

## **ADDENDUM #2**

Communication Services  
Request for Proposals

This Addendum is hereby included in and made part of the Request for Proposals (RFP) for Communication Services published on November 19, 2024. The RFP is modified as set forth in this Addendum. The original RFP Documents and any previously issued addenda remain in full force and effect, except as modified by this Addendum. Proposers shall take this Addendum into consideration when preparing and submitting their Proposals.

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The following items are clarifications, corrections, additions, deletions, and/or revisions to and shall take precedence over the original documents.

**A. This Addendum includes the following documents:**

1. **Attachment I:** Communication Services Questions and Answers  
The Communications Services Questions and Answers is made part of the RFP to include the questions and/or request for clarifications received during the RFP questions period.

**ATTACHMENT I**  
**Communications Services Questions and Answers**

<b>Question Id.</b>	<b>RFP Section or Document</b>	<b>Question</b>	<b>Answer</b>
<b>1</b>	General	Can you provide an overview of the stakeholders/roles/resources at CPC, CPC Climate Capital, and/or partner organizations (Self-Help, Calvert Impact) (CUF) that will be involved in the day-to-day work?	The stakeholders/roles/resources the communications vendor will work with on a day-to-day basis include the CPC Climate Capital Communications team (currently two staff members). The Communications team lead will be the Selected Proposer's primary point of contact and will manage the relationship between the Selected Proposer and CPC Climate Capital.
<b>2</b>	General	What internal communications and marketing functions at CPC/CPC Climate Capital and/or partner organizations will be involved in supporting the requested scope of work? Where do you see the division of labor between those internal teams and the selected agency partner to best augment the collaboration?	The Selected Proposer primary focus will be on securing and managing media opportunities for CPC Climate Capital. As such, CPC Climate Capital asks the Selected Proposer to prepare a media outreach strategy that supports the company's external communications and marketing goals. The Selected Proposer will be tasked with related duties, such as media pitching, drafting press releases and talking points, and media monitoring.  Secondarily, the Selected Proposer will support CPC Climate Capital and CPC staff in other communications avenues, such as social media, case studies, and email. This work may include graphic design and video animation support, monitoring company mentions, and guidance on best practices.
<b>3</b>	General	What can you tell us about the partner ecosystem under CUF and the role each will play in the total collaboration of marketing and communications efforts alongside CPC Climate Capital and the selected agency?	CPC Climate Capital is one of three equal partners in Climate United. CPC Climate Capital's team continuously engages and communicates with our Climate United partners and will continue to do so after the award. CPC Climate Capital's communications team will serve as the conduit between the Selected Proposer and our Climate United partners, although we may occasionally ask the Selected Proposer to join select Climate United calls or support CPC Climate Capital with coalition-wide announcements or initiatives.
<b>4</b>	General	What campaigns/tactics/activities and channels have been developed/deployed to date to support outreach to multifamily housing owner/developer audiences? To what effect with the selected partner be establishing entirely new strategies/assets vs building on existing?	To date, CPC Climate Capital is pursuing multiple avenues for engaging the multifamily housing industry. We host and participate in industry webinars, attend and speak at in-person conferences and events, and leverage existing CPC digital channels for sharing updates and information.  CPC Climate Capital has a high-level communications and marketing strategy we will share with the Selected Proposer and work with them, together, to develop a more robust, detailed strategy that includes media outreach. That strategy will determine whether CPC Climate Capital, with Selected Proposer support, uses existing or establishes new assets and channels.
<b>5</b>	Scope of Work	Have you developed any marketing goals or specific KPIs that will help us understand what a successful marketings program will look like to you?	CPC Climate Capital has identified key metrics for measuring the success of their communications and marketing program. We are tracking these metrics to establish a baseline. This baseline, along with industry best practices, will help us determine our program's success.
<b>6</b>	Scope of Work	Are you seeking an overarching brand campaign that will be promoted across channels? Would this campaign promote Climate United or CPC Climate Capital specifically?	CPC Climate Capital is not currently seeking a brand campaign. CPC has an internal team member who's leading all CPC and its subsidiary's brand efforts.
<b>7</b>	Scope of Work	Are there any media mandates/must-include tactics? Anything off-limits?	There are no media mandates or must-include tactics and, generally speaking, no approach is off-limits, provided they align with CPC Climate Capital's communications and marketing strategy. CPC Climate Capital is eager to hear the Proposers ideas and suggestions for how to best engage and educate our audiences in national and local media.
<b>8</b>	Scope of Work	What primary research has been conducted to support CUF efforts to date? Specifically, has research been conducted among multifamily housing owners, developers, lenders, and investors relative to this program? If so, can you share types of research and dates conducted? If not, are you open to new primary research to support marketing activities?	CPC Climate Capital will share with the Selected Proposer the research conducted to support CUF efforts and multifamily housing owners, developers, lenders, and investors relative to the program, if any. CPC Climate is open to proposals regarding new research to support marketing activities.

