

Marketing RFP Q&A

Topic	Question	Answer
General		
1	How many agencies have you invited to this pitching process? What was the selection criteria for the agencies you invited into the pitching process?	The RFP was posted on Sept 29 and is an open process. 17 agencies attended our webinar on October 5. We notified some agencies that have done work for other Bay Area Consumer Choice Aggregation agencies. We also included some from the CPUC Supplier Clearinghouse, posted on our website and LinkedIn social channel.
2	Do you have an incumbent agency? Or a marketing agency you are currently working with? Thanks!	No, we do not have an incumbent agency for the work described in this RFP.
3	Are we able to receive a recording of the conference call?	Webinar recording
4	Does Peninsula have ratified Purpose, Mission, and Values today?	Our mission, vision and key goals may be found on Strategy web page.
5	How important to the brand work is the process to understand the input of Peninsula teammates and generate brand content that will engage and inspire the Peninsula workforce?	Of prime importance is for the brand work to increase affinity among a broader section of our customers. Engaging and inspiring employees is also very important.
6	Is the email address grose@penicleanenergy.com or grose@peninsulacleanenergy.com?	Either @peninsulacleanenergy.com or @PenCleanEnergy.com work for email to our staff.
7	Regarding the questions/sections on page 7/schedule A of the non-disclosure agreement attachment, when would PCE like that information provided by? Is that to be included with the proposal submission?	Yes, please include response to Section 7 in your RFP response by Nov. 1. We do not expect fully detailed campaigns, but an overview and summary of how you might approach this work, with some rough budgeting.
8	How much priority are you giving to firms that will take on the entire project v. just one of the phases?	We are looking for the best fit for PCE and its agencies in each of the three task areas. We encourage agencies to respond in their areas of strength part or all of the RFP.
9	What (if any) are your plans for expanding your geographic reach?	Please do not assume any expansion for the purpose of this RFP.
10	Can you provide us with your trade area for us to better gauge the effort needed to reach your target audience?	We serve the entire San Mateo County and the City of Los Banos.
11	Can agencies outside of California submit proposals? Is there a penalty if an agency is outside of California? (several questions about this)	We are looking for the best fit between PCE and its agencies and as a result we would contract with agencies that are outside of our local area if we felt they could perform well in our industry and markets. We are not considering international proposals due to contract, legal and finance complexities.
12	What marketing tactics are you currently using for acquisition and retention? Email? Social? Publications? Billboards?	Communications currently include a monthly email that reaches about 200,000 accounts, and has a 50%+ open rate and click-thru rates between 2-7% of those who open, search ads which bring 5,000 visitors monthly to our web site, and social media reaching up to 20,000 and bringing less than 1,000 web site visitors per month. We also reach thousands of customers through community events, presentations, and other partnerships throughout our service area. We also collaborate with 13 local nonprofits to expand outreach to low-income and underserved communities in multiple languages.
13	We are also planning to expand our ability to offer programs and services to our entire residential base. Can you expand on what is not currently offered?	We are expanding programs, for example the managed EV charging program, currently limited to participants in a pilot program, will be expanded to all EV owners, and we are adding other programs and services. To be successful, we need to expand awareness and communicate effectively to a much larger percentage of residents than we are currently reaching. And for that we seek marketing support through this RFP.
14	You mentioned 280k residential accounts. Are we also targeting commercial accounts with this work? If so, what's the size of that market?	Please consider only residential for the purpose of this RFP.
15	Given that the contract will be awarded in December, when are you targeting for new creative and media work to be in market?	Tentatively, brand done in Q1, campaigns developed and begin Q2 of 2024
16	The team references that programs run from 6-12 or 6-18 months. While we understand the energy space very well, we try to avoid being assumptive when we can. Therefore, can you share your current monthly and seasonal initiatives in order of priority?	We look forward to your responses generally to help us achieve the objectives outlined in the RFP. For the purpose of the RFP, please prioritize the awareness and EV managed charging initiatives.
17	What are the 1 to 2 things you prioritize / value most in an agency partner?	Our selection criteria are laid out in Section 6 Review and Selection Process. We want an agency that meets these criteria that we feel we can have a fantastic, collaborative working relationship with, especially as we move from a transactional approach to marketing a more relationship-driven, customer-centric approach.
