



**REQUEST FOR PROPOSAL BY
THE SONOMA CLEAN POWER AUTHORITY FOR
ADVANCED ENERGY CENTER - WEBSITE DESIGN PROJECT**

TO: All Prospective Respondents

SUBJECT: Request for Proposals: Web Design Project

DATE ISSUED: February 15, 2019

RESPONSES DUE: March 1, 2019 by 5:00 PM

The Sonoma Clean Power Authority (“SCP”) is seeking qualified web/design agencies to submit proposals for a website design project, based upon this Request for Proposal (“RFP”).

Coming in the fall of 2019, SCP will open a store in downtown Santa Rosa where SCP customers and the public can test and purchase discounted, high efficiency electric appliances/technologies, in keeping with SCP’s mission to offer programs which assist in reducing greenhouse gas emissions and help solve the climate crisis.

SECTION 1. PURPOSE OF PROJECT

The purpose of this project is to design a new website showcasing new high efficiency electric appliances/technologies that will be on display in the storefront. The website will be consistent with the strategy, voice, messaging, layout, design, etc. within SCP’s existing brand guidelines. The new website will ensure maximum effectiveness and brand consistency when communicating/marketing to SCP customers, prospective customers and Sonoma and Mendocino county communities at large.

The website should communicate to visitors via simple messaging. Other important feature/functionality may include clean, simple navigation, image/video and be visually pleasing with effective use of white space. In addition, website needs Spanish translation capabilities. Website will not exceed 10 pages. Currently SCP uses the CraftCMS content management system; the new website will ideally use the same platform.

SECTION 2. ABOUT SONOMA CLEAN POWER

SCP is a public, locally-run “community choice aggregation” power provider covering approximately 525,000 customers in Sonoma and Mendocino Counties (except Healdsburg and Ukiah). SCP’s mission is to help solve the climate crisis while keeping energy affordable. For more information about SCP go to: www.sonomacleanpower.org.

SECTION 3. RFP DETAILS

3.1 Important Dates

The following dates are significant for this RFP:

- RFP issued February 15, 2019
- Proposals due to SCP March 1, 2019 by 5 PM
- SCP to review all RFPs the week of March 4, 2019
- SCP to narrow down to finalist agencies March 11, 2019
- SCP to interview finalist agencies the week of March 18, 2019
- SCP selects and notifies chosen web firm March 27, 2019
- Finalize contracts with selected agency April 1, 2019
- **New website public debut June 17, 2019**

SECTION 4. PROJECT BACKGROUND

In January 2018 SCP was awarded a California Energy Commission (“CEC”) EPIC (Grant No. 17-304). The CEC EPIC grant provides \$13 million dollars to SCP for a variety of energy-related projects, including for SCP to build an Advanced Energy Center to expedite energy efficiency and fuel switching retrofits in Sonoma and Mendocino counties. As discussed in more detail in this RFP, Proposers are required to meet all CEC grant requirements, including detailed reporting and invoicing. The CEC Grant requirements are incorporated into SCP’s Standard Agreement. SCP’s Standard Agreement is attached to this RFP as Exhibit A.

The Advanced Energy Center will be located in a 9,400 s.f. space in downtown Santa Rosa. The Advanced Energy Center will be staffed by SCP employees and representatives. SCP will provide the Advanced Energy Center venue for SCP customers and Vendors, and provide financial incentives to SCP customers for private purchase of energy efficient/fuel switching products. Financial incentives offered by SCP include: rebates to customers, payment of permit fees for the Vendors, and an on-bill financing program. SCP will also work with Product Vendors to offer trainings and classes at the Advanced Energy Center.

SCP customers will contract directly with Vendors for the purchase of energy efficient/fuel switching products. For installation of the energy efficient/fuel switching products, SCP customers may either use a contractor-matching web platform available at the Advanced Energy Center to select and schedule a contractor for installation, or the SCP customer can independently select their own contractor for installation services. SCP is not selling or installing any of the energy efficient/fuel switching products potential products include innovative, market-ready, energy efficient or fuel switching products such as, but not limited to: Minisplit Heat Pumps, Induction Cooktops, Aerosol Sealing, Heat Recovery Ventilators,

Drainwater Heat Recovery, Phase Change Materials, Economizers, Battery Storage, Smart Thermostats, Photovoltaic Paneling, Radiant Heating Ceiling Panels.

SECTION 5. PROGRAM SCOPE

5.1 Overview

The purpose of this project is to take the newly refined SCP brand and develop a new website showcasing high efficiency electric appliances/technologies in a downtown storefront.

