

ADDENDUM NO. 1 TO

RFP – PUBLIC RELATIONS AND COMMUNICATION SERVICES

Questions & Responses

#	Question	Response
1	Team qualifications: Section 3 requires CCA or electric or municipal utility experience, while Section 7.1.2 includes anticipated subcontractors and teaming partners. Can this requirement be met through the combined experience of the proposed team, or must the prime proposer independently have this experience? Can Attachment B references include relevant work led by a proposed partner who will have a central role on the CPA account?	Proposers should highlight the relevant experience of all team members in the manner that best illustrates their ability to provide the services requested.
2	Award structure: Section 6.5 says CPA may select one proposer or a combination of proposers. Does CPA expect to award all three tasks to one prime contractor, or might tasks be awarded separately?	CPA may select one particular Proposer or select a combination of Proposers at CPA's sole discretion.
3	Anticipated volume: Attachment A specifies four case studies and 12 articles or news updates annually, while press materials, pitches, rapid-response requests and campaign support are listed "as requested." Can CPA share an estimated volume for these items and the typical number of active communications initiatives?	CPA cannot provide a fixed volume for ad hoc communications activities. For planning purposes, Proposers may assume an average of ten (10) to fifteen (15) media pitches or targeted outreach efforts per month, along with support for several concurrent communications initiatives of varying scope throughout the year.
4	Content responsibilities: Task 1 requires the contractor to "develop and publish" content. Should proposals include design, multimedia production, website publishing, social or email adaptation, and distribution? Which responsibilities will remain with CPA staff or other CPA partners? Is there an incumbent PR firm currently providing these services and eligible to respond?	Proposals should include examples of all multichannel relevant work. The selected Proposer will be provided with brand guidelines.

5	In-language communications: Section 2 calls for “culturally responsive, in-language messaging.” Which languages and deliverables should proposers plan for? Should translation, transcreation and in-language review be included within the proposed budget?	CPA generally provides in-language content in Spanish and Simplified Chinese and uses a translation company for translation. Proposers do not need to include translations in the budget proposal.
6	Media priorities: Section 2 calls for “strong local and national media relationships.” Which media categories are most important for this engagement: Los Angeles and Ventura County outlets, statewide media, national media, energy and utility trades, or multicultural and in-language media?	CPA's media strategy must span local, regional, statewide, and national audiences.
7	Rapid response: Task 2 calls for same-day or next-business-day support. About how frequently does CPA anticipate needing rapid-response assistance, and should proposals account for evening or weekend availability?	CPA anticipates that rapid-response communications needs will arise on an occasional, as-needed basis rather than at a predictable frequency. While most requests are expected to occur during normal business hours, Proposers should include the ability to provide limited evening or weekend support when warranted.
8	Budget: Section 5.3 identifies an anticipated budget of \$250,000, while Section 5.1 asks proposers to list expenses separately at cost. Should the \$250,000 include expenses such as translation, press-release distribution, media-monitoring tools, travel and outside production?	The anticipated budget provided is all inclusive.
9	Potential conflicts: Section 6.5 notes that CPA may discuss conflicts involving other clients. Would current work for another California CCA be considered a potential conflict, or would CPA review those relationships individually based on the services involved?	No.
10	Proposal format: Section 7.1 lists the required components but does not specify a page or file-size limit. Is there a preferred length or format, and may work samples and team qualifications be included in appendices?	Proposers should select the Proposal format and size that best illustrates their ability to provide the services requested.
11	What about [Proposer Name] made CPA consider inviting us to the RFP process?	CPA declines to respond to this question.

