



Request for Proposals

Peninsula Clean Energy, a Joint Powers Authority, is seeking proposals from interested vendors for *Customer Awareness Survey Development, Administration, and Analysis*.

Updated December 9, 2019 (see highlights in yellow).

Responses are due January 15, 2020 at 5 PM Pacific Time.

Table of Contents

1	RFP OVERVIEW	3
2	ABOUT PENINSULA CLEAN ENERGY	4
3	RFP SCHEDULE	6
4	PROPOSAL SUBMITTAL	7
5	CONTENT OF RESPONSE	8
6	REVIEW AND SELECTION PROCESS.....	10
7	AGREEMENT TERMS.....	11
8	SUPPLIER DIVERSITY	12
9	PENINSULA CLEAN ENERGY LEGAL OBLIGATIONS.....	13
10	GENERAL TERMS AND CONDITIONS	14
11	DETAILED PROJECT DESCRIPTION AND SCOPE	15
11.1	Program Administrative Tasks	16
11.1.1	Kickoff Meeting.....	16
11.1.2	Expense Report.....	16
11.2	Program Tasks.....	16
11.2.1	Sample Acquisition	16
11.2.2	Survey Design.....	17

Peninsula Clean Energy 2019 Request for Proposals

11.2.3	Survey Administration and Methodology	18
11.2.4	Survey Analysis	18
11.3	Deliverables	18
11.4	Schedule	19
12	Appendix A.....	20

1 RFP OVERVIEW

Peninsula Clean Energy Authority issues this Request for Proposals (RFP) to seek offers from qualified providers for consumer awareness and attitudes survey development, administration, and analysis. Peninsula Clean Energy intends to offer a contract term of at least one year, with the option to extend to multiple years upon determination by Peninsula Clean Energy.

This RFP-

- Provides general background on Peninsula Clean Energy
- Describes the service sought by Peninsula Clean Energy (scope of work)
- Provides an opportunity for Proposers to describe their qualifications and assets and explain how they could contribute to services requested.

2 ABOUT PENINSULA CLEAN ENERGY

Peninsula Clean Energy, a community choice energy (CCE) aggregator, is San Mateo County's official electricity provider. Formed in February 2016, Peninsula Clean Energy is a joint power authority, consisting of the County of San Mateo and all twenty of its towns and cities. Peninsula Clean Energy provides cleaner and greener electricity, and at lower rates, than the incumbent investor-owned utility (IOU), Pacific Gas & Electric Company (PG&E). Peninsula Clean Energy plans for and secures commitments from a diverse portfolio of energy-generating resources to reliably serve the electric energy requirements of its customers over the near-, mid-, and long-term planning horizons. Peninsula Clean Energy's programs include advancing the adoption of electric vehicles and transitioning building fossil fuel uses to low-carbon electricity. For more information on Peninsula Clean Energy, please go to www.peninsulacleanenergy.com. As part of its mission-driven, collaborative, not-for-profit, locally-focused roots, Peninsula Clean Energy is committed to the following set of strategic goals:

1. Design a diverse power portfolio that is greenhouse gas free.
 - 100% GHG free by 2021
 - Sourced by 100% CA RPS eligible renewable energy by 2025 on a time coincident basis, provided it is economically viable
 - create a minimum of 20 MWs of new local power by 2025
2. Continually strive to offer ECOPlus¹ at rates that are lower than PG&E rates provided it is economically viable.
3. Stimulate development of new renewable energy generation and storage projects in San Mateo County and California through Peninsula Clean Energy's procurement activities.

¹ Peninsula Clean Energy's default electric option which is 50% from renewables and 90% GHG free

