

**REQUEST FOR PROPOSALS
WEBSITE DESIGN, PROGRAM BRANDING, AND MARKETING SERVICES**

The Los Angeles Community Choice Energy Authority (LACCE) is issuing this Request for Proposals (RFP) to solicit proposals for a contract with an organization for website design, program branding, and marketing services. These services will support retail electric customers of LACCE who will participate in LACCE's Community Choice Aggregation Program, more information of which can be found at the current LACCE website:

Sustainability.lacounty.gov

LACCE will conduct evaluations of service providers through this RFP, and plans to negotiate and execute an agreement with the selected proposer.

1. Timetable

The timetable for this RFP is as follows:

Release of RFP	8/30/17
Written Questions Due	9/6/17
Questions and Answers Released	9/13/17
Proposals Due by (5:00 pm Pacific Standard Time)	9/20/17

2. Proposer Questions

Proposers may submit questions regarding this RFP by email to Matt Skolnik at mskolnik@ceo.lacounty.gov. All questions must be received by 5:00 pm Pacific Time on September 6, 2017. When submitting questions, please specify which section of the RFP you are referencing and quote the language that prompted the question. LACCE reserves the right to group similar questions when providing answers. Questions may address issues and concerns that the evaluation criteria and/or business requirements would unfairly disadvantage proposers or, due to unclear instructions, may result in LACCE not receiving the best possible responses from proposer.

3. Proposal Submission

The final proposal should be submitted by email to Matt Skolnik at mskolnik@ceo.lacounty.gov by 5:00 pm Pacific Time on September 20, 2017. Please include the subject line "PROPOSAL FOR MARKETING AND OUTREACH SERVICES."

It is the sole responsibility of the submitting proposer to ensure that its proposal is received before the submission deadline. Submitting proposers shall bear all risks associated with delays in delivery. Any proposals received after the scheduled closing date and time for receipt of proposals will not be accepted.

4. Proposal Evaluation and Criteria

False, misleading, incomplete, or deceptively unresponsive statements in connection with a proposal shall be sufficient cause for rejection of the proposal. The evaluation and determination in this area shall be at LACCE's sole judgment and this judgment shall be final. Proposals will be evaluated using the following criteria:

- *Proposer's Qualifications*

Proposer will be evaluated on their experience and capacity as a corporation or other entity to perform the required services based on information provided in the proposal. Criteria includes operational experience of the proposer's organization and of key personnel, number of times the firm has provided similar services, years of experience, and experience providing these services in California.

Proposer will be evaluated on the verification of references of the proposal. This review may result in point deductions up to one hundred percent (100%) of the total points awarded in this evaluation category. Additionally, a review of terminated contracts will be conducted which may result in point deductions.

- *Proposer's Approach to Providing Required Services and References*

The proposer will be evaluated on its description of the methodology to be used to meet LACCE's requirements based on information provided in the proposal. All references will be checked and evaluated.

- *Cost Proposal Evaluation Criteria*

The maximum number of points will be awarded to the proposal whose cost best meets the needs of LACCE.

- *Exceptions to the Requirements of the Statement of Work*

Proposer will be evaluated on their willingness to accept the Statement of Work. LACCE may deduct rating points or disqualify the proposal in its entirety if the exceptions are material enough to deem the proposal non-responsive. Proposers are further notified that LACCE may disqualify any proposer with whom LACCE cannot satisfactorily negotiate a contract.

Proposers may submit proposals for any or all of the three categories of requested services found in the Statement of Work.

5. Selection Process

LACCE reserves the sole right to judge the contents of the proposals submitted pursuant to this RFP and to review, evaluate and select the successful proposal. The selection process will begin immediately following the proposal submission deadline.

Evaluation of the proposals will be made by an Evaluation Committee selected by LACCE. The Committee will evaluate the proposals and select a prospective contractor. All proposals will be evaluated based on the criteria listed in this RFP.

