

Los Angeles Community Choice Energy – Request for Proposals

Website Design, Program Branding, and Marketing Assistance

LACCE Responses to Proposer Questions – September 13, 2017

Website Development and Design

1. Do you have any website content management system requirements (WordPress, Drupal) etc. or are you willing to accept recommendations?
 - **LACCE has no specific CMS requirement at this time, but is seeking a system that can ultimately allow LACCE staff to make updates and take on more website management as the organization matures. LACCE invites recommendations from proposers on which CMS systems would be the best fit for these purposes.**
2. Do you have a content strategy to complement the design of the new site?
 - **LACCE has not yet developed a content strategy, and is willing to accept recommendations from proposers.**
3. Who is responsible for content development on the new website?
 - **The winning proposer will develop the content at the direction of LACCE staff. Over time, LACCE staff will transition into developing more of the content.**
4. Have you formed an idea of the new architecture (how many sections) for the new site? Have you identified how much content is changing / being re-written from the current content here <https://www.lacounty.gov/sustainability?>
 - **The architecture for the new site has not been developed, but proposers should consult the existing websites for the operational community choice energy programs in California.**
 - **LACCE anticipates working with the winning proposer to modify the existing content and/or create new content for the new site.**
5. You mention a listserv but we do not see a sign up on the current website. How do you manage listserv sign ups?
 - **There is no list-serve or list-serve platform at this time, but LACCE intends to launch a listserv in the future.**

6. Do you use or are you looking to use a third party email service, such as MailChimp, to send out emails?

- **LACCE is willing to accept recommendations from proposers on this issue.**

7. What languages do you need the website to be available in?

- **English and Spanish at a minimum. Proposers should note their capabilities in this regard and its effect on price, including the cost for each additional language.**

8. Are you seeking a contract for ongoing maintenance?

- **Yes.**

9. Do you have an existing hosting set up that you want to maintain or are you seeking new recommendations for hosting? Would the site be hosted on the County platform or could it be hosted independently? Is LACCE intending to take over hosting and updating the site at the end of the contract in April 2018? Which languages would LACCE like the website to include?

- **LACCE is seeking new recommendations for hosting.**
- **LACCE does not intend to take over hosting and updating the site at the end of the contract. LACCE reserves the right to work with the winning proposer to continue providing these services past April 2018.**

10. Please provide a list of 3rd party platforms that will need integrate with the site (for example, services to live stream board meetings, email systems, CRM systems)

- **No third-party platforms currently exist with which the new site will need to integrate.**

11. Will in-language materials already be trans-adapted or will these services need to be included in costs?

- **LACCE welcomes recommendations from proposers on this topic.**

12. Who are considered interested stakeholders?

- **Residents and businesses within LA County, local policy makers, community-based organizations, renewable energy developers, and the general public.**

13. Will the LACCE staff need to be trained on the website?

- **LACCE will seek some basic training for its staff once the LACCE organization begins to expand.**

14. When does LACCE expect the website to be functional?

- **As soon as possible, but LACCE welcomes timeline recommendations from proposers.**

15. What determines success for the website?

- **LACCE invites proposer recommendations on this question but issues such as ease-of-use, functionality, and adaptability will be important.**

16. What are the specs for the website- Number of pages, plat form, CMS needed, CRM needed?

- **LACCE does not know what platform or how many pages will be needed at this time. LACCE invites recommendations from proposers on CMS and CRM platforms that will best meet the needs of LACCE. Proposers should consult the existing websites of other community choice energy programs in California.**

17. Can any of the “others” functionality be described or what the specific website objectives are that the contractor could suggest functionality to meet? Can you please describe the changes to the LACCE customer enrollment changes?

- **Proposers should consult the existing websites of other community choice energy programs in California.**

18. What type of media are included in the infoblcasts? Would this also require creating landing pages?

- **Infoblcasts may include text, images, and weblinks to video content online.**

19. How much information needs to be captured from website visitors?

- **Email will be needed at a minimum. Later, LACCE will likely want to provide fields in specific contexts for optional additional information such as zip code or mailing address, name, and Southern California Edison account number.**

20. Is there an existing CRM program that these will need to be fed into?

- **Contacts are currently kept in Outlook and will need to be migrated into the new CRM.**

21. Is there a preference between dynamic or responsive design?

- **LACCE will need guidance from the proposer in exploring which design format will make sense in this context. Proposers should consult the existing websites of other community choice energy programs in California.**

22. What format will LACCE public documents be provided in?

- **LACCE will provide documents in PDF format unless recommended otherwise by proposers.**