12	Why are you interested in engaging with an agency now?	CPA is seeking a strategic public relations partner to expand its media presence, elevate executive thought leadership, and strengthen proactive storytelling around its clean energy leadership, customer programs, and organizational priorities to help audiences better understand what CPA is and does.
13	If we're 6–12 months into the engagement and it's been a success, what would that look like?	Please review RFP Section 2 (Project Background).
14	Who will be involved in evaluating proposals and making the final decision?	An interdepartmental review team will review received Proposals.
15	What will separate the winning proposal from the rest?	Please review the Evaluation Criteria set forth in RFP Section 6.4.
16	Does CPA anticipate a need for support beyond earned media and content development, such as digital communications, social media, SEO, or AI/LLM optimization, or are those functions being managed separately?	The services solicited in this RFP are set forth in Attachment A (Scope of Services).
17	If those areas are being managed separately today, would CPA like proposers to include recommendations for how digital, social, and AI optimization could complement the communications strategy?	Please see CPA's response to Question 16.
18	How do you envision the selected agency working alongside your internal communications and marketing team?	The selected Proposer will serve as an extension of CPA's internal communications and marketing team. The selected Proposer will provide strategic counsel, proactively identify media opportunities, develop compelling story ideas, execute targeted media outreach, and support thought leadership and reputation-building efforts. CPA's internal team will provide organizational expertise, messaging, approvals, and coordination with internal stakeholders.
19	Who are the key organizations, industry stakeholders, or partners that you are tracking? Are there specific industry keywords or topics that are especially important to CPA's communications?	This will be discussed during the onboarding process with the selected Proposer.
20	Who are CPA's primary spokespeople or subject matter experts that you'd like to focus on?	Please see CPA's response to Question 19.
21	What major milestones, announcements, program launches, or events are expected during this contract period?	Please see CPA's response to Question 19.

22	Of the audiences identified in the RFP, which three do you anticipate being the highest priority over the next three months?	Please see CPA's response to Question 19.
23	Beyond the website, are there any existing marketing, communications, or messaging materials that will be made available to the selected agency?	Please see CPA's response to Question 19.
24	What are the priority languages and communities you want the selected agency to support?	CPA will handle all content translations. Proposers with capabilities and established media relationships in multilingual outlets are encouraged to highlight those capabilities.
Pr25	Will CPA consider adjacent experience in utilities, energy infrastructure, public agencies, or community-serving organizations if a proposer has not worked directly with a Community Choice Aggregator?	Please review Section 3 (Qualifications and Experience) for details surrounding the minimum qualifications and experience.
26	Section 2. Project Background On page 1 it states "culturally responsive, in-language messaging." A. Does CPA anticipate translation or transcreation services under this contract? B. If so, what languages and annual volume are expected?	CPA uses another vendor for translation services.
27	Section 6.5. Evaluation Process On page 5 it states "CPA may select one particular Proposer or select a combination of Proposers." If CPA selects a combination of Proposers, will the scope be divided by task or another method?	CPA reserves the right to make that determination at its discretion.
28	Section 6.5. Evaluation Process On page 5 it states "CPA may select one particular Proposer or select a combination of Proposers." If multiple Proposers are selected, how will budgets be determined for each Proposer?	Please see CPA's response to Question 27.
29	Section 6.5. Evaluation Process On page 5 it states "CPA may select one particular Proposer or select a combination of Proposers." If multiple Proposers are selected, may they collaborate directly with each other or only through CPA?	Please see CPA's response to Question 27.

