

**Addendum No 1**  
**Request for Proposals for Digital Marketing, Website and Social Media Support Services (RFP)**  
**Questions & Responses**

#	Question	Answer
1	Reference: Attachment A, Task 1  Is there a timeframe of the deliverables expected for each task?	CPA will work with the selected proposer to determine a schedule of deliverables.
2	Reference: Attachment A, Task 1  If the tasks are not yet timely distributed, does CPA have the priorities within those five tasks or even within the sub-tasks delined in Attachment A?	See response to Question #1.
3	Reference: Attachment A, Task V  Can CPA provide guidance on the purpose of the research and how the findings are intended to be used? Ex. Are focus groups intended to gauge perceptions of CPA, test messaging, etc.? Should research include media effectiveness? For the website, is that simply user testing?	The purpose is to gauge perceptions of CPA and to determine attitudes of our customers so we know the best way to serve them. Pursuant to Section VII, please explain how proposer plans to meet tasks and deliverables specified. This section can include suggested costs / benefit of text messaging, media effectiveness. or user testing. See also Attachment F
4	Reference: Attachment A, Task V  Are there any research formats preferred?	Within the budget specified in the provided question, CPA will consider Proposer recommendations, including Proposer’s explanation of costs / benefits of the recommendation(s) . See also response to Question #3.

<p><b>5</b></p>	<p>Reference: Attachment A, Task V</p> <p>Can CPA provide any guidance on audiences and segmentation for research?</p>	<p>See response to Question #4</p>
<p><b>6</b></p>	<p>Reference: Attachment A, Task V</p> <p>Can CPA provide guidance on the expected minimum number of focus groups or sample sizes?</p>	<p>See response to Question #4.</p>
<p><b>7</b></p>	<p>Reference: Attachment B</p> <p>How is CPA considering the reference cases, presented by the Proposer, weigh in the evaluation criteria?</p>	<p>Pursuant to Section VI.D., CPA intends to validate “Proposer’s qualifications and experience (see Section III)” evaluation criteria.</p>
<p><b>8</b></p>	<p>Reference: Attachment B</p> <p>Is CPA willing to see cases more related to the tasks of Attachment A, or willing to see cases more pertaining to Clean Energy organizations, even if the scope differs from Attachment A (but still within Digital Marketing)?</p>	<p>See response to Question #4.</p>
<p><b>9</b></p>	<p>Reference: Attachment F (Q&amp;A) Question #50</p> <p>Is CPA maintaining this answer for the scope of this RFP? If yes, please confirm.</p>	<p>CPA does not intend to include Korean for translation. Responses to this Q&amp;A will be issued as an addendum to the RFP. Per Section IV of the RFP, please keep in mind that CPA may request to “expand[] to other languages, if needed.”</p>
<p><b>10</b></p>	<p>Reference: Attachment F (Q&amp;A)</p> <p>The multi-language support is only for these four languages English, Spanish, Mandarin, and Korean? If not, what are the languages that represent this updated RFP?</p>	<p>See response to Question #9.</p>

<b>11</b>	<p>Reference: Section VII.</p> <p>Is CPA considering selecting different providers for each task? If Yes, Is the pricing component the critical criteria for this decision? If Yes, Can the Proposer consider a full-year contract for all tasks?</p>	<p>Pursuant to Section VI.E. "CPA may select one particular Proposer or select a combination of Proposers." See Section VII ("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"). See, also, Section VI.D and Section VII generally</p>
<b>12</b>	<p>Reference: Attachment F (Q&amp;A) Question #3</p> <p>Is this answer from prior Q&amp;A related to the available Annual Budget still valid? In case the Budget has been updated, what is the new Annual value?</p>	<p>See response to Question #9.</p>
<b>13</b>	<p>Reference: Attachment F (Q&amp;A) Question #13</p> <p>What average of campaigns should the Proposer consider for this one-year scope stated on this new RFP?</p>	<p>CPA does not understand this question.</p>
<b>14</b>	<p>Reference: Section VII.</p> <p>From the entire team proposed by Proposer, is CPA willing to have the presence of any professional from this proposed team in the CPA Office? Or CPA consider 100% of the proposer team to be virtual?</p>	<p>This is not an evaluation criteria in the RFP.</p>
<b>15</b>	<p>Reference: General</p> <p>Can we ask the reason for a second, rather similar, RFP. Were the first responses reviewed and not found viable? Or is there another change/addition that made a second RFP needed?</p>	<p>The prior RFP was cancelled due to a technical issue in the process. The RFP is being reissued for transparency and equity .</p>

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