



## **Customer Awareness Survey 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 Wednesday, January 15, 2020 at 5:00 pm PT**

#	Question	Answer
1	Who conducted the baseline survey?	RKS Research & Consulting was awarded a contract in 2019 to conduct customer research for electric vehicles and Peninsula Clean Energy in general. Nichols Research conducted baseline market awareness and understanding research in November and December 2017. Customer research into building electrification has not yet been conducted by Peninsula Clean Energy.
2	What went well last time that (Peninsula Clean Energy) would like to replicate?	Overall the survey design for the EV portion was good.
3	What didn't go well that (Peninsula Clean Energy) would like to change?	There were sampling and methodological weaknesses that we hope to address in this survey.
4	What (has Peninsula Clean Energy) changed in reaction to the baseline survey that they want to test via this iteration?	<p>For EVs, outreach and education have been conducted by Peninsula Clean Energy. Peninsula Clean Energy is looking to evaluate the impact of these and other programs.</p> <p>Building Electrification has been added as a new topic.</p> <p>The awareness and perception area of interest will include additional brand attributes and an expanded exploration of respondent interests.</p>
5	Do you just want to survey residential customers?	Peninsula Clean Energy is seeking responses from a sample of residents (i.e. residential, not commercial) that is representative of San Mateo County generally, especially with regard to geography, household income, own vs. rent. The sample should not be restricted to residents who are Peninsula Clean Energy customers. Customer contact information may be able to be provided by Peninsula Clean Energy, though this should not be considered a representative sample on its own and bidders should plan to seek other sources to ensure a representative sample is taken.
6	What percentage of customers (does Peninsula Clean Energy) have emails for?	While Peninsula Clean Energy customer emails may be considered as a possible partial source for contact information, this survey is seeking responses that are representative of San Mateo County residents in general, regardless of whether they are Peninsula Clean Energy

		customers. We have valid emails for many accounts; however, many residents are not account holders (e.g.: renters in master metered rental buildings) therefore it is not a representative sample.
7	Did you use their customer list and contact information for the baseline survey or did they use a third party panel?	The last survey used Peninsula Clean Energy account phone and emails however, for this survey we want a more representative sample.
8	Did you set quotas for specific customer groups (like owners, renters, income, other demographics)?	The proposal should outline how the firm in this contract will ensure that the sample size is representative of San Mateo County, including the categories mentioned in this question. We are also interested in analyzing results across (i.e. cross-tabulating): 3 age brackets, 3 income-level brackets, and a renter/homeowner breakdown. Bidders should make sure that enough responses are collected to achieve high confidence levels with these breakdowns.
9	Do you currently communicate with customers in languages other than English?	The Peninsula Clean Energy website, as well as many in-print materials, is displayed in English, Spanish, and Chinese. The proposal should address whether bi-lingual support is recommended and how it should be utilized, if necessary, to achieve a representative sample of San Mateo County.
10	What is the budget threshold range you are looking to stay within?	The annual value of this contract is not expected to exceed \$75,000, though this is not a bid requirement.
11	Based on the information provided in Section 7 Agreement Terms, can you verify that Peninsula Clean Energy anticipates a maximum budget of \$100,000?	The annual value of this contract is not expected to exceed \$75,000, though this is not a bid requirement.
12	Is Peninsula Clean Energy able to provide any customer contact information for recruitment of survey participants? If so, what type of demographic data is available for criteria to base selection of a representative sample?	Peninsula Clean Energy may be able to provide customer contact information as a partial contact list. However, the sample should be representative of San Mateo County generally, not just Peninsula Clean Energy customers. Proposals will need to outline how they intend to determine a representative sample, including obtaining demographic data. Proposers should use the most recent actual data (census data, etc.) to make the sample representative of San Mateo County.

