

Addendum No. 2

RFP – CREATIVE SERVICES

Questions & Responses

#	Question	Response
1	Is it possible to submit two proposals: one for the entirety of services and one only for video production services? Or could we be considered for the video production portion if another agency cannot provide video production services, even if we only submit one proposal for all services?	RFP Section 4.1 (Scope of Work) allows Proposers to submit Proposals which do not include Task #5 and Task #6 Services, or that only include those services. It is not necessary to submit multiple Proposals. Per RFP Section 8 (Reservation of Rights) CPA may, at its sole discretion, only elect to proceed with contract negotiations for some of the services included in a Proposal.
2	Regarding Attachment A – Task #5: How in depth/specific should proposals be? I usually work hand in hand with clients to craft ideas for videos (even when bidding), so am a bit unsure of how to offer what’s actually needed.	RFP Section 7 (Proposal Requirements) indicates that Proposers should provide a comprehensive portfolio highlighting the Proposer’s expertise in video production for Proposals which include Task #5: Video Production Services.
3	Regarding Attachment A – Task #5: Are there specific styles that have been envisioned (i.e. animation, interviews, specific location visits, travel)? Different audiences engage with different content, and better understanding the scope/scale and desired filmmaking techniques will greatly impact the accuracy of the proposed budget.	CPA will provide a comprehensive brief containing specific details for each video project to the selected Proposer(s).
4	Regarding Attachment A – Task #5: “1.1. Explainer video of what CPA is and does”: What are some of the key points about who CPA is and what you do that you want to be reflected?	Please review CPA’s response to Question 3.

5	Regarding Attachment A – Task #5: “1.2. Promotional video about CPA’s many customers programs”: What are some of the main customer programs CPA would like to profile? Are there specific success stories from customers already identified? What are some of the target audiences?	Please review CPA’s response to Question 3.
6	Regarding Attachment A – Task #5: “1.3. Explainer video about clean energy and power sources”: What are some of the most important messages about transitioning to clean energy that CPA would like to focus on? Are there specific power sources that are currently of more importance (more sustainable, more access, cheaper, better impact on environment)?	Please review CPA’s response to Question 3.
7	Regarding Attachment A – Task #5: Video #4: Can you provide a brief description of CPA’s leadership position in green power, benefits to the region, and reduction of GHGs?	Please review CPA’s response to Question 3. CPA is the number one green power provider in the country.
8	Regarding Attachment A – Task #5: For the other 4, yet-to-be-identified videos, is the idea to submit proposals for what those videos could look like with budgets, or to wait for CPA to identify those needs and just submit a quote that will cover but restrict those potential videos’ expenses?	Please review CPA’s response to Question 3. A request for a quote will be made for each video.
9	What’s the best way to submit a proposal that only includes Video Production Services (Task #5)?	RFP Section 6.3 (Proposal Submission Deadline) provides directions for submitting Proposals. RFP Section 4.1 (Scope of Work) provides details regarding what Tasks may be included in a Proposal.
10	For the compensation structure proposal for the Scope of Services outlined in 5.1, can this look like a breakdown of potential rates and expense quotes, or should these total an actual number that will be somewhat locked in? As mentioned above, it will prove challenging to provide actual quotes for total budgets without having a much clearer understanding of what each video’s production encompasses.	RFP Section 5 (Pricing) indicates that the compensation structure can include (i) fixed price or (ii) hourly rates, in which case the Proposer(s) must specify the rate increments for each professional who will or is anticipated to perform services outlined herein, and a not-to-exceed amount.