Peninsula Clean Energy 2019 Request for Proposals

4. Demonstrate quantifiable economic and environmental justice benefits to the County/region including by placing a priority on local hiring and inclusionary workforce development practices with a goal of increasing diversity.
5. Implement programs to further reduce greenhouse gas emissions and support the county's community-wide efforts to be completely GHG-free by 2045 by investing in electric transportation, energy efficiency and demand response, and partnering effectively with municipalities, business, schools, and nonprofit/faith organizations.
6. Maximize and maintain customer participation in Peninsula Clean Energy.
 - Provide a superior customer experience
 - Develop Peninsula Clean Energy brand awareness and loyalty throughout the County
 - Actively encourage voluntary participation in its ECO1002 renewable energy product
 - Achieve recognition as an EPA Green Power Community for all cities and towns in San Mateo County and EPA Green Power Partnership for all cities with municipal accounts enrolled in ECO100 by 2018
7. Build a financially sustainable organization.
 - Build sufficient reserves in a rate stabilization fund
8. Foster a work environment that espouses sustainable business practices and cultivates a culture of innovation, diversity, transparency, integrity, and commitment to the organization's mission and the communities it serves.
9. Leverage Peninsula Clean Energy/Silicon Valley expertise and relationships to support innovation across all of Peninsula Clean Energy's programs and activities.
10. Assist in setting up CCAs in other areas of the state, including where Peninsula Clean Energy has utility scale generation.

² Peninsula Clean Energy's electric option that is 100% from renewables and 100% carbon-free

3 RFP SCHEDULE

Event	Date
Peninsula Clean Energy published RFP	November 22, 2019
Deadline for Proposers to submit questions	December 13, 2019
Peninsula Clean Energy Provides responses to questions on Peninsula Clean Energy’s website	December 20, 2019
Deadline for Proposers to submit proposals	January 15, 2020
Possible in-person interviews of top proposers	January 27-29, 2020
Anticipated date Peninsula Clean Energy will notify awardee	January 31, 2020
Contract begins	Early February, 2020

- **Question & Answer:** Proposers may submit questions concerning the RFP at programs@peninsulacleanenergy.com.
- **Offer Review:** Peninsula Clean Energy will evaluate all Offers according to the criteria listed below. OPTIONAL: During this phase, Peninsula Clean Energy will identify submitted Offers for short-listing, and then notify short-listed Participants.
- **Contract Redline:** Prior to interview, each shortlisted participant will provide a redline of Peninsula Clean Energy’s standard contract terms.
- **Interviews with Shortlisted Participants:** Peninsula Clean Energy may request interviews with Shortlisted Parties by phone or at Peninsula Clean Energy’s offices in Redwood City.

4 PROPOSAL SUBMITTAL

Proposals must be received on or before the above deadline and submittal must be by email to programs@peninsulacleanenergy.com with the subject "Proposal - <Vendor Name> - Awareness Survey".

By participating in Peninsula Clean Energy's RFP process, a Proposer acknowledges that it has read, understands, and agrees to the terms and conditions set forth in these RFP Instructions. Peninsula Clean Energy reserves the right to reject any offer that does not comply with the requirements identified herein. Furthermore, Peninsula Clean Energy may, in its sole discretion and without notice, modify, suspend, or terminate the RFP without liability to any organization or individual. The RFP does not constitute an offer to buy or create an obligation for Peninsula Clean Energy to enter into an agreement with any party, and Peninsula Clean Energy shall not be bound by the terms of any offer until Peninsula Clean Energy has entered into a fully executed agreement. Only electronic submittals will be accepted.

5 CONTENT OF RESPONSE

Interested vendors must submit the following documents (except those marked “Optional”) to be considered for awarding of this proposal:

1. **Cover Letter with the following elements (1 page):**

- Reference to this RFP.
- Legal business name, address, telephone number, and business status (corporation, limited partnership, individual, etc.).
- Name of vendor’s representative with respect to this RFP along with telephone number and email address.
- A signature of an authorized individual.

2. **Approach:**

- Describe how you would achieve the Scope of Work in the project timeline, described in detail below.
- Goals and measurable objectives, including survey design to achieve Peninsula Clean Energy objectives, and outreach to achieve adequate response, etc.
- Technical approach, including representative sampling to ensure accurate representation of residents in San Mateo County.
- Key challenges and resolutions.

3. **Qualifications and Experience:**

- Proposer shall have a minimum one year experience in developing, conducting, and analyzing consumer surveys.
- Project team shall include individuals with experience in statistical analysis, and survey/polling administration.
- Proposer shall include three references in bid response and sample portfolio of relevant past work.

4. **Detailed Schedule (See Scope of Work for additional details)**

5. **Cost Proposal**

- Budget with a breakout by major task and deliverable, detailing estimated hours per task and individuals (or job classifications) hourly rates.

