



Request for Proposals

Peninsula Clean Energy, a California Joint Powers Authority, is seeking proposals from interested vendors to provide EV Adoption Community Engagement services.

Responses are due *May 7, 2025, at 11:59pm Pacific Time.*

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1 RFP OVERVIEW

Peninsula Clean Energy Authority issues this Request for Proposals (RFP) for potential partners to collaborate on community engagement and educational initiatives aimed at raising community awareness and increasing understanding of electric vehicles (EVs) as well as other electric micromobility alternatives.

We aim to offer local residents valuable opportunities to learn about EVs through hands-on experiences, information sharing, digital or virtual experiences, outreach at various community event, etc. Outreach campaigns should be designed to promote EVs, increase awareness and likelihood to purchase EVs, address barriers, promote solutions (rebates, programs, information, etc.), etc.

Program objectives and priority audiences are listed in Section 12 under “Project Overview” below.

PCE may, at its discretion, award multiple contracts to various bidders from this RFP. Contract award amounts are anticipated to be approximately \$75,000 for a two-year term(s), with the option to extend another year.

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 experience and explain how they can contribute to services requested.

2 ABOUT PENINSULA CLEAN ENERGY

Peninsula Clean Energy is the not-for-profit locally-led electricity provider for San Mateo County and Los Banos. Our mission is to reduce greenhouse gas emissions by expanding access to sustainable and affordable energy solutions. The agency serves over 300,000 customers by providing more than 3,500 gigawatt hours annually of electricity that is 100% carbon-free.

Since Peninsula Clean Energy launched in October 2016 customers have saved over \$200 million and over 1 million metric tons CO₂e from our electric service compared to 2016 baseline, equivalent to over 140 million gallons of gasoline use. The agency has earned investment grade credit ratings from Moody's and S&P. For more information on Peninsula Clean Energy, please go to www.peninsulacleanenergy.com.

3 RFP SCHEDULE

3.1 RFP Schedule

Event	Date
RFP released	April 2, 2025
Deadline to submit questions	April 16, 2025 at 11:59pm
PCE responses to be posted on PCE website	April 23, 2025
Deadline for proposal submission	May 7, 2025 at 11:59pm
Proposal reviews complete	May 9, 2025
Interviews	May 12–16, 2025
Notice of Award	May 23, 2025
Contract execution	June 6, 2025
Project kickoff	June 9, 2025

- **Question & Answer:** Proposers may submit questions concerning the RFP with the subject “Questions - <Vendor Name> - EV Community Engagement” to info@peninsulacleanenergy.com
- **Offer Review:** Peninsula Clean Energy will evaluate all Offers according to the criteria listed below.
 - 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 will conduct interviews with Shortlisted Parties 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 info@peninsulacleanenergy.com with the subject "Proposal - <Vendor Name> EV Community Engagement".

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

2. Work Plan and Budget Table
 - a. Applicants will submit a Work Plan that details your proposed outreach campaigns, metrics, and budget.
 - b. Please use [this template](#) to format the Work Plan and budget table.
 - i. The template can be downloaded here. Please submit it as an Excel or Google Sheets file.

3. Approach for each campaign (maximum of one page each)

Detail the following aspect for each campaign you plan to use:

 - a. Explain how this campaign resolves a marketing challenge. Please cite specific, quantifiable ways that this campaign addresses a marketing challenge.
 - i. For example: *We ran an EV Ambassador campaign in 2024, and found that residents who participated in this program reported they were 25% more likely to purchase an EV after that conversation with an EV Advisor and 50% reported they know more about EVs.*
 - b. Describe why you believe this activity achieves PCE’s stated objectives listed in Section 12.
 - c. Show examples of previously executed campaign activities or events to demonstrate your experience.
 - d. Logistics for execution, including event planning, marketing and community engagement.
 - e. Timeline and milestones.
 - f. Key challenges and resolutions.

4. Summary of your organization’s history of and demonstrated capacity to implement your proposed work plan (up to one page). Include bios and/or resumes of leadership team directly involved.

5. Summary of current or previous work you've had with underserved communities, including partnerships, campaign activities, etc. (up to one page).