<b>9</b>	Scope of Work	What can you tell us about the program and the opportunities that will be made available multifamily housing owners, developers, lenders, and investors? What actions are you hoping these audiences take to successfully engage? (E.g., will this be a pre-development grant program seeking qualified applicants)?	Proposers are expected to be familiarized with EPA's requirements for the NCIF fund. Please refer to <a href="https://www.epa.gov/greenhouse-gas-reduction-fund/national-clean-investment-fund">https://www.epa.gov/greenhouse-gas-reduction-fund/national-clean-investment-fund</a> and <a href="https://www.epa.gov/greenhouse-gas-reduction-fund/frequent-questions-about-national-clean-investment-fund">https://www.epa.gov/greenhouse-gas-reduction-fund/frequent-questions-about-national-clean-investment-fund</a> , among other relevant EPA sites.
<b>10</b>	Scope of Work	What owned channels exist where these audiences will ultimately convert? If none today, what needs to be established as part of these efforts?	CPC Climate Capital currently leverages CPC-owned channels, which include social media, email, and a website. It's possible we establish some CPC Climate Capital-owned channels and are open to recommendations from the Selected Proposer.
<b>11</b>	Scope of Work	Are there any other similar "competing" associations, programs or opportunities that exist for these multifamily owner/developer audiences?	Proposals must exclusively address the National Clean Investment Fund (NCIF) grant under the Greenhouse Gas Reduction Fund (GGRF). Additional funding sources may be allocated to CPC Climate Capital in the future.
<b>12</b>	Scope of Work	What 1st party data do you have on multifamily housing owners, developers, lenders, and investors that can be used for direct communications and targeting?	CPC Climate Capital will share with the Selected Proposer all the available data on multifamily housing owners, developers, lenders, and investors that can be used for direct communications and targeting.
<b>13</b>	Scope of Work	Can you tell us more about the goal of national reach with local and regional approaches? Will these opportunities be made available nationally, or will efforts focus within current service territories? Are there specific low-income/disadvantaged community markets or market priorities you can provide to help us understand total reach and focus?	CPC Climate Capital is focused on financing projects across the United States. As part of the Climate United coalition, we've committed to financing at least 60% of our projects in low-income and disadvantaged communities (LIDAC).
<b>14</b>	Scope of Work	Regarding thought leadership, can you describe the intended spokespeople or CPC Climate Capital leadership that will serve as the go-to resources? How many? Are these individuals' media trained?	The primary spokespeople for CPC Climate Capital are currently Sadie McKeown, President, CPC, Drew Ades, Head of Production, CPC Climate Capital, and Atalia Howe, Head of Program Management, CPC Climate Capital.
<b>15</b>	Scope of Work	Have you established any program specific use cases, success stories or testimonials to date?	We anticipate having case studies available for media outreach shortly after closing our first deals, which we expect to occur in late 2024 or early 2025. Likewise, we anticipate securing testimonials as we establish our program and begin investing in communities across the country.
<b>16</b>	Scope of Work	To what effect are you seeking community relations and connections to support inroads among policymakers and government leaders across communities? Or is the goal to boost awareness of CPC Climate Capital programs and impact among this audience?	CPC Climate Capital goal is to boost awareness of the programs. We're also keenly interested in engaging multifamily owners, developers, investors and lenders. Our secondary audiences include elected officials, industries and trades that support multifamily construction/rehabilitation work, multifamily building residents, and people in communities where CPC Climate Capital invests.
<b>17</b>	Scope of Work	Regarding crisis communications, are you seeking crisis preparedness and planning strategies or as needed/on call crisis communications support?	CPC Climate Capital is still assessing its crisis communications needs. While we are not actively seeking crisis communications support as part of this RFP, we are open to seeing recommendations as part of submitted proposals.
<b>18</b>	Scope of Work	Can you describe the marketing funds (beyond staff positions) that will be made available for working expenses (e.g., sponsorship opportunities, media expense paid to media outlets, etc.)	This information will be provided to the Selected Proposer at a later stage.
<b>19</b>	Proposal Contents	Section 10 (Appendices and Attestations) Attachment G and Attachment H. Are you seeking both inclusion and execution (review and signature or proposed redlines) of the Sample Termination and Default or Model Contract as part of the proposer's initial response? Or are these documents provided as reference, with opportunity to review/negotiate following intent to award?	Attachment G, Sample Termination and Default, and Attachment H, Model Contract, are provided for the Proposers' reference. Please note that the Model Contract is intended as a sample and is subject to modifications at the discretion of the organization. Proposers are encouraged to review these documents carefully as part of their proposal preparation.
<b>20</b>		Should the cover letter only include the information listed, or should it also be a "statement of intent" or similar language?	Section III. Proposal Content, A. Section 1 (Cover Letter) outlines the minimum requirements that must be included in the cover letter. Proposers are strongly encouraged to enhance their cover letter by including a clear and concise statement of intent, providing additional context to support their Proposal.
<b>21</b>		How are "work samples" different from "experience" as listed? Is it preferred to share work product like communications plans/press releases/messaging and other media materials or media placements/hits?	We intend for "work samples" to mean examples of previous work the Proposer completed that they think relates to this RFP. A portfolio or samples from prior, relevant campaigns would suffice. By "experience," we mean information of relevant experience accrued across the Proposer's team that would staff and support this RFP.

