

## RFP – Creative Services 2025

### Questions & Responses

#	Question	Response
1	Please confirm what platform (e.g., WordPress, Drupal, custom CMS) the CPA website is currently built on.	CPA will conduct a technical briefing with the selected Proposer. Proposers may specify which platforms their team has experience with.
2	The RFP mentions an anticipated budget of \$400,000 for the initial term—can you confirm whether this amount includes media buys or if it is strictly for vendor services?	The proposed services detailed in this RFP do not include media buys.
3	Is there a current incumbent providing creative, digital marketing, and web/social media services to CPA? If so, are they eligible to re-bid?	Yes; all potential Proposers are eligible to submit Proposals.
4	The scope mentions “creating webpages (no development needed)” — can you clarify whether CPA expects vendors to provide only wireframes and mockups, or if the selected vendor will also be responsible for implementing content directly into the CMS?	The Proposer will provide web design including but not limited to wireframes, mockups, and Figma files.
5	Does CPA currently utilize or have a preference for specific platforms in the following areas: email marketing (e.g., Mailchimp, Constant Contact), project management (e.g., Asana, Trello), or ad deployment (e.g., DV360, Meta Ads Manager)?	CPA will conduct a technical briefing with the selected Proposer. Proposers may specify which platforms their team has experience with.
6	Will items such as resumes, case studies, or pricing breakdowns count toward any page limit for the proposal? Is there a preferred format or structure CPA recommends for including appendices?	There are no such limits indicated in the RFP; Proposers should choose the format that best highlights their qualifications and experiences. Although not required, Proposals are typically submitted as Portable Document Format (PDF) files.
7	Has CPA developed audience personas or market segmentation profiles (e.g., by demographics, income tier, energy usage, EV ownership, etc.) to guide messaging and creative strategies? If so, would those insights be available to the selected partner during onboarding?	CPA does have developed audience personas and will provide a comprehensive brief containing specific audience details to the selected Proposer.

8	Has CPA conducted quantitative or qualitative market research on customer awareness, perceptions or attitudes toward its services, programs or clean energy in general? If so, will the findings be made available to the selected partner during onboarding?	Yes, CPA will provide a comprehensive brief containing specific audience details to the selected Proposer.
9	Who holds primary responsibility for developing and executing the paid media campaign expected for Q4 2025 - Q1 2026? Is there a media buying and planning agency in place, or is that work performed in-house by the CPA team?	CPA currently works with a paid media agency.
10	If paid media (e.g., digital ads, sponsorships) is a component of a recruitment campaign strategy proposed by the selected partner during the contract period, will the partner be expected to place and manage the paid media directly, including payment, or is that expected to be managed in-house or by another agency?	Please review CPA's response to Question 9.
11	Will the successful creative services partner be provided access to the CPA's social media and other digital accounts for digital media monitoring and measurement purposes? And will it be expected to directly post creative assets to these channels or will management of social media and digital marketing be the responsibility of the CPA team?	Yes, the selected proposer will have access to CPA's social media platforms. The selected Proposer will work with CPA staff on all projects relating to social media.
12	Is there a current incumbent creative services agency supporting this scope of work? If so, are they being invited to or participating in this RFP process?	Please review CPA's response to Question 3.
13	Section PROJECT BACKGROUND: The RFP states that: "the selected proposer would collaborate with CPA's communications and marketing team, and other marketing and advertising agencies to ensure alignment and consistency in creative output." a. Can you please elaborate on the number of agencies involved and their roles?	CPA will conduct a technical briefing with the selected Proposer.

14	<p>Section: Attachment A, Scope of services, Task #1, point #1: “Extending and optimizing CPA’s current brand campaign to help increase CPA’s brand awareness, understanding of who CPA is and what CPA does, building trust in the diverse communities CPA serves, and CPA’s position as a thought leader in the clean energy space.”</p> <p>a. Can you please clarify what “extending and optimizing” the current campaign means? Does this mean the campaign creative and messaging already exists and we are finding efficiencies in paid media placements? Or, are we revisiting the messaging and creative to refresh it? Could CPA provide examples or background on the current brand campaign to help us understand its tone, strategy, and current assets?</p>	<p>The campaign creative and messaging already exists; Proposers may review CPA’s creative content on CPA’s owned channels by visiting CPA’s website and social media platforms.</p>
15	<p>RFP Section: Attachment A – Scope of Services, Task #1, Timeline for Task #1</p> <p>“Brand campaign concepts will commence Q4 2025 and be delivered in February 2026.”</p> <p>a. Is CPA expecting the selected vendor to create net-new brand campaign concepts, or refine/extend an existing campaign that is already underway?</p>	<p>The selected Proposer will work on refining/extending the existing campaign.</p>
16	<p>RFP Section: Attachment A – Scope of Services, Task #2: Marketing for CPA Program Recruitment</p> <p>“Developing enrollment campaigns for CPA programs... This may include, among other tasks, crafting messaging, designing collateral... creating webpages (no development needed), producing paid media assets...”</p> <p>a. Can CPA clarify the types of paid media assets expected—e.g., display ads, social media, out-of-home, print—and which platforms they plan to use?</p>	<p>CPA will conduct a technical briefing with the selected Proposer.</p>
17	<p>RFP Section: Attachment A – Scope of Services, Task #2.3.2</p> <p>“Creating webpages (no development needed)”</p> <p>a. What CMS or platform is the CPA website currently built on?</p>	<p>Please review CPA’s response to Question 1.</p>