Certificates of Insurance for the following coverages:

- Commercial General Liability – for bodily injury, property damage, and personal injury
\$1,000,000 – each occurrence \$2,000,000 – in aggregate
- Business Automobile Liability – “any auto” (Company Vehicles) – At least \$1,000,000
- Personal Automobile Liability – “any auto” (Personal Vehicles) – At least \$500,000
- Worker’s Compensation and Employer’s Liability (EPL)– injury or death, each accident
At least \$1,000,000 (EPL not required for Sole Proprietor)

5. **Supplier Diversity Questionnaire (Optional):**

- Peninsula Clean Energy’s Supplier Diversity Questionnaire is attached to this RFP. Please note, your response (or lack thereof) will have no impact on your contract status or eligibility to work with Peninsula Clean Energy in accordance with state law.

6 REVIEW AND SELECTION PROCESS

Evaluation will be based on a combination of quantitative and qualitative criteria. Peninsula Clean Energy will evaluate each Offer against these criteria and select a subset of Offers to move to the Shortlist phase. The most qualified individual or firm will be selected based on the overall strength of each proposal, and the evaluation is not restricted to considerations of any single factor such as cost. The criteria used as a guideline in the evaluation will include, but not be limited to, the following:

1. Qualifications and experience of the entity, including capability and experience of key personnel and experience with other public and/or private agencies to provide these services
2. History of successfully performing services for public and/or private agencies and other CCA's
3. Completeness and strength of the proposed approach, including clarity of understanding of the scope of services to be provided and appropriateness of the proposed solution/services
4. Ability to meet any required timelines or other requirements
5. Cost to Peninsula Clean Energy for the primary services described by this RFP
6. References

7 AGREEMENT TERMS

Awardees will be required to enter into a contract using Peninsula Clean Energy's standard contract terms. Modification of the contract terms may be proposed by the Proposer for consideration by Peninsula Clean Energy but are not guaranteed to be accepted. Rejection of the final terms from Peninsula Clean Energy is grounds for disqualification. Shortlisted participants will be required to provide any redlines to the standard terms ahead of the interview phase.

Peninsula Clean Energy's standard terms for contracts under \$100,000 in value are available for review here:

<https://www.peninsulacleanenergy.com/wp-content/uploads/2019/11/Peninsula Clean Energy-Contract-Template-Under-100000-CEO-Level-v6-2019.04.doc>

8 SUPPLIER DIVERSITY

Consistent with its strategic goals, Peninsula Clean Energy has a strong commitment to foster a work environment that espouses sustainable business practices and cultivates a culture of innovation, diversity, transparency, integrity, and commitment to the organization's mission and the communities it serves. As part of that goal, Peninsula Clean Energy strives to ensure its use of vendors and suppliers who share its commitment to sustainable business and inclusionary practices.

To help ensure an inclusive set of vendors and suppliers, Peninsula Clean Energy's policy requires it to:

1. Strive to use local businesses and provide fair compensation in the purchase of services and supplies;
2. Proactively seek services from local businesses and from businesses that have been Green Business certified and/or are taking steps to protect the environment; and
3. Engage in efforts to reach diverse communities to ensure an inclusive pool of potential suppliers.

General Order 156 (GO 156) is a California Public Utilities Commission ruling that requires utility entities to procure at least 21.5% of their contracts with majority women-owned, minority-owned, disabled veteran-owned and LGBT-owned business enterprises' (WMDVLGBTBEs) in all categories. Qualified businesses become GO 156 certified through the CPUC and are then added to the GO 156 Clearinghouse database.

The CPUC Clearinghouse can be found here: www.thesupplierclearinghouse.com. While Peninsula Clean Energy is not legally-required to comply with GO 156, Peninsula Clean Energy's policies and commitment to diversity are consistent with the principles of GO 156, and, therefore, respondents to this RFP are asked to voluntarily disclose their GO 156 certification status as well as their efforts to work with diverse business enterprises, including those owned or operated by women (WBE), minorities (MBE), disabled veterans (DVBE), and lesbian, gay, bisexual, or transgender people (LGBTBE).

As a public agency and consistent with state law, Peninsula Clean Energy will not use any such provided information in any part of its decision-making or selection process. Rather, Peninsula Clean Energy will use that information solely to help evaluate how well it is conforming to its own policies and goals. Pursuant to California Proposition 209, Peninsula Clean Energy does not give preferential treatment based on race, sex, color, ethnicity, or national origin.

