

RFP for Pilot Rate Program Messaging and Performance Report Services - Questions & Answers

1. Does SVCE have an anticipated budget range or not-to-exceed amount for this engagement that Proposers should be aware of when developing their cost proposals?
 - a. Yes, this work should not exceed \$200,000.
2. In Part 1 of the scope, you mention targeted awareness campaigns, A/B message testing, and more. Is SVCE looking for the vendor to propose a calendar of tactics?
 - a. Examples or recommendations should be included; exact scheduling is not needed until contracting.
3. In Part 1 of the scope, would the vendor be responsible for implementing/deploying the targeted awareness campaigns mentioned?
 - a. SVCE seeks support on the content creation but will manage the deployment. i.e. the vendor produces recommended messaging and design and SVCE implements through its platforms.
4. In Part 2 of the scope, are you looking for messaging and design support from the vendor or just campaign strategy?
 - a. We are looking for all - campaign strategy, messaging and design support.
5. What is the timeframe in which this work is expected to be completed, including iterations/testing?
 - a. Scope 1 is expected to be live at the end of the 2026 calendar year, scope 2 is expected to begin implementation early 2027. Iterations of scope 2 may run through 2027.
6. What is the anticipated launch date and duration of the pilot rate program (the updated Electric Home Rate and the new EV Rate) covered under this RFP? This would help us align our proposed schedule and reporting cadence to SVCE's actual timeline.
 - a. Pilot rates are expected to launch in late fall 2026 with awareness messaging starting shortly after.
7. Section 17 (High Level Scope of Work) notes that performance reports will be sent via customer.io. Should the performance report be accessible only via email, or can it also exist on a webpage?
 - a. We are open to all options, though reports will contain customer data and should only be accessible by the email recipient.
8. Is there a recording of the teleconference?
 - a. No, but there were no questions asked during the teleconference.