



**REQUEST FOR PROPOSALS (RFP)
FOR DIGITAL MARKETING, WEBSITE AND SOCIAL MEDIA SUPPORT SERVICES**

I. OBJECTIVE

Clean Power Alliance of Southern California (“CPA”) is seeking proposals from qualified and experienced contractors to provide digital marketing, website and social media support services as well as design services to support its day-to-day operations in support of the CPA brand as well as specific agency programs and initiatives.

II. PROJECT BACKGROUND

CPA is a Community Choice Aggregation (“CCA”) program, established as a Joint Powers Authority made up of 32 local agencies across Los Angeles and Ventura Counties. These agencies have banded together to provide cleaner electricity at competitive rates, offering a choice in electricity service providers to approximately three million residents and businesses through approximately one million customer accounts. Clean Power Alliance has grown to be the fifth largest electricity company in the State of California.

With more customers and stakeholders relying on digital platforms to get information, it is critical for CPA to have a streamlined and effective digital presence, whether it’s the website, social media channels or paid digital banner ads. This contract is to supplement CPA’s External Affairs team in the planning and execution of high-quality, effective, creative digital owned and paid campaigns in support of CPA’s brand, programs and other initiatives.

III. QUALIFICATIONS AND EXPERIENCE

A qualified Proposer should have the following minimum qualifications and experience:

- The Proposer must have applicable qualifications and experience providing digital marketing and communications support services including comprehensive website and social media support, as well as organic and paid digital advertising including search engine optimization.
- The Proposer must have applicable qualifications and experience to support integrated marketing and campaign strategy, execution and measurement.

- The Proposer must have applicable qualifications and experience with providing marketing and communication support services for CCAs, electric/municipal utilities and/or regional government agencies serving customers in Southern California.

IV. SCOPE OF SERVICES

A. Scope of Work

A detailed description of the Scope of Work for digital marketing, website and social media support services is contained in **Attachment A** (“Contemplated Scope of Services”).

B. Term of Work

Services under this RFP are expected to commence on June 7, 2021 and continue until June 7, 2022 (“Initial Term”). At the end of the Initial Term, the Parties may renew this Agreement for successive one (1) year terms for a maximum of two years (each, a “Renewal Term”).

V. PRICING

Proposer must (a) describe in detail the compensation structure to meet the Scope of Services specified in **Attachment A**; (b) describe in detail any fees or charges for travel, telephone calls, and any other expenses anticipated to be incurred, which shall be separately billed (NOTE: any compensation for such fees or expenses shall be at-cost, i.e., no margin, or additional fees shall be charged); and (c) describe in detail any discounts or downward adjustments that are available and the conditions for such discounts. The compensation structure can include (i) fixed price or (ii) hourly rates, in which case the Proposer must specify the rate increments for each professional who will or is anticipated to perform services outlined herein, and a not-to-exceed amount.

Proposer may, at its option, submit one (1) alternative pricing proposal but that proposal must specify any different amounts proposed and justify in detail the cost breakdown for each individual scope item described in **Attachment A**, or by another divisible increment. CPA reserves the right, at its sole discretion, to reject or accept any alternative pricing proposal.

VI. RFP Process

A. RFP Schedule

The timetable for this RFP is as follows:

Description	Date
Release of RFP	Tuesday May 4, 2021
Deadline for Questions	Thursday, May 6 by 4:00pm
Responses to Questions Provided	Monday, May 10, 2021
RFP Proposals Due	Wednesday, May 12, 2021 by 4:00 p.m.
Evaluation of Proposals	May 12-14, 2021
Interviews (if needed)	May 17-18, 2021
Contract Negotiations	May 19-26, 2021
Presented to the Board for Approval and-or Execution of Contract	June 3, 2021
Commencement of Work	No later than June 7

B. Proposer Questions and CPA Responses

Potential proposers may submit questions regarding this RFP by sending an email to contracting@cleanpoweralliance.org with a copy to scoffelt@cleanpoweralliance.org. All questions must be received by 4:00pm (pacific time) on May 6, 2021. When submitting questions, please specify which section of the RFP you are referencing and quote the language that prompted the question. CPA will post responses to all of the questions received for this solicitation to CPA's website at: <https://cleanpoweralliance.org/get-involved/job-contracting-opportunities/> on May 10, 2021.

CPA reserves the right to not respond to questions or to group similar questions when providing answers. Questions may address issues or concerns that the evaluation criteria and/or business requirements would unfairly disadvantage providers or, due to unclear instructions, may result in CPA not receiving the best possible responses from provider.

C. Proposal Submission Deadline

The proposal should be submitted by email to contracting@cleanpoweralliance.org by **4:00 pm on May 12, 2021** with a copy to scoffelt@cleanpoweralliance.org. Please include "PROPOSAL FOR DIGITAL MARKETING SERVICES" in the email subject line. **A Proposer assumes all risks associated with its failure to follow this direction, including but not limited to CPA's failure to consider that proposal in its evaluation.**

It is the sole responsibility of the submitting Proposer to ensure that its proposal is received before the submission deadline. Submitting Proposer shall bear all risks associated with delays in delivery or failure to follow the direction specified herein. Any proposals received after the scheduled closing date and time for receipt of proposals or that do not comply with the direction provided herein may not be accepted or considered.

D. Proposal Evaluation Criteria

Proposals will be evaluated in accordance with the following evaluation criteria.

Evaluation Criteria
Proposer’s qualifications and experience (see Section III).
Proposer’s approach to the Contemplated Scope of Services identified in Attachment A .
Proposer’s Pricing (see Section V)

E. Evaluation Process

CPA will evaluate the proposals pursuant to the criteria specified, in Section VI.D., above. CPA may select one particular Proposer or select a combination of Proposers (with or without interviews); or conduct interviews with a “short list” of Proposers, consisting of those Proposers reasonably likely, in the opinion of CPA, to be awarded the contract. CPA reserves the right to reject any “shortlisted” Proposer and a “shortlist” shall not constitute any guarantee of selection. Any interview may include discussions about services offered, conflicts of interests with other clients, or fees/compensation amount or structure. Interviews may take place through written correspondence, telephone or video conference, and/or face-to-face interviews, at CPA’s sole discretion.

CPA reserves the right not to “short list” proposers, to reject any “shortlisted” Proposer, convene interviews or discussions, or to make an award on the basis of initial proposals received, with or without any additional process. References may be contacted at any point in the evaluation process.

After a Proposer or Proposers has been selected, CPA will negotiate a contract for execution. If a satisfactory contract cannot be negotiated, CPA may, at its sole discretion, begin contract negotiations with the next qualified Proposer or Proposers who submitted a proposal, as determined by CPA. Proposers are further notified that CPA may disqualify any Proposer with whom CPA cannot satisfactorily negotiate a contract. A contract may be presented to CPA’s Board of Directors for approval.

VII. PROPOSAL REQUIREMENTS

Proposals shall include the following components and should not exceed 20 pages:

- Proposer’s qualifications and experience with the elements specified in Section III (Qualifications and Experience). Proposer must provide qualifications for all team members, including the principal, company official(s), and other personnel who Proposer anticipates will be assigned to work on behalf of CPA. This requirement includes, but is not limited to, Proposer’s anticipated subcontractors or teaming partners.

