

# Questions & Responses

## SSJID RFP for Communications and Public Relations Services (2022)

February 18, 2022

<p>What is Splasher the Frog and how is that campaign used at SSJID?</p>	<p>Splasher the Frog is a campaign borrowed with permission from Modesto Irrigation District that is used in SSJID’s outreach to elementary school-aged children (grades 1-3) throughout the district to communicate canal safety and general water safety messaging.</p> <p><a href="https://www.ssjid.com/education/">https://www.ssjid.com/education/</a></p>
<p>Is SSJID looking for one consultant for all of the outlined tasks, or can a respondent apply for specific tasks?</p>	<p>SSJID is open to different scenarios. SSJID encourages consultants to apply for all or portions of the service if the consultant is able to provide only part of the skills/services requested.</p> <p><b>(Section 1.4, Page 5)</b> SSJID reserves the right to award partial awards to multiple consultants that may have desirable competencies in specific services areas. For example, <u>consultants may solely apply for a specific scope of services (e.g. social media).</u></p>
<p>Task 2: Social Media</p> <ol style="list-style-type: none"><li>1. What is SSJID’s current staffing and advertising resources dedicated for social media activity?</li><li>2. Where can we locate compliance/regulations for SSJID’s social media policy?</li><li>3. Are you able to share your most recent analytics?</li></ol>	<ol style="list-style-type: none"><li>1. SSJID’s current staffing is through its Public and Government Relations staff. SSJID currently retains a consultant with a team dedicated to 2 posts per week for SSJID on Facebook and LinkedIn, and 2 posts per week for PBP on Facebook, for which SSJID staff edits/approves all posts. Staffing activities include planning, designing, writing, proofreading, directing, editing, scheduling, and reporting. SSJID elected to end its social media advertising plan at the end of 2020, so no resources are currently dedicated to those activities.</li><li>2. SSJID currently does not have a social media policy.</li><li>3. See attachment A</li></ol>

<p>Task 3: Newsletters/Infographics/Reports</p> <ol style="list-style-type: none"> <li>1. May we see the most recent open rate for newsletters?</li> </ol>	<ol style="list-style-type: none"> <li>1. Newsletters are direct mailed biannually to customers, therefore open rate data is unavailable. Open rate has been provided for SSJID's most recent email mailings:             <ol style="list-style-type: none"> <li>a. Powered By Purpose Press Release (December 2021) – 48% open rate</li> <li>b. SGMA Outreach Event Reminder (July 2021) – 37% open rate</li> <li>c. SGMA Outreach Event (July 2021) – 46% open rate</li> <li>d. SSJID / OID Press Release (June 2021) – 41% open rate</li> <li>e. SSJID / OID Press Release (April 2021) – 41% open rate</li> </ol> </li> </ol>
<p>Task 5: Email Campaign</p> <ol style="list-style-type: none"> <li>1. How many subscribers do you have, SSJID and PBP, respectively?</li> </ol>	<ol style="list-style-type: none"> <li>1. See attachment A</li> </ol>
<p>Task 7: Websites</p> <ol style="list-style-type: none"> <li>1. Are you able to share the most recent analytics?</li> <li>2. What monthly updates do you perform aside from adding the minutes, meeting agendas, newsletters and press releases?</li> </ol>	<ol style="list-style-type: none"> <li>1. See Attachment A</li> <li>2. SSJID's internal staff updates SSJID.com with minutes, meeting agendas, newsletters, and press releases.</li> </ol> <p>Consultant currently provides updates to web pages, images, and features as requested. Monthly, Consultant also performs:</p> <ul style="list-style-type: none"> <li>○ System monitoring and resolution</li> <li>○ Login activity monitoring and security response</li> <li>○ Website software updates</li> </ul>
<ol style="list-style-type: none"> <li>1. What is the preferred electronic copy for the RFP submittal?</li> </ol>	<ol style="list-style-type: none"> <li>1. PDF is the preferred format.</li> </ol>

<p>1. Can you describe the pain points as SSJID has communicated information about the acquisition of PG&amp;E’s assets?</p>	<p>1. The main pain point has been maintaining the communities’ enthusiasm for a highly supported and urgently needed project that has spanned over a decade, with significant time spent waiting on necessary court proceedings. Community members are eager for the costs savings SSJID can bring to the community in replacing PG&amp;E as a public retail electric utility. SSJID also seeks to continue to grow the communities’ support and to engage with community members and legislators who are supportive of this effort.</p>
<p>1. Are you able to share some negative responses from adversaries that may demonstrate potential roadblocks to future communications or campaigns?</p>	<p>1. At the beginning of the District’s campaign, PG&amp;E and an allied community group were vocal in opposition of SSJID’s bid to become a public retail electric utility provider.</p>
<p>1. What do you consider a cost-effective budget for the services requested?</p>	<p>1. All proposals and costs will be considered.</p>
<p>1. What are SSJID's expectations of "visions or concepts for performing the services" related to Section 3.C: Project Understanding and Innovation?</p>	<p><b>1. “Project Understanding and Innovation</b>  Include visions or concepts for performing the services.”  Applicants should demonstrate a keen ability to develop a proposal that considers an understanding of SSJID and conveys, in an innovative way, how to achieve results. Visions or concepts should be cohesive throughout the proposal and should be anchored in demonstrating how the Consultant can achieve the District’s primary goals under the Scope of Services (Page 5).</p>

## Attachment A

### Response to Task 2: Social Media Analytics

#### January 2022 Metrics

Social Media Channels	Total # of Followers	(+/-) Followers	Total Posts	Total Reach	(+/-) Reach	Type of Post
Facebook (SSJID Main Account)	888	+5	11	518	-2,420	5 company culture 1 industry info 3 district news 1 tips & education 1 inspiration & fun
LinkedIn	311	+28	11	2,630	-402	
Facebook (Powered By Purpose Account)	387	+1	9	393	-2,300	2 tips & education 3 company culture 3 service & support 1 misc.

#### December 2021 Metrics

Social Media Channels	Total # of Followers	(+/-) Followers	Total Posts	Total Reach	(+/-) Reach	Type of Post
Facebook (SSJID Main Account)	883	+76	10	2,938	+2,668	1 industry info 5 company culture 2 tips & education 2 district news
LinkedIn	283	+35	10	3,032	+2,538	
Facebook (Powered By Purpose Account)	386	+17	6	2,693	+2,693	2 company culture 2 service & support 2 tips & education

#### November 2021 Metrics

Social Media Channels	Total # of Followers	(+/-) Followers	Total Posts	Total Reach	(+/-) Reach	Type of Post
Facebook (SSJID Main Account)	807	Neutral	9	270		3 district news 2 company culture 2 inspiration 2 education
LinkedIn	248	+4	9	494		
Facebook (Powered By Purpose Account)	369	+2	7	0		4 service & support 2 education 2 company culture

### **Response to Task 5: Email Campaign**

1. SSJID general interest: 593
2. Media and government: 114
3. Powered by Purpose updates: 88
4. SSJID customers: 798

### **Response to Task 7: Website Analytics**

1. Selected website analytics for the past 6 months (August 2021–January 2022)
  - a. SSJID:
    - A. 29,031 unique visitors
    - B. 1.4 monthly visits per unique visitor
    - C. 374,443 pageviews
    - D. Sources: 89% direct traffic, 10% search engines, 1% social and other websites
  - b. PBP:
    - A. 557 unique visitors
    - B. 1.1 monthly visits per unique visitor
    - C. 1,048 pageviews
    - D. Sources: 76% direct traffic, 19% search engines, 5% social and other websites