



**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 12 NOON
FRIDAY, AUGUST 10, 2018 – FINAL POST
(posted 8/10/18)

1. Has Valley Clean Energy engaged the services of a branding/marketing consultant for program branding and marketing in the past?

Answer: Yes, see answer to question #5 as of 8/2/18.

2. If yes, how satisfied were you with the work performed?

Answer: See answer to questions #8 and #11 as of 7/26/18.

3. Has VCE conducted any market research (either before or immediately following launch) to gauge public awareness of VCE and determine the level of interest that customers have in participating in 100% renewable programs, etc.?

Answer: We have not performed any market research pre or post launch. For general awareness we have held over 50 public meetings, sent four notices to each customer, and have had articles and inserts in the local newspapers. We recognize that this does not mean everyone has heard of VCE. Most customers are probably not aware of the UltraGreen offering and now that we're up and running, we'd like to increase participation in that program.

4. How would you describe the current level of outreach to customers by VCE? How often does VCE communicate with residential, commercial and agricultural customers? What is the most common form of communication?

Answer: VCEA currently communicates with our Customers via mailers, e-mail, website, social media, workshops, events, and phone. After our initial four (4) notifications via mail, we have been communicating with Customers on an as-needed basis via mailers, social media, and e-mail. See also answer to question #6 as of 7/26/18.

5. Can VCE provide any information about usage rates on the current website?

Answer: We have that information and will provide it to the successful bidder.

6. **Community Outreach/Stakeholder Engagement Services:** Are the cost for contractor personnel and hard costs of booth fees and printing/producing materials/promotional items for meetings and events included in the \$20,000 monthly budget?

Answer: Yes, please see also answers to questions #3, #4, and #9 as of 7/26/18.

7. **Marketing Campaigns:** Is there a separate budget for paid the English/Spanish and multicultural advertising campaigns.

Answer: No, please see also answers to questions #3, #4, and #9 as of 7/26/18.

8. **Marketing Campaigns:** Will campaigns be targeted specifically to customers within the current metered services areas or will there also be a marketing effort to raise awareness with potential future customers?

Answer: Please see answers to questions #6 and #7 as of 7/26/18.

9. What is the funding available for the requested services?

Answer: Please see answers to questions #3, #4 and #9 as of 7/26/18.

10. How important is it for the selected vendor to be located in the Sacramento area?

Answer: Please review the Proposal Evaluation Criteria within the Request for Proposal and see answers to questions #2 and #3 as of 8/2/18.

11. Is VCE open to working with a vendor that currently works with California investor owned utilities?

Answer: Certainly. The extra utility experience will be helpful.

12. The Scope of Services, section 1 ("Program Branding, Design, Identity"), states, "Working with the existing program name and mission statement, develop brand

refinements/style guides, and create sub-brand names/logos for different product offerings and programs." To clarify, is VCE looking to refresh its existing brand with a new logo and visual identity (while retaining the existing "Valley Clean Energy" name), in addition to branding new VCE programs and services?

Answer: We will be keeping our existing brand and logo and will be looking to brand new VCE programs and future services.