30	Section 7. Proposal Requirements On pages 6–7 it states “Proposals shall include the following components.” Are there any page limits, file size limits, or formatting requirements for proposal submissions?	Please see CPA’s response to Question 10.
31	ATTACHMENT A: SCOPE OF SERVICES Task #1: Content Development, Storytelling, and Content Calendar Management On page 10 it states “Participate in a kickoff meeting with CPA staff within the first thirty (30) days of the contract effective date or on a schedule directed by CPA.” Does CPA anticipate the kickoff meeting, or will subsequent meetings occur in person? If so, what frequency should Proposers assume during the Initial Term?	Scheduled meetings can happen online in the Microsoft Teams environment.
32	Attachment A: Scope of Services, Task #1: Content Development, Storytelling, and Content Calendar Management On page 10 it states “Develop one (1) case study per quarter.” What average length and format should Proposers assume for each quarterly case study?	Proposers should assume each case study will be approximately 750–1,200 words with accompanying visuals and graphics which can be repurposed for digital, social media, and other marketing and communications materials. CPA expects the selected Proposer to utilize best practices in length and format as appropriate for successful content.
33	Attachment A: Scope of Services, Task #1: Content Development, Storytelling, and Content Calendar Management On page 10 it states “Coordinate with CPA staff to identify viable story ideas and narratives, and gather information, conduct interviews, confirm facts, draft copy, prepare supporting materials, and manage review and approval steps.” Will CPA provide access to subject matter experts, customers, and data needed for story development?	Yes, CPA will provide the selected Proposer with existing CPA resources, with the expectation that the selected Proposer will conduct research to identify additional external resources.
34	Attachment A: Scope of Services, Task #1: Content Development, Storytelling, and Content Calendar Management On page 10 it states “prepare supporting materials.” Does CPA anticipate the Proposer developing visual assets, graphics, photography, or video content to accompany stories?	Yes.

35	Attachment A: Scope of Services, Task #2: Media Relations and Outreach On page 11 it states “Conduct proactive media outreach, relationship building, pitching, and earned media opportunity identification.” Is any media outreach expected in languages other than English?	English will be the primary language for media outreach. CPA serves diverse communities across Los Angeles and Ventura counties, and agencies with capabilities and established media relationships in multilingual outlets are encouraged to highlight those capabilities.
36	Attachment C: Sample Contract, Section 15. Use of Artificial Intelligence On page 23 it states “Contractor shall obtain written consent from CPA prior to any use of Artificial Intelligence technology to generate or produce any deliverables and/or perform Services under this Agreement.” Does routine AI-assisted editing, note-taking, transcription, or research support require advance written approval from CPA?	Yes.
37	Is the \$250K budget inclusive of all labor and non-labor costs?	Please see CPA’s response to Question 8.
38	Will the selected agency be expected to coordinate with CPA's existing marketing or communications vendors, and if so, what is the nature of those relationships?	Yes: brand guidelines, creative assets, and media buying.
39	Are there any geographic focus areas within the 38-member agencies where CPA is prioritizing awareness?	Please see CPA’s response to Question 6.
40	Does CPA anticipate any major program launches, rate changes, or policy announcements during the initial term that would require significant communications ramp up?	Yes.
41	Is rapid response support counted against the fixed budget or is that treated as variable costs?	Proposers should suggest the pricing structure that they believe will be required to meet the Scope of Services specified in Attachment A.
42	Will the selected agency be expected to attend in-person meetings, or is all coordination virtual?	The majority of coordination and meetings are expected to occur virtually.
43	Is there an expected, rough budget allocation across the three tasks that CPA expects?	Please see CPA’s response to Question 41.
44	Are there any topics or media targets CPA has already pursued and wants to avoid duplicating?	No.

45	What role does PR/communications play within the business today, and what are CPA's top business priorities for 2026 to 2027 that the selected agency must support?	Communications play a key role in CPA's visibility. Business priorities will be discussed with the selected Proposer through the onboarding process.
46	How does CPA prioritize communications objectives among local community awareness, stakeholder engagement, policy influence, industry thought leadership, and national visibility?	Communication prioritization will be discussed with the selected Proposer through the onboarding process.
47	How do you want to split focus among local, regional, and national media? Is one more important than the others?	Prioritization in planning will depend on what needs to be communicated.
48	What does success look like at 90 days, 6 months, and the end of the first contract year?	Please see CPA's response to Question 13.
49	What earned media success metrics will be used to evaluate agency performance (e.g., number of placements, audience reach, message pull-through, share of voice, tier-one placements)?	Quality and relevance of earned media placements, message pull-through, audience reach, executive thought leadership opportunities, and success in securing coverage. CPA will also consider the agency's strategic counsel, responsiveness, and overall contribution to advancing communications objectives.
50	What would be your dream media win that signals the program is working?	CPA has earned media in local, statewide and national outlets.
51	What audience(s) do you consider highest priority to reach during this contract?	Audience prioritization will be discussed with the selected Proposer during the onboarding process.
Plea52	What does your announcement pipeline look like during the contract period? Do you anticipate any significant news or milestones?	Yes. Expected announcements will be shared with the selected Proposer through the onboarding process.
53	Are there specific programs, policy priorities, customer initiatives, or organizational milestones the selected agency should plan to support?	The selected Proposer would support programs, initiatives, and organizational milestone announcements and content.
54	Are there notable plans for local or regional market expansion that will require communications support?	Planning for specific communications support will be determined during the onboarding process for the selected Proposer.
55	Is there a current agency partner? If so, are they invited to participate in this RFP? If not, how is this work currently being handled?	No.
56	What is working well and not well with your current agency or internal process, and what is the single biggest outcome you want a new partner to deliver that hasn't been achieved?	Please see CPA's response to Question 55.

