

## Butte Choice Energy Marketing RFP Q&A

### Revised June 1, 2020

Company	Question	Answer
Blue Flamingo Marketing Advocates	Is there an established list of stakeholders or is that still to be determined?	BCE does not yet have a formal list of stakeholders but interim BCE staff at Butte County and City of Chico are available to help develop a list for future use.
Circlepoint	For the website, how complex does the rate calculator have to be? Is it simple mathematic equations, or do you envision something more in-depth?	BCE does not anticipate needing anything overly complex. Simple user interface and accuracy are paramount.
Circlepoint	For ability to opt-out of the program and other interactive features of the website - Are you working with a consultant team already for enrolling and tracking customers? What platform are you using for this?	BCE has contracted with Calpine Energy Solutions to handle its back office functions including customer enrollments, tracking and processing customer opt-outs. The platform used is XX.
Circlepoint	By "multi-lingual website" are you referring to separate landing pages in different languages or a translation feature on the website?	Website translation features such as "google translation" have proven to be unreliable in some cases. If the vendor has another option with better performance, BCE is open to that. However, many CCAs currently use "live translation" and create separate landing pages in different languages.
Circlepoint	Do you know yet how many sub-products you will have?	At this time, BCE anticipates two product offerings, one of which will be the default product (power content tbd) and a voluntary 100% renewable product.
Circlepoint	Should we assume the cost for printing collateral, or will you handle those costs separately?	If available, please provide printing estimates in your proposed budget. Depending on how the contract is structured, BCE can pay printing costs directly or through the selected vendor on a reimbursed basis.
Circlepoint	What will the review process be like on the client side? Who needs to be involved in review and approval of work products?	BCE is in early start-up phase. Its CEO is soon to be hired (targeting August) and there is a small team of consultants who are assisting with implementation. It is anticipated that the review team will be kept small, although we will ask that the selected vendor(s) provide some design options and regular updates to the Board of Directors early on in the process.
Circlepoint	The automobile insurance is asking for coverage for "any auto" (symbol 1 coverage). However, Circlepoint does not own any company vehicles, therefore we only have coverage for hired & non-owned autos (symbols 8 & 9 coverage). Can an exception be made for this insurance requirement?	Yes, this can be worked out.
Circlepoint	What is the anticipated budget for this contract?	There is no stated budget at this time. Please base your budget on your recommended plan and current market pricing. Hard costs such as printing, video production, media buys and postage should be included as separate line items to the extent possible.
School of Thought	What are the different departments/staff the agency will be working with?	At the outset, the marketing agency will be working with interim executives from the County of Butte and the City of Chico along with a few consultants who have been hired to assist with BCE start-up. Once the new CEO is in place (targeting August, 2020) s/he will assume the leadership role and over time, there will be marketing staff added, but that is not expected to occur until later this year.
School of Thought	Has there been any budget set aside for this project?	There is no stated budget at this time. Please base your budget on your recommended plan and current market pricing. Hard costs such as printing, video production, media buys and postage should be included as separate line items to the extent possible.
School of Thought	Please tell us about the stakeholders who will be involved in this project?	Right now, there is no formal list of stakeholders that will be involved, but developing a list of key stakeholders and organizations will be an early step in the process. This will include a variety of community/civic, environmental, business, and educational orgs that have a leadership presence in the County.
School of Thought	Have you done any consumer research so far that you will be able to share with the agency after selection?	Nothing formal, but the local team will be able to share anecdotal/contextual information to help inform the process and content.
School of Thought	What is the general time frame for this project?	BCE plans to have a marketing firm(s) hired by end of July and the contract is anticipated to run through December 31, 2021 with possibility for extension at the discretion of BCE staff.
School of Thought	How many sub-brand names/logos?	As of now, we anticipate a primary logo for the agency plus two sub-brand names and logos.
School of Thought	Regarding "Develop and maintain social media presence for BCE using existing platforms": Is this just for the duration of the campaign or ongoing?	BCE will need social media platforms established and maintained by the selected firm(s) until such time that internal staff is hired and the function can be taken in-house.
School of Thought	Regarding Website: To what extent is Contractor responsible for ongoing process or just during initial development?	Selected firm will be responsible for new site or revamp of the existing site with additional pages and interactive features. Similar to above, BCE will require on-going content amendments and web maintenance until staff is hired and the function moves in-house.
School of Thought	Roughly how many pages do you anticipate the website will have?	Recommend that you research other CCA websites for content and page guidance. Examples include: mcleanenergy.org, valleycleanenergy.org, svcleanenergy.org
School of Thought	How many languages will the ad campaign be in?	English, Spanish and possibly one additional language TBD.