23. How frequently will they need to be posted?

- **As needed, but at least monthly.**

24. What type of media will news and update items be (video, documents, etc.)?

- **LACCE expects to issue article style news updates – primarily text with some images and/or video content. We would also want to include press about the program whether print, audio, or video.**

Program Branding

1. Will there be a visual relationship between the County of LA brand and the LACCE brand?

- **There will be none. LACCE seeks to establish its own brand separate from the County.**

2. Does the county have specific brand guidelines that we should be aware of?

- **None that would be applicable to LACCE.**

3. Will program materials need to be in-language? If so, what languages? How many pieces of material?

- **English and Spanish at a minimum. Proposers should note the capabilities in this regard and its effect on cost, including the cost for additional languages.**

4. For the short informational video, will this be executed with LACCE trained spokespeople or will a professional spokesperson need to be hired?

- **LACCE will work with the proposer for the best approach but would prefer to use LACCE spokespersons.**

5. How long does LACCE envision this video? Will it be just one video or a series?

- **Just one video. Length is to be determined but no longer than ten minutes.**

Marketing Assistance

1. Will we be working directly with media or go through your team?

- **Through the LACCE team.**

2. Will we be managing the social accounts or only setting them up?
 - **Social media accounts will be managed by the winning proposer at the direction of LACCE staff. Over time, management of these accounts will be transitioned to LACCE staff.**
3. Will we be creating all of the content - and will it be ongoing? Or just getting everything in place and then your team will run with it?
 - **The winning proposer will create the majority of content though LACCE staff may supplement. It will be ongoing through the term of the contract.**
4. What is the target audience for the advertising campaign?
 - **LACCE customers and stakeholders, which spans the gamut of citizens, business owners, policy-makers, and the general public.**
5. Are there key areas (cities, communities) where advertising needs to be conducted?
 - **No. The services requested in this RFP are for general LACCE purposes.**
6. Are e-newsletters currently being used? If so, how many will need to be disturbed for this program?
 - **No.**
7. Does LACCE have photos and images licensed to use for deliverables, such as website, e-newsletters, etc.?
 - **No.**
8. What is the purpose of having social media? Who is the target audience for social media? Will the LACCE staff manage and staff the social media properties? How will success be measured for social media?
 - **Social media will exist to engage and inform LACCE customers and other stakeholders about the LACCE program and provide updates. The target audience will be LACCE customers and stakeholders. LACCE invites proposer recommendations on success measures.**
9. Will media relations be managed along with LACCE staff? Will LACCE staff handle media inquiries?
 - **LACCE staff will handle media inquiries but may seek the support of the selected vendor regarding specific talking points or strategies related to such inquiries.**

General Questions

1. The listed term length is a short period of time. Is LACCE considering additional marketing and website support contracts going forward or intending to bring those services in house?
 - **Yes. The services requested in this RFP are to establish the LACCE website and brand, and assist LACCE staff in creating general LACCE marketing materials for stakeholders and the general public. LACCE anticipates issuing a separate RFP for outreach services in anticipation of the launch of the program for our ongoing communications needs.**
2. What are the primary goals driving the redesign, branding and marketing for this project?
 - **Currently, the County of Los Angeles is assisting LACCE in providing these services. LACCE seeks to establish its own brand, separate from the County.**
3. Is LACCE currently working with a marketing/communications firm or with a firm that is helping develop LACCE and additionally provides marketing/communications—and is that firm expected to bid on this RFP?
 - **LACCE is currently working with a firm for a best-practices assessment of outreach and communications at existing CCAs in California. It is unknown whether that firm will bid on this solicitation.**

Budget

1. What is the allocated budget for the project?
 - **LACCE has an allocation of \$25,000 for the services requested in the RFP and its terms.**
2. Is there a separate budget or contract for designing, printing and mailing the required Notices?
 - **Yes.**
3. Should we estimate the cost of a media buy and include that in the RFP?
 - **Not necessary, but proposers are free to do so.**

Scoring/Selection

1. The proposal does not describe how points are awarded, but are mentioned as part of the award system for the cost proposal. Please provide information on scoring for each section evaluated?
 - **LACCE will not share its evaluation method with proposers.**

2. Are you able to share more information about the selection committee, such as their names and if they are with LACCE?

- **No.**

3. In the cost proposal section, it states the maximum number of points will be given to the proposers with the best cost. Does this mean that this is a low-bid contract?

- **No. Cost is one criteria by which responses to this RFP will be evaluated. The lowest bid will receive the maximum number of points only in the cost portion of the evaluation.**

4. How many points are awarded for the cost proposal?

- **LACCE will not share its evaluation method with proposers.**