9 PENINSULA CLEAN ENERGY LEGAL OBLIGATIONS

Peninsula Clean Energy is not obligated to respond to any offer submitted as part of the RFP. All parties acknowledge that Peninsula Clean Energy is a public agency subject to the requirements of the California Public Records Act, Cal. Gov. Code section 6250 et seq. Peninsula Clean Energy acknowledges that another party may submit information to Peninsula Clean Energy that the other party considers confidential, proprietary, or trade secret information pursuant to the Uniform Trade Secrets Act (Cal. Civ. Code section 3426 et seq.), or otherwise protected from disclosure pursuant to an exemption to the California Public Records Act (Government Code sections 6254 and 6255) (“Confidential Information”). Any such other party acknowledges that Peninsula Clean Energy may submit to the other party Confidential Information. Upon request or demand of any third person or entity not a party to this RFP (“Requestor”) for production, inspection and/or copying of information designated as Confidential Information by a party disclosing such information (“Disclosing Party”), the party receiving such information (“Receiving Party”), as soon as practical but within three (3) business days of receipt of the request, shall notify the Disclosing Party that such request has been made, by telephone call, letter sent via email and/or by US Mail to the address or email address listed on the cover page of the RFP. The Disclosing Party shall be solely responsible for taking whatever legal steps are necessary to protect information deemed by it to be Confidential Information and to prevent release of information to the Requestor by the Receiving Party. If the Disclosing Party takes no such action, after receiving the foregoing notice from the Receiving Party, the Receiving Party shall be permitted to comply with the Requestor's demand and is not required to defend against it.

10 GENERAL TERMS AND CONDITIONS

1. **Peninsula Clean Energy's Reserved Rights:** Peninsula Clean Energy may, at its sole discretion: withdraw this Request for Proposal at any time, and/or reject any or all materials submitted. Respondents are solely responsible for any costs or expenses incurred in connection with the preparation and submittal of the materials for this RFP.
2. **Public Records:** All documents submitted in response to this RFP will become the property of Peninsula Clean Energy upon submittal and will be subject to the provisions of the California Public Records Act and any other applicable disclosure laws.
3. **No Guarantee of Contract:** Peninsula Clean Energy makes no guarantee that a contractor and/ or firm added to the qualified vendor list will result in a contract.
4. **Response is Genuine:** By submitting a response pursuant to this RFP, Respondent certifies that this submission is genuine, and not sham or collusive, nor made in the interest or on behalf of any person not named therein; the submitting firm has not directly or indirectly induced or solicited any other submitting firm to put in a sham bid, or any other person, firm or corporation to refrain from submitting a submission, and the submitting firm has not in any manner sought by collusion to secure for themselves an advantage over any other submitting firm.

11 DETAILED PROJECT DESCRIPTION AND SCOPE

Project Overview:

Peninsula Clean Energy is interested in having a deeper understanding of awareness and attitudes towards Peninsula Clean Energy, electric vehicles (EVs), and all-electric homes among residents in San Mateo County to inform marketing strategies for actual and potential Peninsula Clean Energy programs.

The research is intended to obtain a representative and statistically reliable reading of San Mateo County residents, with a large enough sample size that permits analyzing important segments and subgroups. Key groups include home owners, renters, income cross-sections, and major demographic groups.

Peninsula Clean Energy has three primary areas of interest: Peninsula Clean Energy awareness generally, customer attitudes towards electric vehicles, and all-electric homes. Specifically:

1. Peninsula Clean Energy Awareness and Perceptions: assessment of awareness and perceptions of the Peninsula Clean Energy brand and understanding of media consumption patterns
2. Electric Vehicle (EV) Awareness: assessment of level of awareness and perceptions associated with EVs such as benefits, liabilities, and intention to acquire.
3. Building Electrification Awareness: assessment of level of awareness and perceptions associated with all-electric homes or specific end uses in homes that are traditionally fueled by natural gas such as their benefits, liabilities and intention to electrify their homes.

The survey(s) must provide the ability to compare results of Peninsula Clean Energy awareness and EV awareness against the January 2019 baseline, where applicable, and, as such, are expected to draw on the questions utilized in that survey (see Appendix A). However, it is anticipated that some of the EV-related questions will be eliminated and that there may be additional questions related to brand perceptions. Peninsula Clean Energy has not conducted any prior building electrification awareness survey and this effort is expected to help benchmark customer perceptions and awareness in the area.