11	What's the preferred Proposal format? Should I put together a proposal including all of the requirements listed in 7.1 and add extracted completed forms for 7.1.4, 7.1.5, and 7.1.6, or should I attach the full RFP with the filled-out sections?	Although not required, Proposals are typically submitted as Portable Document Format (PDF) files.
12	Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?	The RFP does not contain restrictions on the geographical location of Proposers.
13	What CMS is used for website? Task #6 prompted this. "Monthly website health checks in collaboration with CPA's team that include speed, security, plugin, and server stability."	CPA will conduct a technical briefing with the selected Proposer(s). Proposers may specify which CMS their team has experience with.
14	What tech stack is used? Also prompted by Task #6. "New template and component designs to improve website user experience."	CPA will conduct a technical briefing with the selected Proposer(s). Proposers may specify which tech stacks their team has experience with.
15	What hosting platform is used for the website? Also prompted by Task #6. "On-demand hot fixes performed within short time frames."	CPA will conduct a technical briefing with the selected Proposer(s). Proposers may specify which hosting platforms their team has experience with.
16	What analytic tools are being used to track web and digital marketing ROI? What prompted this is the maintenance of websites and tracking success.	CPA will conduct a technical briefing with the selected Proposer(s). Proposers may specify which analytics tools their team has experience with.
17	How big are the events? Task #4 prompted this. "Event planning, support, and coordination."	CPA will work with the selected Proposer(s) to develop a strategic plan. Events may include ribbon cuttings, and smaller activations for stakeholders.
18	How many vendors are typically supporting the events? Also prompted by Task #4. "Event planning, support and coordination"	CPA will work with the selected Proposer(s) to develop a strategic plan. CPA will coordinate with the selected Proposer(s) if a street team is necessary.
19	For clarity, there is a separate firm for rollout and management of paid media buy and omnichannel marketing. Prompted by Task #1. "Collaborate with CPA's Communications and Marketing (Marcom) team and CPA's paid media agency of record."	CPA currently works with a paid media agency.

20	Is there any other division or team aside from CPA's Communications and Marketing (Marcom) team and CPA's paid media agency of record that we will be interfacing with? Prompted by Task #1. "Collaborate with CPA's Communications and Marketing (Marcom) team and CPA's paid media agency of record."	CPA's MARCOM team will serve as the primary point of contact.
21	Overall, does the campaign developed need to appeal to both residential and commercial customers/B2C and B2B customers who are "on the grid"?	The selected Proposer(s) will receive a detailed creative brief for each project.
22	Confirming this remit is for campaign and creative development below the line - it does not include TV?	Please review CPA's response to Question 21.
23	Do you have a proposed marketing calendar to help determine the frequency and cadence of content needed across your brand's initiatives/programs?	CPA will provide the selected Proposer(s) with the media and content strategy.
24	Task #1: 1.1 - Can we see examples of previous ad creative/work?	Proposers may review CPA's creative content on CPA's owned channels by visiting CPA's website and social media platforms.
25	Task #1: 1.3 - Will the agency need to provide a list of translators being included as part of the team as subcontractors if they do not work directly for the agency?	CPA manages all translations.
26	Task #1: 1.1 Deliverables - Can you confirm the multichannel campaign is inclusive of radio and digital but not TV or is TV production also expected?	Campaign channels will be determined after consultation with the selected Proposer(s) and CPA's media buying agency. TV production is a creative avenue for consideration.
27	Task #1: Timeline for Task #1 - Can you confirm that the work required to provide Task #1's deliverables will occur July through August 2024, meaning that the brand campaign concept will be live/rolled out to consumers another date after August 2024? (Thus July - Aug is when the work occurs, not when the work launches.)	The Task #1 Deliverables include up to three multichannel brand campaign concepts. The timeline for Task #1 anticipates that final assets will be "live/rolled out" after August 2024.