57	What internal barriers have historically slowed or limited earned media success?	CPA declines to answer this question
58	How is your current communications team structured, and what aspects of that model do you want to preserve or change?	Please see CPA's response to Question 19.
59	How large is your current spokesperson bench? Are your spokespeople comfortable with media, and is additional training or narrative development needed?	Please see CPA's response to Question 19.
60	Do you have customer stories/spokespeople available for media opportunities?	Please see CPA's response to Question 19.
61	What internal content inputs (data, research, customer case studies) will the agency have access to? Will CPA provide subject matter experts and source materials for case studies and articles, or is the selected agency expected to conduct independent research and interviews?	Both.
62	Does CPA have priority media outlets, reporters, publications, or geographic markets that should be emphasized in the media relations strategy?	The selected Proposer should plan to highlight recommended and target media that would best serve CPA's needs based on what is outlined in the RFP.
63	Approximately how many press releases, major announcements, or proactive campaigns does CPA anticipate during the initial contract term?	This will be determined in the onboarding and exploration process.
64	Does CPA currently utilize a media monitoring platform, or should monitoring and coverage tracking be included within the proposed scope and budget?	Yes, CPA uses a media monitoring platform.
65	Can CPA share examples of recent communications campaigns or earned media initiatives it considers particularly successful?	Please see CPA's response to Question 19.
66	The RFP references culturally responsive, in-language messaging. Does CPA anticipate content development, media outreach, or translation services in languages other than English? If so, which languages and at what anticipated volume?	CPA expects culturally responsive content development by the selected Proposer but will use its translations vendor for copy translations.
67	Who do you consider CPA's primary competitors from a communications standpoint, and where do you believe competitors currently have an advantage in external perception?	Please see CPA's response to Question 19.

68	Which narratives or market conversations feel most crowded today, and where do you believe CPA is falling short in earned media relative to competitors?	Please see CPA's response to Question 19.
69	What meeting cadence does CPA anticipate with the selected agency?	CPA anticipates a minimum of monthly meetings with the likelihood of more as determined in the onboarding process.
70 71	What level of support is expected for executive visibility, including thought leadership, bylined articles, speaking engagements, and interview preparation?	Determining and securing executive visibility through local, statewide, regional and national media outlets.
72	Does the same-day or next-business-day rapid-response requirement include after-hours and weekend availability, or is support expected during normal business hours only?	Proposers should provide budget and availability parameters for after hours and weekends.
73	Approximately how many rapid-response or emerging issue requests did CPA manage in the previous 12 months?	CPA declines to answer this question.
74	What specific performance metrics and reporting format does CPA expect in the monthly reports described in Task 3?	This will be discussed with the selected Proposer but reporting will include activity and placements, outreach efforts, project milestones.
75	Is the \$250,000 budget consistent with current spend? If it represents an increase or decrease, what drove the change?	CPA declines to respond to this question.
76	Is the \$250,000 budget intended to cover all services in Attachment A, including rapid-response support and any multilingual communications requirements?	Yes.
77	Does CPA have a preferred compensation structure (fixed-fee retainer, hourly not-to-exceed, or hybrid), or is the format left to proposer discretion?	Please see CPA's response to Question 41.
78	Will transition materials, historical reporting, and existing media relationships be available to the selected contractor?	Yes.
79	How many agencies have been invited to participate, and beyond budget and capabilities, what will be the top decision criteria in selecting the winning agency?	The solicitation is published on CPA's website, and any qualified Proposer may participate. Please review RFP Section 6.4 (Proposal Evaluation Criteria).
80	What communications challenge prompted CPA to issue this RFP at this time?	CPA is growing and is seeking opportunities to expand and enhance our visibility and highlight our impact.
81	Where do you believe CPA has the greatest opportunity to strengthen its public profile over the next two to three years?	Thought leadership .