Proposals shall include in their response a recommendation on whether these three areas should be combined into a single survey or three separate surveys and the rationale for that approach. The recommendation should also specify what survey approach(-es) will be used. Finally, proposals should also include a recommendation on the necessity of conducting the

survey(s) in multiple languages to receive a true representative sample of San Mateo County, and if so, languages to be utilized.

The scope of work consists of four major components, which are further detailed in section 11.2 below:

1. Sample Acquisition
2. Survey Development
3. Survey Administration
4. Survey Analysis

Scope of Work:

11.1 Program Administrative Tasks

The consultant shall provide the following administrative functions to ensure timely project delivery.

11.1.1 Kickoff Meeting

Organize and participate in a kickoff meeting with Peninsula Clean Energy to review objectives, budget, timeline, administrative processes, and contract at a mutually determined time. Peninsula Clean Energy expects to meet weekly during the scope of this project, however, meeting frequency may be adjusted.

11.1.2 Expense Report

Provide a monthly expense report, documenting expenses including labor (hours, rates, total), subcontractor expenses (with invoices), if approved, and equipment (with invoices). This expense report must include total expenditures and remaining balance.

11.2 Program Tasks

11.2.1 Sample Acquisition

The consultant shall acquire a representative sample of San Mateo County residents to use for the survey.

11.2.2 Survey Design

The consultant in this project shall design a survey(s) to gain insights into how Peninsula Clean Energy should design customer outreach to residents in San Mateo County to achieve Peninsula Clean Energy's [Strategic Goals](#). Proposals shall include a detailed description of how these surveys would be designed and methodologies to be utilized.

Peninsula Clean Energy is seeking to gain insights in three general areas, general awareness, electric vehicles, and building electrification. Proposals shall include a recommendation if these surveys should be combined or conducted separately and rationale for that decision.

Design survey(s) to provide Peninsula Clean Energy with customer insights into the following areas, which include, but are not limited to:

General County resident insights:

1. Customer demographic data
2. Customer media consumption and trust-worthiness data
3. Customer opinions on topics including: the environment, climate change, energy, technology, cost-savings, transportation
4. Peninsula Clean Energy brand awareness, unaided
5. Familiarity with Peninsula Clean Energy
6. Familiarity with energy rates
7. Familiarity with Peninsula Clean Energy outreach
8. Familiarity with Peninsula Clean Energy programs
9. Other topics to be determined by Peninsula Clean Energy

Customer insights specific to electric vehicles:

1. Customer vehicle-purchasing journey and attitudes
2. Perceptions of vehicles and vehicle purchasing
3. Real and perceived barriers and benefits of EVs
4. Consumer attitudes
5. Familiarity with electric vehicles
6. Familiarity with vehicle charging and charging preferences
7. Likelihood to purchase an EV
8. Awareness of Peninsula Clean Energy outreach and incentives for EVs
9. Other topics to be determined by Peninsula Clean Energy

Customer insights specific to building electrification:

1. General perceptions of all-electric homes
2. Real and perceived barriers and benefits of all-electric homes. These would include, but not limited to cost, ease of use and health outcomes
3. Consumer attitudes towards specific end-uses that are traditionally fueled by natural gas (example: space heating, water heating, cooking)
4. Familiarity with all-electric homes and the specific end uses
5. Familiarity with PVs and back-up battery storage
6. Likelihood of electrifying a specific end-use or whole home

7. Familiarity of their local city's efforts towards building electrification
8. Other topics to be determined by Peninsula Clean Energy

Contractor should test survey for clarity and ease of understanding to ensure data responses are valid.

11.2.3 Survey Administration and Methodology

Proposals should outline how surveys are to be administered, including methodologies employed and strategies to collect responses. A detailed outreach plan should include, at a minimum:

- Goals for contacts and survey completion to achieve a high confidence level in results
- Survey methodology (phone, online, etc.) and rationale for approach
- How contacts are to be obtained
- How a representative sample of San Mateo County will be established

All communications scripts, email or otherwise will be reviewed and approved by Peninsula Clean Energy before implementation. Peninsula Clean Energy may, at its discretion, require use of Peninsula Clean Energy branding and style. Consultant shall recommend whether Peninsula Clean Energy branding be utilized based on whether doing so would aid or hinder the survey objectives.