28	Task #2: 2.1 - The RFP references segmentation study data that the Proposer will utilize. We assume that data will be provided by the CPA, is that correct? Should we plan to conduct any new 1st party research (such as a study, focus group, etc.) as part of this scope and within the total budget?	CPA will provide the selected Proposer(s) with qualitative and quantitative research.
29	Task #2: 2.2 - Are the short form videos intended to be used for organic social purposes or will they be developed for paid distribution? If the latter, can you share the channels you have in mind (e.g., YouTube, etc.?) Note: We see you've noted that brand campaign creative assets will be dependent on paid media campaign anticipated for September 2024 – June 2025.	Video distribution channels will be determined during the discovery and planning phases with CPA, CPA's media agency, and the selected Proposer(s).
30	Task #2 Anticipated Deliverables: Will the agency need to provide a list of translators being included as part of the team as subcontractors if they do not work directly for the agency?	Please review CPA's response to Question 25.
31	Task #2 Anticipated Deliverables: Can you confirm the multichannel campaign is inclusive of radio and digital but not TV, or is TV production also expected?	Please review CPA's response to Question 26.
32	Task #2 Anticipated Deliverables: Can you provide a media plan from a recent past year as a reference, so we can get a clearer picture of the potential volume of creative assets that may be needed?	CPA will provide the selected Proposer(s) with past or present media plans as part of the onboarding process.
33	Task #2 Anticipated Deliverables: What is the cadence for evaluating asset performance, so that we can roughly estimate possible asset optimization needs?	CPA will outline key performance indicators (KPIs) for the selected Proposer(s) for each campaign during the briefing process.
34	Timeline for Task #2: Can you confirm that the paid media campaign is anticipated to be live and in-market September 2024 - June 2025, thus creative assets will need to be complete by September (and presumably with a rolling launch thereafter)?	CPA will provide final timeline details to the selected Proposer(s).

35	<p>Task #3: 3.1 Can you clarify the audiences associated with the three core pillars outlined and if the focus on campaign deliverables is B2B, B2C or both for each pillar?</p> <p>1.1. Grid management and resiliency 1.2. Transportation and building electrification 1.3. Local energy procurement.</p>	CPA will provide a comprehensive brief containing specific audience details to the selected Proposer(s).
36	<p>Task #3: 2.2.3 Will the agency be responsible for vetting and selecting the ESP provider for email marketing efforts or does the CPA already have a host/preferred ESP you work with?</p>	CPA will conduct a technical briefing with the selected Proposer(s). CPA has a preferred ESP provider for email marketing. Please specify which ESP(s) your agency is familiar with.
37	<p>Task #4: Is there a target number or frequency goal for event/sponsorship activations for the term of the agreement?</p>	CPA will provide a brief outlining upcoming events to the selected Proposer(s). CPA anticipates 6-8 stakeholder events.
38	<p>Task #4: Is there a target budget for the out of pocket expenses to support the event/sponsorship activation. (Sponsorship fees, assets, collateral, event staff etc)</p>	CPA will manage and be responsible for the out-of-pocket expenses to support the event activations.
39	<p>Task #4: 1.1 - What are the current or recent events/activations and sponsored events/cultural moments that are most successful for CPA? Any ones that you have tried that were not successful?</p>	CPA will provide the selected Proposer(s) with an overview of events during the briefing process.
40	<p>Task #4: 1.4 - Will the Proposer need to provide the measurement tools and conduct the analysis as part of the scope? Does the CPA have preferred measurement tools for experiential events?</p>	CPA will collaborate with the selected Proposer(s) to provide KPIs, relevant analysis and measurement tools for experiential events.
41	<p>Task #4: Task #4 Anticipated Deliverables - can you confirm when CPA's fiscal year starts?</p>	CPA'S fiscal year begins on July 1 of the respective year.
42	<p>Task #5: 1 - Can you provide examples of CPA's current or recent video assets that have compelling storytelling for the brand? Any examples of past video assets that were ineffective or are something that the CPA is looking to do differently moving forward?</p>	CPA will brief the selected Proposer(s) for each video project with details of the creative direction.

