



## RESPONSE TO QUESTIONS

### RFP for Graphic Design and Web Services

*The following are answers to questions received in response to the posting of a Request for Proposals for EBCE Graphic Design and Web Services. The Q&A was posted on Friday, May 3, 2019. Proposals are due Friday, May 17, 2019 by 5 PM. Additional information is available at [ebce.org/solicitations](http://ebce.org/solicitations).*

- 1. What is your organization's process for design of communications --**
  - a. How are projects or tasks initiated? (Possible to give a couple examples?)**

Up to this point, EBCE has used a third-party firm for design projects. Below are examples of the general process for print collateral and a new web page:

#### Print Collateral

- EBCE identifies need for a general tri-fold brochure and provides initial content
- Initial call with firm to review any additional questions
- Firm provides initial mock-up
- EBCE provides feedback (could be multiple rounds)
- Once final, Firm provides print-ready version and web version of collateral
- EBCE coordinates with printer and posts file to website as appropriate

#### Web Page

- EBCE identifies need for new Community Stories page
- Initial call with firm to discuss objective/goals of page
- Firm provides initial wireframe
- EBCE provides feedback
- Firm provides mock-up with placeholder or initial content
- EBCE provides feedback and final content
- Firm provides access to staging site for EBCE review
- EBCE provides final approval
- Firm pushes page live on website
- EBCE makes minor content changes as necessary through access to WordPress

- b. At what point is the design team brought in to participation?**

The design team is engaged early on in order to provide expertise in layout and user experience.

- c. How are decisions made and by whom?**

Decisions are currently made over phone and email or in-person. EBCE would like to utilize a project management tool to manage decisions. Final decisions/authorization is provided by EBCE staff at the director level or above. The EBCE Marketing Director will be managing the service agreement with the consultant selected through this RFP process.

**2. What is the current status of your brand?**

EBCE currently serves over 550,000 accounts throughout Alameda County. The website has been live for nearly two years. A paid advertising campaign that included social media, digital advertising, Out-of-Home (OOH) advertising (such as bus shelters, BART posters, bus wraps), and newspaper print advertising ran from August 2018 through the end of the year as part of the enrollment of about 500,000 residential customers. EBCE has established [brand guidelines](#) that were developed by the current design firm.

**3. What is the “brand message” mentioned in Statement of Work, Statement of Requirements/Scope of Work 3.2.4?**

The general brand message focuses on 1) cleaner, greener power, 2) competitive cost, and 3) reinvestment in local community. The [brand guidelines](#) include additional information on brand message.

**4. What is the expected length of this project? Is this something on going, or is it 3-6 months?**

This is an on-going project for graphic and web design support. The contract would be written as a not to exceed amount and billed at time and materials based on agreed hourly rates. The term would be one year but could be extended.

**5. We currently bill differently for web design services and graphic design services. Is it best to provide our hourly rate for each?**

Please provide an hourly rate for each or provide an alternate method of billing.

**6. What are the payment terms of this project?**

Per section 6.6 of the form of agreement (Exhibit 1), EBCE agrees to pay invoices within forty-five (45) days of receipt. Bidders may provide feedback on the terms as part of the “Objections to the form of Professional Services Agreement” section of their response.

**7. What are EBCE’s brand communication goals for the year? (i.e., continue to popularize the brand, improve public engagement, develop new communication channels, etc.)**

Since EBCE only recently launched to the majority of our customers, our primary communications goal is to enhance brand awareness and continue to build trust with our customer base. Additionally, EBCE will be offering several programs over the next year and we will want to encourage customer participation.

**8. Do you have further examples of illustration style for assessment of complexity - other than what appears on the EBCE website?**

The website and collateral in the [Document Library](#) are good examples of the illustration style. Our social media [posts](#) on Facebook include examples of the style as well. Finally, our [Brand Guidelines](#) include some additional examples of the illustration style.