- Proposer’s explanation for how it plans to meet Task and Deliverables specified in **Attachment A** (which will be attached to the final agreement as Exhibit A). This section must include:
 - A list of the Proposer’s planned project team, who will be assigned to work on behalf of CPA, and an explanation for each project team member’s role and responsibility.
 - A list of subcontractors, if any, and their respective roles and responsibilities separated by task.
 - Proposer must provide its pricing proposal, including the information required in Section V., “Pricing,” above. Proposer should describe any fixed fees or hourly billing rates, fees, or other compensation that Proposer may seek from CPA for services, inclusive of staff time, equipment, materials, travel, administrative/clerical, overhead and other out-of-pocket expenses, if applicable to this contract. CPA does not consider the Pricing proposal to be confidential. Proposers should expect that the entire Pricing proposal will be presented to the Board, if the contract requires Board approval.
 - If a teaming arrangement is being proposed, teaming partner or subcontractor costs should be broken out separately.

- Proposer may submit a proposal for all of the services identified in **Attachment A**. Alternatively, a proposer may choose to submit a proposal for just (i) Digital Marketing, (ii) Website and (iii) Social Media Support Services or (iv) as-Needed Marketing, Communications, and Research and Design services.

- Proposer’s completed Prospective Contractor References Form. See **Attachment B**.

- Any required changes to CPA’s Pro Forma Contract. See **Attachment D**.

- Proposer’s completed Proposer’s completed Campaign Contribution Form. See **Attachment E**.

- **Attachment F**. Q&A from prior RFP.

VIII. RESERVATION OF RIGHTS

This RFP is a solicitation for proposals only and is not intended as an offer to enter into a contract or as a promise to engage in any formal competitive bidding or negotiations. CPA may, at its sole discretion, accept or reject any or all proposals submitted in response to this RFP. CPA also may, in its sole discretion, make no award for this RFP or cancel this RFP in its entirety. In addition, CPA may, at its sole discretion, only elect to proceed with contract negotiations for some of the services included in the proposal. CPA further reserves its right to waive minor errors and omissions in proposals, request additional information or revisions to offers, and to negotiate with any or all Proposers.

CPA shall not be liable for any costs incurred by the Proposer in connection with the preparation and submission of any proposal. CPA reserves the right to waive inconsequential disparities in a submitted proposal. CPA has the right to amend the RFP, in whole or in part, by written addendum, at any time. CPA is responsible only for that which is expressly stated in the solicitation document and any authorized written addenda. Such addendum shall be made available to each person or organization which CPA records indicate has received this RFP. Should such addendum require additional information not previously requested, failure to address the requirements of such addendum may result in the proposal being found non-responsive and not being considered, as determined in the sole discretion of CPA. CPA is not responsible for and shall not be bound by any representations otherwise made by any individual acting or purporting to act on its behalf. CPA has the right to reissue the RFP at a future date.

IX. CONFIDENTIALITY AND PUBLIC RECORDS

Responses to this RFP shall become the exclusive property of CPA. CPA is subject to the California Public Records Act ("CPRA"). The recommended Proposer's proposal will become a matter of public record when contract negotiations are complete and when an agreement is executed by CPA. Exceptions to disclosure may be available to those parts or portions of proposals that are justifiably and reasonably defined as business or trade secrets, and plainly marked by the Proposer as "Trade Secret", "Confidential", or "Proprietary". CPA shall not, in any way, be liable or responsible for the disclosure of any such record or any parts thereof, if disclosure is required or permitted under the CPRA or otherwise by law. CPA does not consider the Pricing proposal to be confidential. Proposers should expect that the entire Pricing proposal will be presented to the Board, if the contract requires Board approval.

In the event CPA receives a CPRA request for any of the aforementioned documents, information, books, records, and/or contents of a proposal marked "Confidential", "Trade Secrets", or "Proprietary", Proposer agrees to defend and indemnify CPA from all costs and expenses, including reasonable attorneys' fees, incurred in connection with any action, proceedings, or liability arising in connection with the CPRA request. If the Proposal does not contain such

markings, Proposer waives its right to claim an exemption at a later time.

A blanket statement of confidentiality or the marking of each page of the proposal as confidential shall not be deemed sufficient notice of a CPRA exemption, and a Proposer who indiscriminately and without justification identifies most or all of its proposal as exempt from disclosure or submits a redacted copy may be deemed non-responsive.

X. CONFLICTS OF INTEREST

CPA is governed by the Political Reform Act, Government Code Section 1090, Government Code Section 84308, and other requirements governing conflicts, campaign contributions, and gifts. Proposers are required to review all applicable conflict of interest laws. In addition, CPA has adopted policies governing any prospective vendor's conduct. Proposers are advised to review all policies, including the Vendor Communication Policy available here: <https://cleanpoweralliance.org/key-documents/>.

You may not contact or receive information outside of this RFP process. If it is discovered that the Proposer contacted and received information from anyone other than the email address specified above and under the process specified herein regarding this solicitation, CPA may, in its sole discretion, disqualify your proposal from further consideration.

All contact regarding this RFP or any matter relating thereto must be in writing and may be emailed to contracting@cleanpoweralliance.org.

ATTACHMENTS

Attachment A – Contemplated Scope of Services

Attachment B – Prospective Contractor References

Attachment C – CPA Member Agencies

Attachment D – CPA Sample Contract

Attachment E – Campaign Contribution Form (Government Code 84308)

Attachment F – Questions and Answers from prior RFP.

ATTACHMENT A SCOPE OF SERVICES

The principal responsibility of the selected Proposer is to provide a full range of Advertising, Public Relations and Related Services that include, but are not limited to, the following:

I. Website Support – Proposer will provide day-to-day support for CPA’s website (cleanpoweralliance.org)

Tasks

- a. Website design implementation and recommendations
- b. Website content development
- c. Website dashboard and metrics
- d. Website development services, as needed

Deliverables: Day-to-Day support; Strategic Website Plan, Graphics and content as needed to support CPA brand and initiatives.

II. Social Media Support – Proposer will provide day-to-day support CPA’s social media channels (Twitter, Facebook, LinkedIn and more as the agency expands)

Tasks

- a. Social media content calendar development
- b. Develops social media content for all platforms (writing, graphic design, animation, research services)
- c. Social media dashboard and metrics
- d. Website development services, as needed

Deliverables: Day-to-Day support; quarterly/monthly/weekly content calendars with text/graphics; Strategic plan; hashtag strategy; dashboard updated weekly for social media

III. Paid and Organic Digital Marketing Services – Proposer will support agency initiatives by developing digital marketing plans, strategies and materials

Tasks

- a. Media planning and buying
- b. Targeting
- c. Creating dashboards, analyzing metrics and making recommendations for optimizations
- d. Development of content to support digital marketing campaigns
- e. Graphic design services

Deliverables: Marketing, Education, & Outreach (ME&O) plans, media planning/buying and graphic and content support as needed.

IV. ME&O for Power Share Marketing

Tasks

- a. Developing creative executions in English, Spanish and Mandarin (may be expanded to other languages if needed.)
- b. Developing and executing paid media plans.
- c. Developing power points and other content to support campaigns.
- d. Creating and maintaining an ongoing dashboard, analyzing metrics and making recommendations to optimize campaigns

Deliverables: ME&O plans for Power Share, monthly spending and performance report, media planning/buying and graphic and content support as needed.

