



Request for Proposals

Peninsula Clean Energy, a California Joint Powers Authority, is seeking proposals from interested marketing agencies and media relations and thought leadership 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 public 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.

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1 RFP OVERVIEW

Peninsula Clean Energy (PCE) is issuing this request for proposals (RFP) for one or more agencies to provide strategic and executional support across brand identity, brand awareness, marketing, media relations and thought leadership, and community engagement. This includes developing and implementing a new brand identity system, producing creative assets, executing multichannel campaigns, planning and placing media, and designing and managing events and activations. The selected partner(s) will work closely with staff to ensure that all communications and outreach efforts are integrated; customer-focused; and aligned with PCE's brand strategy, mission, and values.

PCE may, at its discretion, award multiple contracts to various proposers from this RFP. We encourage agencies to respond to some or all of our needs. We know that agencies may specialize in the brand, campaign, media, media relations and thought leadership, or event planning aspects of this RFP, and we encourage partnerships. We understand that there are some sub-specialties, such as cultural program development—this should not stop you from submitting a proposal to provide for our other needs.

This RFP:

- Provides general background on Peninsula Clean Energy.
- Describes the service sought by Peninsula Clean Energy (scope of work).
- Provides an opportunity for Proposers to describe their qualifications and experience and explain how they can contribute to services requested.

1.1 Background

Peninsula Clean Energy was created to deliver affordable, clean electricity to our communities, and over the past decade we have expanded our programs and updated our brand to meet evolving customer needs. Marketing has already completed a multi-year effort to conduct customer research and name testing, and PCE also manages ongoing research through our Voice of Customer program, which includes an annual brand survey and focus groups. We do not expect vendors to undertake significant new customer research as part of this contract, but rather to apply existing insights—and to incorporate any additional perspectives or light-touch research methods they may bring to the work.

Brand Strategy

Since launching in 2016, Peninsula Clean Energy (PCE) has built a brand grounded in clarity, trust, and accessibility. Our straightforward name and identity helped establish credibility and awareness during our first decade of service. As PCE has grown, so too have the expectations of our customers and communities. Our brand now serves as a promise and a platform: it must clearly communicate who we are while also building connection and encouraging participation.

We have updated our brand strategy, informed by customer research, to bridge the gap between customer's perceptions and our brand identity today and to prepare for the next

chapter—one centered on deeper connection, engaging customers as partners in decarbonization, and achieving impact at scale. This work highlights the importance of evolving our visual identity in alignment with our updated brand strategy.

The rebrand and 10-year anniversary in 2026 present a unique opportunity to reintroduce ourselves to the public in a way that is authentic to our mission, resonant with the communities we serve, and grounded in the real needs of our customers.

Program Offerings

In addition to providing cleaner electricity for our customers, PCE offers a growing portfolio of programs designed with the customer in mind. Our approach recognizes that each household and business is at a different point in their electrification journey, so we provide a range of options and service levels to meet people where they are.

Current programs include:

- Rebates for electric vehicles (EVs) and e-bikes
- Emergency heat pump water heater (HPWH) replacement services
- Home upgrade services to electrify appliances
- Rebates and 0% financing for switching to heat pump water heaters and HVAC

Looking ahead, we are expanding our offerings to provide more tailored support for home electrification, as well as new solar and storage options. These programs are designed to not only accelerate the transition away from fossil fuels, but also to make that transition practical, affordable, and accessible for all of our communities.

Visit PenCleanEnergy.com for more information about our residential and business programs.

1.2 Objectives & goals

We seek a firm(s) that will partner with us to create a fresh, compelling brand identity that:

- Increases customer engagement
- Positions us as a trusted and credible source of information in the clean energy ecosystem
- Is flexible enough to work across multiple applications and resonate with diverse audiences
- Provides room for continued growth of our services and impact

Our objectives include:

- Increase awareness from 40% to more than 60% in the next five years
- Build a brand that our customers can connect with and trust
- Generate leads and encourage greater program participation by helping customers move through the electrification journey
- Strengthen customer loyalty and retention
- Elevate PCE's reputation and thought leadership by amplifying the agency's role and leadership as trusted voices in the clean energy ecosystem.