**9. Can you provide an average number of photoshoots that you engage in per year?**

We have only been in full operation since November 2018, so we do not yet have an average number of photoshoots per year. However, in the year or so leading up to launch, the current firm orchestrated a photoshoot each for commercial and residential campaigns.

**10. Does EBCE have an existing brand photo library to supplement photography needs?**

Yes, EBCE has a library of photos from each of the shoots that supported the launch to our commercial and residential customers.

**11. What is driving the need to move away from your current web host team?**

The current firm was selected through a competitive RFP process run by the County of Alameda before there were any staff hired by EBCE. Now that the EBCE staff has grown, we are able to bring many of the on-going items in the scope of work in-house. However, we do not have in-house expertise in graphic and web design. We are interested to see if there are cost savings from working with a smaller firm that is focused on graphic and web design, as compared to the broader range of services offered by the current consultant.

**12. Do you currently have internal capabilities to manage and update the EBCE website?**

Yes, to some extent. There are several members of EBCE staff that have access to WordPress and can make basic content updates. We also develop, post, and schedule social media content. We do not have in-house expertise to work on additional web functionality within the site or develop new pages and layouts.

**13. Does EBCE have a preferred writing partner, or should that be included as a line item in the proposal?**

Currently, internal staff is writing most of the content. We would be open to seeing that as a line item in the proposal and understanding the value added.

**14. Are you looking for an itemized cost breakdown for the various design deliverables, or hourly rates associated with a scale of guaranteed hours per week?**

We are looking for an hourly rate associated with a scale of guaranteed hours per week. However, if there are benefits to a structure of cost by deliverable then we are open to that proposal.

**15. Do you have a target spend for the year?**

The initial assumption was that we would need to issue a contract for a year term that would set an amount not to exceed \$100,000. Depending on the needs of EBCE, we could increase the budget before the end of the term with approval from our board.

**16. Does ECBE have any current contracts with graphic design or communications firms? If so, have you been happy with the work provided?**

Yes, the current firm was selected in 2017 through a competitive RFP process run by the County of Alameda before there were any staff hired by EBCE. Now that the EBCE staff has grown, we are able to bring many of the on-going items in the scope of work in-house. However, we do not have in-house expertise in graphic and web design. We have been generally happy with the work provided. We are interested to see if there are cost savings from working with a smaller firm that is focused on graphic and web design, as compared to the broader range of services offered by the current consultant.

**17. Does the potential scope of services include any overarching strategic communications or campaign planning work, or is it focused primarily on the execution of specific design collateral?**

It is focused primarily on the execution of specific design collateral. However, the scope could potentially expand to more strategic work as needed and with the right partner.

**18. Based on some of the items listed in the Statement of Requirements, it seems that EBCE is looking for an on-call designer who can serve almost as a de-facto extension of staff -- providing design services on an as-needed basis, within a relatively quick turnaround time. Can you elaborate on your expectations, and provide a sense of the type of relationship you're looking for?**

Your assessment is accurate. We are looking for someone who can execute on ideas presented by our Marketing and Outreach team. We would expect the person/firm selected to work remotely but come into the office on a regular basis to go over work in progress and new projects.

**19. What are EBCE's overarching communications goals? What challenges have you faced (if any) in effectively reaching your audience?**

Since EBCE only recently launched to the majority of our customers, our primary communications goal is to enhance brand awareness and continue to build trust with our customer base. Additionally, EBCE will be offering several programs over the next year and we will want to encourage customer participation.

The primary challenge has been around customer understanding of the bill and general lack of awareness of EBCE as a new agency.

**20. Can you provide examples of recent ECBE communications campaigns?**

EBCE is currently enrolling solar customers across the County. By law, we are required to send out two notifications prior to enrollment. There is certain required content that must be included. These are sent through direct mail to customers. The first notification can be viewed [here](#), and the second is [here](#). Additionally, slide 3 of this [presentation](#) for our Executive Committee shows some examples of our paid advertising campaign for residential enrollment.