

RFP – Paid Media Services

Questions & Responses

Addendum No. 1

#	Question	Response
1	Task #1 - Research and Planning Are you looking for any specific digital dashboards for real-time reporting?	CPA is not looking for a specific digital dashboard.
2	Task #1 - Research and Planning Develop a comprehensive social media advertising strategy to guide CPA's brand and program growth. This strategy will encompass the selection of appropriate platforms, budget allocation, and targeting parameters. - What's our role? Are we supposed to provide recommendation to guide their team to place social ads? Or will you give us access to your social platforms so we can place social ads on CPA's behalf?	CPA will provide the selected Proposer access to CPA's social platforms.
3	Task #2 - Media Buying Who will be responsible for creative development and production? Is the creative production also part of the \$250K budget?	Creative development is not part of this RFP.
4	Task #2 - Media Buying Does "regional digital publishers" refer to the e-version of local media, such as latimes.com?	Yes.
5	Task #2 - Media Buying The paid media services budget at \$250,000 - does it cover all costs for this project, including the net media cost, other out-of-pocket expenses (if any), and staff hourly rate in planning and implementation throughout the entire FY 23-24? OR is it just the budget allocated for the net cost of the media buy?	CPA's anticipated budget for paid media services during Fiscal Year 2023-2024 is approximately \$250,000, including the net media costs and any fees or expenses paid to the selected firm.

6	<p>Task #2 - Media Buying Pricing proposal, not-to-exceed amount - what is the not-to-exceed amount?</p>	The not-to-exceed amount is the total of all fees and expenses.
7	<p>Task #2 - Media Buying Social media platforms: FB, IG, Twitter, LinkedIn - Are these all required or can we recommend selecting one or two platforms that work the best?</p>	CPA expects that the selected Proposer will create a Strategic Media Plan; a comprehensive media plan that outlines objectives, recommended media channels, platforms, placements, reach and frequency, per target audience, budget and schedule
8	<p>Task #2 - Media Buying Media flights and flight duration - as stated in the RFP, the peak media buying will take place in the Spring, Summer and early fall of 2024. Are they looking at implementing at least 3 media campaigns within a contract year? \$250k is very limited for 3 campaigns.</p>	CPA will depend on the selected Proposer's expertise to advise on the number of media campaigns.
9	<p>Task #3 – Partnerships How many community partners/influencers are we required to work with at a minimum? Are there contracts with influencers or other partners already in place?</p>	CPA will depend on the selected Proposer's expertise to advise on the number of partners/influencers.
10	<p>Task #3 – Partnerships Are there any specific requirements that we should follow while identifying influencers, such as the minimum following size?</p>	Yes, CPA will provide guidelines to the selected Proposer.
11	<p>Task #3 – Partnerships Are we allowed to pay community partners and influencers?</p>	Yes.
12	<p>Attachment A - Scope of Services Are you expecting audience profiles for each of the individual 35 communities or more general profiles based on commonalities across certain zip code clusters?</p>	CPA is expecting general profiles based on commonalities throughout our service areas.
13	<p>Attachment A - Scope of Services Are you expecting consumer behavior and interests at each individual community level?</p>	No.

14	<p>Attachment A - Scope of Services</p> <p>For customized personalized and interactive experiences, do you mean in-person opportunities as an extension to traditional media vendors or custom in-person opportunities? Can you clarify interactive, I.e. one-to-one engagement or interactive technology such as VR experiences?</p>	CPA will depend on the selected Proposer's expertise to advise on the best approach for customer interactive experiences.
15	<p>Task #1: Research, and Planning</p> <p>Can you clarify what you mean by interest mapping?</p>	CPA will depend on the selected Proposer's expertise to advise on customers interest/affinities throughout our service area.
16	<p>Task #1: Research, and Planning</p> <p>Are there specific items or metrics that you're looking to be included in the dashboard? Or will you work with the agency to determine those after the RFP is awarded?</p>	Yes, CPA will provide metrics to the selected Proposer.
17	<p>Task #3: Partnerships</p> <p>Who will be doing the actual outreach to individuals, organizations, and businesses once the strategy is developed and approved (e.g., CPA marketing, community affairs, etc.)? It's not clear who specifically will carry out the outreach post-approval.</p>	CPA will determine outreach leads once the selected Proposer has developed a partnership strategy.
18	<p>Task #3: Partnerships</p> <p>Is the media for community partnerships intended to be organic, with boosting as needed? And for boosting, will the agency or CPA's social media lead handle that task and credit card payment directly?</p>	Once the selected Proposer develops the community partnerships strategy CPA will determine the purchasing process.
19	Who is the current team you work with? And how long have they been a partner?	CPA declines to respond to this question.
20	Media buying in LA and Ventura counties for (English, Chinese and Spanish) Are you looking for Mandarin or Cantonese or both?	CPA will depend on the selected Proposer's expertise to advise on the most effective language approach for our communities.
21	Do you have a target audience for all 35 communities or do they vary by community?	CPA will brief the selected Proposer on target audience requirements.
22	In the past, what KPI's were used for analysis of whether or not the campaigns were successful?	CPA declines to respond to this question.