V. Other services needed

Purchase Codes and Tasks

- a. Conduct annual research program (Includes annual focus groups, surveys, website testing etc.)
- b. Provide photographic and video services

**ATTACHMENT B
PROSPECTIVE CONTRACTOR REFERENCES**

Contractor's Name: _____

List three (3) References where the same or similar scope of services were provided in order to meet the Minimum Requirements stated in this solicitation.

1. Name of Firm	Address of Firm	Contact Person	Telephone # ()	Fax # ()
Name or Contract No.	# of Years / Term of Contract		Type of Service	Dollar Amt.
2. Name of Firm	Address of Firm	Contact Person	Telephone # ()	Fax # ()
Name or Contract No.	# of Years / Term of Contract		Type of Service	Dollar Amt.
3. Name of Firm	Address of Firm	Contact Person	Telephone # ()	Fax # ()
Name or Contract No.	# of Years / Term of Contract		Type of Service	Dollar Amt.

ATTACHMENT C
List of CPA MEMBER AGENCIES

County/City
Agoura Hills
Alhambra
Arcadia
Beverly Hills
Calabasas
Camarillo
Carson
Claremont
Culver City
Downey
Hawaiian Gardens
Hawthorne
LA County
Malibu
Manhattan Beach
Moorpark
Ojai
Oxnard
Paramount
Redondo Beach
Rolling Hills Estates
Santa Monica
Sierra Madre
Simi Valley
South Pasadena
Temple City
Thousand Oaks
Ventura City
Ventura County
West Hollywood
Westlake Village
Whittier

ATTACHMENT D SAMPLE CONTRACT

Attached is a sample CPA Agreement that will be negotiated between the CPA and selected digital marketing firm(s). Additional terms and conditions will be incorporated dependent on circumstances, including scope of services, the space selected, any tenant improvement or allowance, and other factors.

Clean Power Alliance of Southern California

This Professional Services Agreement (this "Agreement"), dated and effective as of [Month/Day, Year] (the "Effective Date"), is made by and between:

CLEAN POWER ALLIANCE OF SOUTHERN CALIFORNIA ("CPA"), and

[Legal Name of Contractor] ("Contractor").

CPA and Contractor are sometimes collectively referred to herein as the "Parties" and each individually as a "Party." In consideration of the terms of this Agreement, and for other good and valuable consideration, the Parties make the following acknowledgments and agreements:

RECITALS

WHEREAS, CPA may contract with a provider for Digital Marketing, Advertising, Public Relations, and Related Services

WHEREAS, CPA conducted a Request for Proposals ("RFP") and CPA selected Contractor because Contractor has the expertise and experience to provide the specified services to CPA and offered CPA the Best Value;

WHEREAS, Contractor desires to provide these specified services to CPA;

WHEREAS, the purpose of this Agreement is to set forth the terms and conditions upon which Contractor shall provide services to the CPA;

NOW, THEREFORE, it is agreed based on the consideration set forth below by the Parties to this Agreement as follows:

AGREEMENT

1. Definitions.

- a. The definition of "Confidential Information" is set forth in paragraph 10.b. of this Agreement.
- b. "CPA Data" shall mean all data gathered or created by Contractor in the performance of the Services pursuant to this Agreement, including any customer or customer-related data.
- c. "CPA Information" shall mean all confidential, proprietary, or sensitive information provided by CPA to Contractor in connection with this Agreement.

- d. "CPA Materials" shall mean all finished or unfinished content, writing and design of materials but not limited to messaging, design, personalization, or other materials, reports, plans, studies, documents and other writings prepared by Contractor, its officers, employees and agents for CPA for the performance of, the purpose of, or in the course of implementing this Agreement.
- e. "CPA Product" includes collectively CPA Data, CPA Information, and CPA Materials.
- f. "Services" shall mean the scope of work Contractor provides to CPA as specified in Exhibit A.

2. Exhibits and Attachments.

The following exhibits and attachments are attached to this Agreement and incorporated into this Agreement by this reference:

Exhibit A – Scope of Work
Exhibit B – Contractor's Workplan and Schedule
Exhibit C – Payments and Rates
Exhibit D – Contractor's Bid Response

Should a conflict arise between language in the body of this Agreement and any exhibit or attachment to this Agreement, the language in the body of this Agreement controls, followed by Exhibit A, B, C, and D in that order.

3. Services to be Performed by Contractor.

In consideration of the payments set forth in this Agreement and in Exhibit C, Contractor shall perform services for CPA in accordance with the terms, conditions, and specifications set forth in this Agreement and in Exhibits A and B ("Services").

4. Compensation.

CPA agrees to compensate Contractor as specified in Exhibit C:

- a. In consideration of the Services provided by Contractor in accordance with all terms, conditions and specifications set forth in this Agreement and Exhibit A and Exhibit B, CPA shall make payment to Contractor based on [the time and material rates, not-to-exceed, or fixed fee] and in the manner specified in Exhibit C.
- b. Unless otherwise indicated in Exhibit C, Contractor shall invoice CPA monthly to accountspayable@cleanpoweralliance.org for all compensation related to Services performed during the previous month. Payments shall be due within fifteen (15) calendar days after the date the invoice is submitted to CPA at the specified email address. All payments must be made in U.S. dollars.

5. Term.

Subject to compliance with all terms and conditions of this Agreement, the term of this Agreement shall be one (1) year from the Effective Date ("Initial Term"). At the end of the Initial Term, the Parties may renew this Agreement for successive one (1) year terms for a maximum of two years (each, a "Renewal Term"), unless either Party provides ninety (90) days prior

written notice of its intent not to renew the term of the Agreement (“Renewal Notice”)

6. Termination.

- a. Termination for Convenience. CPA may terminate the Agreement in accordance with this paragraph in whole, or from time to time in part, whenever CPA determines that termination is in CPA’s best interests. A termination for convenience, in part or in whole, shall take effect by CPA delivering to Contractor, at least thirty (30) calendar days prior to the effective date of the termination or prior to a Notice of Termination specifying the extent to which performance of the Services under the Agreement is terminated.

If the termination for convenience is partial, Contractor may submit to CPA a request in writing for equitable adjustment of price or prices specified in the Agreement relating to the portion of this Agreement which is not terminated. CPA may, but shall not be required to, agree on any such equitable adjustment. Nothing contained herein shall limit the right of CPA and Contractor to agree upon amount or amounts to be paid to Contractor for completing the continued portion of the Agreement when the Agreement does not contain an established price for the continued portion. Nothing contained herein shall limit CPA’s rights and remedies at law.