11.2.4 Survey Analysis

Consultant shall provide a brief overview summary, based on early findings, during the survey administration phase, to keep Peninsula Clean Energy updated on progress.

Consultant shall create an in-depth summary of findings in the form of a final report, including general findings and trends and more granular findings, filtered by demographic data, as well as an executive summary overview. The final report should be provided as a stand-alone document and also delivered to Peninsula Clean Energy via webinar or in-person presentation with a copy of the slides made available to Peninsula Clean Energy.

11.3 Deliverables

Consultant shall deliver the following:

1. Kickoff meeting
2. Monthly expense reports

3. Final survey language
4. Overview summary, based on early findings
5. Professionally formatted slide deck of results suitable for executive presentations
 - a. Slides will utilize a Peninsula Clean Energy template to be supplied
 - b. All results shall be presented with confidence intervals
 - c. Methodology and sampling will be described
 - d. Assumptions and methodological challenges will be identified
 - e. High-level executive summary will be included
6. Detailed final report, including cross-tabs of all results

11.4 Schedule

Time is of the essence for this project. Proposals should outline how the entire project can be completed from project kickoff to final report within 90 days. A detailed timeline, outlining when deliverables will be completed, is required to be included in the proposal.

12 Appendix A

The 2019 Survey, including recommendations on questions to be removed, begins on the following page.

**SAN MATEO COUNTY EV AWARENESS AND INTEREST
QUESTIONNAIRE**

Study No. 4518
December/January 2018

<p>FINAL 12-20-18 Quota 300 Phone & 200 Online</p>
--

<p>FOR OFFICE USE ONLY – DO NOT FILL IN</p> <p>QUEST. NO. _____ [101-104]</p>
--

INTERVIEWER'S NAME: _____

DATE OF INTERVIEW: _____ TIME START: _____ AM
PM
[1/20-23]

<p>CATI INTRODUCTION INTERVIEWER: EXPLAIN WHY YOU ARE CALLING AND ASK TO SPEAK WITH "HEAD OF HOUSEHOLD" STATUS RESPONDENT.</p> <p>READ: Hello, my name is _____ and I'm from XXX, a national public opinion research firm. We are conducting a customer survey on behalf of Peninsula Clean Energy to help them understand how people in San Mateo county feel about electric vehicles. This is not a sales contact and no one will try to sell anything to you. The survey usually takes less than 15 minutes to complete.</p> <p>ONLINE INTRODUCTION This survey is being conducted on behalf of Peninsula Clean Energy to help understand how people in San Mateo county feel about electric vehicles.</p>
--

S1a. First, have you participated in any survey from Peninsula Clean Energy—either by telephone or online—within the past 90 days?

<input type="radio"/> Yes	<input type="radio"/> THANK AND TERMINATE
<input type="radio"/> No	<input type="radio"/> CONTINUE
<input type="radio"/> Prefer not to answer/Not sure	<input type="radio"/> THANK AND TERMINATE

S1b. Are you the person in your household responsible for decisions regarding purchasing or leasing a vehicle or who has input in these decisions for your household?

Yes, I am responsible	CONTINUE
I have joint responsibility	CONTINUE
No, a different person responsible	CATI: ASK TO SPEAK WITH PERSON RESPONSIBLE ONLINE: PROVIDE SURVEY LINE TO PERSON RESPONSIBLE
Not sure/it varies	TERMINATE

3. Why do you say that? **Probe:** Anything else?

4. Now I would like to ask how you feel about electric vehicles. Please indicate your agreement with each of the following statements **using a scale where 1 means Strongly Disagree and 5 is Strongly Agree.**

Strongly Disagree				Strongly Agree	Not Sure
1	2	3	4	5	
<input type="radio"/>					

ROTATE LIST – DO NOT SHOW HEADERS

Trend perception

- 1. EVs will become very popular among average people
- 2. The US is too committed to gas engines to get rid of them entirely
- 3. Only environmentalists drive electric vehicles

Aspiration

- 4. Would make me feel like **you/I** have the latest technology
- 5. An EV would be fun to drive
- 6. Driving EVs is one of the best things one can do for the environment
- 7. **You/I** do not like the look of current EVs
- 8. Would perform like a high-performance vehicle
- 9. Have concerns about the environmental impact of batteries
- 10. Driving an EV is too much of a political statement for me

