



**VALLEY CLEAN ENERGY ALLIANCE
REQUEST FOR PROPOSALS
FOR
COMMUNITY OUTREACH AND MARKETING SERVICES**

BID PROPOSALS ARE DUE:
MONDAY, AUGUST 20, 2018 BY 4:00 P.M.
at VCEA, 604 2nd Street, Davis, CA 95616
(No facsimile or emailed proposals will be accepted.)
RFP NO. 2018COMS

QUESTIONS AND ANSWERS AS OF THURSDAY, JULY 26, 2018
(posted 7/27/18)

- 1) Within the RFP, VCEA states that the consultant should “assume 66,000 meters”. What does this mean?

Answer: We have approximately 55,000 residential electrical meters and approximately 11,000 commercial electrical meters. Some customers have more than one electrical meter so VCE has something less than 66,000 customers. This information was provided to let bidders know how many customers we serve.

- 2) Can you please elaborate on the meaning of this sentence (on page 4, following the paragraph under “Communications Outreach Plan”)?

Consultant should assume ~66,000 meters. The marketing and communications consultant(s) should be available for regular planning calls and presentations to the VCE Board as necessary.

Answer: As part of developing the communications plan, we are making bidders aware that we have approximately 66,000 meters: 55,000 residential electrical meters and approximately 11,000 commercial electrical meters. Some customers have more than one electrical meter. Our VCEA Board is scheduled to meet once a month, typically on the second Thursday.

- 3) While the contract term of up to three years is clear, I could not find any budget parameters for the program – can you please provide those?

Answer: The budget will average no more than \$20,000/month. There may be months of a higher or lower spend rate depending on activities. We will evaluate proposals based on experience, qualifications and billing rates. There is sufficient budget to manage the marketing needs of Valley Clean Energy (develop and implement marketing plan; develop and print collateral; maintain website; develop and post electronic media--Twitter, Facebook; design, print and mail flyers and postcards as needed; etc.)

- 4) Related to the above, should our cost proposal include any estimated costs for direct mail, printing, postage, ad placements and other costs associated with utilizing the materials developed for VCE?

Answer: To the extent possible, include these costs. To make a uniform example, assume 60,000 one-page, two-sided color 8 ½ by 11-inch letter to be designed, printed and mailed via bulk postage.

- 5) Is it possible to obtain a list of who was sent a copy of this RFP?

Answer: VCEA's policy is not to distribute a list of who was sent a copy of the RFP. Since we are a Joint Powers Agency consisting of the City of Davis, City of Woodland and the unincorporated areas of Yolo County, the RFP was sent out to general vendor e-mail notification lists from the City of Davis and the City of Woodland.

- 6) Your program launched in June 2018, so initial pre-and post-enrollment noticing will have been completed before this new engagement begins. Is this work intended to focus on Davis, Woodland and unincorporated Yolo County only (initial coverage area)?

Answer: There will be ongoing notifications for move-ins, move-outs and new customers. VCE may also expand into other cities or counties and the notification process would start again for those entities. The earliest this would happen is anticipated to be in June 2019.

- 7) Is there a plan to expand coverage beyond this initial program area in the foreseeable future (within the next 3 years)?

Answer: We expect to expand but cannot take on new public entities for at least one-year.

- 8) Is there a requirement to put this ongoing Community Outreach and Marketing phase of work out to bid, rather than merely extending the original contract?

Answer: There is no requirement to bid this work. The contract with our existing marketing and outreach contractor is expiring so we are going out for bid through a competitive process.

- 9) In addition to hourly costs for each level of employee, is a budget for presumed scope of services required? If so, do you require hard costs (printing, mailing, videography, insertion costs, web development, etc.) to be included?

Answer: See answer to Question 4 above. This is a time and materials, services as needed contract.

- 10) Is there a budget range your organization has in mind for this project?

Answer: See answer to Question 3 above.

- 11) For this particular project, is there an incumbent firm on board? Or are you starting from scratch?

Answer: We currently have a contracted vendor; however, the contract is expiring soon and we are moving into a different stage of business since our launch date of June 1, 2018.

- 12) How many copies of the proposal are required?

Answer: Please refer to Addendum #1 posted to the VCEA website under News & Resources/Request for Proposals.

- 13) How is the Qualifications section different from the Experience section? We would appreciate clarification on material VCEA is expecting for each section.

Answer: The Qualifications refer to work your company has performed and the Experience refers to the people doing the work. The Qualifications section should include examples of work your company has completed, especially work in the utility industry. Qualifications should be included in the resumes of staff that will work on this project. The expectation is that highlighted work was completed by assigned staff.

- 14) Is there an assigned budget for this contract?

Answer: See answer to Question #3 above.