2 ABOUT PENINSULA CLEAN ENERGY

Peninsula Clean Energy is the not-for-profit locally-led electricity provider for San Mateo County and Los Banos. Our mission is to reduce greenhouse gas emissions by expanding access to sustainable and affordable energy solutions. The agency serves over 300,000 customers by providing more than 3,500 gigawatt hours annually of electricity that is 100% carbon-free.

Since Peninsula Clean Energy launched in October 2016 customers have saved over \$200 million and over 1 million metric tons CO₂e from our electric service compared to 2016 baseline, equivalent to over 140 million gallons of gasoline use. The agency has earned investment grade credit ratings from Moody's and S&P. For more information on Peninsula Clean Energy, please go to peninsulacleanenergy.com.

Peninsula Clean Energy serves approximately 97% of residents and businesses across our service territory. Our customer base across San Mateo County and the City of Los Banos is highly diverse, international, and multilingual.

In San Mateo County, 35% of the population is foreign-born and 45% speak a language other than English at home. Limited English Proficient speakers make up about 17% of the population. That percentage may be higher in the City of Los Banos. Our priority languages in addition to English are Spanish, Tagalog, and Chinese (Mandarin spoken, and traditional characters written).

3 RFP SCHEDULE

3.1 RFP Schedule

| Event | Date |
|--|----------------------------|
| RFP release | October 6, 2025 |
| Preproposal webinar | October 14 at 4:00 p.m. PT |
| Deadline to submit questions | October 17 |
| Answers to questions posted | October 24 |
| Proposal deadline | November 7 at 5:00 p.m. PT |
| Notification of shortlisted proposers | November 14 |
| Contract redlines due | December 5 |
| Interviews with shortlist candidates | November 14 – December 5 |
| Selection | December 12 |
| Final contract | January 9, 2026 |
| Board of Directors approval | January 22 |

3.1.1 Questions and answers

Questions may be posed to marketingRFP@peninsulacleanenergy.com on or prior to October 17. All questions and answers will be shared with all Proposers and will be posted in the same location as the RFP by October 24.

3.1.2 Review

PCE will evaluate all proposals according to the criteria listed below. During this phase, we will identify and then notify short-listed respondents. Peninsula Clean Energy may contact proposers by phone or email for clarifications during the review period. Timely responses are appreciated. Peninsula Clean Energy expects to notify short-listed respondents no later than November 14.

3.1.3 Interviews with shortlisted participants

PCE will conduct interviews with shortlisted respondents between November 14 and December 5.

3.1.4 Selection

PCE expects to select the top candidate no later than December 12.

4 PROPOSAL SUBMITTAL

Proposals must be received on or before the above deadline and submittal must be by email to marketingRFP@peninsulacleanenergy.com with the subject “2025 Marketing RFP - <Agency name>”.

By participating in Peninsula Clean Energy’s RFP process, a Proposer acknowledges that it has read, understands, and agrees to the terms and conditions set forth in these RFP instructions. Peninsula Clean Energy reserves the right to reject any offer that does not comply with the requirements identified herein. Furthermore, Peninsula Clean Energy may, in its sole discretion and without notice, modify, suspend, or terminate the RFP without liability to any organization or individual. The RFP does not constitute an offer to buy or create an obligation for Peninsula Clean Energy to enter into an agreement with any party, and Peninsula Clean Energy shall not be bound by the terms of any offer until Peninsula Clean Energy has entered into a fully executed agreement. Only electronic submittals will be accepted.

5 CONTENT OF RESPONSE

Interested vendors must submit the following documents (except those marked “Optional”) to be considered for awarding of this proposal:

1. Cover Letter with the following elements
 - Reference to this RFP
 - Legal business name, address, telephone number, and business status (corporation, limited partnership, individual, etc.).
 - Name of vendor’s representative with respect to this RFP along with telephone number and email address.
 - A signature of an authorized individual.

