

COMMUNICATIONS SERVICES

Request for Qualifications (RFQ)

Responses to questions submitted by interested communications firms

Date: 6-26-24

Question	Answer
What is the deadline to submit proposals?	The deadline has been extended from Friday, June 28, 2024, to Friday, July 5, 2024, at 5:00 pm EST.
What is the budget for these services?	Communications services are included within CGC’s annual program administration budget of approximately \$60M to carry out its management of billions of dollars in federal financial assistance, predevelopment activities, and market-building activities.
Will interviews be conducted via Zoom or in-person?	Interviews, if any, will be conducted via Zoom.
What should be included in the “Additional Services” section of the proposal?	Additional services, if any, that your firm provides that are related to public relations, marketing, and other communications services, particularly if there are additional or unique fees associate with such additional services. The “Additional Services” listed in the example proposed fee schedule (Attachment 3) are solely provided as an example.
Should offerors provide an hourly rate, a project fee for each service, or a blended hourly rate?	Per applicable federal procurement requirements, proposals for services should be based on a fixed-price basis (e.g., monthly retainer and/or project basis), understanding that certain types of additional services may need to be listed on a cost-reimbursable or time and materials basis when a fixed-price is not feasible for the particular services.
Is there an incumbent already offering the services listed in the RFP?	No. There is no incumbent firm offering the full scope of services listed in the RFQ.
What cadence of press announcements can be expected per year?	CGC plans to be newsworthy and make a series of announcements to its various audiences throughout the year. Announcements can be related, but not

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	limited to, investments, staff, and partnerships.
How many firms will be chosen?	One or more firms will be chosen to ensure the full scope of communications services are available to CGC.
What is the ideal engagement length?	An initial engagement term of two years with options for periodic renewals.
We are registered via SAM; do we need to register as anything else/anywhere else?	No. Additionally, SAM registration is also not required for submission of your proposal.
How much of this assignment will focus on supporting the American Green Bank Consortium? If part of the assignment is to support the AGBC, will that entail working with public and private partners who have internal communication functions of their own?	There will be some network coordination depending on any partnership related activities, which will require coordination with their internal communication functions.
How much of this assignment will focus on the \$125 million award from the EPA to support development of solar energy in North and South Dakota? Will there be other state-level EPA grants that will need support?	Nearly all of the communications services will be to support CGC carrying out its activities under its award under the EPA’s National Clean Investment Fund under the Greenhouse Gas Reduction Fund (“GGRF”). A small fraction of the assignment may also include support for the organization’s work under its Solar For All grant under the GGRF to support development of solar energy in North and South Dakota.
Who is CGC targeting from a lending standpoint? What is CGC’s desired outcome for those communications?	CGC has different audiences that it hopes to reach through different strategic tactics. For example, commercial and community lending partners are one of those targets.
Has CGC engaged with top-tier financial media to date? What does success with financial media look like?	In the past CGC has been featured in various media outlets including financial media. CGC hopes to continue building relationships with such media outlets in order to reach readers from that universe.

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Does your leadership generate ideas and concepts and need help articulating, or would the agency be expected to generate the core content?	Yes, but the agency may also be expected to generate core content from time to time.
For thought leadership activities, is there a separate budget for event sponsorships?	There is not a separate budget for event sponsorships.
Roughly how many conferences would leadership be expected to speak at? How many leaders speak at conferences?	CGC has recently built a strong presence at different leadership conferences, approx. 2-3 speaking opportunities a month. Most of the time CGC will have one representative per conference.
The RFI asks for support for website maintenance. Is CGC envisioning both content updates and technical support on managing the site and its infrastructure? If the latter is included, who currently hosts the website?	Yes, both content and technical support managing the site and its infrastructure. CGC currently hosts its website on WordPress and utilizes HubSpot.
Does CGC need advertising support?	Yes, CGC needs advertising and marketing support.
Does CGC have a preference for where the account team needs to be based?	Yes, CGC would prefer for the firm to have a DC area team presence. If your firm does not have a presence in DC, please address this in your submission and how you envision your firm supporting CGC without a DC area team presence.
How many staff does CGC already have? How do they work into these services?	CGC is a rapidly growing organization with 16 current staff growing to 80 or more FTEs within the year.
Is there a designated spokesperson?	Reed Hundt, the organization’s CEO, is the current primary spokesperson, but other executive team members have and will continue to serve as spokespersons for the organization within their respective areas of expertise and responsibility.