



2020 Used Electric Vehicle Program Request for Proposals

Q&A Responses

Peninsula Clean Energy, locally-controlled by the San Mateo County community, provides lower prices, clean energy, and community reinvestment.

Responses are due December 4, 2020 at 5pm Pacific Time

#	Question	Answer
1	Item 4 of the Content of Response section states PCE would like to see a Proposed Schedule in table or chart format. Is it the intent to have the Proposed Schedule cover the program ramp up and launch only, or to show all implementation activity for the 3 year period, including ramp down activities?	The intent is just to have a schedule for the program set up and launch. Ongoing implementation and ramp down activities are optional but not required.
2	Regarding item 3.6 Low Income Resident Support, in the Detailed Project Description and Scope, is it the intent to conduct outbound calls to all low income residents or only to those who demonstrate interest?	In Item 3.6 Low Income Resident Support, the intent is to conduct outbound calls to low-income residents who demonstrate interest in the program via the interest form. However, Item 3.3 Marketing & Outreach #3 of the Consultant Tasks also states the Consultant would: "Conduct targeted outreach to low-income residents, which may include phone, email, and in-person outreach such as tabling at community events." In this case, this <i>could</i> include doing outbound calls to some low-income residents who have not expressed interest in the program but are deemed to be a target audience. Proposers should specify their strategy and tactics to maximize the effectiveness of the program.
3	In the Approach section, PCE is asking bidders to provide an "analysis of the population(s) to reach through the program." Can you please specify the type of analysis and data you would like bidders to provide?	This analysis could include what type of customer we should target for the program and what the potential size of that target audience is. For instance, this could include what demographics and customer personas to target, geographic attributes, and potential population sizes. Proposers should provide their analysis based on their assessment of community needs and effective targeting.
4	For Qualification and Experience, PCE is asking bidders to identify relevant licenses and certifications. For this scope of work, does PCE anticipate the vendor needing any licenses beyond a business license to operate in California?	No, PCE does not anticipate the vendor needing any license beyond a business license to operate in California. Proposers may provide information on other licenses and certifications which may be deemed helpful to demonstrate supporting expertise or capabilities.
5	The RFP states that a Supplier Diversity Questionnaire is attached, but we find no attachment. Could you	The link was inadvertently omitted from the original RFP but it has since been updated with

	please attach or direct us to where the questionnaire is located?	the link. The questionnaire can also be downloaded here .
6	What is the difference between the following two items (3.2.4 and 3.3.2), or are they the same thing? 3.2 Program Set Up – 4. Develop program documents, forms, email templates, and outreach materials as mutually determined with Peninsula Clean Energy 3.3 Marketing & Outreach – 2. Develop content for low-income resident outreach, which may include program fliers, emails, and postcards. This may include translating materials into relevant languages.	These are the same things. Most of the materials are expected to be developed in the program set up phase. However, if content for low-income outreach/marketing is needed after the program has launched, the Consultant may be asked to develop such additional content and materials.
7	Page 20 of 21 appears to be the last page on the PDF – is there a page 21?	No, there is no page 21, this was an error and has been fixed.
8	Page 7 lists under 2. Approach “Goals and measurable objectives including targeted metrics on outreach” – Is the expectation that the respondent provides the targeted metrics and PCE is responsible for measurement? Or is the respondent expected to report on progress toward targeted metrics? If yes, would this fall under 3.1.1, monthly progress reports?	PCE would like for the Proposer to suggest targeted metrics for the program. These will be refined and finalized by PCE and the selected Consultant. The Consultant is also responsible for tracking progress (with the exception of broad-based, i.e. non-low income, marketing metrics which PCE will lead on and track). Yes, these must be included in the monthly reports.