2. Approach
 - Specify which Task Areas (detailed in Section 12) your proposal covers. You may respond to one, several, or all task areas. If partnering with another firm, please identify roles and responsibilities for each partner.
 - Describe how you would achieve the Scope of Work described below.
 - Timeline and milestones.
 - Execution approach.
 - Anticipated challenges and strategies for addressing them.

The Task Areas are:

Task Area 1: Brand – brand visual identification system and other branding

Task Area 2: Campaigns and creative development – marketing strategy and planning, creative development, cultural considerations, campaign management, and reporting

Task Area 3: Media planning and placement – strategy and planning, expertise in tactical implementation, tracking and reporting of results

Task Area 4: Website design and development – strategy, planning, and execution for customer journey mapping, wireframing, and UX improvements

Task Area 5: Community engagement and events – concept development, planning, logistics, and execution of events and activations

Task Area 6: Media relations and thought leadership – strategy and execution to strengthen PCE’s reputation and visibility through earned media and thought leadership, including media outreach, reputation management, and integration with brand and anniversary campaigns

3. Budget

- Total budget to accomplish the scope of work for the proposed Task Area(s) you are proposing to support as outlined in this RFP.
- Provide cost estimates including:
 - Hourly rate card by role (fully loaded)
 - Fixed fee estimates for discrete deliverables where feasible (e.g. logo system, tagline, brand guidelines)
 - Estimated budgets for each Task Area, showing labor fees, production / out-of-pocket expenses, and media/event costs separately
 - Key assumptions and exclusions
 - If proposing for multiple Task Areas, provide a sample allocation scenario (e.g., assuming a \$500,000 total budget) to demonstrate how you would proportion resources across strategy, campaigns, creative, media, PR, and/or events.

4. Qualifications and Experience

- Statement of qualifications: describe the agency's specific qualifications and experience relevant to this RFP
- Provide at least three work samples relevant to the scope of work (see Section 12) in this RFP, including overview of project problem, solution, cost, and results
- Provide at least three client references who can comment on your agency's qualifications, processes, cost, and ability
- Bios or resumes of leadership team directly involved

5. Certificates of Insurance for the following coverages

- Commercial General Liability – for bodily injury, property damage, and personal injury \$1,000,000 – each occurrence \$2,000,000 – in aggregate
- Business Automobile Liability – “any auto” (Company Vehicles) – At least \$1,000,000
- Personal Automobile Liability – “any auto” (Personal Vehicles) – At least \$500,000
- Worker's Compensation and Employer's' Liability (EPL) – injury or death, each accident at least \$1,000,000 (EPL not required for Sole Proprietor)

6. Supplier Diversity Questionnaire (Optional)

Peninsula Clean Energy's Supplier Diversity Questionnaire can be downloaded at: <https://www.peninsulacleanenergy.com/wp-content/uploads/2023/06/Supplier-Diversity-Questionnaire-V4.docx>. Please note, your response (or lack thereof) will have no impact on your contract status or eligibility to work with Peninsula Clean Energy in accordance with state law.

6 REVIEW AND SELECTION PROCESS

Evaluation will be based on a combination of quantitative and qualitative criteria. Peninsula Clean Energy will evaluate each proposal against these criteria and select a subset of Proposers to move to the Shortlist phase. The most qualified individual or firm will be recommended by the RFP Evaluation Committee based on the overall strength of each proposal and is not restricted to considerations of any single factor, such as cost. The criteria used as a guideline in the evaluation will include, but not be limited to, the following:

1. Qualifications and experience of the Proposer, including capability and experience of key personnel and experience with other public and/or private agencies to provide these services
2. Demonstrated experience in marketing, communications, brand development, media relations, and/or events aligned to the Task Area(s) proposed
3. History of successfully performing services for public agencies, nonprofit organizations, other CCAs, or similar mission-driven entities
4. Proposed approach, including a clearly demonstrated understanding of PCE's needs, audiences, and scope of work
5. Demonstrated experience of a commitment to accessibility, cultural competency, and inclusive communications
6. Ability to meet any required timelines or other requirements
7. Existence of and circumstances surrounding any claims and violations against you or your organization
8. Cost to Peninsula Clean Energy for the primary services described by this RFP
9. References

7 AGREEMENT TERMS

Awardees will be required to enter into a contract using Peninsula Clean Energy's standard contract terms. Modification of the contract terms may be proposed by the Proposer for consideration by Peninsula Clean Energy but are not guaranteed to be accepted. Rejection of the final terms from Peninsula Clean Energy is grounds for disqualification. Shortlisted participants will be required to provide any redlines to the standard terms ahead of the interview phase.