After a prospective proposer has been selected, LACCE and the prospective proposer will negotiate a contract for execution by LACCE. If a satisfactory contract cannot be negotiated, LACCE may, at its sole discretion, begin contract negotiations with the next qualified proposer who submitted a proposal, as determined by the LACCE.

LACCE retains the right to select a proposal other than the proposal receiving the highest number of points if LACCE determines, in its sole discretion, another proposal is the most overall qualified, cost-effective, responsive, responsible and/or in the best interests of LACCE. After the contract has been executed with the selected proposer, all other proposers will be notified.

6. Additional Information

This RFP is a solicitation for proposals only, and is not intended as an offer to enter into a contract. LACCE may, at its sole discretion, reject any or all proposals submitted in response to this RFP or may, in its sole discretion, reject all proposals and cancel this RFP in its entirety. LACCE shall not be liable for any costs incurred by the proposer in connection with the preparation and submission of any proposal. LACCE reserves the right to waive inconsequential disparities in a submitted proposal. LACCE has the right to amend the RFP by written addendum. LACCE is responsible only for that which is expressly stated in the solicitation document and any authorized written addendum. Such addendum shall be made available to each person or organization which LACCE records indicate has received this RFP. Should such addendum require additional information not previously requested, failure to address the requirements of such addendum may result in the proposal being found non-responsive and not being considered, as determined in the sole discretion of LACCE. LACCE is not responsible for and shall not be bound by any representations otherwise made by any individual acting or purporting to act on its behalf.

Responses to this solicitation shall become the exclusive property of LACCE. The recommended proposer's proposal will become a matter of public record when contract negotiations are complete and LACCE receives a letter from the recommended proposer's authorized officer that the negotiated contract is the firm offer of the recommended proposer. All proposals will become a matter of public record when an agreement is executed by LACCE. Exceptions to disclosure are those parts or portions of all proposals that are justifiably defined as business or trade secrets, and plainly marked by the proposer as "Trade Secret", "Confidential", or "Proprietary". LACCE shall

not, in any way, be liable or responsible for the disclosure of any such record or any parts thereof, if disclosure is required or permitted under the California Public Records Act or otherwise by law. In the event LACCE is required to defend an action on a Public Records Act request for any of the aforementioned documents, information, books, records, and/or contents of a proposal marked "Confidential", "Trade Secrets", or "Proprietary", proposer agrees to defend and indemnify LACCE from all costs and expenses, including reasonable attorneys' fees, incurred in connection with any action, proceedings, or liability arising in connection with the Public Records Act request.

All contact regarding this RFP or any matter relating thereto must be in writing and may be emailed to:

Matt Skolnik
mskolnik@ceo.lacounty.gov

If it is discovered that the proposer contacted and received information from any LACCE personnel, other than the person specified above, regarding this solicitation, LACCE, in its sole determination, may disqualify their proposal from further consideration.

Thank you for your interest in doing business with the LACCE.

Sincerely,

LACCE Staff

ATTACHMENTS

- Attachment A – Format of the Proposal
- Attachment B – Statement of Work
- Attachment C – Prospective Contractor References
- Attachment D – Prospective Contractor List of Contracts
- Attachment E – Prospective Contractor List of Terminated Contracts

ATTACHMENT A FORMAT OF THE PROPOSAL

Proposals must include all of the sections and subsections listed below:

I. Introduction and Executive Summary

Briefly describe the proposer's firm, its organization, key personnel, and operations. Identify and provide similar information for any third parties that would be relied upon to provide the proposed services.

II. Financial, Technical, and Operational Qualifications

Demonstrate that the proposer's organization has the experience and capability to perform the required services. The following sections must be included:

II.1 Proposer's Background and Operational Experience

Demonstrate the proposer's qualifications and experience in providing the proposed services. Provide a summary of relevant background information to demonstrate that the proposer has the capability to perform the required services as a corporation or other entity. Provide specific information about projects of similar scope and scale to the LACCE program.

