



2019 EV Ride and Drive Marketing Program Request for Proposals

Questions & Answers

Peninsula Clean Energy is San Mateo County's locally-controlled electricity provider. We are reducing greenhouse gas emissions and offering customer choice at competitive rates.

Offers due Thursday, January 24, 2018 at 5:00 pm PT

#	Question	Answer
1	Who conducted and managed the 2018 PCE Ride and Drive Campaign?	Reach Strategies.
2	Is there a FINAL report from the 2018 R&D Campaign that you can share?	It is not yet available and will not be available until after proposals are due.
3	Are DAC/low income communities (Redwood City and East Palo Alto) a part of this RFP? (per CALenviroscreen). If so, are there a target number of events?	PCE does not have a DAC/low income target.
4	Is there a goal of 'test-drives' or in-car experiences?	This is flexible however, driving experiences are more significant than passenger experiences. The program is intended to maximize impact so the approach and counts should be justified.
5	Is PCE open to new 'marketing and messaging' strategies based on the latest research?	PCE is interested in new marketing and messaging approaches.
6	Please explain the Budget Range of \$100,000 to \$250,000 per year? What expenses are included/omitted, i.e. does the budget include social and paid media buys? Is this a 3-year program?	The budget range reflects the potential for proposers to deliver above the minimum 10 events. See 3.3. PCE at its discretion may supplement marketing with paid advertising. If it does so it will be via online advertising. However, the proposal should demonstrate a self-contained budget and approach able to deliver the proposed results. The proposal may optionally propose how impact could be increased by PCE with additional resources. The program is a 3 year program but will be structured as 1 year renewable terms. Renewal will be contingent satisfactory performance.
7	Are Site Partners the same as event venues? Have venues already been selected by PCE? Will contractor have input on event venues?	<p>The RFP does not use the term "venues" but site hosts are the entities that manage access to specific venues. Venues have not been preselected. Per section 3.3 it is anticipated that PCE will assist with approximately 10 sites. It is up to the proposer to propose strategies to maximize the number of events, experiences and total impact beyond those PCE may facilitate.</p> <p>Participants in the 2018 program are:</p> <ul style="list-style-type: none"> • Genentech Inc • Facebook Summer Jam (Community Event) • San Mateo County Center

		<ul style="list-style-type: none"> • Burlingame Fall Fest • YouTube • VISA <p>These are expected to repeat in 2019.</p>
8	Is there a desired ratio of workplace to community ride and drive events?	The principal objective is maximizing total impact. The proposer may propose a specific approach including the mix of types of events.
9	Does PCE’s ECOPLUS program allow PG&E customers to take advantage of PG&E’s EV rebate program or will PCE provide a similar incentive? Would PCE customers (with the lower EV rate program) qualify?	PCE customers are eligible to use all PG&E rate schedules including the EV rate and benefit with an additional 5% discount on the generation portion of the bill. In addition, all PCE customers are eligible to participate in any additional programs PG&E administers including the Low Carbon Fuel Standard rebate (\$800).
10	Can you clarify whether you are looking for an average of 120 test drives per event or whether it's 120 test drives over 10 events total?	Average 120 test drives per event.
11	Who handled ride and drives in 2018?	Reach Strategies.
12	Can you clarify when you mean by 'EV experiences for 1,000 people'. What does an experience include?	EV experiences include test drives and passenger rides. Each drive or ride counts as one experience.
13	Can we bring in other sources of funding from private businesses to supplement?	Yes.