18	What key characteristics are you seeking in a new partner?	Our selection criteria are laid out in Section 6 Review and Selection Process. We want an agency that meets these criteria that we feel we can have a fantastic, collaborative working relationship with, especially as we move from a transactional approach to marketing a more relationship-driven, customer-centric approach.
19	In section 7.2, you reference 'multiple campaigns' that have been implemented in the past. Can you share examples and provide more details about what has been (or has not been)	Campaigns mentioned in section 7.2 are forward-looking, not in the past. For a very brief summary of our current communications see the answer above. This met our energy program goals for multiple programs (more about our programs can be found here). However, we have new, expanded programs and want to reach residents that we are not currently reaching.
20	Does your team have time before the November 1 proposal deadline for us to walk through our proposal that we're submitting?	We are not able to review RFPs prior to the deadline.
21	Will we have customer lists that we can have access to and target ads to?	Yes, we will provide access to customer lists (PCE Customer Data Confidentiality Agreement will be required). There are some limitations to the data. For example, we do not have email contacts for all customers, and we do not have information that indicates if a customer is a homeowner or renter at this time.
22	Will you allow for cookies to be placed on your website for tracking purposes?	The specific use would need to be reviewed. We currently use cookies but the data is collected anonymously, and is restricted for use as explained on our privacy page
23	Does PCE envision the selected vendor creating the graphics/content to be used in media planning/placements?	Yes, creation is included in the Task area 2 - Campaigns
24	Do cost estimates need to be broken down by task, or do you simply require one for each task (branding, campaigns, and media placements)	Please break down into the major phases or components. Please also provide billing rates.
25	Do you expect RFPs to include spec creative?	No, but we do want to learn about your strategy, approach, major tactics or high level ideas to meet our goals (and in particular for awareness and EV managed charging examples). We will review your work samples and other materials you may wish to add to get a sense of your creative range.
26	Are we able to implement an influencer strategy - if so, is there a vetting process in place?	We do not have an influencer program and are open to such a strategy.
Contract term and budget		
28	What is the length of time for this contract?	The duration may differ between the three task areas (brand, campaign and media). Our contract with an agency for the brand area alone is expected to last for less than a year. We will need campaign and media support for multiple years. We expect to execute contracts for a year (i.e., that do not cross multiple fiscal years) and amend them as needed each fiscal year.
29	Have you set a budget or budget threshold for the scope or any of the scope elements (ex. Media spend)?	We are interested to see your approaches and proposals and do not want to bias them with a budget expectation. According to our policy (posted on our web site), approval from our Board of Directors is required for contracts over \$100K per year, and this scope of work will require Board approval.
30	Are you able to share previous media spends or channels that have been utilized in previous years?	When we launched PCE in 2016-2017 we spent about \$870K, which included strategy, brand development, creative, all media, collateral, exhibit and promo items, direct mail. We did not have significant email or social media reach, which we have since developed.
31	Do you participate in, and will we have to participate in, the Pay for Performance program the CPUC uses with the IOUs?	No, the CPUC "Pay for Performance" is not part of this RFP.
32	Does your Board of Directors mandate a formal agency review every few years, regardless of agency performance? If so, what is the cadence?	This does not apply to the marketing agency (agencies) for this scope of work. Please see "Administration and reporting" section of this Q&A document for further information.
33	What is the fiscal planning year and priorities for Brand and Program rollout?	Our fiscal planning year is July 1 to June 30. Successful completion of this RFP process resulting in selection and engagement of marketing support needed for our brand development and to support our campaign launches is high priority.

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Administration and reporting		
34	Who is your evaluator, and will we be responsible for providing any savings, behavioral or related analysis/reporting to them?	We need periodic reporting on billing and results. The reporting of results should provide quantitative and qualitative insight into cost-effectiveness of the tactics.
35	Do you have an in-house analytics person/team who will be responsible for all tagging, analytics and reporting (e.g. site, media, social) or are these activities that we will be responsible for? (e.g. GA4 management, search console management, media analytics, forecasting, reporting)	This will probably be a mix, depending upon the tactics. For example, we will use GA4 for reporting on our website. We also have analytics for applications for participation in our programs. We report on Google Ads. We expect our agency to report on media analytics.