- b. Termination for Default. If Contractor fails to provide in any manner the Services required under this Agreement, otherwise fails to comply with the terms of this Agreement, or violates any ordinance, regulation or law which applies to its performance herein and such default continues uncured for thirty (30) calendar days after written notice is given to Contractor, CPA may terminate this Agreement by giving five (5) business days’ written notice. If Contractor requires more than thirty (30) calendar days to cure, then CPA may, at its sole discretion, authorize additional time as may reasonably be required to effect such cure provided that Contractor diligently and continuously pursues such cure.
- c. Effect of Termination. Upon the effective date of expiration or termination of this Agreement: (i) Contractor may immediately cease providing Services in its entirety or if a termination to a part of the Agreement, those Services that have been terminated; (ii) any and all payment obligations of CPA under this Agreement will become due immediately except any equitable adjustment pursuant to Paragraph 6(a); (iii) promptly transfer title and deliver to CPA all CPA Product or any work in progress pursuant to this Agreement; and (iv) each Party will promptly either return or destroy (as directed by the other Party) all Confidential Information of the other Party in its possession as well as any other materials or information of the other Party in its possession.

Upon such expiration or termination, and upon request of CPA, Contractor shall reasonably cooperate with CPA to ensure a prompt and efficient transfer of all data, documents and other materials to CPA in a manner such as to minimize the impact of expiration or termination on CPA’s customers.

7. Contract Materials.

CPA owns all right, title and interest in and to all CPA Materials and CPA Data. Upon the expiration of this Agreement, or in the event of termination, CPA Materials and all CPA Information, in whatever form and in any state of completion, shall remain the property of CPA and shall be promptly returned to CPA. Upon termination, Contractor may make and retain a copy of such Contract Materials if required by law or pursuant to the Contractor's reasonable document retention or destruction policies.

8. Payments of Permits/Licenses.

Contractor bears responsibility to obtain any license, permit, or approval required for it to provide the Services to be performed under this Agreement at Contractor's own expense prior to commencement of the Services.

9. No Recourse against Constituent Members.

CPA is organized as a Joint Powers Authority in accordance with the Joint Exercise of Powers Act of the State of California (Government Code Section 6500, et seq.) pursuant to the Joint Powers Agreement and is a public entity separate from its constitute members. CPA shall solely be responsible for all debts, obligations and liabilities accruing and arising out of this Agreement. Contractor shall have no rights and shall not make any claims, take any actions or assert any remedies against any of CPA's constituent members in connection with this Agreement.

10. Confidential Information.

- a. Duty to Maintain Confidentiality. Contractor agrees that Contractor will hold all Confidential Information in confidence, and will not divulge, disclose, or directly or indirectly use, copy, digest, or summarize, any Confidential Information unless necessary to comply with any applicable law, regulation, or in connection with any court or regulatory proceeding applicable in which case, any disclosure shall be subject to this paragraph 10.c. and d., below
- b. Definition of "Confidential Information". The following constitutes "Confidential Information," whether oral or written: (a) the terms and conditions of, and proposals and negotiations related to, this Agreement, (b) information, in whatever form, that CPA shares with Contractor in the course and scope of this Agreement, or (c) information that either Contractor stamps or otherwise identifies as "confidential" or "proprietary" before disclosing it to the other.

Confidential Information shall not include: (1) information that is generally available to the public or in the public domain at the time of disclosure; (2) information that becomes publicly known other than through any breach of this Agreement by Contractor or its Representatives; (3) information which is subsequently lawfully and in good faith obtained by Contractor or its Representatives from a third party, as shown by documentation sufficient to establish the third party as the source of the Confidential Information; provided that the disclosure of such information by such third party is not known by Contractor or its Representatives to be in breach of a confidentiality agreement or other similar obligation of confidentiality; (4) information that Contractor or its Representatives develop independently without use of or reference to

Confidential Information provided by Contractor; or (5) information that is approved for release in writing by Contractor.

- c. California Public Records Act. The Parties acknowledge and agree that the Agreement including but not limited to any communication or information exchanged between the Parties, any deliverable, or work product are subject to the requirements of the California Public Records Act (Government Code Section 6250 et seq.). In order to designate information as confidential, the Disclosing Party must clearly stamp and identify the specific portion of the material designated with the word "Confidential." The Parties agree not to over-designate material as Confidential Information. Over-designation includes stamping whole agreements, entire pages or series of pages as "Confidential" that clearly contain information that is not Confidential Information.
- d. Third Party Request for Confidential Information. Upon request or demand of any third person or entity not a Party hereto pursuant to the California Public Records Act for production, inspection and/or copying of Confidential Information ("Requested Confidential Information"), CPA will as soon as practical notify Contractor in writing via email that such request has been made. CPA will be solely responsible for taking at its sole expense whatever legal steps are necessary to prevent release to the third party of the Confidential Information designated by Contractor. If Contractor takes no such action after receiving the foregoing notice from CPA, CPA shall, at its discretion, be permitted to comply with the third party's request or demand and is not required to defend against it. If Contractor does take or attempt to take such action, Contractor agrees to indemnify and hold harmless CPA, its officers, directors, employees and agents ("CPA Indemnified Parties"), from any claims, liability, award of attorneys' fees, or damages, and to defend any action, claim or lawsuit brought against any of CPA Indemnified Parties for Contractor's attempt to prevent disclosure or CPA's refusal to disclose any Confidential Information.

11. Insurance.

All required insurance coverages shall be substantiated with a certificate of insurance and must be signed by the insurer or its representative evidencing such insurance to CPA within 10 business days after the Agreement is fully executed. The general liability policy shall be endorsed naming Clean Power Alliance of Southern California and its employees, officers and agents as additional insureds. The certificate(s) of insurance and required endorsement shall be furnished to CPA prior to commencement of work and maintained throughout the Term and any Renewal Term. Each certificate shall provide for thirty (30) days advance written notice to CPA of any cancellation or reduction in coverage. Said policies shall remain in force through the life of this Agreement and shall be payable on a per occurrence basis only, except those required by paragraph (d) below which may be provided on a claims-made basis consistent with the criteria noted therein.

Nothing herein shall be construed as a limitation on Contractor's obligation under paragraph 12 of this Agreement to indemnify, defend, and hold CPA harmless from any and all liabilities arising from the Contractor's negligence, recklessness or willful misconduct in the performance of this Agreement. CPA agrees to timely notify the Contractor of any negligence claim.

Failure to provide and maintain the insurance required by this Agreement will constitute a material breach of the Agreement. In addition to any other available remedies, CPA may suspend payment to the Contractor for any services provided during any time that insurance

was not in effect and until such time as the Contractor provides adequate evidence that Contractor has obtained the required coverage.

a. General Liability

The Contractor shall maintain a commercial general liability insurance policy in an amount of no less than one million (\$1,000,000.00) with a two million dollar (\$2,000,000.00) aggregate limit. CPA shall be named as an additional insured on the commercial general liability policy and the Certificate of Insurance shall include an additional endorsement page.

b. Auto Liability

Where the services to be provided under this Agreement involve or require the use of any type of vehicle by Contractor in order to perform said services, Contractor shall also provide comprehensive business or commercial automobile liability coverage including non-owned and hired automobile liability in the amount of one million dollars combined single limit (\$1,000,000.00).

c. Workers' Compensation

The Contractor acknowledges the State of California requires every employer to be insured against liability for workers' compensation or to undertake self-insurance in accordance with the provisions of the Labor Code. If Contractor has employees, a copy of the certificate evidencing such insurance or a copy of the Certificate of Consent to Self-Insure shall be provided to CPA prior to commencement of work.

d. Professional Liability Insurance

Coverages required by this paragraph may be provided on a claims-made basis with a "Retroactive Date" either prior to the date of the Agreement or the beginning of the contract work. If the policy is on a claims-made basis, coverage must extend to a minimum of twelve (12) months beyond completion of contract work. If coverage is cancelled or non-renewed, and not replaced with another claims made policy form with a "retroactive date" prior to the Agreement effective date, the Contractor must purchase "extended reporting" coverage for a minimum of twelve (12) months after completion of contract work. Contractor shall maintain a policy limit of not less than \$1,000,000.00 per incident. If the deductible or self-insured retention amount exceeds \$100,000.00, CPA may ask for evidence that Contractor has segregated amounts in a special insurance reserve fund or Contractor's general insurance reserves are adequate to provide the necessary coverage and CPA may conclusively rely thereon.