Peninsula Clean Energy's standard contract terms are available for review here:

<https://www.peninsulacleanenergy.com/contracts/>

8 INCLUSION OF NON-PARTICIPATING AGENCIES

PCE is asking all responding vendors to indicate their willingness to extend the terms of resulting contracts, inclusive of price, to other interested California-based municipalities, municipally-owned utilities and community choice energy programs. While this clause in no way commits these agencies to contract with PCE's awarded consultant, nor does it guarantee any additional orders will result, it does allow other agencies, at their discretion, to make use of PCE's competitive process (provided said process satisfies their own procurement guidelines) and purchase directly from the awarded contractor. All purchases made by other agencies shall be understood to be transactions between that agency and the awarded vendor; PCE shall not be responsible for any such purchases.

9 SUPPLIER DIVERSITY

Consistent with its strategic goals, Peninsula Clean Energy has a strong commitment to foster a work environment that espouses sustainable business practices and cultivates a culture of innovation, diversity, transparency, integrity, and commitment to the organization's mission and the communities it serves. As part of that goal, Peninsula Clean Energy strives to ensure its use of vendors and suppliers who share its commitment to sustainable business and inclusionary practices.

To help ensure an inclusive set of vendors and suppliers, Peninsula Clean Energy's policy requires it to:

1. Strive to use local businesses and provide fair compensation in the purchase of services and supplies;
2. Proactively seek services from local businesses and from businesses that have been Green Business certified and/or are taking steps to protect the environment; and
3. Engage in efforts to reach diverse communities to ensure an inclusive pool of potential suppliers.

General Order 156 (GO 156) is a California Public Utilities Commission ruling that asks utility entities to set a goal to procure at least 21.5% of their contracts with majority women-owned, minority-owned, disabled veteran-owned and LGBT-owned business enterprises' (WMDVLGBTBEs) in all categories. Qualified businesses become GO 156 certified through the CPUC and are then added to the GO 156 Clearinghouse database.

The CPUC Clearinghouse can be found here: www.thesupplierclearinghouse.com. Peninsula Clean Energy's policies and commitment to diversity are consistent with the principles of GO 156, and, therefore, respondents to this RFP are asked to voluntarily disclose their GO 156 certification status as well as their efforts to work with diverse business enterprises, including those owned or operated by women (WBE), minorities (MBE), disabled veterans (DVBE), and lesbian, gay, bisexual, or transgender people (LGBTBE).

As a public agency and consistent with state law, Peninsula Clean Energy will not use any such provided information in any part of its decision-making or selection process. Rather, Peninsula Clean Energy will use that information solely to help evaluate how well it is conforming to its own policies and goals. Pursuant to California Proposition 209, Peninsula Clean Energy does not give preferential treatment based on race, sex, color, ethnicity, or national origin.

10 PENINSULA CLEAN ENERGY LEGAL OBLIGATIONS

Peninsula Clean Energy is not obligated to respond to any offer submitted as part of the RFP. All parties acknowledge that Peninsula Clean Energy is a public agency subject to the requirements of the California Public Records Act, Cal. Gov. Code section 6250 et seq.

