE's Small and Local Preference Policy and [Local Vendor Registry](#). 3CE will evaluate eligibility based on those established criteria.

## **Closing Note**

3CE welcomes thoughtful, strategic proposals that demonstrate a clear understanding of our objectives and a proactive approach to elevating our visibility, credibility, and relationships across key audiences. Concise and focused responses are encouraged.