Valley Clean Energy Alliance
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ADDENDUM #1
(Updated and Posted 10/30/26)
REQUEST FOR PROPOSALS
FOR
MARKETING, WEBSITE AND SOCIAL MEDIA SERVICES

BID PROPOSALS ARE DUE:
October 9, 2026, BY 4:00 P.M. (Pacific Daylight Time)
Proposals must be emailed in PDF form to Procurement@ValleyCleanEnergy.org along with any suggested redlines to VCE's Sample Agreement.

Valley Clean Energy Alliance is a Joint Powers Agency consisting of the City of Davis, the City of Woodland, the City of Winters, and the County of Yolo.

MARKETING, WEBSITE AND SOCIAL MEDIA SERVICES

I. BACKGROUND

Valley Clean Energy Alliance (VCE) is a Community Choice Aggregator (CCA) that serves electricity customers in the cities of Woodland, Davis, Winters, and the unincorporated areas of Yolo County. VCE offers choice in the electric utility market; empowers local control of electricity procurement decisions; reduces the carbon footprint associated with electricity service; and helps support the growth of local energy projects.

VCE is governed by an eight-member Board of Directors, two each from the Woodland City Council, Davis City Council, Winters City Council, and the Yolo County Board of Supervisors. As a community-governed entity, VCE gives customers access to the people who make the rate and service decisions: supervisors and council members whom they already know.

The Board is advised by its eleven-member Community Advisory Committee. Board meetings are held monthly.

II. DETAILED SCOPE OF SERVICES

The selected firm will provide professional services for VCE. The selected firm will have the staff capable of meeting the requirements of this RFP. To the extent that the selected firm lacks specific expertise in any of the disciplines needed by VCE, a professional group of subcontractors or associate firms should be assembled by the selected firm to complement their technical expertise.

Under the direction of VCE staff and in collaboration with VCE vendors, the selected firm will support marketing, outreach, and customer education activities for existing and future services and programs implemented during the contract term, such as enhancing and maintaining a multi-faceted plan for enhancing customer programs awareness; engaging existing and potential VCE residential, commercial and agricultural customers; supporting VCE website, design, and social media needs; and coordinating customer notifications for compliance purposes. Efforts in this service category are intended to further build brand and customer programs awareness, minimize customer opt-outs, maximize opt-ups to 100% renewable UltraGreen, and aid the deployment of long-term community engagement strategies for VCE.

Tasks in this service category include but are not limited to the following:

1. Program Branding, Website and Social Media:

a. Work with existing agency mission and branding style guides, refining style guides, and ensuring alignment with VCE's Strategic Plan; Outreach and Marketing Plan; and Programs Plan.

b. Maintain and update multi-functional, multi-lingual website (English and Spanish), ensuring compliance with Title II of the Americans with Disabilities Act.

c. Maintain and improve social media presence for VCE, utilizing existing platforms in VCE member communities. Work with VCE staff to measure and improve marketing/communications analytics.

d. Develop and update program collateral including FAQs, program brochures, fact sheets and PowerPoint templates.

2. Marketing, Advertising, and Press:

a. Manage and conduct press outreach - schedule editorial meetings, draft press releases, op-eds and news articles.

b. Maintain a social media presence for VCE on Facebook, Twitter, Instagram and other platforms as requested

The selected firm should assume a high-level perspective, ensuring alignment across the agency. The selected firm should be available for regular planning calls with VCE staff. Preference given to firms with extensive project management experience.

III. FIRM QUALIFICATIONS

1. Firm and/or principals shall have previous experience with governmental institutions as clients, preferably with large California Counties, Cities, or local agencies comparable to a CCA; or electric utilities. Firm shall demonstrate expertise and experience with graphic design, web design and public communications campaigns of the size, scope, and complexity of VCE's customer base: a mix of rural, agricultural, and urban customers. Preference will be given to firms with previous experience working in the energy field and/or for a community choice energy program in California.
2. Firm shall demonstrate effective use of digital and social media as well as more traditional methods of print, radio, and television media.
3. Firm shall demonstrate experience with multi-cultural/multi-lingual communications, campaigns, and translation.
4. Firm shall have experience with content development, design, and management of direct email and mail on specific timelines.
5. Firm shall have experience working with local and regional press outlets, print shops, and mail houses.

6. Relevant References - firm shall provide a minimum of three (3) references for marketing and outreach services completed within the last five years that are similar in scope, complexity, and organizational environment to the services requested by VCE. Preference may be given to firms with public sector, utility, energy, or CCA experience.

IV. PROPOSAL EVALUATION

1. VCE will establish a Contractor Selection Panel (Panel) including representatives from the Board, Chief Executive Officer, and VCE Staff. The Panel will evaluate received proposals based on the information submitted according to the below proposal evaluation criteria.
2. VCE reserves the option to invite short-listed firms for a pre-selection interview.
3. Based on the proposals and/or interviews, the Panel will rank each firm and may recommend that the Board of Directors enter into a contract with the selected firm. The Chief Executive Officer/Board of Directors have final approval authority to enter into a contract with the selected firm.