Peninsula Clean Energy acknowledges that another party may submit information to Peninsula Clean Energy that the other party considers confidential, proprietary, or trade secret information pursuant to the Uniform Trade Secrets Act (Cal. Civ. Code section 3426 et seq.), or otherwise protected from disclosure pursuant to an exemption to the California Public Records Act (Government Code sections 6254 and 6255) (“Confidential Information”). Any such other party acknowledges that Peninsula Clean Energy may submit to the other party Confidential Information. Upon request or demand of any third person or entity not a party to this RFP (“Requestor”) for production, inspection and/or copying of information designated as Confidential Information by a party disclosing such information (“Disclosing Party”), the party receiving such information (“Receiving Party”), as soon as practical but within three (3) business days of receipt of the request, shall notify the Disclosing Party that such request has been made, by telephone call, letter sent via email and/or by US Mail to the address or email address listed on the cover page of the RFP. The Disclosing Party shall be solely responsible for taking whatever legal steps are necessary to protect information deemed by it to be Confidential Information and to prevent release of information to the Requestor by the Receiving Party. If the Disclosing Party takes no such action, after receiving the foregoing notice from the Receiving Party, the Receiving Party shall be permitted to comply with the Requestor's demand and is not required to defend against it.

11 GENERAL TERMS AND CONDITIONS

1. **Peninsula Clean Energy's Reserved Rights:** Peninsula Clean Energy may, at its sole discretion: withdraw this Request for Proposal at any time, and/or reject any or all materials submitted. Respondents are solely responsible for any costs or expenses incurred in connection with the preparation and submittal of the materials for this RFP.
2. **Public Records:** All documents submitted in response to this RFP will become the property of Peninsula Clean Energy upon submittal and will be subject to the provisions of the California Public Records Act and any other applicable disclosure laws.
3. **No Guarantee of Contract:** Peninsula Clean Energy makes no guarantee that a contractor and/ or firm added to the qualified vendor list will result in a contract.
4. **Response is Genuine:** By submitting a response pursuant to this RFP, Respondent certifies that this submission is genuine, and not sham or collusive, nor made in the interest or on behalf of any person not named therein; the submitting firm has not directly or indirectly induced or solicited any other submitting firm to put in a sham bid, or any other person, firm or corporation to refrain from submitting a submission, and the submitting firm has not in any manner sought by collusion to secure for themselves an advantage over any other submitting firm.

12 DETAILED PROJECT DESCRIPTION AND SCOPE

Project Overview:

PCE is seeking agency partner(s) to support the Marketing & Community Relations department in delivering a suite of initiatives that will define our next chapter of brand and community presence. This includes the development and rollout of a new brand identity, awareness program marketing, public relations, and community engagement tied to PCE's 10-year anniversary in 2026.

We anticipate that multiple firms may contribute to this work, and we encourage agencies to respond to the areas that align with their expertise—whether brand identity, campaigns, media, PR, or event activations. Partnerships between firms are also welcome. We understand that there are some sub-specialties, such as cultural program development. This should not stop you from a proposal—please specify the services you wish to provide or explicitly identify those that you are excluding from your proposal.

These partnerships will help PCE successfully roll out its new visual identity and celebrate its 10-year anniversary, while expanding awareness of programs and services and strengthening PCE's reputation as a trusted, not-for-profit clean energy provider.

The focus on electrification is crucial to achieving PCE's mission of reducing carbon emissions. Nearly half of all regional pollution comes from gas-powered cars, and a third from burning gas in buildings. To address the climate crisis, customers must be inspired and supported to make changes in how they power their homes and transportation. PCE already offers a range of incentives and services to support customers with this transition, and a creative partner will help amplify these opportunities through broad awareness, targeted marketing, and customer-centered engagement.

Beyond program-specific efforts, there is a broader need to strengthen understanding of PCE itself. Strategic communications partners will play a vital role in advancing our storytelling, deepening community engagement, and elevating PCE's voice as a leader in the clean energy transition.

Scope of Work:

PCE seeks agency partners to provide support across the following Task Areas below. Agencies may respond to one, several, or all of these areas, and partnerships are encouraged. The detailed scope below outlines the types of services and deliverables PCE anticipates, although specific campaigns and priorities will be confirmed collaboratively with selected partner(s).

Task Area 1: Brand

We seek marketing agency support for the following:

Brand strategy

PCE has recently updated its brand strategy to guide our messaging, positioning, and customer engagement. As part of this RFP, we seek agency support to ensure this strategy is effectively applied to a refreshed visual identity and, if applicable, a new name. The selected partner may also recommend refinements to align messaging, tone, and voice with the updated brand foundation.