23	Is the overall idea for one campaign for all areas?	No, these services will cover CPA's 2023/2024 fiscal media buying needs.
24	Attachment A What have been the target audiences and priority markets?	CPA customers in 35 communities in Los Angeles and Ventura Counties.
25	Attachment A What is the current ethnic/linguistic breakdown of customers.	CPA will depend on the selected Proposer's expertise to advise on customer ethnic/linguistic breakdown throughout CPA's service area.
26	Attachment A Does CPA have preferred analytics platform or dashboard software that agency will need to feed into?	No.
27	Evaluation Process What are the key criteria or factors that will be considered when evaluating the proposals? Is there an evaluation method and scoring?	Please review RFP Section VI.D (Proposal Evaluation Criteria).
28	Proposal Requirement Must the response to the RFP be outlined in any particular order?	CPA expects that Proposers will organize their Proposals in the manner that best illustrates their qualifications and the Proposal Requirements set forth in Section VII (Proposal Requirements).
29	Proposal Requirement When submitting by email, is it necessary to send the Pricing Proposal separately?	Please review Section VI.C (Proposal Submission Deadline) for instructions on submitting your proposal.
30	Pricing Pricing section mentions that "CPA's anticipated budget for paid media services during Fiscal Year 2023-2024 is approximately \$250,000." Does that budget represent the service fee only, the media budget, or both?	Pease see CPA's response to question 5.
31	Pricing Is there a templated or defined Pricing Proposal form? If not, is there a preferred format for delivering the Pricing Proposal?	CPA expects that Proposers will describe in detail the compensation structure required as set forth in Section V (Pricing).
32	Pricing How will the Pricing Proposal be evaluated?	Please review RFP Section VI.D (Proposal Evaluation Criteria).
33	Why is this RFP being issued now?	Please review RFP Section II (Project Background).
34	What other agencies or entities will agency partner with in delivering services?	CPA declines to respond to this question.

35	Is there a preference for MBE, SB, DBE, DVBE firms?	Pursuant to Proposition 209, Clean Power Alliance does not give preferential treatment based on race, sex, color, ethnicity, or national origin. However, Clean Power Alliance encourages minority-owned, women-owned, veteran-owned, and local businesses to respond to solicitations.
36	Must employees or staff members performing the work be physically present in the U.S. to carry out their work? In other words, are agencies allowed to offshore any services?	Please review RFP Section VII (Proposal Requirements) for requirements regarding subcontractors.
37	Are there incumbents who have been or currently are performing these services? If not, how is this work being handled? If so, is CPA currently satisfied with the performance of the incumbent?	CPA declines to respond to this question.
38	Has the incumbent achieved the designated KPIs in previous contracts?	CPA declines to respond to this question.
39	What does success look like for you? What is the prioritization of goals (brand, enrollment, retention, etc.)?	The selected Proposer will be briefed on the goals of the campaign once the contract is awarded.
40	Are you able to share any research on brand awareness, reputation, engagement, consumer profile, campaign metrics?	Yes, CPA will provide available research data once to the selected Proposer.
41	In the spirit of continuous improvement, will CPA be willing to provide feedback on proposals to a non-winning agency?	CPA does not provide feedback to individual Proposers.
42	VII - Proposal Requirements Does the Proposer need to present case studies in any specific format?	CPA expects that Proposers will present case studies in the format that best illustrates their ability to provide the Contemplated Scope of Services identified in Attachment A.
43	Task #2: Media Buying Will CPA grant the winning Proposer access to relevant accounts (i.e. social media, Google Ads etc.) for the purpose of developing media buying strategies for digital channels?	Yes.
44	Does the CPA prefer local vendors vs. non-local vendors and/or do you weigh local vendors more than non-local vendors?	Please review RFP Section VI.D (Proposal Evaluation Criteria).