Provide background information including a resume or curriculum vitae for each key staff member that would be assigned to the project. Describe their roles on the project and the previous education and experience they have that would prepare them for these roles.

II.2 Proposer's References

It is the proposer's sole responsibility to ensure that the firm's name, and point of contact's name, title and phone number for each reference is accurate. The same references may be listed on both *Attachment C - Prospective Contractor References* and *Attachment D - Prospective Contractor List of Contracts*.

1. LACCE may disqualify a proposer as non-responsive and/or non-responsible if:
 - a) References fail to substantiate proposer's description of the services provided; or
 - b) References fail to support that proposer has a continuing pattern of providing capable, productive and skilled personnel; or
 - c) LACCE is unable to reach the point of contact with reasonable effort.

It is the proposer's responsibility to inform the point of contact of normal working hours.

2. The proposer must complete and include the following Required Forms:

a) *Attachment C - Prospective Contractor References.* Proposer must provide three (3) references where the same or similar scope of services was provided.

b) *Attachment D - Prospective Contractor List of Contracts.* The listing must include all Public Entities contracts for the last three (3) years. Use additional sheets if necessary.

c) *Attachment E - Prospective Contractor List of Terminated Contracts.* Listing must include contracts terminated within the past three (3) years with a reason for termination.

III. Proposer's Approach to Provide Required Services

Present a description of proposer's approach to providing the services to LACCE. Describe in detail how the services will be performed to meet the requirements in the following Statement of Work (SOW).

IV. Acceptance of/or Exceptions to Requirements of the Statement of Work (SOW):

It is the duty of every proposer to thoroughly review the Statement of Work to ensure compliance with all terms, conditions and requirements. It is LACCE's expectation that in submitting a proposal the proposers will accept, as stated, LACCE's requirements in the Statement of Work. However, the proposers are provided the opportunity to take exceptions to LACCE's requirements.

This section of proposer's response must include:

1. A statement offering the proposer's acceptance of or exceptions to all requirements listed in *Attachment B - Statement of Work*.

For each exception, the proposer shall provide:

1. An explanation of the reason(s) for the exception;
2. The proposed alternative language; and
3. A description of the impact, if any, to the proposer's price

2. A proposed sample contract for the consideration of LACCE.

Indicate all exceptions to the Statement of Work by providing a 'red-lined' version of the language in question. LACCE relies on this procedure and any proposer who fails to make timely exceptions as required herein, may be barred, at LACCE's sole discretion, from later making such exceptions.

LACCE reserves the right to determine if proposers' exceptions are material enough to deem the proposal non-responsive and not subject to further evaluation.

LACCE reserves the right to make changes to the Statement of Work during negotiations with the selected proposer.

V. Cost Proposal

Proposers shall submit a cost proposal for the completion of the services in the SOW. A detail of the hours by task plus billing rates is required. In addition, proposers are free to propose alternative pricing structures for the consideration of LACCE.

ATTACHMENT B STATEMENT OF WORK

Website Design, Program Branding, and Marketing Assistance

I. Background:

Los Angeles Community Choice Energy (LACCE) is seeking proposers to provide a variety of services for customers of LACCE who will participate in LACCE's Community Choice Aggregation Program. More information about LACCE can be found at: sustainability.lacounty.gov

II. Purpose and Objectives:

LACCE seeks proposals for services to effectuate the delivery of Website Development, Program Branding, and Marketing Assistance.

III. Scope of Work:

The proposer may submit proposals for any or all of the three categories of requested services.

