



## Request for Proposals

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Peninsula Clean Energy, a California Joint Powers Authority, is seeking proposals from interested marketing agencies and public relations firms to support a suite of initiatives in 2026, including the organization's 10-year anniversary, the development and launch of a new visual brand identity, integrated brand awareness campaigns, and media relations strategies that strengthen reputation and thought leadership. In addition, selected partners may assist with program-specific campaigns that promote electrification and other services aligned with our mission. Selected partner(s) may include multiple firms working collaboratively or independently across brand identity, campaign development, communications, events, and activations.

Responses are due November 7 at 5:00 p.m. Pacific Time.

## APPENDIX 1: COMMUNITY EVENTS

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### Task Area 5: Community Engagement and Events

Agency partners will support PCE's established Community Relations team in leveraging and amplifying existing Community-Based Organization (CBO) partnerships and outreach grantees. Work may include concept development, planning, logistics, and execution of events designed for internal stakeholders and partners, as well as public events and activations for customers and the broader community. This may include both unique 10-year anniversary events and participation in existing community festivals and cultural gatherings.

For inspiration, here is a list of community events that we have participated in or may consider in the future. Bidders should use it to understand the types of events that we may prioritize, but final event selection will be made collaboratively with PCE staff.

Burlingame:

- Burlingame on the Ave (Aug)

Daly City:

- Filipino Cultural Festival (Oct) – bilingual Tagalog
- Top of the Hill Festival (Oct) – bilingual Tagalog

East Palo Alto:

- Cinco de Mayo (May) – primarily Spanish

## Peninsula Clean Energy | Request for Proposals

### Foster City:

- 4th of July fireworks over the lagoon (July)
- Water Lantern Festival (Oct)

### Half Moon Bay:

- Pumpkin Festival (Oct)

### Los Banos:

- Spring Fair (Apr/May)

### Menlo Park:

- Love Your Earth Festival (April)

### Millbrae:

- Lunar New Year (Jan) – bilingual Chinese (Mandarin)
- Art and Wine Festival (Aug)

### Pacifica:

- EcoFest (April)
- Fog Fest (Sep)

### Redwood City:

- Concerts on the Square (summer)
- Dias Patrias (Sep) – bilingual Spanish
- Day of the Dead (Nov) – bilingual Spanish
- Holiday Parade (Dec)

### Rural Unincorporated:

- Kings Mountain Art Fair (Sep)

### San Carlos:

- Hometown Days (May)

### San Mateo:

- County Fair (June)

### South San Francisco:

- Cultura Fest (Sep) – bilingual Spanish