V. PROPOSAL EVALUATION CRITERIA: The proposals submitted in response to this RFP shall be evaluated based on the following criteria and weighting.

Item	Criteria Description	Weighting
	Experience and Qualifications 1. Experience in the areas identified in the "Detailed Scope of Services" 2. Meets "Firm Qualifications" section 3. Resumes of staff performing the work 4. CCA and energy industry experience; equitable, inclusive approach	**50%**
	Firm's Approach to Working with VCE and VCE's Service Territory	**30%**
	Commercial Terms (Price) and Compliance with VCE Contractual Terms*	**20%**
	Total	**100%**

Note: More weight has been given to the management and technical ability of the firm than to price. In the event it is evident that the prices proposed are unbalanced as to items charged or are otherwise determined by VCE to be unfair or unreasonable, VCE reserves the right to reject the proposal and award to the firm who otherwise meets the requirements of this RFP. VCE also reserves the right to reject any or all proposals and not select any firm.

* Non-compliance may result in VCE's rejection of the firm's proposal.

VI. PROPOSAL SUBMITTAL REQUIREMENTS

If your firm is interested in the opportunity to work with VCE, please provide an electronic copy of the following information:

1. Executive Summary with a brief description of the firm, including number of years in business, email and website addresses, principals with the firm, types of work performed, and number of employees (no more than three pages).
2. Summary aligned with the "Detailed Scope of Services," including qualifications, specializations, experience, professional affiliations, special training, availability, proposed approach to working with VCE, and contact information for key personnel and proposed lead advisor (up to 10 pages plus collateral examples).
3. Resumes of staff dedicated to 50% or more of the VCE Scope of Work.
4. Information on any previous experience or services provided, including with CCAs, Counties, Cities, local agencies, and/or utilities.
5. List of clients the firm currently represents that could cause a conflict of interest with your responsibilities as a consultant to VCE. Describe how you would be willing to resolve these or any future conflicts of interest.
6. If your firm or principals have filed any litigation in the past five years, please describe the case(s).
7. Other factors or special considerations you feel would influence the selection of you or your firm.
8. Please provide a minimum of 3 References that are similar in scope, complexity, and organizational environment to the services requested by VCE.
9. Proposed hourly rates for VCE or any alternative staffing and fee structure you propose.

VII. PROJECT SCHEDULE

1. Project Schedule

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

Event	Completion Date
1. Issue RFP	September 10, 2026
2. Proposal Due Date	October 9, 2026, by 4 p.m. (PDT)
3. Notification of Preliminary Selection	Week of November 30, 2026 ~~Week of October 26, 2026~~
4. Interviews	Week of December 7, 2026 ~~Week of November 2, 2026 (virtual)~~

5. Anticipated Contract Award Date	January or February 2027 ~~December 1, 2026~~
6. Contract Begins	February or March 2027 ~~January 1, 2027~~

VIII. INSTRUCTIONS TO FIRMS

1. Time and Manner of Submission

The Proposal shall be submitted electronically to, and received by, VCE no later than 4:00 P.M. PDT on October 9, 2026.

Submit to:

Email: Procurement@ValleyCleanEnergy.org

Use the subject line: "2026MWSMS"

Each Proposal shall include the full business legal name, DBA, and address and shall be signed by an authorized official of the firm. The name of each person signing the Proposal shall be typed or printed below the signature. All proposals submitted become the property of VCE.

2. Questions Regarding this RFP:

All questions, or other communications regarding this RFP, shall be made in writing to VCE via email no later than September 24th, 2026, at 4:00pm (PST). VCE may not respond individually but will post questions and answers on its website by October 1st at 4:00pm (PST) here: https://valleycleanenergy.org/solicitations-rfps/.

Email: Procurement@ValleyCleanEnergy.org

Any verbal interpretation of the Request will not bind VCE for Proposal, which may be made by any of its representatives or employees unless such interpretations are subsequently issued in the form of an addendum to this Request for Proposal.

3. Withdrawal or Modification of Proposals

Proposals may be modified or withdrawn only by a written request received by VCE prior to the RFP due date.

4. Revisions and Supplements

Addenda: If it becomes necessary to revise or supplement any part of this RFP, an addendum will be provided.

5. Proposal Evaluation and Selection Process

The proposals submitted in response to this solicitation shall be evaluated for award based on the criteria described in the Proposal Evaluation Criteria section of this RFP.

VCE may request additional information from any or all firms after the initial evaluation of the proposals to clarify terms and conditions.

Based on VCE's review of the proposals received, a "short listed" group of firms may be selected. The "short listed" firms may be required to participate in an interview or make verbal presentations of their qualification to VCE. If an interview or presentation is determined to be required, the interview/presentation will be considered in the overall technical rating.