1. Website Development and Design

- a. Create a multifunctional, multi-lingual, dynamic, and responsive website for LACCE, to be used for:
 - i. Posting of relevant LACCE public documents
 - ii. Communicating news and updates to the public and interested stakeholders
 - iii. Providing informational material to the public and interested stakeholders
 - iv. Capture contact information for website visitors wishing to join the LACCE list-serve
 - v. Other, as determined by LACCE Staff
- b. Maintain LACCE list-serve for e-newsletters and info blasts
- c. Design website with maximum flexibility, anticipating the use of additional functionalities needed to facilitate LACCE customer enrollment changes, to live stream LACCE Board of Directors meetings, and others as determined by LACCE Staff.

2. Program Branding

- a. Working with existing program name, Los Angeles Community Choice Energy (LACCE), develop logo and branding to be used for all communication material
- b. Register potential domain names as directed by LACCE Staff
- c. Work with LACCE staff to develop/update program collateral including FAQs, program brochure, fact sheets and power point template.

- d. Develop short informational video for website, social media and use at community meetings.

3. Marketing Assistance

- a. Develop County-wide, multi-lingual and multi-cultural advertising campaign to raise public awareness of LACCE, and its anticipated schedule and program offerings.
- b. Handle press outreach – schedule editorial board meetings, draft press releases, op-eds and news articles, and e-newsletters.
- c. Establish a social media presence on Facebook, Twitter, Instagram, et al.

Term Length:

The terms of the agreement is expected to begin October 2017 and extend until April 2018.

ATTACHMENT C

PROSPECTIVE CONTRACTOR REFERENCES

Contractor's Name: _____

List five (5) references where the same or similar scope of services were provided in order to meet the Minimum Requirements stated in this solicitation.

1. Name of Firm	Address of Firm	Contact Person	Telephone # ()	Fax # ()
Name or Contract No.	# of Years / Term of Contract		Type of Service	Dollar Amt.
2. Name of Firm	Address of Firm	Contact Person	Telephone # ()	Fax # ()
Name or Contract No.	# of Years / Term of Contract		Type of Service	Dollar Amt.
3. Name of Firm	Address of Firm	Contact Person	Telephone # ()	Fax # ()
Name or Contract No.	# of Years / Term of Contract		Type of Service	Dollar Amt.

ATTACHMENT D

PROSPECTIVE CONTRACTOR LIST OF CONTRACTS

Contractor's Name: _____

List of all public entities for which the Contractor has provided service within the last three (3) years. Use additional sheets if necessary.

1. Name of Firm	Address of Firm	Contact Person	Telephone # ()	Fax # ()
Name or Contract No.	# of Years / Term of Contract		Type of Service	Dollar Amt.
2. Name of Firm	Address of Firm	Contact Person	Telephone # ()	Fax # ()
Name or Contract No.	# of Years / Term of Contract		Type of Service	Dollar Amt.
3. Name of Firm	Address of Firm	Contact Person	Telephone # ()	Fax # ()
Name or Contract No.	# of Years / Term of Contract		Type of Service	Dollar Amt.
4. Name of Firm	Address of Firm	Contact Person	Telephone # ()	Fax # ()
Name or Contract No.	# of Years / Term of Contract		Type of Service	Dollar Amt.
5. Name of Firm	Address of Firm	Contact Person	Telephone # ()	Fax # ()
Name or Contract No.	# of Years / Term of Contract		Type of Service	Dollar Amt.

ATTACHMENT E

PROSPECTIVE CONTRACTOR LIST OF TERMINATED CONTRACTS

Contractor's Name: _____

List of all contracts that have been terminated within the past three (3) years.

1. Name of Firm	Address of Firm	Contact Person	Telephone # ()	Fax # ()
Name or Contract No.		Reason for Termination:		
2. Name of Firm	Address of Firm	Contact Person	Telephone # ()	Fax # ()
Name or Contract No.		Reason for Termination:		
3. Name of Firm	Address of Firm	Contact Person	Telephone # ()	Fax # ()
Name or Contract No.		Reason for Termination:		
4. Name of Firm	Address of Firm	Contact Person	Telephone # ()	Fax # ()
Name or Contract No.		Reason for Termination:		