36	Is there a data team in house prepared to work with the marketing/media team or is this something you are seeking as well?	This will be a mix, depending on the campaign. We do have an in-house data team and plan to expand our segmentation and targeting capabilities. We also intend to bring in additional marketing automation software. To the extent you have data team capabilities that would be helpful, please let us know.
37	How would you describe the leadership/project management structure for this engagement on the Peninsula side, as it relates to kickoffs, check-ins, review of key deliverables, project management, and daily team, etc.?	The director of marketing and community relations and the manager of marketing communications will be the key operational and business contacts. All six members of the Marketing and Community relations team will be involved to some degree in meetings from strategy to implementation. Members of our Energy Programs team will be involved in program campaigns. The formation and approval of strategic campaigns will include the CEO. The RFP approval, and major changes in brand, and major campaigns may require approval of our Board of Directors.
38	What is the team's current creative asset and media plan investment approval process?	
39	Are dashboards currently built and utilized?	Yes, partially. We will want to have dashboard monitoring for our campaigns.
DEAI		
40	Is there an official DBE goal percentage that is being requested with this contract?	No, we do not have an official DBE goal percentage associated with this RFP. Information about supplier diversity can be found in Section 4h. of our DEAI policy .
41	Will you give preference to women-owned businesses	Information about supplier diversity may be found in Section 4H. of our DEAI policy .
42	Do you have any research or documentation related to the requirement of ensuring design aligns with Chinese and Spanish-speaking customers?	No, but we are interested in building our design abilities and developing agency partnerships in this area.
43	Is ADA the only accessibility requirement?	ADA, WCAG (and its translation to print), and language are the areas of accessibility relevant for this RFP. We are investing in other areas of accessibility that may affect design for the future.
44	Do you have an ESG (environmental, social, and governance) person/team (or someone well versed on these subjects as they relate to your specific ESG efforts) that will be working with us?	Our DEAI policy outlines our direction in this area. The PCE lead on DEAI is on the Marketing and Community Relations team and can consult with us as needed.
Brand awareness campaign		
45	When you say you want to move from 40% to 60% awareness are you referring to overall brand awareness or awareness of all current and new programs?	Overall brand awareness.
46	What materials are available for review that detail the current brand standards and speak to the current brand ethos?	
47	Would you be willing to share any of the rationale or brand strategy documents that went into your last visual identity update?	See our current brand guidelines here .
48	What was the biggest surprise in the recent brand survey?	In recent research, we saw a positive increase in favorability for the organization and increasingly high levels of awareness and favorability for electric appliances. Negative surprises included a higher-than-expected suspicion or distrust of clean energy, industry contractors and PCE. Another recent finding from the research is that sensitivity to high energy prices appears to be a depressing concern for the environment and increasing interest in programs that provide savings for solar, batteries and electric appliances. See a summary from our last annual awareness study here .
49	The RFP mentions wanting to see a more detailed response for an Awareness and EV Managed Charging campaign. Could you please elaborate? Are you looking to see how we approach campaign strategy, planning, etc.?	Yes, for each of these campaigns, what would be your approach, likely strategy, tactics, and estimated costs for each phase or major component. We expect a brief summary, not a fully detailed campaign and please make any assumptions as needed.
50	Would you recommend, or require, gathering input from customers in the brand development process?	We would expect customer input/testing prior to completing a significant change in branding.
51	As part of the brand identity work, are you looking for an agency partner who can support updating your website? Or would this be managed in-house?	Depending on the extent of the update we will use outside sources. We are interested in your web capabilities, but this would be in addition to the scope of this RFP
52	Is there an idea of the month or timeframe you are aiming to launch for the brand awareness campaign?	Q2 2024
53	Given that your electricity is delivered through PG&E's lines, do you believe any of the negative perceptions around PG&E and wildfire threats are applied to your brand?	There is confusion about the relationship of PCE and PG&E. We have not seen much or any association with us and PG&E with respect to wildfires.
54	"a complete redesign" is on the table, could you share more of where you think this is on a spectrum from—make modifications to we'd like to start with new ideas	We will be updating the brand and brand assets. The degree of logo update vs redesign is currently undecided.