Practicality perception

- 11. EVs are not available in the vehicle type I want (like a truck or SUV)
- 12. Current EVs cost more than traditional gas vehicles to obtain
- 13. Electric vehicles are easier and less expensive to maintain
- 14. Electric vehicles are good for commuting
- 15. Would be concerned about when and where I can charge my car
- 16. Would be concerned about range for long trips other than daily commute
- 17. Having the home charger installed would be difficult or costly
- 18. Charging the car at home would make my electric bill high
- 19. Would be very economical to run

Other

- 20. Have heard good things from friends who have EVs

5. Delete

6. Delete

7. Moved after Q1...now Q1.5

8 - 11. Delete

ASK EVERYONE

PSYCHOGRAPHICS

12. Now I would like to know about other opinions you may have. Please indicate your agreement with each of the following statements using a scale where 1 means Strongly Disagree and 5 is Strongly Agree.

Strongly Disagree				Strongly Agree	Not Sure
1	2	3	4	5	
<input type="radio"/>					

ROTATE LIST – DO NOT SHOW HEADERS

Environmental Orientation

- 1. You/I make considerable effort to reduce your/my impact on the environment
- 2. Climate change is not being addressed aggressively enough

Orientation to Technology

- 3. You/I like to have the latest technology
- 4. You/I am someone others come to with their technology questions

General Attitudes

- 5. Your/My car is a reflection of who you are/I am
- 6. You are/I am always looking for ways to save money

13. People get their local news and information from many types of sources such as social media sites, TV or radio stations, publications, and online sources. Thinking about where you usually get your local news and information, please tell me/enter your top 3 sources.

(ONLINE ONLY) For example, if you watch KPIX/Channel 5 news, visit sfgate.com, and listen to 740AM radio as your top 3 sources of news and information, enter KPIX or Channel 5 news, sfgate.com and 740AM radio.

CATI INTERVIEWER: please probe to capture as much detail as possible like what social media sites, what tv or radio stations, what newspapers, magazines, or other publications, what radio stations, or what websites.

<open 1>

<open 2>

<open 3>

Don't know

ASK EVERYONE

AWARENESS OF PCE

Next, we have a few questions about energy companies.

Q14. From whom do you currently purchase electricity? (open ended but have pre-codes available for phone interviewer).

- PG&E
- Peninsula Clean Energy (PCE)
- Northern California Power Agency
- Silicon Valley Power
- Other: Specify
- Don't Know

Q15. One of the electricity providers in San Mateo county is Peninsula Clean Energy. Which of the following describes your awareness of Peninsula Clean Energy?

- You/I currently purchase electricity from Peninsula Clean Energy (as stated before)
- You/I have heard of Peninsula Clean Energy before this survey
- This is the first you/I have heard of Peninsula Clean Energy

SKIP Q17 IF Q15=NOT AWARE

17. Please tell me if you think each of the following statements is true or false. **RANDOMIZE LIST. ALLOW FOR BUT DO NOT ASK DON'T KNOW/NOT SURE.**

- Peninsula Clean Energy is a company division/branch of PG&E
- Peninsula Clean Energy charges lower rates than PG&E
- Peninsula Clean Energy is a public agency in San Mateo County
- Peninsula Clean Energy provides cleaner energy than PG&E

Q16. Delete

SKIP Q18 IF Q15=this is first heard of PCE

18. Peninsula Clean Energy has made some efforts to promote the purchase or lease of electric vehicles (EVs). Please tell me if you are aware of any messages or events promoting EVs in San Mateo County in the last several months. **Are you aware of EV promotions in... (READ LIST)**

- TV news coverage
- Magazine ads
- Newspaper ads
- Online ads
- Ads on social media
- Flyers mailed to your home
- Emails
- Information on Peninsula Clean Energy website
- Peninsula Clean Energy booth at community events
- (Volunteered)** Other (specify)
- None of the above**

ASK IF ANY MENTIONS IN Q18

19. As a result of seeing any of these messages, did you do any of the following? **(READ LIST)**

- Visit the Peninsula Clean Energy Website
- Visit a dealership
- (Volunteered)** Did nothing
- (Volunteered)** Other (specify)

ASK EVERYONE

DRIVING PATTERNS

(INSERT FOR ONLINE ONLY) Next, we have a few questions about your driving patterns.