<b>22</b>		In regards to the inclusion of media buyers, does this only include traditional paid media or does it also include paid social?	CPC Climate Capital is interested in pursuing multiple paid channels to reach and engage our audiences. These include traditional and new media (i.e., social media, search, podcasts).
<b>23</b>		For the proposal - specifically the "approach" section - Is there a preference for a deck vs. a memo?	There is no preference for whether you submit a deck or a memo. Please proceed with whatever method you feel most accurately communicates your proposal.
<b>24</b>		Who are the primary spokespeople for CPC Climate Capital?	The primary spokespeople for CPC Climate Capital are currently Sadie McKeown, President, CPC, Drew Ades, Head of Production, CPC Climate Capital, and Atalia Howe, Head of Program Management, CPC Climate Capital.
<b>25</b>		The RFP mentions multifamily owners and developers as the primary audience for media activities. What other audiences are important to reach?	We're also keenly interested in engaging multifamily investors and lenders. Our secondary audiences include elected officials, industries and trades that support multifamily construction/rehabilitation work, multifamily building residents, and people in communities where CPC Climate Capital invests.
<b>26</b>		Where (i.e. which cities/regions) do you expect the majority of projects will come from?	CPC Climate Capital is focused on financing projects across the United States. As part of the Climate United coalition, we've committed to financing at least 60% of our projects in low-income and disadvantaged communities (LIDAC).
<b>27</b>		When do you expect case studies will be available for use in media outreach?	We anticipate having case studies available for media outreach shortly after closing our first deals, which we expect to occur in late 2024 or early 2025.
<b>28</b>		What is the average monthly advertising budget the media planners / buyers will be responsible for?	This information will be provided to the Selected Proposer at a later stage. However, we anticipate an average monthly media budget of \$7,000.
<b>29</b>		Who are the audiences that paid digital marketing campaigns traditionally target?	To date, CPC Climate Capital has used paid digital marketing campaigns to reach and engage multifamily owners, developers, lenders, and investors.
<b>30</b>		What ad platforms are traditionally utilized for paid digital campaigns? Example: Google Ads, TikTok, Facebook Ads, etc	To date, CPC Climate Capital has leveraged LinkedIn for paid digital campaigns.
<b>31</b>		Are you seeking social media strategy and/or ongoing social support as a part of the integrated plan?	CPC Climate Capital currently has two full-time communications team members and leverages existing CPC social media channels, which are managed by a full-time staff member. As such, we are not currently seeking ongoing social media support.  However, we are eager to hear recommendations from Proposers about how CPC Climate Capital presents itself externally across channels, including social media, website, etc.
<b>32</b>		Do you have a sense of the volume of videos required, or can we make a recommendation as a part of the plan and price accordingly?	CPC Climate Capital is eager to hear from Proposers how they think videos can support our communications and marketing strategy. Please incorporate videos as part of your Proposal as you see fit.