82	Are there particular stakeholder audiences that you believe are currently underserved by your communications efforts?	This will be discussed with the selected Proposer during the onboarding process.
83	What stories or initiatives do you feel have been most successful over the past two years, and where do you believe there are untapped storytelling opportunities?	CPA has a wealth of storytelling opportunities that will be highlighted through the onboarding process with the selected Proposer.
84	Approximately how many proactive communications campaigns, announcements or major storytelling initiatives does CPA anticipate annually?	Please review the scope of services set forth in Attachment A.
85	What percentage of the engagement do you anticipate being proactive strategic communications versus reactive media relations and issue management?	A majority of engagement opportunities will be proactive strategic communications.
86	Are there recurring executive communications responsibilities (thought leadership, speaking opportunities, op-eds, etc.) that should be assumed within this scope?	Opportunities should be highlighted by the Proposer.
87	For the quarterly case study and monthly published article or feature story referenced in Task #1, Items 1 and 2, what owned channels would be used to publish or share content and optimize storytelling for CPA?	CPA's website, newsletter and social media channels.
88	Would CPA require or expect the selected PR and communications services agency to provide crisis communications planning and execution or is that provided by another partner agency or managed in-house? Would executive or spokesperson media training be of assistance?	CPA will want counsel for crisis communications.
89	Approximately how many proactive communications campaigns, announcements, or major storytelling initiatives do you anticipate annually, and are there any significant initiatives, regulatory milestones, or launches already planned for the first 6–12 months?	The number of communications campaigns will be determined through the onboarding process and recommendations of the selected Proposer.
90	Can you describe your content review and approval process, including the primary stakeholders involved and expected turnaround times?	This will be shared during the onboarding process with the selected Proposer.

91	The RFP references an anticipated first-year budget of approximately \$250,000. Is that intended to encompass all requested services, including any rapid-response support? Is there flexibility for additional project-based work should needs expand?	That is the entire available budget for this scope of work.
92	What is the makeup/composition/structure of the CPA staff that the Agency would be working with?	Senior Public Relations Manager, Senior Director of Communications and other staff as needed.
93	Is there an incumbent agency or to date have all efforts of this been undertaken by the internal staff?	Internal staff.
94	Can you describe your current communications and marketing ecosystem, including internal teams and external agency partners?	CPA works with external creative agencies. CPA's Communications and Marketing team can be viewed on our website.
95	How do you envision responsibilities being divided across those teams, and should the selected PR agency lead integrated communications planning or primarily support initiatives led by CPA?	Advise and support.
96	Does CPA have a paid media program and if so, are those campaigns and media placements conducted in-house or by another agency provider?	CPA works with a paid media agency. The selected Proposer may be asked to provide recommendations on paid media opportunities.
97	How are your social channels (Facebook, Instagram, LinkedIn, X) managed - in house or with another agency? Would the selected communications services agency be expected to play a role with social media?	CPA's social media channels are managed in-house. The selected Proposer would be expected to consider social media as a messaging opportunity for outreach.
98	Beyond traditional earned media metrics, how will CPA define success for this engagement? Are there existing baseline KPIs or benchmarks (share of voice, sentiment, media quality, message pull-through, executive visibility, etc.) that CPA will use to evaluate agency performance?	CPA will share during the onboarding process with the selected Proposer.
99	If you could identify the top 3 communications objectives you expect the selected agency to achieve during the first year, what would they be?	CPA will share during the onboarding process with the selected Proposer.
100	Will this agency be expected to support organizational reputation measurement or coordinate with any existing research partners?	No.