18	<p>Section: Attachment A, Scope of services, Task #3: As-Needed Services “Under the direction of CPA staff, Contractor shall provide additional as-needed digital marketing, website, social media support, and creative design services:</p> <p>a. Can you please clarify the expected volume of as-needed support on the site, social, and creative design? Approximately how many landing pages, pieces of social content, and designs will be needed on a regular basis?</p>	<p>The Task #3 services will be requested on an ad-hoc basis; CPA does not have a forecast for when those services may be required.</p>
19	<p>RFP Section: Section 6.4 – Proposal Evaluation Criteria “Proposer’s qualifications and experience, including references (see Section 3).”</p> <p>a. Will CPA favor proposers with prior experience working with CCAs and municipal utilities, or will demonstrated success with large public sector or purpose-driven clients suffice?</p>	<p>Please review RFP Section 3 (Qualifications and Experience), for further details: “Proposers must have applicable qualifications and experience with providing marketing and communication support services for CCAs, electric/municipal utilities, regional government agencies, or public institutions serving a large volume of customers in Southern California.”</p>
20	<p>RFP Section: Attachment A – Scope of Services, Task #1.4 “Providing light motion/animation support for digital and social media assets...”</p> <p>a. Can CPA clarify what qualifies as “light” animation (e.g., animated text overlays, transitions, etc.) and whether original video production is expected?</p>	<p>The services requested in the RFP do not include video production.</p>
21	<p>Does CPA have a set paid media budget and is this paid media budget within the \$400,000 budget?</p>	<p>CPA currently works with a paid media agency. The services requested in this RFP do not include paid media.</p>
22	<p>Can CPA tell us more about their target audiences for the brand campaign and recruitment programs? What has been the biggest challenge in reaching them and converting them?</p>	<p>CPA will provide a comprehensive brief containing specific audience details to the selected Proposer.</p>
23	<p>Is experience specific to Southern California mandatory, or is comparable experience in other markets i.e., Canada and/or Pennsylvania acceptable?</p>	<p>Please review CPA’s response to Question 19.</p>
24	<p>What depth of localization is expected—full transcreation or just translation? Are other language groups being considered?</p>	<p>Full transcreation is required; the Attachment A of the RFP provides the scope for the languages requested.</p>

25	<p>Will CPA provide base templates/assets or are vendors expected to create net-new formats?</p> <p>From Attachment A – Task #1 Anticipated Deliverables #2 “Adapting and resizing campaign assets for various placements”</p>	CPA will provide the selected Proposer with base templates and current assets but may also request new assets.
26	<p>“No development needed” is vague – can you elaborate here? Would no development needed mean no back-end development required, but other front-end adjustments might be required?</p> <p>From Attachment A – Task #2 Marketing for CPA Program Recruitment 3.2 “This may include, among other tasks, crafting messaging, designing collateral for event street teams, creating webpages (no development needed), producing paid media assets, and developing stakeholder engagement materials.”</p>	The services requested in this RFP do not include webpage development.
27	<p>What will the selected vendor own vs. CPA’s internal team or other vendors?</p> <p>From Attachment D – 16. Work Product “All finished and unfinished reports, plans, studies, documents and other writings prepared by and for Contractor, its officers, employees and agents in the course of implementing this Agreement shall become the sole property of CPA upon payment to Contractor for such work. CPA shall have the exclusive right to use such materials in its sole discretion without further compensation to Contractor or to any other party. Contractor shall, at CPA’s expense, provide such reports, plans, studies, documents and writings to CPA or any party CPA may designate, upon written request. Contractor may keep file reference copies of all documents prepared for CPA.”</p>	Proposers should consult with their legal counsel if they require clarification of the legal terms proposed in the attached PSA template.
28	Does this budget include all paid media, or does it just represent agency fees for the scope of services outlined? Also, can funds from the initial term carry into future renewal terms?	Please review CPA’s response to Question 21.