Programming note: For phone, ask Q20 only and skip Q21 – Q26. All questions in series would be asked online.

20. About how many miles a day do you drive any type of vehicle on a typical weekday? **(READ LIST)**

- Less than 20 miles a day
- 20-39 miles
- 40-59 miles
- 60-99 miles
- 100 miles or more
- (Volunteered)** Not sure

21. Do you drive for an app-based ride share service like Uber or Lyft?

- Yes
- No

22. When do you expect that you or others in your household will acquire any type of vehicle for the household?
(READ LIST)

- Within the next year
- More than one year
- Do not anticipate obtaining a vehicle

ASK Q23 IF PROVIDED A TIME FRAME IN Q22-OTHERS SKIP TO DEMOGRAPHIC SECTION

23. And when you do anticipate getting a vehicle, would you acquire it new or used?

- New
- Used
- Don't know

24. Delete

25. What sources will you use for information when you look for a vehicle? **(READ LIST)**

- Manufacturer brochure
- Salesperson at dealership
- Website reviews (like Edmunds, Motor Trend, KBB)
- Informational websites or blogs
- Auto/Car magazines
- Consumer Reports
- Social media
- Family and friends' word of mouth and experience
- Peninsula Clean Energy
- (Volunteered)** Other (specify)

If multiple responses in Q25, ask Q26

26. Of the sources you would use, which do you feel would have the most trustworthy information in your search for a new or used vehicle? (Select one) **(READ LIST IF NEEDED)**

<pipe list from Q25>

- Manufacturer brochure
- Salesperson at dealership
- Website reviews (like Edmunds, Motor Trend, KBB)
- Informational websites or blogs
- Auto/Car magazines
- Consumer Reports
- Social media
- Family and friends' word of mouth and experience
- Peninsula Clean Energy
- Not sure

ASK EVERYONE

DEMOGRAPHICS

Finally, I have just a few factual questions for classification purposes only. Your responses will be kept confidential.

D1. What is your gender? **CATI: RECORD GENDER**

- Female
- Male
- Other
- (Volunteered)** Prefer not to answer

D2. What best describes the type of residence in which you live? **(CATI READ LIST IF NEEDED)**

- Single family home
- Multi-Unit Home
- Other Please specify
- Prefer not to answer

D3a. Do you own or rent your current residence?

Own

Rent

Other Please specify

Prefer not to answer

D3b. And at your residence, do you have dedicated personal garage space?

Yes

No

D3c. Do you have solar panels on your home?

Yes

No

D4. How long have you lived at your current residence?

Less than one year

One year to less than five years

Five years to less than ten years

Ten years to less than twenty years

Twenty years or more

(Volunteered) Prefer not to answer

D5. Including yourself, how many adults and children currently live at your residence?

One

Two

Three

Four

Five

More than five

(Volunteered) Prefer not to answer

D6. I will read a list of income categories; please stop me when I reach the category that best describes what your total household income was for the full year 2018, before taxes. **(READ LIST)**

Under \$50,000

\$50,000 to less than \$100,000

\$100,000 to less than \$150,000

\$150,000 to less than \$200,000

\$200,000 to less than \$250,000

\$250,000 or more

(Volunteered) Prefer not to answer

D7. I will read a list of ages. Please stop me when I reach yours. Are you between **(READ LIST)**

18 to 29 years

30 to 39 years

40 to 49 years

50 to 64 years

65+ years

(Volunteered) Prefer not to answer

D8. Please stop me when I read the last grade or level of school that you completed. **(READ LIST)**

Please select the last grade of level of school that you completed.

High school graduate or less

Some college

Four-year college graduate

Graduate school or more

(Volunteered) Prefer not to answer

D9. What ethnic group do you consider yourself a part of or feel closest to? **(READ LIST IF NEEDED)**

What is your race?

Caucasian/White

Asian-American

Pacific Islander

African-American/Black

Native American

(Volunteered) Other Please specify

(Volunteered) Prefer not to answer

D10. Are you of Hispanic, Latino or Spanish origin?

Yes

No

Prefer not to answer

Thank you for your time and participation.