The contract will be awarded to the best-qualified firm as solely determined by VCE, provided that the Proposal is reasonable and is in the best interests of VCE to accept it. VCE is not obligated to respond to any proposal submitted as part of the RFP. The award of this contract, if made, may be based on considerations other than total cost. VCE reserves the right to accept all or part, or to decline the whole, and to award this RFP to one (1) or more firms. There is no obligation to buy. The RFP, if awarded, will be in the judgement of VCE the most responsive to the agency's needs.

The right is reserved, as the interest of VCE may require, to reject any or all proposals and to waive any irregularity in the proposals received. VCE will post a "Notification of Intent to Award" and "Evaluation Summary" of the Proposals received and evaluated on the VCE Bid Website in the Bid Results category (or any successor VCE web portal) at least five (5) business days prior to awarding the contract. After the "Notification of Intent to Award" and the "Evaluation Summary" are posted, any unsuccessful firm may request the reason(s) their firm was not selected. In the event a firm elects to protest VCE's selection, the protest must be submitted in writing to VCE within five (5) business days of the posting of the "Notification of Intent to Award" and "Evaluation Summary."

Within fourteen (14) calendar days after notice of award, the successful firm shall deliver to VCE the required insurance certificates and the signed copies of the contract. The contract forms will be forwarded to the firm with the award notification.

6. Duration of Contract

This contract shall be for approximately a three-year period with two one-year optional extensions, subject to approval by VCE's Board of Directors of the corresponding annual budget, unless otherwise mutually agreed upon in writing.

The budget is subject to the approval of VCE's Board of Directors.

7. Qualifications of Firms

VCE expressly reserves the right to reject any proposal if it determines, in VCE's sole opinion, that the business and technical organization, equipment, financial and other

resources, or experience of the firm, compared to the work proposed justifies such rejection.

8. Proposal Preparation Costs

The costs of developing proposals are entirely the responsibility of the firm and shall not be charged in any manner to VCE.

9. Conflicts

If conflicts exist between the contract and the other elements of this RFP, the contract prevails. If conflict exists within the contract itself, the Terms and Conditions govern, followed by Scope of Services. If conflict exists between the contract and applicable Federal or State law, rule, regulation, order, or code; the law, rule, regulation, order, or code shall control. Varying levels of control between the Terms and Conditions, drawings and documents, laws, rules, regulations, orders, or codes are not deemed conflicts, and the most stringent requirement(s) shall control.

10. Subcontractors

The firm must describe the areas they anticipate subcontracting to specialty firms in their proposals. Identify the firms and explain how firm will manage these subcontracts.

Nothing contained in the contract shall create any contractual relationship between any subcontractor and VCE.

11. Notice Related to Proprietary/Confidential Data

All parties acknowledge that VCE is a public agency subject to the requirements of the California Public Records Act, Cal. Gov. Code section 7920.000 et seq. ("CPRA"). VCE will not disclose any part of any proposal before it announces a recommendation for an award, on the ground that there is a substantial public interest in not disclosing proposal during the evaluation process. After the announcement of a recommended award, all proposals received in response to this RFP will be subject to public disclosure, with the exception of those elements in each proposal which are exempt from disclosure pursuant to the CPRA. If a firm believes there are portion(s) of the proposal which are exempt from disclosure, the firm must plainly mark it as "Confidential", "Proprietary", or "Trade Secret." VCE may also request that the firm state the specific provision of the CPRA which provides the exemption, and the factual basis for claiming the exemption. Any proposal which contains language purporting to render all or significant portions of the proposal as "Confidential," "Trade Secret," or "Propriety," will be considered non-responsive and a public record in its entirety.

12. Contract

VCE's standard contract is included in the Sample Contract section of this RFP. VCE may reject proposals that contain exceptions to the Terms and Conditions included in the sample contract.

13. **General Order 156 (GO 156)**

GO 156 is a California Public Utilities Commission (CPUC) ruling requiring utilities to procure a percentage of their contracts with majority women-owned, minority-owned, disabled veteran-owned and/or LGBT-owned business enterprises in all categories. Qualified businesses can become GO 156 Certified through the CPUC and are then added to the GO 156 Clearinghouse database. The CPUC Clearinghouse is found here: www.thesupplierclearinghouse.com.

VCE is required to submit to the California Public Utilities Commission an annual report regarding its procurement from women-owned, minority-owned, disabled veteran-owned and LGBT-owned business enterprises. Consistent with these requirements, firm agrees to provide information to VCE regarding firm's status.

Concurrently with the execution of this contract, firm agrees to complete and deliver VCE's Supplier Diversity Survey. Because VCE is required to submit annual reports and/or because the Diversity Survey may be updated or revised during the term of this contract, firm agrees to complete and deliver the Diversity Survey, an updated or revised version of the Diversity Survey, or a similar survey, at the reasonable request of VCE, and to otherwise reasonably cooperate with VCE to provide the information described above. The firm shall provide all such information in the timeframe reasonably requested by VCE.

ATTACHMENT A - SAMPLE CONTRACT

A SAMPLE CONTRACT IS ATTACHED HERETO.