Specific support may include:

1. Developing or refining brand voice, personality, and customer-facing messaging that can be adapted across communications channels, including web, PR, social, and community engagement.
2. Developing a tagline that helps customers quickly understand and connect with our brand.

Brand visual identity

Evolve our brand identity, including the look and feel and the full set of design elements that shape customer experiences. This includes the logo, color palette, typography, or—if appropriate—a complete redesign of the visual system.

We are seeking:

1. A proven process with clear stages for review and approval and a demonstrated track record of success.
2. Creative development designed with application and usability in mind (our current logo content, complexity, and aspect ratio create problems in many applications).
3. Designs that are culturally appropriate and resonate across PCE’s diverse communities, including Chinese, Tagalog, and Spanish speaking audiences.
4. Designs that do not infringe on relevant trademarks/copyrights.

Brand assets and implementation

As part of our brand update, the selected partner will also deliver applied brand assets and roll out support, including:

1. Brand guidelines covering logo usage, color palette, typography, and graphic elements.
2. Templates for letterhead, business cards, and PowerPoint.
3. Optional design support for web pages.

4. Visual development and use guidelines for tagline.

Task Area 2: Campaigns

For this RFP, we are requesting a more detailed response on two interconnected campaigns that will work in tandem to elevate PCE's visibility and strengthen our relationship with the community:

1. **Brand awareness campaign.** This campaign is an effort scoped for one year, with the potential to extend into a multi-year initiative. Its primary goal is to increase brand awareness from 40% to above 60% of our approximately 300,000 residential accounts in San Mateo County and Los Banos. The campaign will also play a critical role in sustaining and reinforcing PCE's refreshed visual identity and—if approved by the Board—a new name introduced in 2026.
2. **A 10-year anniversary campaign (2026).** This milestone campaign, expected to launch at the start of Q2 2026, will complement and amplify brand awareness efforts by celebrating PCE's history, impact, and future direction. Depending on Board action, it may also serve as the moment to reveal a new name and visual identity, creating a unique opportunity to reintroduce PCE to the public.

Both campaigns will require:

- Marketing strategy and planning (e.g., audience targeting, message development, message testing, channels, and marketing mix).
- Creative development, design, and production across conventional and digital advertising (e.g., social media, email, direct mail, broadcast, video, other tactics as needed).
- Cultural considerations for all broad-based campaigns and tailored approaches for targeted communications (e.g., Spanish-speaking, disadvantaged, or other priority communities).
- Campaign management and reporting.
- Media management and placement (see Task Area 3).
- Community events and activations (see Task Area 5).
- Media relations support (see Task Area 6).

In addition to brand and anniversary initiatives, PCE anticipates ongoing program-specific campaigns that promote electrification incentives, customer programs, and other services aligned with our mission.

The selected partner(s) will be expected to develop creative assets across digital, print, broadcast, and experiential formats, tailored to campaign strategy and audience needs. Deliverables should be designed for flexibility, accessibility, and cultural relevance.

Deliverables may include, but are not limited to:

- Digital display/responsive ads
- Social media ads
- Out-of-home ads like billboards, bus ads, and bus shelters
- Video and photography
- Editing of videos of varying lengths for different platforms (e.g., 60 sec., 30 sec., and 15 sec. versions)

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- Audio and radio ads
- TV/streaming service ads
- Landing page design for ads
- Blogs
- Accompanying email/drip email campaigns
- Grassroots channels, influencers, and events

Creative should be developed with accessibility and cultural competency in mind, designed to resonate with English, Spanish, Chinese, and Tagalog speaking audiences. PCE's translation vendor may be used for adaptation, subject to pricing and availability.

Proposers should indicate the qualifications of staff who would be assigned to PCE's account, including relevant experience working on cross-cultural marketing campaigns.

The selected partner(s) will be expected to collaborate with PCE on analytics to ensure campaign assets are properly tagged and tracked, and they must demonstrate how creative will be integrated across paid, earned, shared, and owned channels.