6. Two to five references

7. Supplier Diversity Questionnaire (Optional)
Peninsula Clean Energy's Supplier Diversity Questionnaire can be downloaded at: <https://www.peninsulacleanenergy.com/wp-content/uploads/2023/06/Supplier-Diversity-Questionnaire-V4.docx>. 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 recommended by the

RFP Evaluation Committee based on the overall strength of each proposal and 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. A clear and comprehensive understanding of the Scope of Work and proposals for increasing community awareness and interest in EVs and electric micromobility alternatives, including providing quantifiable goals for success for each activity
2. 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
3. A proposed budget detailing estimated costs and resource allocation for each outreach campaign, for the primary services described by this RFP
4. Examples of previous work demonstrating experience in campaign execution and community engagement for other public and/or private agencies
5. Evidence of past or ongoing engagement with underserved communities that currently have relatively lower adoption of EVs, which can include:
 - a. Residents of multi-family housing
 - b. Customers who live in a Disadvantaged Community (DAC)
 - c. Other communities suggested by bidders
6. PCE may, at its sole discretion, chose all or a subset of activities proposed by bidders, and may add or reduce the number of proposed outreach events, to be finalized during contracting
7. Existence of and circumstances surrounding any claims and violations against you or your organization
8. PCE may make multiple awards for this RFP

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 contract terms are available for review here:

<https://www.peninsulacleanenergy.com/contracts/>

8 INCLUSION OF NON-PARTICIPATING AGENCIES

PCE is asking all responding vendors to indicate their willingness to extend the terms of resulting contracts, inclusive of price, to other interested California-based municipalities, municipally-owned utilities and community choice energy programs. While this clause in no way commits these agencies to contract with PCE's awarded vendor, nor does it guarantee any additional orders will result, it does allow other agencies, at their discretion, to make use of PCE's competitive process (provided said process satisfies their own procurement guidelines) and purchase directly from the awarded vendor. All purchases made by other agencies shall be understood to be transactions between that agency and the awarded vendor; PCE shall not be responsible for any such purchases.

9 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 asks utility entities to set a goal 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. 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.

10 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.

11 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 vendor 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.

12 DETAILED PROJECT DESCRIPTION AND SCOPE

Project Overview

Peninsula Clean Energy's (PCE) mission is to reduce greenhouse gas (GHG) emissions in San Mateo County and the City of Los Banos. Emissions from transportation and building natural gas use comprise the largest sources of GHGs within PCE's territory.

Switching from gas to electric vehicles is a key component of PCE's strategy to reducing greenhouse gases in the transportation sector. PCE currently has several offerings to make EVs more accessible and affordable.

PCE's current EV offerings include:

- A \$2,000 incentive for income-qualifying customers towards the purchase of a used EV
- Free technical assistance and incentives for property owners to install EV chargers at multifamily dwellings (apartments) and businesses
- A free EV Advisor service to provide one-on-one consultation to answer residents' questions about EVs

Still, there is still more effort required to ensure an inclusive and rapid transformation from gas to electric vehicles.

PCE is seeking a qualified vendor(s) to provide EV outreach campaigns, events (such as Ride and Drives, EV showcases, etc.), and other activities, further described in this RFP, to both accelerate EV adoption generally and in particular with historically underserved communities.

These efforts are aimed to significantly increase and accelerate electric vehicle adoption in our service territory, including electric micromobility alternatives (like e-bikes and scooters).

Bidders may bid on all or portions of the campaign components outlined in this RFP.

PCE may choose to select all or a subset of marketing activities proposed by bidders, at its discretion, to be finalized during contracting. PCE may, at its discretion, award multiple contracts to various bidders from this RFP.

Contract award amounts are anticipated to be approximately \$75,000 for a two-year term(s), with the option to extend another year, upon mutual determination. Payment terms will be based on time and materials and completed deliverables, to be finalized in contracting.

Program Goals and Objectives

1. Increase EV and Micromobility adoption through compelling campaigns and hands-on experiences
2. Support the transition to EVs and micromobility alternatives by providing educational information and/or experiences on incentives, infrastructure, available vehicle options, etc.
3. Help residents to take further action in PCE or other EV programs
4. Engage and support underserved communities

5. Build a positive brand reputation for Peninsula Clean Energy

Priority Audiences

1. Residents of multi-family properties at which EV charging has been recently installed through PCE programs (or other)
2. Residents who do not have much information about EVs or other micromobility alternatives
3. Residents who are looking to purchase a vehicle in the next 1-3 years
4. Underserved, low-income communities
5. Residents who may have language or technology barriers to access information about EVs or other micromobility alternatives
6. Renters who live within 5-10 miles to public EV chargers

Below is a list of possible outreach activities Bidders should propose outreach campaigns that can include some of the concepts listed below or other activities not mentioned. Creative ideas are strongly encouraged.