5.2 Anticipated Program Timeline

- Initial Meeting with Agency to be held by April 8, 2019
- Agency Provides SCP with Timeline & Project Plan April 19, 2019
- Plan & Timeline Approved by SCP April 10, 2019
- Project Plan Elements Begin April 26, 2019
- Project is Completed and New Website Implemented no later than June 3, 2019 (allow for two weeks in test environment)

Please note that the anticipated program timeline is an approximation and SCP may adjust the length of the program as necessary.

5.3 Key factors

- Homepage should be welcoming and easy to navigate, with the option to add social media live feeds, public relations & testimonial or story capabilities along with upcoming events section.
- Calendar functionality (classes, training schedules, events, etc.) with a way to sign up, add to cart and/or pay for an event.
- Use research materials as a teaser on website/ Marketplace info.
- This website is an extension of the physical storefront, so it should include a description/images of the sections of the storefront (types of technology demonstration area, kitchen demonstration area, classroom, kids' education area, library, etc.)
- Similarly, the website is an extension of SCP's greater brand, so it should have a similar look/feel, but may also have its own personality that works well within SCP's brand.
- Chosen web firm will assist SCP with deciding whether or not the new website pages should be a stand-alone microsite, or landing pages within SCP's existing website.
- Site should be built with the ability to have its own standalone URL and build with SEO in mind.
- Website needs to have a strong search feature with the ability to filter products.
- KB/FAQ?

5.4 Budget

Budget for this project, inclusive of all agency fees, deliverables, and post program analysis not to exceed \$7,000.

SECTION 6. PROPOSAL REQUIREMENTS

Each Proposal shall contain the following:

6.1 Executive Summary (Required Narrative)

The Executive Summary (no more than 1 page) shall discuss the highlights, key features and distinguishing points of the Proposal, as well as any unique problems perceived by the selected agency and proposed solutions.

6.2 Demonstrated Ability to Meet Program Scope

The Proposal shall provide the following information:

- General description of firm (size, experience, key qualifications, history, etc.) showing that the agency has the ability to serve the needs of SCP's RFP.
- Samples of similar work the agency has completed for other clients, including high level summary of results/outcomes. Electronic portfolio/slide deck preferred.
- The name and contact information for the person who will be the primary contact for SCP for project communications.

SECTION 7. SELECTION CRITERIA

7.1 SCP may evaluate proposals using the following criteria. Note that there is no value or ranking implied in the order of this list:

- Demonstrated ability to meet SCP's needs and requirements outlined in the RFP.
- Demonstrated Marketing/Branding/Communications experience and expertise.
- Completeness, timeliness and quality of proposal.
- Any other factors SCP deems relevant.

7.2 SCP may contract with multiple Proposers offering similar Products in the Advanced Energy Center.

7.3 Issuance of this RFP is not a guarantee that SCP will enter into any contract with any respondent. SCP reserves the right, at its sole discretion, to waive irregularities in proposals, proposal requirements, to request modifications of any proposal, to accept or reject any or all proposals received, and to cancel all or part of this RFP at any time prior to awards.

7.4 Responses that do not satisfy RFP and Proposal Requirements cannot be adequately evaluated.

SECTION 8. GENERAL TERMS AND CONDITIONS

8.1 SCP Standard Agreement.

- (a) Contracts for services will be between the Proposer and SCP. A sample of SCP's Standard Agreement is included as Exhibit A. Proposers must be willing to provide the required insurance and accept the terms of SCP's Standard Agreement. A Proposer taking exception to any part of the Standard Agreement must also provide alternative language for those provisions considered objectionable. Please note that any exceptions or changes requested to the Standard Agreement may constitute grounds to reject the Proposal.
- (b) Failure to address exceptions to the Standard Agreement in your statement will be construed as acceptance of all terms and conditions contained therein. No negotiation over Standard Agreement provisions will be permitted unless the provisions were objected to when the Proposal was submitted.
- (c) SCP reserves the right to further negotiate existing or additional elements of its Standard Agreement with successful proposers.

8.2 **California Public Records Act.** All proposals submitted in response to this request shall be subject to disclosure under the California Public Records Act. In the event that a Proposer desires to claim portions of its proposal exempt from disclosure, it is incumbent upon the Proposer to clearly identify those portions with the word "confidential" printed on the lower right-hand corner of the page. SCP will consider a Proposer's request for exemption from disclosure; however, SCP will make a decision based upon applicable laws. Assertions by a Proposer that the entire proposal or large portions are exempt from disclosure will not be honored. All responses to this Request for Proposals shall become the property of SCP and will be retained or disposed of accordingly.

8.3 SCP also reserves the right to negotiate any price or provisions and accept any part, or all parts of any or all submittals, whichever is in the best interest of SCP.