43	Task #5: 1.1 - Does CPA have an existing library of stock video footage that we will leverage? Or, should the Proposer expect to source any stock video footage that may be needed?	CPA utilizes two (2) stock video and photography vendors. Access to vendors and additional information will be provided to the selected Proposer(s) during the video briefing.
44	Task #5: 5 - We assume the final video assets may be used in paid media placements and by owned channels, and thus the rights need to span both uses. Is that correct?	CPA will provide the selected Proposer(s) with specific usage details for each project during the briefing process.
45	Task #5: 5 - Will the final deliverables under Video Production also need to include cultural adaptations in Spanish and Simplified Chinese? If yes, do these adaptations require in-culture casting and locations?	CPA will provide the selected Proposer(s) with a comprehensive brief for each video. Not all videos are customer-facing and should accurately reflect the cultural diversity of Los Angeles and Ventura County.
46	Timeline for Task #5 - Can you confirm that the 2 video releases per quarter equates to the 8 total videos listed in the deliverables? Thus, we assume that the 8 total videos might be developed & produced on a rolling basis throughout the year (unless we choose / plan to produce multiple at the same time for production efficiency purposes)?	CPA will work with the selected Proposer(s) to determine the optimal production timeline that maximizes budgets. Some identified videos may be grouped, offering potential efficiency. However, videos with distinct project requirements will follow their own timeline.
47	Task #6: 6.4.3 What platform is your website/microsites built on, and who is your back-end development partner?	CPA will conduct a technical briefing with the selected Proposer(s). Proposers may specify their team's platform and back-end experience.
48	Task #7: Will content boosting be handled by your paid media partner or will the team leading social be given a portion of that budget to allocate to paid social and amplification?	Content-boosting services are not included in the Creative Services RFP scope.
49	Task #7: Does the CPA currently have a DAM/Media Asset Library to pull static, dynamic and video imagery from? If yes, will the agency be responsible for maintaining and growing that library?	CPA will conduct a technical briefing with the selected Proposer(s). CPA has a DAM tool, and the Selected Proposer(s) will not be responsible for maintaining it.
50	Section 4.2. Term of Work: Can you confirm that the maximum possible term is 3 years, of which the initial term of 1 year spans June 10, 2024 through June 9, 2025, and then both parties may elect to extend the term for up to 2 more subsequent years?	Correct.

51	Section 5.3: Can you confirm that the budget of \$1.3M is for the Initial Term, meaning the 1-year term that starts on June 10, 2024 and ends on June 9, 2025?	The anticipated budget of \$1.3M is for the Initial Term starting on June 10, 2024.
52	Section 5.3: Can you confirm that the budget of \$1.3M for Creative Services is all inclusive, meaning that it includes agency fees, production / experiential / activation hard costs, any applicable other hard costs and OOP expenses, etc.?	The anticipated budget of \$1.3M is all-inclusive.
53	Section 5.3: The RFP notes paid media and SEO are requested - is that incremental to the noted budget or inclusive of?	The Creative Services RFP scope does not request paid media or SEO.
54	Can you tell us who the key decision makers or other stakeholders are for the RFP process?	CPA's MARCOM team will lead the decision-making process.
55	Can you tell us more about the day-to-day team(s) who will work with the selected Proposer?	CPA's MARCOM team will serve as the primary contact.
56	How many Proposers (agencies) do you anticipate will submit a response to this RFP?	CPA cannot forecast the number of responses that will be submitted.
57	Section 6.1 RFP Schedule: We would like to request an opportunity for a live Q&A (conference call, video conference, or in person) with the clients associated with this RFP. Is that feasible?	Not at this time.
58	Section 6.1 RFP Schedule: We would also like to request an opportunity for a check-in call with the clients associated with this RFP, following the response to the questions on April 10 and prior to the RFP proposal due date of April 19. Is that feasible?	Not at this time.
59	Section 6.1 RFP Schedule: The schedule states that Interviews (if needed) will occur May 6 - 10, 2024. Is this a presentation of the Proposer's RFP response? Is this a final meeting prior to selection of the awarded Proposer?	In the event that CPA conducts interviews, Proposers selected for an interview will be provided with an interview agenda.
60	Section 6.1 RFP Schedule: By what date will the selected Proposer be notified? (When will you inform the awarded agency that they have won?)	RFP Addendum No. 1 Section 6.1 (RFP Schedule) specifies that a Notice of Intent to Award will be provided on May 20, 2024