Possible Outreach Activities

1. In-person outreach to residents of multi-family housing, following the installation of EV charging through PCE programs, to encourage EV adoption. Bidders are encouraged to provide additional proposals or suggestions for this task. (Highly desirable)
2. In-person ride and drive events or EV showcases
3. In-person or virtual workshops and education events
4. Participation in community events such as Pacifica Fog Fest, Fourth of July Parades, San Carlos Hometown Days, Los Banos Tomato Festival, etc. to promote EV adoption
5. A digital ad campaign using Google Ads and other social media ads to increase awareness and familiarity of EVs
6. A collaborative campaign with local organizations, community leaders, and stakeholders to tailor messaging and engagement activities to diverse populations to promote EV adoption
7. Other campaigns that increase EV awareness, reduce costs to purchase EVs or other barriers, increase familiarity with EV charging, etc.

If you are a current awardee of Peninsula Clean Energy's Outreach Grant program, you are still eligible for this RFP. However, PCE Outreach Grantees must provide a different Scope of Work for this RFP than what is listed in the PCE Outreach Grant Scope of Work. PCE will not pay twice for the same work.

Vendor Scope of Work

Kickoff and check-in meetings

Vendor will develop an agenda and lead a program kickoff meeting with PCE to review program goals and objectives, budget, timeline, implementation, and administrative processes. PCE will provide feedback on the items and ask the vendor for revisions if needed.

Meeting will be scheduled at a mutually determined date promptly following contract execution.

At the meeting, the vendor and PCE will mutually determine the cadence of the recurring check-in meetings for the duration of the performance period. For recurring check-in meetings, vendor will work with PCE to determine the agenda at minimum two days prior to the meeting. Meetings

will focus on program progress updates, reviewing deliverables, and determining expected milestones for the next meeting.

Finalize campaign activities and determine outreach materials

After the kickoff meeting is held, vendor will take any feedback provided by PCE and provide a final list of campaign activities that have a final tentative budget, timeframe, and all other logistics finalized.

This should be provided to PCE within 14 days of the kickoff meeting.

Determine outreach materials

Vendor will work with PCE to determine which materials vendor will use and distribute at events and/or other outreach activities.

PCE will provide fliers for their EV resource website as well as other collateral.

Execute outreach activities

Vendor will manage all aspects of the outreach activities, including host site agreements, insurance, setup/tear down, materials, route management, site plans, dealer outreach and coordination, refreshments, registration, and promotional elements, as relevant.

Outreach and advertising efforts (using PCE-approved messages and materials) can potentially include social media, web, posters, etc.

If the vendor will be doing test drives, they must provide a diverse set of vehicles and a professional and consistently positive experience for participants. Vendor will collect contact information for each person driving and/or riding in each car, including name, address, email, and a signed waiver from each participant to have this information provided to PCE.

Periodic progress report

Provide periodic (monthly or other cadence to be determined) 1-2 page report with the designated PCE contract administrator outlining project progress, challenges encountered, and objectives for the following month. The report will be submitted with an Expense Report and invoice.

Vendor will provide metrics, as jointly determined with PCE at the beginning of the contract term, to PCE after each outreach activity, including customer satisfaction surveys, as relevant. The metrics will be included in each invoice sent to PCE.

Documentation to be provided with the progress report may also include outreach materials, sample communications, training materials, event photos, and training materials (agendas, participant rosters, slides, etc.).

Expense Report

Provide a regular (monthly or other cadence to be determined) expense report documenting expenses including labor (hours, rate, total), subcontractor expenses (with invoices), and equipment (with invoices). The expense report must include running expense total.

1. Project meetings

Participate in project review meetings with the designated PCE contract administrator to review project progress. Cadence of these meetings will be determined at the Kickoff meeting.

At these meetings, PCE and the vendor may discuss the status of the contract, answer any questions, and talk about anything else that may be required to continue the Contract effectively. PCE will work with the vendor to set the agenda.

2. Annual Report

Provide an annual report (appropriate for public distribution), as a standalone document or slide deck, and includes:

1. Executive summary
2. Itemized description of outcomes for each outreach activity in the prior year
3. Final metrics for each outreach activity
4. Itemized description of any additional accomplishment
5. Financial summary comparing expenditures to the project budget