



SOUTHERN CALIFORNIA PUBLIC POWER AUTHORITY

QUESTIONS & ANSWERS RELATED TO *Request for Proposals: Online Marketplace Services for Residential and Commercial Energy Efficient Products*

1. Are proposals required to include all product categories shown for both the Residential and Commercial marketplaces?

RESPONSE: Proposals are not required to include all product categories shown for both Residential and Commercial marketplaces. However, preference will be placed with Respondents who demonstrate the ability to provide all listed services/products.

2. Please confirm that paper and/or manual incentive processing is a requirement for any submission (reference Section 4 Incentive Processing)

RESPONSE: The end customer must have the option of submitting a paper application. Participating Member(s) will be willing to consider Respondents' proposals on how best to address/process paper applications.

3. Are sales offers and pricing from local retailers/distributors a requirement?

RESPONSE: It is preferred that Respondents exhibit the ability to provide sales offers and products/pricing from local retailers/distributors designated by the Participating Member. The products/pricing should reflect real-time integration of retailer/distributor inventory and pricing with the caveat that the Participating Member will not be held liable for the accuracy of the price/product information displayed on the marketplace.

4. What are the budgets per Member Utility for:

- Instant rebates
- Incentives via other redemption means, i.e. Section 4 Incentive Processing methods
- Marketing execution

RESPONSE: Budgets will vary based on the Participating Member(s) needs and respective budgets. However, to provide a general idea of potential scale, Participating Member(s) program budget for the Residential Product Marketplace may include amounts up to \$2.5 Million. Participating Member(s) will share their actual respective budget information with the selected respondent after the SCPPA contracting process. Participating Member(s) allocations will vary based on the Participating Member(s) needs and respective budgets. However, an example of a potential split would be to have 95% towards all rebate related activities and the remaining 5% towards Marketing execution.

QUESTIONS & ANSWERS RELATED TO
Request for Proposals: Online Marketplace Services for
Residential and Commercial Energy Efficient Products RFP Continued

5. Please provide additional information about this feature, specifically how SCPPA/Member Utilities envision pricing being presented to customers? *Rate-based pricing, which adds estimated energy consumption costs to the lowest online listed purchase price for each product.*

RESPONSE: The online marketplace will present both the purchase price of the product in addition to the costs associated with operating the product. Specifically, pricing will be presented to customers by displaying the lowest available purchase price for the product that day from retailers shown on the Commercial Product Marketplace; and adding the energy costs of using the product over its typical lifetime, with the electricity rate specified, and the typical amount of usage defined.

6. Please confirm the total eligible customers by segment per member utility and that the numbers account for past participation in existing programs that would reduce eligibility to participate in the marketplace programs.

RESPONSE: Customer/Segment eligibility will vary based on the Participating Member(s) needs and respective program offerings. For exemplary purposes, Participating Member(s) programs may include up to 1.4 Million customers and 140,000 commercial accounts with annual participation from 1-2%.

7. Vendor marketing execution-related (reference Section 2. Digital Advertising Campaign):

- Email marketing:
 - i. Can we use our in-house email system or do we need to use Member Utilities' preferred email platform? We prefer to use our platform as it allows for custom workflows that improves the customer journey/experience. *Use of the Participating Members' internal email platform or Respondent hosted email platform will vary based on the Participating Member and their respective internal policies/procedures.*
 - ii. How many email addresses are available for use per Member Utility? Will those be shared with the marketplace implementer? *Email address availability and sharing will vary based on the Participating Member and their respective needs.*
 - iii. Are there any limitations on sending emails, e.g. frequency and cadence? *Frequency of email deliveries will vary based on the Participating Member and their respective needs.*
 - Please describe any policies or restrictions on the use of digital tactics like Google ads and social media. Are there any Member Utility/3rd Party Marketing implementer platforms we would be required to use to implement these tactics? *Access/permissions will vary based on the Participating Member and their respective internal policies/procedures.*
 - Will we have advertiser access to Member Utilities' social media platforms or will we need to work through Members' or an agency to deploy paid social ads? *Access/permissions will vary based on the Participating Member and their respective internal policies/procedures.*
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QUESTIONS & ANSWERS RELATED TO
Request for Proposals: Online Marketplace Services for
Residential and Commercial Energy Efficient Products RFP *Continued*

- Are Member Utilities planning to deploy bill inserts to support the marketplace programs? If so, does the marketplace implementer have to account for any of these costs in our marketing scope? **The need for/intended use of bill inserts will vary based on the Participating Member and their respective internal policies/procedures.**
- Do we need to work through any 3rd Party Marketing agencies and/or other implementer/s for any tactics? **Use of 3rd party marketing agencies will vary based on the Participating Member and their respective internal policies/procedures.**
- Are there any restrictions on the frequency of marketing campaigns or promotions for the Marketplaces? **Frequency of marketing campaigns/promotions will vary based on the Participating Member.**
- How long will Member Utilities need to approve marketing materials? **Approval timeframes for marketing materials will vary based on the Participating Member.**
- For any existing marketplaces, please provide the following information:
 - i. What are your annual orders each year the existing marketplaces have been live? **Will vary based on the Participating Member.**
 - ii. What is your annual average order conversion rate (current YTD)? Over the program life? **Will vary based on the Participating Member.**
 - iii. What is your average monthly visits traffic (current YTD)? Over the program life? **Will vary based on the Participating Member.**
 - iv. What is the average number of instant rebates by product category purchased per year? **Will vary based on the Participating Member.**
 - v. Will renters be eligible for all products? **Will vary based on the Participating Member.**
- Are there any tactics that a Member Utilities will be responsible for creating and deploying? If so, what tactics will Members be responsible for? **Will vary based on the Participating Member.**

RESPONSE: Please see embedded responses above in **orange**.

8. Please confirm that Members will provide Vendor with all relevant customer details to determine both program eligibility and past participation so eligibility can be determined at the product category level.

RESPONSE: Confirming that Members will provide the Awarded Respondent with all relevant/necessary customer details to determine both program eligibility and past participation so eligibility can be determined at the product category level. Reference Scope of Services, Section 4C.

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Request for Proposals: Online Marketplace Services for
Residential and Commercial Energy Efficient Products RFP **Continued**

9. Please describe the method of data sharing with the Vendor, e.g. API, flat file?

RESPONSE: Data sharing protocol will vary based on the Participating Member(s). One example of potential protocol would be the Vendor setting up of an SFTP site for secure data sharing where Participating Member may share data via flat file.