61	Does the email submission of our proposal need to be in a certain format? For example, PDF, Keynote, Google Slides, Powerpoint? Is there a file weight limit? Is there a limit to the number of attachments?	Although not required, Proposals are typically submitted as PDF files. There are no limits set forth in the RFP.
62	In reference to the table of the Evaluation Criteria in this section, which includes 3 line items of qualifications & experience, ability to provide the contemplated scope of services, and pricing: Is there a scoring rubric or allocation of weight amongst the 3 line items of Evaluation Criteria?	The Evaluation Criteria set forth in RFP Section 6.4 (Proposal Evaluation Criteria) are weighted equally.
63	In reference to the criteria of Qualifications and Experience (Section 3), which qualifications/experience is more important: experience with CCAs, electric/municipal utilities, regional government agencies, or public institutions serving So Cal customers - or - proven experience with providing the requested services themselves?	RFP Section 3 (Qualifications and Experience) sets forth the minimum qualifications and experience required of Proposers.
64	Does the budget encompass organization, production, and execution costs for Task #4 (Experiential Events and Community Activations)? For instance, expenses like canopy purchases, press checks, printing for outreach materials, permit costs, booth building, etc.	The anticipated budget associated with Task #4 encompasses organization. Production and execution costs will be managed by CPA.
65	Task 5, 1.1 (Utilizing a blend of stock video footage and original content) What constitutes “original content”? Do you anticipate needing custom photography? Is there a separate photography and photoshoot budget allocated for sponsored content?	The anticipated budget includes photography. CPA will collaborate with the selected Proposer(s) to assess if stock footage aligns with each video's objective. If stock footage does not align with the video's objective, the selected Proposer(s) will be required to provide all production services as outlined in Task #5.

66	Task 5, 1.1 (Utilizing a blend of stock video footage and original content) Do you have photo assets that can be used to develop marketing materials?	CPA utilizes two (2) stock video and photography vendors. CPA will provide the selected Proposer(s) information regarding vendors during the creative briefing.
67	Task 4 (Experiential Events and Community Activations) Will CPA provide staff for the Experiential Events and Community Activations, or is the Proposer responsible for this?	CPA will provide staff for events and community activations.
68	Task 3, Deliverable 5 (Recommendations for ongoing optimization and improvement of recruitment efforts): Are there predefined KPIs for measuring campaigns' performance? If so, are those available?	CPA will provide KPIs to the selected Proposer(s) for each campaign during the briefing process.
69	Regarding Task 7, Social Media Support Services, do you know if the selected vendor is expected to manage the Social Media channels, or will CPA's internal team handle this?	CPA oversees its day-to-day social media management.
71	Task 7: Are insights and data from current Social Media available for the selected vendor?	The selected Proposer(s) will receive data and analytics on the current social media platform(s).
72	Has the Media Plan for September 2024 – June 2025 been developed, or can we expect it in advance to optimize production timelines?	CPA's media plan is not finalized. The selected Proposer(s) will receive the expected delivery date for each project during the briefing of each project.
73	Task #6: Website Support Is there a requirement or preference to continue using the current website platform? If not, what are the expectations for content migration? Will it be the vendor's sole responsibility, especially if automation isn't feasible?	CPA will conduct a technical briefing with the selected Proposer(s). Proposers may indicate their team's platform and content migration experience. CPA has an internal developer, so the website will not be the selected Proposer's sole responsibility.
74	Should the selected vendor handle translation services, or will CPA provide translations for approved messaging?	Please review CPA's response to Question 25.
75	Task 3: Do you have any current data on your CPL (cost per lead), or will these recruitment campaigns be a first-time effort?	Each project is unique; CPA will provide the selected Proposer(s) a comprehensive brief with KPIs and benchmarks.
76	Task 3: How many audience groups do you envision our team needs to create unique key messaging and campaign variations for?	Each project is unique; CPA will provide the selected Proposer(s) a comprehensive brief for each campaign.