29	Timeline for Task #1, #2, #3 How many rounds of review and stakeholder sign-off should be factored in?	Typically, four levels of review are factored but depending on the work may vary.
30	The RFP indicates the Proposer(s) will collaborate with CPA's communications and marketing team, and other marketing and advertising agencies to ensure alignment and consistency in creative output. Can you provide expanded roles and more details on the other marketing and advertising agencies (how many agencies, frequency of meetings, how many meetings etc.)?	Please review CPA's response to Question 13.
31	Are proposers required to submit their proposal following the outline and order contained in section 7 of the RFP?	Proposers should choose the format that best highlights their qualifications and experiences.
32	Are proposers required to submit a separate pricing proposal?	Please review CPA's response to Question 31.
33	Is there an incumbent for any of the services outlined in Attachment A, Scope of Services?	Please review CPA's response to Question 3.
34	Does CPA have a separate budget for paid media campaigns?	Please review CPA's response to Question 21.
35	Does CPA need the Proposer to deliver the collateral and website content in English, Spanish and Chinese?	CPA manages all translations.
36	May respondent include subcontractor reference(s) as part of the qualifications and experience requirement?	Subcontractor references are not required but may be submitted in addition to the references requested in Attachment B.
37	Will subcontractors need to be identified and budgeted for in the proposal, or can they be selected and submitted upon award?	Please review RFP Section 7.1.2 (Proposal Requirements).
38	Is there a WBE or MBE requirement on this bid? If so, if a prime submits a bid without an MBE/WBE, will their bid still be considered?	There is no requirement stated in this RFP.
39	May respondents provide Appendices to demonstrate more complex and relevant work samples?	Proposals should contain the information that best highlights the Proposer's qualifications and experience.
40	Is the potential contract value of this solicitation 1) annually and/or 2) life of the contract?	RFP Section 5.2 (Pricing): CPA's anticipated budget for these Services during the Initial Term is anticipated to be \$400,000.
41	Is funding for this effort tied to Federal and/or State appropriations?	No.
42	What is the max dollar cap for the life of this work?	Please review CPA's response to Question 40.

43	Should our proposal pricing include third-party analytics tools and licenses (e.g., Nielsen, Google Ads reporting), or will CPA fund these separately?	RFP Section 5 (Pricing): Proposer must describe in detail the compensation structure to meet the Scope of Services specified in Attachment A.
44	Could CPA clarify a historical compensation range that represents a combined total across all awards including optional renewal years?	No.
45	Should pricing proposals be broken down by service category (e.g., media, creative, translations/transcreations), or submitted as blended hourly rates?	Please review RFP Section 5.1 (Pricing).
46	Are media buys and printing costs (if applicable) expected to be paid out of pocket by the selected vendor, and then those costs will be reimbursed? How soon will reimbursement happen after vendor expenditure?	Please review CPA's response to Question 21.
47	What are the key performance indicators that will be used to measure the success of the campaign and agency performance? For example, what is the measure of establishing connections, and/or eliciting action?	CPA expects that Proposers will be able to suggest appropriate KPIs.
48	Does CPA have an established network or database of target audience organizations the contractor will have access to?	Yes.
49	Does CPA have preferred vendors or existing partnerships for media services, such as out-of-home (OOH) advertising (e.g., billboards, transit ads), broadcast media, and targeted email communication? If so, should the selected contractor coordinate with these vendors?	Please review CPA's response to Question 21.
50	Will CPA provide existing research, message testing data, or brand assets, or should we plan to conduct original research and brand strategy from scratch?	CPA will provide existing research, message testing data, and brand assets.
51	Could CPA describe the expected collaboration process, including key points of contact, such as CPA's MarComm team, review/approval workflows, and meeting cadence between the selected agency and CPA staff?	CPA will conduct a technical briefing with the selected Proposer.
52	Can you provide examples of past campaigns that CPA considered successful? What made them successful?	Please review CPA's response to Question 14.
53	Do you envision a branding refresh or development of new brand guidelines as part of the engagement?	No.