Contractor shall be responsible for initiating, maintaining and supervising all safety precautions and programs in connection with the performance of the Agreement. Contractor shall monitor the safety of the job site(s) during the project to comply with all applicable federal, state, and local laws, and to follow safe work practices.

12. Indemnification.

Contractor agrees to indemnify, defend, and hold harmless CPA, its employees, officers, and agents, from and against, and shall assume full responsibility for payment of all wages, state or federal payroll, social security, income or self-employment taxes, with respect to Contractor's performance of this Agreement. Contractor further agrees to indemnify, and hold harmless CPA from and against any and all third-party claims, liabilities, penalties, forfeitures, suits, costs and expenses incident thereto (including costs of defense, settlement, and reasonable attorney's

fees), which CPA may hereafter incur, become responsible for, or pay out, as a result of death or bodily injuries to any person, destruction or physical damage to tangible property, or any violation of governmental laws, regulations or orders, to the extent caused by Contractor's negligent acts, errors or omissions, or the negligent acts, errors or omissions of Contractor's employees, agents, or subcontractors while in the performance of the terms and conditions of the Agreement, except for such loss or damage arising from the sole negligence or willful misconduct of CPA, elected and appointed officers, employees, agents and volunteers.

13. Independent Contractor.

- a. Contractor acknowledges that Contractor, its officers, employees, or agents will not be deemed to be an employee of CPA for any purpose whatsoever, including, but not limited to: (i) eligibility for inclusion in any retirement or pension plan that may be provided to employees of Contractor; (ii) sick pay; (iii) paid non-working holidays; (iv) paid vacations or personal leave days; (v) participation in any plan or program offering life, accident, or health insurance for employees of Contractor; (vi) participation in any medical reimbursement plan; or (vii) any other fringe benefit plan that may be provided for employees of Contractor.
- b. Contractor declares that Contractor will comply with all federal, state, and local laws regarding registrations, authorizations, reports, business permits, and licenses that may be required to carry out the work to be performed under this Agreement. Contractor agrees to provide CPA with copies of any registrations or filings made in connection with the work to be performed under this Agreement.

14. Compliance with Applicable Laws.

The Contractor shall comply with any and all applicable federal, state and local laws and, including any policies or resolutions adopted by CPA affecting Services covered by this Agreement.

15. Nondiscriminatory Employment.

Contractor and/or any permitted subcontractor, shall not unlawfully discriminate against any individual based on race, color, religion, nationality, sex, sexual orientation, age, protected veteran status, or condition of disability. Contractor and/or any permitted subcontractor understands and agrees that Contractor and/or any permitted subcontractor is bound by and will comply with the nondiscrimination mandates of all federal, state and local statutes, regulations and ordinances.

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 to any party CPA may designate, upon written request. Contractor may keep file reference copies of all documents prepared for CPA.

17. Notices.

Any notice, request, demand, or other communication required or permitted under this Agreement shall be deemed to be properly given when **both**: (1) transmitted via email to the email address listed below; and (2) sent to the physical address listed below by either being deposited in the United States mail, postage prepaid, or deposited for overnight delivery, charges prepaid, with an established overnight courier that provides a tracking number showing confirmation of receipt.

In the case of CPA, to:

Name/Title: Theodore Bardacke, Executive Director
Address: 801 S. Grand Ave., Suite 400
Los Angeles, CA 90017
Telephone: (213) 269-5890
Email: tbardacke@cleanpoweralliance.org

With a copy to:

Name/Title: Contracting Manager
Address: 801 S. Grand Ave., Suite 400
Los Angeles, CA 90017
Telephone: (213) 269-5890
Email: contracting@cleanpoweralliance.org

In the case of Contractor, to:

Name/Title: _____
Address: _____

Telephone: _____
Email: _____

18. Assignment.

Neither this Agreement nor any of the Parties' rights or obligations hereunder may be transferred or assigned without the prior written consent of the other Party. Subject to the preceding sentence, this Agreement shall be binding upon and inure to the benefit of the Parties and their respective successors and permitted assigns.

19. Subcontracting.

Contractor may not subcontract Services to be performed under this Agreement without the prior written consent of CPA. If the CPA's written consent to a subcontract is not obtained, Contractor acknowledges and agrees that CPA will not be responsible for any fees or expenses claimed by such subcontractor.

20. Retention of Records and Audit Provision.

Contractor and any subcontractors authorized by the terms of this Agreement shall keep and maintain on a current basis full and complete documentation and accounting records,

employees' time sheets, and correspondence pertaining to this Agreement. Such records shall include, but not be limited to, documents supporting all income and all expenditures. CPA shall have the right, during regular business hours, to review and audit all records relating to this Agreement during the Agreement period and for at least five (5) years from the date of the completion or termination of this Agreement. Any review or audit may be conducted on Contractor's premises or, at CPA's option, Contractor shall provide all records within a maximum of fifteen (15) days upon receipt of written notice from CPA. Contractor shall refund any monies erroneously charged. Contractor shall have an opportunity to review and respond to or refute any report or summary of audit findings, and shall promptly refund any overpayments made by CPA based on undisputed audit findings.

21. Conflict of Interest.

- a. No CPA employee whose position with the CPA enables such employee to influence the award of this Agreement or any competing Agreement, and no spouse or economic dependent of such employee, shall be employed in any capacity by the contractor or have any other direct or indirect financial interest in this Agreement. No officer or employee of the Contractor who may financially benefit from the performance of work hereunder shall in any way participate in the CPA's approval, or ongoing evaluation, of such work, or in any way attempt to unlawfully influence the CPA's approval or ongoing evaluation of such work.
- b. The Contractor shall comply with all conflict of interest laws, ordinances, and regulations now in effect or hereafter to be enacted during the term of this Agreement. The Contractor warrants that it is not now aware of any facts that create a conflict of interest. If the Contractor hereafter becomes aware of any facts that might reasonably be expected to create a conflict of interest, it shall immediately make full written disclosure of such facts to CPA. Full written disclosure shall include, but is not limited to, identification of all persons implicated and a complete description of all relevant circumstances. Failure to comply with the provisions of this paragraph shall be a material breach of this Agreement.

22. Publicity.

Contractor shall not issue a press release or any public statement regarding the Agreement, Services contemplated by this Agreement, or any other related transaction unless CPA has agreed in writing the contents of any such public statement.