55	Is a timeline expectation for completion of brand refinement?	Q1 2024
56	With the brand refresh / potential redesign, are you also looking for options on what a site redesign might look like as well?	Yes, the website design must use the new branding. Please specify if you include design. The alternative is to provide brand guidelines and assets to a web designer. As we seek to move to a more customer-centric marketing approach, we expect customer experience to influence our website re-design.
57	In past marketing campaigns, have you used dedicated landing pages on your current site, or have you used externally-hosted landing pages using a third-party service (ex: Unbounce).	We have used dedicated landing pages on our site. We have also used dedicated landing pages on a partner's site.
58	Are you expecting that the agency would conduct a logo trademark search, or just ensure presented concepts don't turn up obvious conflicts?	Please specify what you could and would provide. We understand that trademark search is a specialty and would be working with our legal counsel as needed.
59	Are you looking for the production of materials as a part of your deliverables in the brand project? Or will materials production come later on?	Yes, we are looking for production of brand assets in the brand task area.
60	When it's time to execute, the RFP mentions a couple of rollout items (such as communications suite, pitch deck, front-end web design). Are there other venues for brand expression that we should consider/include – such as vehicles/uniforms, environmental design, event/show displays, etc.?	There will likely be other items, but please just respond to the items mentioned specifically in the RFP
61	'Other branding' refers to assistance with implementation for web pages (design only). Could you let us know if that implies help with visual styling based on refined brand work? Or if that also includes other deliverables such as content design and website strategy	Yes, visual styling based on brand work. We are interested in any web development capabilities but this is in addition to, or outside the scope of, this RFP. As we seek to move to a more customer-centric marketing approach, we expect customer experience to influence our website strategy and re-design.
62	Can we assume that PCE will be responsible for all trademark legal requirements if the logo is redesigned (e.g. searches, legal fees, registration)?	Yes, but please let us know if you have capabilities in this area.
Managed charging campaign		
63	What does the "contact information" include for the EV drivers and will you continue to update this segment with fresh data or are they restricted pulls?	We get this information from the DMV and have name, address, email, phone. We can combine with our data to understand electric use. We expect to be able to refresh the data annually.
64	Does the upcoming EV-managed charging campaign require app development?	Assume the app exists; development of this app is not in the scope of this RFP.
65	The RFP mentions wanting to see a more detailed response for an Awareness and EV Managed Charging campaign. Are you looking to see how we approach campaign strategy, planning, etc.?	Yes, for each of these campaigns, what would be your approach, likely strategy, tactics, and estimated line-item costs. We expect a brief summary, not a fully detailed campaign and please make any assumptions as needed.
66	Is there a timeframe you are aiming to launch for the EV managed charging?	Q2 2024

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67	In addition to app downloads and app usage how will you measure success with the EV campaign?	The program is in pilot now and the launch not fully developed. Success measures for the campaign would include response rate, conversion, and download. Other measures of program success that are downstream from customer sign up are probably beyond the scope of the services in this RFP.
68	Have you conducted any research with EV drivers, other than what's in the brand awareness survey?	We are conducting a pilot to learn more about charging patterns, how much load shift is achievable by vehicle, type of home charger, and electric rate, as well as whether we can optimize for WFH and solar generation. For the purpose of this RFP, refer to the results from the brand awareness survey, which gathers data about customer attitudes on EVs.
69	What's the key point of differentiation that would drive a consumer to choose to use PCE's managed EV charging app over an automaker's technology?	Utilities and electricity service providers like Peninsula Clean Energy are able to incentivize residential participants through monthly bill credits or specialized electricity rates that provide savings for EV charging at certain times of the day depending on when renewable energy is available on the grid. The key to market uptake/customer participation is 1) trust in our organization, 2) trust that end users will have some level of control over their energy and transportation decisions, 3) simple enrollment and 4) a clear value proposition tied to electricity bill savings
About our customers		
70	Who is your target audience?	For the purpose of this RFP, please consider only the residents in San Mateo County and the City of Los Banos. We also have business, commercial and public sector customers.