8.4 All proposals received by the specified deadline will be reviewed by SCP for content, including but not limited to amount of discount offered, experience and qualifications of the bidding Proposers.

8.5 During the evaluation process SCP may request from any Proposer additional information which SCP deems necessary to determine the Proposer's ability to perform the required services. If such information is requested, the Proposer shall be permitted three (3) working days to submit this information

8.6 Respondents bear all costs associated with responding to this RFP, and SCP will provide no compensation for these costs.

SECTION 9. RIGHTS OF SONOMA CLEAN POWER

- 9.1 This RFP does not commit SCP to enter into a contract, nor does it obligate SCP to pay for any costs incurred in the preparation and submission of a qualifications statement or in anticipation of a contract.
- 9.2 SCP reserves the right to:
- (a) Make the selection based on its sole discretion;
 - (b) Reject any and all Proposals;
 - (c) Issue subsequent solicitations;
 - (d) Postpone any of the time periods set forth in this RFP, for its own convenience;
 - (e) Remedy technical errors in the RFP;
 - (f) Approve or disapprove the use of particular subconsultants;
 - (g) Negotiate with any, all, multiple or none of the Proposers that respond;
 - (h) Alter SCP's Standard Agreement to be inclusive of any unique, unanticipated legal concerns;
 - (i) Negotiate a final project scope that includes all, just a portion or related additional items relative to the Proposed Project Scope set forth in this RFP;
 - (j) Waive informalities and irregularities in the Proposal;
 - (k) Utilize others to perform or supply work of the type contemplated by this RFP;
 - (l) Request proposals from others with or without requesting proposals from contractors for the work of the type contemplated by this RFP; and/or
 - (m) Enter into an agreement with another Proposer or re-solicit the Project in the event the originally selected firm defaults or fails to execute an agreement with SCP.
- 9.3 SCP reserves the right not to contract with any Proposer. If SCP decides to contract, SCP will contract with the Proposers whose responses best meets the needs of SCP, consistent with the selection process set forth above.
- 9.4 An agreement is not binding or valid with SCP unless and until it is executed by authorized representatives of SCP and the Proposer selected.
- 9.5 Evaluation of a response does not constitute a commitment by SCP to acquire such services from any source. SCP is not obligated in any way to proceed with this RFP or consider or enter into any agreement or undertake any liability to any firm in connection with this RFQ and any and all responses, whether qualified or not, may be rejected without any liability whatsoever to any firm on the part of SCP. SCP shall not be responsible for any costs incurred by a firm to prepare, submit, negotiate, contract or otherwise participate in this RFP process

SECTION 10. CALIFORNIA ENERGY COMMISSION

This Project is partially funded by a grant from the California Energy Commission ("CEC"). As such, it is required that the successful Proposer, if any, and its subcontractors must comply with all requirements set forth in the CEC's Electric Program Investment Charge (EPIC) Standard Grant Terms and Conditions (the "CEC

Terms”). The CEC Terms are included in this RFP as an attachment to SCP’s Sample Agreement (Exhibit A attached to this RFP). Because SCP must comply with the CEC Terms as a condition of receipt of grant funding, SCP will not consider any exceptions to these terms.

SECTION 11. SUBMISSION INFORMATION, QUESTIONS, AND DEADLINE

11.1 Submission Information, Deadline.

- (a) Agencies must submit one (1) electronic copy of the proposal by March 1, 2019, 5:00 p.m. PDT. Proposals must be e-mailed to avarellas@sonomacleanpower.org with the subject line: “Sonoma Clean Power Advanced Energy Center Website RFP.”
- (b) Proposals must be received no later than 5:00 p.m. PDT on March 1, 2019. SCP reserves the right to reject any Proposal received after this due date. The due date is subject to change. If the due date is changed, all known recipients of the original RFP will be notified of the new date.
- (c) Submission of a Proposal shall be deemed a representation that the Proposer: (i) Has carefully read and fully understands the information provided by SCP as part of this RFP, including all Exhibits; (ii) Represents that all information submitted is true and correct; (iii) Did not, in any way, collude, conspire to agree, directly or indirectly, with any person, firm, corporation or other Firm in regard to the amount, terms or conditions of its Proposal; and (iv) Acknowledges that SCP has the right to make any inquiry it deems appropriate to substantiate or supplement information as necessary.
- (d) No request for modification of a Proposal shall be considered after submission on the grounds that a Firm was not fully informed about any fact or condition.

11.2 Questions. Questions about the RFP must be submitted by email to the following email address: avarellas@sonomacleanpower.org. Questions will not be accepted by phone.

Responses to any questions will be made available to all parties who have notified SCP of an interest in responding to the RFP.

Thank you for your interest in Sonoma Clean Power’s Advanced Energy Center website RFP process.