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**REQUEST FOR PROPOSALS
FOR
COMMUNITY CHOICE AGGREGATION (CCA) PROGRAM
MARKETING AND OUTREACH SERVICES**

RFP 2023-02

ADDENDUM

Addendum Date: September 29, 2023

Purpose: This addendum supplements, amends, and takes precedence over the original Request for Proposals (RFP) and shall be considered when preparing proposals and shall become part of the Contract documents. Proposers shall review the Addendum and incorporate any effects the Addendum may have into their scope of services and cost proposal.

Note: All requirements of the RFP document remain unchanged except as cited herein.

Questions & Requests:

The following are responses to the questions received by Desert Community Energy (DCE) as of 5:00 p.m., September 28, 2023.

1. **Question:** Is this RFP being issued because DCE is required to reissue a bid after a certain period of time, or are you looking to find a new provider for outreach and marketing support for the CCA?

Response: *DCE's current contract for marketing and outreach services expires at the end of 2023. As a matter of best procurement practice, DCE issues an RFP when the term of its vendor contracts approaches the end.*

2. **Question:** When you envision working with an agency or consulting partner in developing DCE's brand messaging and marketing as an employer of choice, what does success look like?

Response: *Success looks like clean, communicative design work for all required mailers/email blasts and website support, as well as prompt responses to customer inquiries or mentions on social media. DCE does not have frequent public outreach events, but when it does, success includes all necessary marketing materials (flyers, handouts, etc.) and media support.*



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3. **Question:** Does DCE want a complete schedule and deadlines for the entire 3-year contract? Or general milestones?

Response: *Proposers shall provide general milestones at a minimum. However, they may provide a complete schedule and deadlines for the entire 3-year contract should they prefer.*

4. **Question:** To what extent has DCE done any education or outreach prior to this RFP for the CCA program?

Response: *DCE conducted one in-person community outreach event in March 2020 prior to the Covid shutdown. Since then, DCE has participated in several community events each year,*

5. **Question:** How frequently does their Community Advisory Committee meet?

Response: *The DCE Board will be naming new members of the Community Advisory Committee in the coming months. It is expected that the CAC will meet quarterly.*

6. **Question:** To what extent does Desert Community Energy expect to remain consistent with the current brand?

Response: *DCE expects to remain consistent with its current brand. However, proposers may suggest improvements to the brand as part of their services.*

7. **Question:** Does DCE have an existing brand statement and/or style guide?

Response: *DCE does not have a brand statement or style guide. Design elements including color palettes, typographic systems, iconography, and other motifs may be developed to appropriately expand the visual language while respecting the DCE logo and its colors.*

8. **Question:** Other than OhmConnect, does DCE have any partnerships in progress?

Response: *The partnership with OhmConnect is currently DCE's only community energy savings program. Subject to Board approval, DCE expects to adopt additional energy savings programs in the coming years, potentially in partnership with other organizations.*

9. **Question:** To what extent will selection of a partner be influenced by the CPUC's Supplier Diversity Program?

Response: *DCE follows the Supplier Diversity Goals adopted at the May 2023 Board meeting in accordance with the CPUC's voluntary Supplier Diversity Program.*

10. **Question:** To what extent will selection of a partner be influenced by geography?

Response: *DCE follows the Procurement Policy & Procedures adopted at the July 2022 Board meeting, including Local Preference (Section 5.8).*



11. **Question:** Does DCE foresee the selected agency coordinating with the DCE's selected printer on printing and mailing the Power Content Labels and Joint Rate Comparison mailers?

Response: Yes, DCE will require the selected agency to coordinate with DCE's printer on printing and mailing the Power Content Labels and Joint Rate Mailers.

12. **Question:** On average, how many events does DCE host and/or attend per month?

Response: DCE attends approximately 2-3 events per year.

13. **Question:** What email management system does DCE use?

Response: DCE uses Mailchimp for email management.

14. **Question:** For the website updates scope, does DCE expect content writing and website page design as part of the website reorganization?

Response: DCE expects minor content writing and page design as part of the website reorganization.

Acknowledgement: Proposers must acknowledge receipt of this Addendum by signing in the space provided below. This signed Addendum shall be included in the appendices section of the Work Proposal.

Authorized
Signature: _____ Date _____

Company: _____