71	Who are your best customers (e.g., any usage-based, socio-demographics, or psychographic groups)? - Do you have a conceptual map of their purchase process(es)? Or, the purchase process among your customers in general? - Do you track lost customers or lost prospects? If so, do you have their contact information so we can include them?	As a public agency CCA, we don't have "best customers" in the same sense as consumer companies in the private sector. Additional information can be found in our market research here . Customers are opted in and we cover 97% of the market. We do track customers that opt to leave our service and we have their contact information.
72	We're curious to hear what research you've done to identify why 3% of people in your service territory have opted out. Are there common themes?	We collect information on customers leaving our service and find a few common misperceptions. Some mistakenly believe that PCE is an additional charge on their bill; some believe their electricity costs are going up as a result of PCE service; some disliked being automatically opted in to our service.
73	What (if any) are your plans for expanding your geographic reach?	We expanded service to Los Banos in 2022, however, you do not need to assume any expansion for the purpose of this RFP.
74	Is the team open to additional exploratory primary research to uncover customer/prospect needs and desires, perceptions of energy options, etc.?	We have a significant amount of customer research that our partnering agencies can leverage, and we will consider additional exploratory primary research. We would work with our selected marketing partner to ensure research is additive rather than duplicative.
75	Are you able to share the most recent customer data/findings that have been captured by PCE?	See here .
76	If we recommend additional primary research, can we access Peninsula databases of customers/prospects for sampling purposes?	Yes, but we the PCE Customer Data Confidentiality agreement will be required.
77	Do you currently have customer personas? If yes, are you able to share them?	We do not have customer personas to share, however, see next two questions for information about audience segmentation.
78	Can you please expand on how Peninsula segments its business and residential target audiences today?	For this RFP please consider our residential base. Currently we segment by customer class (residential, commercial, industrial), and rate, which has other implicit information about them, for example whether they have solar, drive EV, are all-electric. There is a lot more that could be done. We are working to develop our ability to segment and target so that we can better match customers to our program offerings and communicate more effectively.
79	For the purposes of scoping research for brand development, can you share the customer segmentation you use for research?	For our research on home electrification we found segments based upon their interests and motivations: 67% fell into 4 categories that were promising for our home electrification value props. They are: deep greens (10%) are environmentally motivated and early adopters for electrification; light greens (16%) have similar beliefs as dark greens, but not yet as motivated; home value protectors (28%) invest in their homes to meet the coming trends; Pragmatists (13%) tend to think their efforts do not make much of a difference, are more budget conscious and a little skeptical of new technology. Of the many factors we measured, health and safety stood out as more significant than the others and cut across the segments.
80	What percentage of your current customers speak English v. Spanish v. Mandarin v. Cantonese?	Roughly, based upon census data, languages spoken in home are 54% English, 16% Spanish, 22% Asian/Islander, 7% Indo-European. We focus on English, Spanish and Traditional Chinese for language. In addition to language, we wish to include cultural considerations and different marketing tactics as we try to reach to different groups of residents. Please feel free to state any assumptions you wish to make beyond this for the RFP.
81	Is there interest/openness in additional customer research/gathering new data?	We have a significant amount of customer research that agencies can leverage, and we will consider additional exploratory primary research. We would work with our selected marketing partner to ensure research is additive rather than duplicative.
82	Can you provide the transcripts and/or recap from the focus group with customers that were conducted over the summer by the Community Relations team?	These focus groups are underway now. We will have high-level findings and priorities available in Dec 2023.
83	Based on customer insights from this research conducted, do you have a working messaging framework that is guiding your messaging strategy today?	We are looking for a partner to work with us to clarify our brand purpose and promise and develop a brand messaging framework.
84	Beyond your goals for Brand Awareness what does customer behavior change look like?	We want to change customer perception about the organization to build awareness, credibility and trust. Regarding behavior change, we want to encourage customers to take actions that reduce or eliminate energy consumption from fossil fuels, and/or optimizes consumption during times of the day when renewable energy is available to meet demand. Examples include: - Adopting electric vehicles (EVs) over new gas vehicles - Avoiding charging EVs during peak times when demand on the grid is greatest - Purchasing heat pump appliances over gas appliances - Shifting large energy loads (e.g. doing laundry, running dishwasher) to off-peak hours
85	Do you expect differences in your campaigns between San Mateo County and Los Banos?	Yes. Some campaigns will be throughout the service territory. Others will be tailored to specific groups. Some communications may just go to EV owners, or residents with especially high gas usage, for example. Others will be tailored to cultural groups or specific communities.