101	Section 3, Qualifications and Experience. Regarding "Proposer must have applicable qualifications and experience with providing public relations, media relations, strategic communications and multichannel content development, for CCAs or electric or municipal utilities": (a) Is this a pass/fail minimum qualification or a scored factor under the qualifications and experience evaluation criterion? (b) May this requirement be satisfied through the combined experience of the proposed team, including subcontractors or teaming partners? (c) Will experience providing communications and content services to a CCA, combined with media relations experience for other public agencies, satisfy this requirement?	Please see CPA's response to Question 1.
102	Section 6.5, Evaluation Process. Regarding "CPA may select one particular Proposer or select a combination of Proposers": May a Proposer submit a proposal for a subset of the tasks in Attachment A, and will CPA consider awarding individual tasks to different Proposers?	No, CPA will not consider proposals that do not include the entire scope set forth in Attachment A.
103	Section 5.3, Pricing. Regarding "CPA's anticipated budget for these Services during the Initial Term is anticipated to be \$250,000": Does this amount include at-cost expenses such as travel, wire distribution, translation, and media monitoring subscriptions, or is it intended for professional fees only? Does CPA have an anticipated allocation across Tasks 1 through 3?	Please see CPA's response to Question 8.
104	Attachment A, Scope of Services. Are the services described in Attachment A currently performed by an outside agency or by in-house staff? If by an outside agency, can CPA share the current annual spend for these services?	No.
105	Attachment A, Task 2, Media Relations and Outreach. To support accurate pricing, can CPA share expected annual volumes for Task 2 deliverables, such as the approximate number of press releases, media advisories, and rapid-response requests issued or handled in the past 12 months?	Please see CPA's response to Question 19.

106	Attachment A, Tasks 2 and 3. Will CPA provide access to media monitoring, media database, and distribution tools (for example, Cision, Meltwater, or wire services), or is the contractor expected to supply them? If contractor-supplied, are these subscriptions billable at cost as expenses under Section 5.1(b)?	Yes.
107	Section 2, Project Background. Regarding "culturally responsive, in-language messaging": Which languages does CPA anticipate requiring, at what approximate volume, and may professional translation services be billed at cost as an expense?	CPA will provide translations services.
108	Section 6.4, Proposal Evaluation Criteria. How will the pricing criterion (20%) be scored: lowest-cost ratio, alignment with the anticipated budget, or a qualitative value assessment? Will both Fixed Fees and Variable Costs in the Section 5.3 pricing matrix be included in the scored total?	Please review the pricing matrix set forth in RFP Section 5.3 (Pricing).
109	Section 7.1.6, Proposal Requirements. Will proposed changes to the Pro Forma Contract or Data Protection Requirements affect a proposal's evaluation or score?	Please review RFP Section 6.5 (Evaluation Process).
110	Attachment C, Section 15.2, Use of Artificial Intelligence. Will CPA consider granting a standing written consent at contract kickoff covering disclosed AI tools and use cases, or does Section 15.2 require consent on a per-deliverable basis?	Please see CPA's response to Question 19.
111	Section 7, Proposal Requirements. Is there a page limit, required format, or email attachment size limit for proposals?	Please see CPA's response to Question 10.
112	Attachment A, Task 3, Strategic Communications Support and Reporting. Regarding "monthly reports summarizing completed deliverables, media outreach activities, placements, performance metrics": What key performance indicators or success measures will CPA use to evaluate the effectiveness of these services during the contract term (for example, placement volume, share of voice, message pull-through, or audience reach)?	Please see CPA's response to Question 19.

