

Addendum No 1
Request for Proposals for CPA Task Order: Public Affairs/Public Relations Support Scope (RFP)
Questions & Responses

#	Question	Answer
1	How will the awardee(s) be expected to collaborate with CPA's other marketing contractors?	In various ways. There may be some collaboration developing content for CPA's social platforms or we may ask awardee to collaborate with CPA's marketing contractors or external shareholders for a brainstorm.
2	Reference: Section III. Task Order Background Will the CPA brand and website refresh be completed prior to the start of work; and, if so will updated brand and style guidelines be provided?	No, it will not be completed prior to starting the work. CPA will provide guidelines for all work that is requested.
3	Reference: Task #1 Has an outreach plan for AMP been developed?	Yes. But we are open to recommendations and enhancements to this plan.
4	Reference: Task #2 How many 90 second videos are expected? What is the expected volume of videos, photography, web copy, posts, and events that will be required?	Pursuant to Sections IV.B. and VII of this Task Order, please provide pricing for all Deliverables, including for a 90 second video on a time and materials basis. The proposed pricing will be used for each new project requested. We'd expect content to support the introduction of the new facilities. The same content can be used and repurposed for the video script, web page and social posts. You will have to get photography and videography and provide graphics for each video.

<p>5</p>	<p>Reference: Task #2 and #4</p> <p>Can you clarify what type of event support is needed? What is expected for the Green Leader annual event planning?</p>	<p>The Green Leader event has not been planned. However, it is an event that is intended to recognize corporate customers who are under the 100% Green rate product. The awardee would assist in planning and staffing the in-person or digital Green Leader event.</p>
<p>6</p>	<p>Reference: Task 1 Deliverable B</p> <p>"Draft customer letters and setting up mail merge to contact eligible customers due by July 1, 2021 and updates to letters as CPA staff may direct from time to time." Does this refer to an email mail merge or paper mailing?</p>	<p>Both</p>
<p>7</p>	<p>Reference: Task 1</p> <p>For social ads, should a media buy budget be listed under costs or included in the not-to-exceed amount? Or would media buy budgets be independent of this order?</p>	<p>Media budget is independent and will be determined at the sole discretion of CPA.</p>
<p>8</p>	<p>Reference: Task 2</p> <p>Can you please define "new facilities"?</p>	<p>New solar, wind, geothermal or large hydro facilities procured by CPA that are used to generate the clean energy that we provide to our customers.</p>