23. Governing Law, Jurisdiction, and Venue

This Agreement shall be governed by, and construed in accordance with, the laws of the State of California. The Contractor agrees and consents to the exclusive jurisdiction of the courts of the State of California for all purposes regarding this Agreement and further agrees and consents that venue of any action brought hereunder shall be exclusively in the County of Los Angeles.

24. Amendments

None of the terms and conditions of this Agreement may be changed, waived, modified or varied in any manner whatsoever unless in writing duly signed by the Parties.

25. Severability

Should any provision of this Agreement be held invalid or unenforceable by a court of competent jurisdiction, such invalidity will not invalidate the whole of this Agreement, but rather, the remainder of the Agreement which can be given effect without the invalid provisions, will continue in full force and effect and will in no way be impaired or invalidated.

26. Complete Agreement

This Agreement constitutes the entire Agreement between the parties. No modification or amendment shall be valid **unless** made in writing and signed by each party. Failure of either party to enforce any provision or provisions of this Agreement will not waive any enforcement of any continuing breach of the same provision or provisions or any breach of any provision or provisions of this Agreement.

27. Counterparts

This Agreement may be executed in one or more counterparts, including facsimile(s), emails, or electronic signatures, each of which shall be deemed an original and all of which together will constitute one and the same instrument.

IN WITNESS WHEREOF, the parties have executed this Agreement on the date first above written.

[Name of contractor].

Clean Power Alliance of Southern California

By: [Name]

By: Theodore Bardacke

Title: [Fill in]

Title: Executive Director

**ATTACHMENT E
CAMPAIGN CONTRIBUTION DISCLOSURE FORM**

Government Code Section 84308

In accordance with California law, proposers and contracting parties are required to disclose, at the time a proposal is submitted or pre-qualified provider receives a Task Order solicitation, information relating to any campaign contributions made to Clean Power Alliance of Southern California's (CPA) Regular or Alternate Directors, including: the name of the party making the contribution (which includes any parent, subsidiary or otherwise related business entity, as defined below), the amount of the contribution, and the date the contribution was made. 2 Cal. Code of Regs. (C.C.R.) §18438.8(b).

California law prohibits a party, participant, or an agent, from making campaign contributions to a CPA Director of more than \$250 while their contract is pending before the CPA Board; and **further prohibits any campaign contribution of more than \$250 from being made for three (3) months following the date of the final decision by the CPA Board.** Gov't Code §84308(d).

For purposes of reaching the \$250 limit, the campaign contributions of the proposer or contractor plus contributions by its parents, affiliates, and related companies of the contractor or proposer are added together. 2 C.C.R. §18438.5.

In addition, a CPA Director must abstain from voting on a contract or permit if they have received a campaign contribution from a party or participant to the proceeding, or agent, totaling more than \$250 in the 12-month period prior to the consideration of the item by the CPA Board. Gov't Code §84308(c).

The names of the Regular and Alternate Directors and their member agency is attached hereto as Exhibit A. **Please note that Exhibit A may change from time to time. It is the contractor's or proposer's responsibility to comply with Section 84308.**

* * * * *

Every proposer or contractor must disclose as follows:

Section 1

Proposer/Contractor (Legal Name)_____.

List any parent, subsidiaries, or otherwise affiliated business entities of Contractor (See definitions in 2 C.C.R.. §18703.1(d)):

*Attach additional pages, if necessary

Section 2

Has Contractor or Proposer (identified in Section I) and/or any parent, subsidiary, or

affiliated company, or agent thereof, made a campaign contribution(s) totaling \$250 or more in the aggregate to a Director of CPA's Board in the 12 months preceding the date of execution of this disclosure?

Yes

No

If YES, proceed to Section 3 and complete. Then, sign and date under Section 4.

If NO, proceed to Section 4.

Section 3

Regular/Alternate Director	Amount of Contribution	Date of Contribution

*Attach additional pages, if necessary

Section 4

I, _____, [print name] am authorized to sign this disclosure on behalf of the Contractor/Proposer identified in Section 1. I acknowledge and understand Government Code Section 84308 requirements, including any continuing compliance obligations. I declare the foregoing disclosures to be true and correct.

TITLE: _____

SIGNATURE: _____

DISCLOSURE DATE: _____

The following individuals listed are elected officials who serve on Clean Power Alliance’s Board of Directors as either Regular or Alternate Directors. Non-elected alternate directors are not included, unless they are campaigning for elected office.

REGULAR DIRECTORS

County/City	Regular Directors
1. Agoura Hills	Deborah Klein Lopez
2. Alhambra	Jeff Maloney
3. Arcadia	Sho Tay
4. Beverly Hills	Julian Gold
5. Calabasas	Mary Sue Maurer
6. Camarillo	Susan Santangelo
7. Carson	Jawane Hilton
8. Claremont	Corey Calaycay
9. Culver City	Daniel Lee
10. Downey	Sean Ashton
11. Hawaiian Gardens	Myra Maravilla
12. Hawthorne	Alex Monteiro
13. LA County	Sheila Kuehl
14. Malibu	Mikke Pierson
15. Manhattan Beach	Hildy Stern
16. Moorpark	Janice Parvin
17. Ojai	Betsy Stix
18. Oxnard	Bert Perello
19. Paramount	Vilma Cuellar Stallings
20. Redondo Beach	Christian Horvath
21. Rolling Hills Estates	Steve Zuckerman

22. Santa Monica	Kevin McKeown
23. Sierra Madre	Robert Parkhurst
24. Simi Valley	Ruth Luevanos
25. South Pasadena	Diana Mahmud
26. Temple City	Fernando Vizcarra
27. Thousand Oaks	Bob Engler
28. City of Ventura	Sofia Rubalcava
29. Ventura County	Linda Parks
30. West Hollywood	Lindsey Horvath
31. Westlake Village	Kelly Honig
32. Whittier	Fernando Dutra

ALTERNATE DIRECTOR(S)

County/City	Alternate Director(s)
1. Agoura Hills	Linda Nothrup
2. Alhambra	Sasha Perez
3. Beverly Hills	Robert Wunderlich
4. Calabasas	David Shapiro
5. Camarillo	Sean Mulchay
6. Camarillo	Tony Trembley
7. Carson	Cedric L. Hicks Sr.
8. Claremont	Jennifer Stark
9. Culver City	Yasmine-Imani McMorris
10. Downey	Catherine Alvarez

11. Downey	Mario Trujillo
12. LA County	Holly Mitchell
13. Malibu	Steve Uhring
14. Manhattan Beach	Richard Montgomery
15. Ojai	William Weirick
16. Oxnard	Vianey Lopez
17. Paramount	Isabel Aguayo
18. Rolling Hills Estates	Debby Stegura
19. Simi Valley	Keith Mashburn
20. South Pasadena	Michael Cacciotti
21. Temple City	William Man
22. Temple City	Tom Chavez
23. City of Ventura	Mike Johnson
24. Ventura County	Carmen Ramirez
25. West Hollywood	Lauren Meister
26. Westlake Village	Brad Halpern
27. Whittier	Henry Bouchot