Media		
86	Can you provide more information about what you would like to see from respondents' submitted media plans? For example, are you looking for a 6-month media plan with outlined channels and tactics, or just initial thought starters? When evaluating media proposals, can you elaborate on your priorities? For example, are you looking for innovative, out of the box ideas or plans that forecast and outline how we will achieve your goals?	Agencies may take different approaches. We would like your initial assessment, with a summary of channels and tactics to reach our stated goals and with your stated assumptions and expected results. Rough cost estimates for the awareness and EV managed charging campaign should be for a year, broken down into major phases and components. We are looking for a partner that has expertise across a range of channels and tactics in our markets. One who can evaluate our situation and develop a customized plan for our needs, with a focus on results. Can you show us examples of how you planned media to meet your clients needs (similarly to our own) and the results that were achieved?
87	What media has been successful in achieving your awareness goals in the past?	We have not had significant media campaigns for several years. Print campaigns have not been cost-effective and radio has also not provided much impact but these campaigns may have been too brief and limited to deliver results.
88	Is there a separate budget for media?	Each of the three task areas (brand, campaigns and media) have separate costs. We request that proposals itemize those costs.

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89	Are you seeking recommendations on paid media budget to achieve your awareness objectives? Or are you mostly focused on agency capabilities, strategy/approach, and fee structure for labor?	We are seeking recommendations and proposed costs. We realize that different agencies may recommend different tactics, and cost may vary.
90	Does PCE have a roster and/or preexisting relationships with local media outlets?	Yes, we have a list and pre-existing relationships. We also welcome partners with regional/local media outlet relationships.
Goals and KPIs		
91	How will you measure trust? Are you currently measuring satisfaction?	We have qualitative data that indicates trust gaps. We measure brand awareness, favorability and willingness to use, and we are open to new methodologies for measuring and tracking trust. For customers participating in energy programs, we measure satisfaction through periodic surveys.
92	What KPIs are you currently measuring for lead generation and retention?	We track leads, attribution, cost/lead, and conversion at multiple points during the lead cycle (e.g., does an ad convert to a web visit, does a web page convert to an application open, does an application open convert to a completed application). Energy Programs tracks leads through to program completion.
93	What data resources do you currently utilize for campaign asset management and measurement? Do you have an existing model in place to help measure all relevant campaign metrics (front end and back end) already in place?	
94	Do you have a cost per acquisition?	This varies with the program. Lead cost varies with the tactic. We are finding email and search ads to be cost-effective but as currently used may be limited in real reach.
95	How are you currently capturing leads?	Energy program leads are captured in the Application database (currently Formstack) and ultimately in PowerPath, a Salesforce program that provides some CRM capabilities. We may add a marketing platform to provide consolidated marketing tracking, attribution and additional automation capabilities.
96	Outside of PG&E, are there other organizations against which we benchmark today?	
97	Other structured organizations/municipalities that we hold in high regard or see as category leaders (even outside our geography)?	
98	What other entities in the Bay Area or outside the Bay have you worked with to promote branding. Other than PGE, do you have a "competitive set" or brand set that you use to help guide current strategies?	We work with, learn from, and share with other CCAs, particularly in the Bay Area, including EBCE, SVCE, MCE, Sonoma Clean Power.
99	How will you measure your awareness increase? Will you be conducting awareness studies prior and after the new brand launch?	We have an annual, extensive brand awareness study, performed in the Spring. We have discussed moving to, or adding, smaller, more frequent measures.
100	Do you have a target retention rate you can share with us as well as your current attrition rate?	We do not have an official retention rate. We have held steady at 97% for several years and view that as an unofficial benchmark. We have higher opt-out rates in some areas.
Questions about scope of work not included above		
101	Do you have an internal team to update your website once the brand is updated? Or will this be part of the scope of work?	Depending on the extent of the update we will use outside sources. We are interested in your web capabilities, but this would be in addition to the scope of this RFP.