54	For content creation, who will be responsible for developing a social content calendar? Does the agency or CPA post content?	CPA will conduct a technical briefing with the selected Proposer.
55	Are hyperlinks permitted? An example of use would be to provide creative or a sample of our qualifications and capabilities in video format.	Proposals may include hyperlinks.
56	Is there an incumbent for this work, and if so, who is the incumbent(s)?	Please review CPA's response to Question 3.
57	What level of collaboration or approval is required from other departments or elected officials when executing public-facing campaigns?	A high level of collaboration and approval is required from CPA and others when executing campaigns.
58	Is CPA open to a multi-agency partnership model or only considering single-agency awards for the full scope of services?	CPA currently works with multiple agencies.
59	How involved will CPA staff be in the creative development and approval processes?	CPA will direct and approve all creative development.
60	Are there accessibility, branding, or style guidelines to be mindful of in creation of new or refinement of existing assets? Is there a link to these?	Yes, CPA will conduct a creative briefing with the selected Proposer.
61	Are translation/transcreation services part of the work of this contract? In Spanish, Simple Chinese, or other languages?	Please review CPA's response to Question 35.
62	Does CPA have media, social media, and campaign monitoring platform(s) that the contractor will have access to or can the contractor purchase access to a monitoring service as an ODC? If so, what are the platforms?	Please review CPA's response to Question 14.
63	Will the awarded contractor be able to use artificial intelligence tools to design, develop, and implement any/all creative deliverables, if relevant to the scope?	CPA will conduct a technical briefing with the selected Proposer.
64	Can you confirm whether the \$400,000 budget is inclusive of all media placement and paid advertising (e.g., digital ad buys, SEO...), or if that will be budgeted separately?	Please review CPA's response to Question 21.
65	Will the selected vendor be responsible for purchasing media placements, or will CPA handle media buying through a separate entity?	Please review CPA's response to Question 21.
66	Will creative agencies be expected to develop all campaign materials from scratch, or will there be existing assets/templates or brand guidelines to work from for each program?	Please review CPA's response to Question 14.



67	For program-specific campaigns, will CPA provide core messaging or themes, or is the vendor expected to lead the messaging development based on provided briefs?	Please review CPA's response to Question 14.
68	Is there a current agency providing services as outlined in the scope?	Please review CPA's response to Question 3.
69	What are your key performance indicators for this contract?	Please review CPA's response to Question 47.
70	Can you provide details about the existing brand campaign we'd be extending/optimizing? Who manages the current campaign?	Please review CPA's response to Question 13.
71	Can you provide more details about the specific customer programs in each of the three core areas?	Please review CPA's website for more details regarding our customer programs.
72	What percentage of content typically requires translation/cultural adaptation? Do you have preferred translation vendors or do you prefer the agency manage that with a certified translation service? Are there internal capabilities for QA?	Please review CPA's response to Question 35.
73	How is the \$400,000 budget typically allocated across the three task areas?	Budget details will be discussed with the selected Proposer during an initial planning meeting.
74	Task #3: As-Needed Services Is there an estimated volume or pace of creative requests that the contractor should plan for?	Please review CPA's response to Question 18.
75	How many agencies are participating in the RFP? Is the incumbent agency also being considered?	Please review CPA's response to Question 3; CPA cannot forecast how many agencies will choose to participate.
76	What's driving the decision to issue the RFP? Is it due to performance concerns or part of a routine review cycle?	Please review RFP Section 2 (Project Background).
77	What is the structure of the CPA marketing department and key team members?	CPA will conduct an introductory meeting with the selected Proposer.
78	Upon awardance of the business, how will the agency's impact be measured?	Please review CPA's response to Question 47.
79	Is the \$400K budget all-inclusive?	RFP Section 5 (Pricing): CPA's anticipated budget for these Services during the Initial Term is anticipated to be \$400,000 for the Services, which are outlined in Attachment A.

80	Does it cover agency fees for creative strategy, development, and production?	Please review CPA's response to Question 79.
81	Does it include asset development (stock images, video, etc.)?	Please review CPA's response to Question 79.
82	Does it include miscellaneous expenses such as travel?	Please review CPA's response to Question 79.
83	Are as-needed services included?	Please review CPA's response to Question 79.
84	Is an hourly rate breakdown required under the fixed-fee model?	Please review Section 5.1 (Pricing).
85	Are in-person meetings in Los Angeles expected? Board presentations? If so, how frequently?	No.
86	Will CPA provide visual assets, or should the agency plan on sourcing those?	The selected Proposer will source the visual assets, CPA will approve and acquire.
87	Will the agency develop new creative concepts or adapting from existing brand campaign?	Please review CPA's response to Question 14.
88	For listed channels (digital, print, OOH, social), does the scope include video assets?	Yes.
89	How many assets are needed per channel and per quarter?	The number of assets will be determined through project creative briefs and discovery sessions
90	Which assets need to be produced in Spanish and Simplified Chinese?	Most assets need to be produced in Spanish and Simplified Chinese but the selected Proposer will be provided a brief per project.
91	How many campaigns are expected across the Customer, Enrollment, and Recruitment programs?	There will be numerous campaigns aligned with 18 CPA programs.
92	Does "creative and copy development" include new concepts for each campaign?	Yes.