Attachment F
Q&A from prior RFP

#		
1	General: Does CPA have an existing relationship with a marketing and/or digital agency for other advertising, PR, branding or related services?	Yes. CPA currently works with various Digital Marketing, Website, & SocialMedia agencies. CPA is looking to establish longer term Agreements with qualified and experienced contractors.
2	RFP Section V (Pricing) , regarding the compensation structure, "The compensation structure can include (i) fixed price or (ii) hourly rates,": Is it possible to have a fixed price for one or more tasks, and hourly rates for others?	Yes. See RFP Section V (Pricing) for more information.
3	RFP Attachment A (Scope of Services): Since the Scope of services includes some open-ended items (As-needed services, market research and public opinion polling) as well as tasks that could vary widely in cost (such as paid media), Is there a budget range CPA is expecting, or a maximum budget that CPA is constrained by?	For bidding purposes please stay within \$600k including media and other costs.
4	RFP Attachment A (Scope of Services): Is there an approximate range CPA anticipates wanting to devote to paid media as a part of this budget?	See CPA's response to Q.3, above.
5	RFP Attachment A (Scope of Services): Regarding Task V, Market Research and Public Opinion Polling: Does CPA have any particular type of market research in mind on which we can base our cost proposal?	No. CPA is open to recommendations from the selected Proposer. 2
6	RFP Attachment B (Prospective Contractor References): Does CPA desire references from subcontractors as well?	No.

7	General: What roles and allocations of CPA staff will be assigned to this engagement to work with the selected partner?	CPA will dedicate up to three CPA staff members , including a specialist and director, to interact with the selected Proposer The day-to-day contact will be CPA's Manager of brand and digital strategy.
8	General: Can you share a budget range?	See CPA's response to Q.3, above.
9	General: How are you measuring success of the marketing program? What are the KPIs that you are tracking to determine that marketing is being effective and leading to expected outcomes?	At the highest level, our goals are customer retention and brand awareness, but we will look at other KPIs such as social media engagements, website traffic, qualitative feedback, etc. See RFP Section II (Project Background) for more information.
10	RFP Attachment A (Scope of Services): There is considerable scope variability/subjectivity within each task description in Appendix A. Can you share a budget range for this engagement that we can bank on?	See CPA's response to Q.3, above.
11	RFP Attachment A (Scope of Services): How often are changes required to the website content? Design?	CPA staff is able to complete copy changes, but CPA may request the selected Proposer to provide design and development support several times a month.
12	RFP Attachment A (Scope of Services): Is technical maintenance of the website in-scope for the partner? Is coding in scope for the partner?	CPA expects that Bidders will include both website technical maintenance and coding in their proposals.
13	RFP Attachment A (Scope of Services): How many social ads units are required in a given month/quarter?	At this time, we do not have a set number of ad units but CPA expects that the selected Proposer will support no more than 10 creative campaigns every year.
14	RFP Attachment A (Scope of Services): Do you have brand guidelines and style guides available to the creative team?	Yes, CPA will share its brand guidelines with the selected Proposer. 3

15		
16	RFP Section V (Pricing): Does CPA have a total annual budget or budget range for the work being requested?	See CPA's response to Q.3, above.

17	<p>RFP Section V (Pricing): Does CPA expect to use a retainer or project-based assignment structure for the contract?</p>	<p>CPA is open to either compensation structure. As stated in the RFP Section V (Pricing): “The compensation structure can include (i) fixed price or (ii) hourly rates, in which case the Proposer must specify the rate increments for each professional who will or is anticipated to perform services outlined herein, and a not-to-exceed amount.”</p>
18	<p>RFP Section V (Pricing): In reference to: “<i>The compensation structure can include (i) fixed price or (ii) hourly rates, in which case the Proposer must specify the rate increments for each professional who will or is anticipated to perform services outlined herein, and a not-to-exceed amount.</i>”</p> <p>Is CPA expecting a line itemed budget, or a total for the project hours based on the scope described?</p>	<p>See CPA’s response to Q. 17, above. For the as-needed External Affairs support services, CPA is open to considering proposals that have an hourly rate structure.</p>
19	<p>RFP Section V (Pricing): In reference to: “<i>The compensation structure can include (i) fixed price or (ii) hourly rates, in which case the Proposer must specify the rate increments for each professional who will or is anticipated to perform services outlined herein, and a not-to-exceed amount.</i>”</p> <p>How will hard costs such as paid media, stock photography, production/printing be handled – is there a separate budget for these items?</p>	<p>See CPA’s response to Q.3, above.</p>
20	<p>RFP Attachment A (Website Support): Does CPA have an in-house tech or development team that will be involved</p>	<p>CPA expects that the selected Proposer will manage these tasks.</p>

	<p>with the site development, or will this be fully taken over by the proposer?</p>	
21	<p>RFP Attachment A (Website Support): What site platform is the website currently hosted on?</p>	<p>WordPress and GoDaddy.</p>

22	<p>RFP Attachment A (Website Support): Can CPA provide more detail explaining of the design and implementation</p> <p>- would this be a new site, or adding to the content and functionality of the current site?</p>	<p>1. Day-to-day design, development and strategy/optimization support</p> <p>2. Redesign work</p>
23	<p>RFP Attachment A (Website Support): Can CPA provide more details on the content development needs? Would this include developing all new content for the site, or working with CPA to occasionally update content on the site?</p>	<p>See CPA's response to Q.22, above. CPA can complete copy updates.</p>
24	<p>RFP Attachment A (Website Support): Does CPA have an existing Dashboard that can be shared, or expectations on the dashboard and frequency of sharing?</p>	<p>Yes. CPA currently uses Google Analytics and Critical Mention; access will be provided once agency partner is selected.</p> <p>CPA would like to see a dashboard that tracks the performance of campaigns and digital platforms being supported by the selected Proposer. The expectation will be weekly reporting.</p>
25	<p>RFP Attachment A (Social Media Support): Does social media support include moderation of accounts to respond to users or just developing and executing an organic social content strategy?</p>	<p>Social media support includes moderation of accounts to respond to users and developing and executing an organic social content strategy.</p>
26	<p>RFP Attachment A (Social Media Support): Can CPA provide an example of an existing dashboard or give more direction on what will be expected?</p>	<p>See CPA's response to Q.24, above.</p>
27	<p>RFP Attachment A (Paid and Organic Digital Marketing Services): Can CPA share an expected paid media budget in order for respondent to scale the planning and execution appropriately?</p>	<p>See CPA's response to Q.3, above.</p> <p>5</p>

