

Request for Proposals for Organization Naming Services

MCE seeks a qualified consulting firm or independent contractor to work collaboratively with MCE's staff and Board of Directors to rename the agency to reflect its expanded service area and customer base.

ABOUT MCE

MCE was California's first operational Community Choice Aggregation (CCA) program, formed under a California law that enables local governments to procure electricity and sell it to customers within their service area competitively *and* in partnership with the investor-owned utility.

PG&E, the investor-owned utility in MCE's service area, continues to provide electric delivery service, while MCE determines the source of the energy, called electric generation service. MCE is the default provider of service meaning that customers are automatically enrolled unless they choose to opt out. MCE serves approximately 255,000 homes, businesses and government customers – in total, about 80% of the market in its service area, which includes Marin County, Napa County, and the cities of Benicia, El Cerrito, Lafayette, San Pablo, Richmond and Walnut Creek.

MCE's default electric service is called "Light Green," generated from 50% renewable energy sources. Customers may also choose "Deep Green" 100% renewable energy, or "Local Sol," 100% locally-generated solar energy. MCE also offers energy efficiency programs to businesses and multifamily properties, in addition to a small host of pilot programs focused on rooftop solar, demand response, and electric vehicle technologies.

MCE's mission is to address climate change by reducing energy related greenhouse gas emissions through renewable energy supply and energy efficiency at stable and competitive rates for customers while providing local economic and workforce benefits. Learn more at www.mcecleanenergy.org.

ABOUT OUR NAME

MCE is a public agency made up of 24 member communities in its service area described above. The agency was formed in 2008 by communities in Marin County and named 'Marin Energy Authority'. In 2010, the Marin Energy Authority launched the 'Marin Clean Energy' program, and in 2012 transitioned the agency's brand to 'Marin Clean Energy' and no longer used 'Marin Energy Authority'.

In 2013 the City of Richmond (in Contra Costa County) joined MCE. Quantitative and qualitative research indicated that many Richmond residents and businesses would be averse to a business named 'Marin'. To be inclusive of this new member community and responsive to the data collected, Marin Clean Energy rebranded to 'MCE'. In 2015 the

County of Napa, cities of San Pablo and El Cerrito (in Contra Costa County), and city of Benicia (in Solano County) joined MCE. In 2016 all of the 5 cities within the County of Napa and the cities of Lafayette and Walnut Creek (in Contra Costa County) joined MCE. MCE has been marketed uniquely to each of these communities as follows: MCE Richmond, MCE San Pablo, MCE El Cerrito, MCE Benicia, MCE Napa County and so on.

BUSINESS NEED

MCE is seeking expert guidance and advice through the process of renaming the agency. MCE's audience (customers, press, local, legislative and regulatory officials, advocates, industry partners, etc.) continue to refer to the agency as Marin Clean Energy, which excludes half of our member communities and does not accurately represent MCE.

In helping MCE to select a new business name that appropriately reflects its mission and service area, the successful respondent to this RFP will need to understand and consider the interests and concerns of MCE's wide audience including its 24 member communities in Marin County, Napa County, Solano County and Contra Costa County.

Note: MCE is not looking for an entity to provide creative design services such as logo development.

PROPOSED SCOPE OF WORK

Respondents to this RFP must prepare a proposed scope of work that clearly outlines how the respondent will guide and lead MCE's staff and Board of Directors through an effective, efficient process for determining what the agency's new business name should be. The proposed scope of work should include a timeline for completion of the project and key components of the process.

ESSENTIAL QUALIFICATIONS

Respondents to this RFP must specialize in organizational naming, preferably with experience in the public and/or nonprofit sectors and familiarity with the history and community dynamics of Bay Area regions within MCE's service area. Given the highly collaborative nature of the project, all respondents must have the ability to work on location to meet with MCE staff and Board members, as needed, in San Rafael, California.

OFFER SUBMISSION INSTRUCTIONS AND REQUIRED CONTENT

Offers must be submitted electronically to contracts@mcecleanenergy.org, attn: Contracts Manager. Subject line should refer to Organization Naming Services RFP. MCE must receive all offers **no later than 5:00 p.m. on May 1, 2017**. Offers submitted after the deadline will not be considered.

Offers should include all of the following components:

1. *Introduction/Cover Sheet.* Briefly introduce the company and summarize its experience with naming/renaming companies.
2. *Proposed Scope of Work and Timeline.* Describe your overall approach to fulfilling MCE's business need as described above, identifying the major tasks and estimated timeline(s) required for completion of the proposed scope.
3. *Work Examples.* Provide a up to three examples or case studies of businesses or products that your company has helped to name or rename, which best demonstrate your ability to meet MCE's needs as described in this RFP.
4. *Pricing.* Offers should identify the company's standard rates and fees, with estimates of total cost for renaming MCE with a breakdown of the significant cost components, along with any other information that would enable MCE to plan a realistic budget for the project.
5. *Information and Resources Required from MCE.* Please indicate what, if any, additional resources or information would be required from MCE in order to successfully complete the proposed scope.
6. *Statement of Qualifications.* Describe the company's specific qualifications, particularly noting any experience with public sector and community-based and/or nonprofit clients.
7. *References.* Provide three professional references that can attest to the company's work history and the general quality of work performed.

EVALUATION CRITERIA

MCE intends to evaluate offers based on the following general criteria:

- Proposed scope of work: 25%
- Quality of case studies/work examples: 25%
- Competitiveness of timeline and pricing: 30%
- Qualifications and references: 10%
- Completeness of proposal: 10%

DEADLINES AND KEY DATES

- **Deadline to submit questions and/or notices of interest:** April 24, 2017
- **Deadline for submission of offers:** May 1, 2017, 5:00 p.m.
- **Anticipated vendor selection:** May 12, 2017
- **Anticipated project start:** May 19, 2017

GENERAL TERMS AND CONDITIONS

- 1) *MCE's Reserved Rights.* MCE may, at its sole discretion: withdraw this Request for Proposals at any time, and/or reject any or all offers or proposals submitted without awarding a contract. Respondents are solely responsible for any costs or expenses incurred in connection with the preparation and submittal of an offer or proposal.

- 2) *Public Records*. All documents submitted in response to this Request will become the property of MCE upon submittal, and will be subject to the provisions of the California Public Records Act and any other applicable disclosure laws. Any contract(s) resulting from this RFP may require review and approval by MCE's governing Board in a public meeting prior to execution.
- 3) *Contract and Insurance*. The successful respondent, if any, will enter into an agreement for services based on MCE's Standard Form Agreement, attached here as Appendix A for information purposes only. Proof of applicable insurance coverage will be required.

OPTIONAL NOTICE OF INTEREST

No later than the deadline for submitting questions, all parties interested in responding to this RFP are encouraged, but not required, to notify MCE via email of intent to submit a proposal. This notice creates no obligation to submit a proposal, but will ensure that interested parties are copied on MCE's responses to questions submitted by potential respondents. Notices must be sent to contracts@mcecleanenergy.org and should include the company's name and email contact information, referencing "Organization Naming Services RFP – Notice of Interest" in the subject line.

QUESTIONS

Questions must be submitted no later than the deadline via email to: Catalina Murphy, MCE Contracts Manager, at contracts@mcecleanenergy.org. Phone calls will not be accepted. MCE will make every effort to respond to timely submitted questions and responses will be shared with all other parties that have submitted questions or notices of interest.