113	Section 2, Project Background. Can CPA describe any specific challenges or priority opportunities in its current communications efforts that the selected agency should be prepared to address (for example, awareness gaps, audience segments that have been difficult to reach, or story categories CPA most wants to elevate)?	Please see CPA's response to Question 19.
114	What would define a highly successful engagement after the first 12 months? (Section 7.1)	Please see CPA's response to Question 19.
115	Do you have a preference on team location and/or time zones? (Section 7.1)	Proposers should be prepared to provide the services during regular business hours (8:30 AM to 5:30 PM Pacific Time) outside of rapid response requests.
116	For the quarterly case studies and monthly feature stories, will CPA provide the identified story opportunities and subject matter experts, or is the selected agency expected to help source and develop stories through stakeholder outreach and research? (Attachment A)	Both.
117	Does CPA have established performance metrics or targets for earned media activities, such as media placements, share of voice, or other indicators of success? (Attachment A)	Please see CPA's response to Question 19.
118	Which media audiences are the highest priority for CPA: local community media, regional Southern California outlets, California policy and government media, energy and utility trade publications, national media, or a combination thereof? (Attachment A)	Please see CPA's response to Question 6.
119	Can CPA provide additional guidance regarding the anticipated frequency and nature of rapid-response communications support? (Attachment A)	Please see CPA's response to Question 7.
120	Approximately how many press releases and or media alerts do you expect per quarter? (Attachment A)	CPA will discuss with the selected Proposer during the onboarding process.
121	While not noted in the RFP, is there a desire for recommendations on a thought leadership strategy and/or executive positioning platform development?	Yes.

122	Can you please give us a breakdown of your target audience by priority? (Section 2) a. Are there specific customer segments or communities CPA wants to prioritize (e.g., low-income customers, EV owners, elected officials, business customers, Spanish-speaking communities)?	Please see CPA's response to Question 6.
123	The RFP says "in-language" messaging and culturally responsive - can you share details on what languages and cultures you are looking to target?	Please see CPA's response to Question 5.
124	What is the biggest perception barrier currently facing CPA locally and nationally?	Please see CPA's response to Question 19.
125	What is CPA's wishlist of media publications for exposure?	Please see CPA's response to Question 19.
126	Has CPA conducted an AI visibility analysis (Generative Engine Optimization) for the organization? Is understanding how the organization appears in earned media feeding into LLM models important as part of this scope?	Please see CPA's response to Question 19.
127	Can you give us some examples of time-sensitive media opportunities that have surfaced in the last 12-24 months (e.g. summer heat waves and grid reliability, wildfire season, rising electricity costs, EV adoption milestones, CA regulatory announcements, etc.)?	Please see CPA's response to Question 19.
128	What has been lacking for your existing or past PR and communications program?	Please see CPA's response to Question 19.
129	What are the three most important messages/narratives that CPA desires to communicate as part of this program?	Please see CPA's response to Question 19.
130	Are there any major announcements, launches, milestones, reports, or campaigns already planned for 2026-2027?	Please see CPA's response to Question 19.
131	Does CPA have designated executive spokespersons, and what level of media visibility is desired for leadership?	Please see CPA's response to Question 19.
132	Which programs, initiatives, or campaigns are expected to generate the majority of storytelling and media opportunities?	Please see CPA's response to Question 19.
133	Does CPA currently have an agency of record for PR and communications? If so, what responsibilities would transition to the selected agency?	CPA does not currently have a PR agency. The scope of work would be specific to a new agency.

134	Will CPA provide access to program managers, customers, and community partners for interviews and story development?	CPA will work to provide appropriate voices for story development.
135	What reporting formats and dashboards does CPA currently use for PR evaluation?	Cision.
136	Who will be the day-to-day point of contact and approval lead?	CPA's Senior PR Manager.
137	Are there any anticipated crisis communications, legislative, regulatory, or public affairs support needs that agencies should account for in staffing and budgets?	Yes.
138	Is the anticipated \$250,000 budget intended to cover all three task areas equally, or are certain workstreams expected to receive greater investment?	Please see CPA's response to Question 8.