28	<p>RFP Attachment A (Paid and Organic Digital Marketing Services): Can the paid media effort include a standard agency commission? And if no, can the media be prepaid?</p>	<p>No commission. CPA will consider prepaid media.</p>
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29	<p>RFP Attachment A (Paid and Organic Digital Marketing Services): How many paid media campaigns requiring new/different creative does CPA expect to run during the period of performance?</p>	<p>CPA expects that the selected Proposer will support no more than 10 creative campaigns every year.</p>
30	<p>RFP Attachment A (ME&O for Power Share Marketing): Outside of the paid media, can CPA share the types of collateral and assets expected beyond PowerPoints? Can CPA also give a rough estimate of how many new pieces will need to be created?</p>	<p>See CPA's response to Q.29, above. Assets may include, but are not limited to, email, social media content, fact sheets/brochures, direct mail and landing pages.</p>
31	<p>RFP Attachment A (ME&O for Power Share Marketing): Should any printing be taken into consideration for the proposed budget? If yes, how are hard costs handled?</p>	<p>Bulk printing services will not be required. See CPA's response to Q.3, above.</p>
32	<p>RFP Attachment A (As-Needed External Affairs Support Services): Firms typically provide an estimate based on the specific research to be conducted, can we assume this is how any research requests will be handled?</p>	<p>CPA expects that prospective Bidders will estimate anticipated costs for specific research to be conducted and account for those costs in their proposals based on what your firm's recommendation of what an effective research program looks like.</p>
33	<p>RFP Attachment A (Website Support Services): Does CPA envision a redesign + redevelopment of the existing website, or does CPA envision support and incremental improvements to the existing site?</p>	<p>See CPA's response to Q.22, above.</p>
34	<p>RFP Attachment A (Website Support Services): It appears the existing website is built in WordPress. Is this the only tech stack that CPA requires support on, for this contract, or are there other technologies that integrate with or require support outside the main website?</p>	<p>We will go through a technology discovery phase once agency is awarded.</p>

35	<p>RFP Attachment A (Website Support Services): Tell us more about what you mean by “content development”? For example, do you need a copywriter writer or is your requirement around content strategy, activities such as information architecture, content audit, content to web component mapping, etc.</p>	See CPA’s response to Q.22, above.
36	<p>General: Does the 20 page proposal limit include Attachments B and E?</p>	No.
37	<p>General: Does the 20 page proposal limit exclude any other items listed in Section VII "Proposal Requirements"?</p>	Yes. Any redlines to CPA’s pro forma (Attachment D) are also excluded from the 20-page proposal limit.
38	<p>General: Attachment B - does that need to be filled out by the prime proposer, or our subcontractors, or both?</p>	CPA does not require references from subcontractors. The Proposer should provide references for similar project work in their completed Prospective Contractor References Form.
39	<p>RFP Attachment A (Scope of Services) states that creative executions will be in English, Spanish and Mandarin.</p> <p>Will I, II and III in Attachment A all be requiring services in above 3 languages?</p>	Yes.
40	<p>General: Is there a file size restrictions/requirement?</p>	No.
41	<p>RFP Section V (Pricing): Please define what is meant by “pricing structure”? Is CPA looking for the proposer to provide a total budget to cover the entire scope of work for one year or a listing of the firm's of hourly rates and potential direct expenses?</p>	See CPA’s response to Q.3, Q.17, & Q.18, above.
42	<p>RFP Section V (Pricing): Does CPA have total budget in mind for this contract?</p>	See CPA’s response to Q.3, above.
43	<p>RFP Attachment A (Scope of Services): Could the consultant be asked to do a full redesign the website?</p>	Yes.

44	<p>RFP Attachment A (Scope of Services): Can you elaborate on the research services requested for organic social media?</p>	<p>Research services and organic social media services as separate components of this RFP. CPA does not expect bidders to provide research services under organic social media services.</p>
45	<p>RFP Attachment A (Scope of Services): How many of CPA's programs need digital support from the consultant? Do they each need the full scope of digital marketing services listed in section III?</p>	<p>Not to exceed 10 programs and the digital marketing services will be dependent on strategic recommendation.</p>
46	<p>RFP Attachment A (Scope of Services): Would the consultant be placing media (i.e. actively managing and executing) on back ends of digital platforms or rather providing a plan to the CPA internal team to implement?</p>	<p>CPA expects that the selected Proposer plan and place media.</p>
47	<p>RFP Attachment A (Scope of Services): Does CPA have an existing translator or translation firm under contract for Mandarin, or should the proposer be prepared to provide Mandarin translation services?</p>	<p>Yes. CPA does have a current Agreement with a Mandarin translation firm. If a campaign requires translation work, then CPA fully expects that the vendor has the internal translation services available.</p>
48	<p>RFP Section V. (Pricing): What are the budget parameters? Are you able to provide a range for all services requested and/or the budget for each task separately (ie. Website budget, social media budget, etc.)?</p>	<p>See CPA's response to Q.3, above.</p>
49	<p>RFP Attachment A (Scope of Services): Website Support-What type of support is expected here? Can you provide more details around the specifics within this task? Is the strategic website plan a content-focused strategy, UX design, and/or transactional development?</p>	<p>See CPA's response to Q.22, above.</p>
50	<p>RFP Attachment A (Scope of Services): Social Media Support: Will the required content development be in multiple languages?</p>	<p>Yes. CPA expects that content development for Social Media support will be in multiple languages (Spanish, Mandarin, Korean).</p>

51	RFP Attachment A (Scope of Services): Social Media Support: Can you expand on the website development service needed under Social media support?	Social media landing page development for campaigns when necessary.
52	RFP Attachment A (Scope of Services): Paid and Organic Digital Marketing Services: Would the planning and buying	See CPA's response to Q.3, above.

	be for multiple languages? Is there a media budget in consideration?	
53	RFP Attachment A (Scope of Services): ME&O: What Channels are expected for Power Share marketing activities?	Channels will include but not limited to: email, social, website optimization, paid search, paid media, direct mail.
54	RFP Attachment A (Scope of Services): ME&O: Is there a separate media plan from the Paid and Organic Digital Marketing Service	No.
55	RFP Attachment A (Scope of Services): Are you able to provide more details/information around the "As Needed External Affairs support services" tasks?	See CPA's response to Q.3, Q.17, & Q.18, above.
56	General: Is all creative developed independently or are there joint efforts with SCE or municipal organizations that require collaboration between entities or agencies?	There will be joint efforts that require collaboration between entities or agencies.
57		9
58	General: What brands do you admire?	National Geographic, Timberland, Patagonia, Spotify, Metro (LA County Metro Transportation... how they represent those they serve in their brand), Spanx, Starbucks (admire how they treat their employees and customers), Virgin
59	General: Are you able to share any data/research at this phase?	Not at this time.

60	General: What challenges have you experienced as of late; business as well as marketing challenges?	Brand awareness. Pricing complexity in energy causes confusion to the general public.
61	General: Who do you see as your competitors, if any?	Customers have a choice of providers including CPA and Southern California Edison.
62	General: In terms of delivery format, are you ok with us submitting our response in a horizontal Power Point/PDF	Yes.

	template and sending the associated forms (Attachment B, D and E as separate attachments?)	
63	General: Is there a preference to keep all requested tasks with one agency or are you looking to onboard multiple agencies?	Ideally, CPA is looking to contract with a single selected Proposer for the scope of services listed in the RFP. However, we reserve the right to choose more than one firm.
64	General: What are you looking for in an agency partner?	CPA is seeking a selected Proposer that wants to be a true partner in our success, delivers exceptional customer service, and pushes CPA creatively and strategically. The selected Proposer should be research-driven in their approach and must be adept at digital/creative strategy and execution.
65	General: Is preference given to any diverse supplier agencies (ie. Minority-owned, Women-owned, Disabled-owned, Small Business)?	Pursuant to Proposition 209, CPA does not give preferential treatment based on race, sex, color, ethnicity, or national origin. However, CPA encourages minority-owned, women-owned, veteran-owned, and local businesses to respond to solicitations.