77	Task #6: Website Support Can you explain in more detail what this means: On-demand hot fixes performed within short time frames.? What are the expectations for the response or resolve time? Should we count on 24/7 support or only business days and working hours?	Proposer(s) should indicate the support capabilities that the Proposer(s) can provide when assistance is required for the website.
78	CPA Agency Relationships (Task 1): Is there currently an incumbent agency working on branding and/or promotions?	Yes.
79	CPA Agency Relationships (Task 1): Could you please provide the names of the agencies you currently work with and any agencies you've worked with in the past for branding and promotions?	CPA has worked with Fraser/White, Inc. dba Fraser Communications and Pastilla, Inc. on creative initiatives since June 2021.
80	CPA Agency Relationships (Task 1): Are there any ongoing contracts or agreements in place for video production?	Not for FY 24/25.
81	Website Support (Task 6): Who is currently managing your website, and can you specify the server where it operates?	CPA will conduct a technical briefing with the selected Proposer(s). CPA's website is managed by the MARCOM team.
82	Website Support (Task 6): Is there an existing contract for website support, and if so, when is it due for renewal?	CPA's current website support contract ends June 2, 2024.
83	Website Support (Task 6): Are there specific reasons for seeking additional support, or is it to enhance the current level of service?	CPA will conduct a technical briefing with the selected Proposer(s).
84	Experiential Events and Community Activation (Task 4): Does the event sponsorship cost part of the overall budget allocated to this contract?	No. CPA will evaluate the cost of any proposed sponsorship and manage the cost separately from the anticipated budget.
85	Experiential Events and Community Activation (Task 4): Is there a minimum number of events that the chosen Proposer is required to identify and/or participate in on behalf of CPA for each fiscal year?	No. CPA will provide the selected Proposer(s) more information during onboarding.
86	Pricing (Section 5.1): Regarding anticipated expenses, could you please specify if these will be billed separately if they are still part of the overall budget specified at \$1.3M or outside of the allocated budget?	Expenses are part of the overall anticipated budget.

87	Proposal Evaluation Criteria (Section 6.4): Many government and government-affiliated RFPs to include clearly defined scoring structures for each evaluation component. However, this RFP lacks such information. Could you please provide more details on how each section will be evaluated? For example, will there be equal weight assigned to each section, or will one section carry more weight than the others?	Please review CPA’s response to Question 62.
88	Social Media Support (Task 7): Is the chosen Proposer going to collaborate with your paid media agency of record to plan for sponsored or boosted content on social media?	No.
89	Social Media Support (Task 7): How do you assess the effectiveness of audience reach and engagement?	Each channel is unique; CPA will provide KPIs and benchmarks with the selected Proposers.
90	Could you provide us with information on your RFP protest policy?	<p>As CPA’s Board of Directors (“Board”) is the final approval authority for any contract(s) awarded from this RFP, any proposer who wishes to submit a written protest must do so by 12 p.m. (Pacific) on May 31, 2024*, unless this date is further amended through an Addendum. Any written protest must contain a full and complete statement specifying in detail the grounds of the protest and the facts in support thereof. The written protest must be e-mailed to contracting@cleanpoweralliance.org.</p> <p>You may also give a public comment when the item is scheduled before the Board. If you want to give a public comment, please contact CPA’s Board Clerk prior to the meeting. Her email address is: clerk@cleanpoweralliance.org.</p> <p>Per Section 10 of the RFP (Conflicts of Interest), the Vendor Communication Policy, including, but not limited to the Policy's prohibition against communicating with a Director, continues to apply. (See Section (3).) The Vendor Communication Policy is available here: https://files.cleanpoweralliance.org/uploads/2019/06/CPA2019-010_Policy_Vendor-Communications.pdf</p>