102	Does "design only" mean a reskin of the current site with no changes to UX or functionality? If so, if customer research in the discovery phase uncovers observations about the site, would you be open to revising UX?	Yes, we expect to change UX and functionality as we move to a more customer-centric marketing approach. By "design only" we mean to exclude web content, coding and implementation.
103	Do you have inhouse SEM and/SEO experts or will you need us to provide these services?	We do not have SEO/SEM experts. If this is critical to your proposed strategy it would help to outline how you propose to use this.
104	Do you have an inhouse web site team that has reasonable bandwidth to implement new promotions, site optimization and/or program content expansion on the web site; or should we assume, we will need to provide these services under the supervision of a PCE leader?	We have a team. We are interested in your capabilities but this would be in addition to, or outside of, the scope of this RFP.
105	Should we include content development in scope also? (I.e., copy and image selections for key pages)	While we are looking for strategy, messaging, copywriting, graphic creation, and tactical implementation, we do not expect this agency to develop underlying content.
106	You mention having to reach Spanish and Chinese communities. Is the expectation that the agency selected will have to provide translation services?	It would be a plus if you had the ability to translate or manage translation but this is outside the scope of work. We currently use a translation agency.
107	Do you have a PR agency that we will need to coordinate with?	We have a PR consultant who will not be involved in the branding, but may be involved to some extent in messaging for campaigns and for integrated campaigns.
108	Is the team open to partnering with other entities in the area that are relevant to this vertical?	We encourage this. Please include information about your partners.
109	Do you have a communications team/person currently working with CBOs (community-based organizations)? If yes, will we have access to that person?	Yes, our community relations team reaches thousands of customers through community events, presentations, and other partnerships throughout our service area. They collaborate with 13 local nonprofits to expand outreach to low-income and underserved communities in multiple languages. Partnering agency will have access to our community relations team.
110	Will we have the ability to do "bill inserts" or other on-bill promotions (we are assuming PG&E limits this type of promotion)?	PG&E bill inserts are not an option.
111	Do you have a direct mail/marketing company that, if we do direct marketing, we will work with?	Yes, we have a printing and direct mail company.
Other		
112	In the RFP you mention load shifting. Are you indicating that we will need to incorporate additional support/promotion for TOU or is this simply expressing that we need to ensure that we are encouraging load shifting across the board (flatten the duck curve)?	We have programs that are designed to help shift load. For example, the EV managed charging program will help move the charging of EVs outside of peak hours. We need help to establish our brand across our served territory and promote the programs effectively.
113	Will we be working with the implementer (ClearResult) for your current and future programs (we have experience working with them and the other major implementers). If yes, can we assume that ClearResult will continue to provide those services for all current and future programs (e.g. sourcing/working with contractors, charging station installers, HEAs, clearing houses)?	There may be interaction with program implementers, such as ClearResult, but it will be dependent on program and marketing strategy, and resource needs, among other factors. Note that we have different implementers for different programs.
114	Are the current plans in market developed and managed internally?	Currently some are developed and managed internally. In some cases we work with partners.
115	Would you like to show people when energy is cleaner and how they can use it?	In order to reduce carbon emissions, part of our work is to raise awareness of clean energy generation and use.
116	Would Peninsula Clean Energy prefer to express consumer costs in accordance with existing time of use rates, inline with their energy procurement, which matches local and regional energy resources to existing consumer demand, or is it preferable to nudge demand to lower cost hours of the day in the wholesale market as expressed by the locational marginal price on the distribution grid, to help reduce procurement costs over time?	Thank you for the question. We are interested in communicating customer costs in ways that best contextualize the interplay between energy consumption and grid impacts, and that ultimately motivate desired behavior changes. While the answer is outside the scope of this particular RFP, we would want to have a more in-depth conversation about this before launching any sort of messaging campaign.
117	Would Peninsula Clean Energy consider a new rate tariff to promote consumer awareness and gamification, perhaps as a pilot initially.	We are certainly interested in innovative ways to encourage customers to electrify. However, this is outside the scope of this particular RFP.
118	Will we need to participate in any rate case or other regulatory proceedings?	No, there are no regulatory or rate proceedings envisioned as part of this RFP.
119	Do legislative or CPUC compliance needs warrant longer timelines?	No, this is not a consideration for brand awareness or program launches laid out in the RFP.