Task Area 3: Media planning and placement

We seek support to develop and implement our media plans that maximize reach, efficiency, and impact for campaigns. This could include, but is not limited to, broadcast (e.g., cable, TV, radio, streaming), digital search ads, remarketing, print, or display. We are open to sponsorships and subscriptions. We will be advertising in San Mateo County and Los Banos.

Please comment on your ability to provide the following, providing examples of campaigns and their results if possible:

1. Strategy, planning, and placement for paid media campaigns across appropriate channels.
2. Media expertise and capabilities in broadcast (cable, radio), digital, streaming, and outdoor.
3. Recommendations that include standard and innovative options, with expected risks and returns and relevant benchmarks against which to evaluate our results.
4. Media placement that, as much as possible, can be tracked and attributed.
5. Transparent, easy-to-understand cost analysis.
6. Weekly or monthly results reporting on performance with clear metrics and optimization recommendations.

Task Area 4: Website design and development capability

We seek support with website design and development on PCE's current website using WordPress with Elementor, as needed. Work may include updating our existing website with new branding, templates, and webpages to reflect the new brand identity and support campaigns. Specify if an in-house or as-needed consultant can assist on web-based projects, and provide a rate table.

Provide sample projects with resulting analytics along with the degree of your team's involvement. Indicate your capability to provide robust reporting with data sources (e.g., Salesforce, GA4, HotJar, Meta, Google Ads, ActiveCampaign) and assist with the configuration of Looker Tables, reporting automation, conversion tracking analysis, and ongoing support to improve tracking.

Specify your team's approach to meeting and upholding top security and accessibility requirements, particularly those relevant to government agencies. Additionally, indicate how you ensure that web design is fully responsive and tested.

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.

To balance ambition with budget realities and ensure resources are focused effectively, PCE envisions that:

1. Number of events: The agency will support approximately three unique PCE-hosted anniversary events (e.g., an office warming reception, a policy symposium with community college partners) in addition to advising on participation in existing community events.*
2. Levels of support: Proposals should distinguish between:
 - a. Events where the agency leads concepting and production
 - b. Events where the agency provides design, creative, or planning support while PCE staff lead execution
 - c. Events where PCE offers an experience or booth at an established community event, with most logistics handled by the event organizer or external partners
3. Boundaries on scope: Agencies should identify what activities are included in their budget assumptions (e.g., concepting, creative development, collateral design, on-site staffing) and what would be considered out-of-scope or handled by PCE staff or partners.

*For inspiration, PCE has compiled a list of community events that we have participated in or may consider in the future (See attachment: Sample Community Events for reference). Proposers should use it to understand the types of events that we may prioritize, but final event selection will be made collaboratively with PCE staff.

Task Area 6: Media Relations & Thought Leadership

PCE seeks agency support to strengthen its reputation, visibility, and influence through proactive media relations and executive thought leadership. This work is distinct from paid media and focuses on earned media and credibility-building with the aim of

increasing visibility among local and state policymakers, industry peers, community partners, customers and other relevant audiences.

The selected partner will be expected to provide:

- **Media relations** – drafting press releases, developing media kits, cultivating reporter relationships, pitching stories, and securing coverage in local, regional, and industry outlets.
- **Thought leadership** – identifying and securing opportunities for PCE leadership to participate in conferences, panels, and media interviews, as well as developing op-eds, blogs, and bylined articles.
- **Reputation management** – helping position PCE as a trusted, not-for-profit alternative to investor-owned utilities, highlighting affordability, reliability, and community benefit.
- **Campaign integration** – aligning PR activities with brand awareness and anniversary campaigns to amplify reach, reinforce key messages, and maximize earned media value.
- **Measurement and reporting** – tracking earned media placements, reach, sentiment, and share of voice, with recommendations for continuous improvement.

Timing

This work will be on an as-needed basis and will be ongoing, starting with a one-year contract, with the possibility of multi-year extension by mutual agreement. Upon contract execution, specific campaign timelines and milestones will be determined with the selected proposer. As part of your response, please provide timeframes your team needs depending on the types of communications or marketing campaigns, as well as the assets and complexity. Providing timelines and the actual hours/costs accrued for your portfolio projects would be helpful in our review, whenever possible.