



2025 RFP for EV Adoption Community Engagement

Q&A Responses Updated on April 23, 2025

Peninsula Clean Energy, a California Joint Powers Authority, is seeking proposals 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.

RFP launch date: April 2, 2025

Deadline for questions: April 16, 2025, at 11:59 p.m. Pacific Time

Responses are due May 7, 2025, at 11:59 p.m. Pacific Time

RFP Website:

<https://www.peninsulacleanenergy.com/solicitations/rfp-for-ev-adoption-marketing-services/>

#	Question	Response
1	In one location in the RFP, it identifies the budget as \$50,000 for a one-year term and elsewhere it indicates \$75k for a two-year term. What is the anticipated budget amount?	This was an error. PCE is expecting to spend approximately \$75,000 for a two-year term per agreement, though final contract amounts will be determined during contracting. The RFP language has been updated.
2	Does the budget include the cost for advertising, printing, and other fixed costs?	Yes, the budget is inclusive of all costs.
3	Are there specific geographic areas within your service area you wish to target? For example, you list examples of events ranging from Pacifica to Los Banos.	There is not a specific priority geographic area. However, do note that there are "Priority Audiences" in Section 12.
4	Do you have preferred vendors for ride-and-drive events or EV showcases?	PCE does not have preferred vendors for this.
5	How many events/efforts would you anticipate being carried forward under this contract?	<p>PCE does not have a specific number of events they want to hold. PCE prioritizes the type of activity, their creative solution, and outcomes over holding a specific number of events.</p> <p>Bidders should include how many events that they will hold or attend, as applicable, in their proposals.</p>
6	Who is the incumbent for this work?	There is currently no incumbent for this work.
7	Could you kindly confirm whether there is a preference for local agencies, or if you would be open to working with a Canadian agency that has experience in delivering similar work for clients across the United States, including in states such as California, Colorado, and Wyoming?	PCE does not have a local hiring preference.
8	Is the \$50,000 budget inclusive of media buys, or should they be considered separately?	The anticipated budget is \$75,000 for two years, per agreement, inclusive of all costs. This was an error in PCE's RFP that has been corrected.

9	Our partner is already planning to lead another proposal we're aware of. If we were to join their team as a sub-consultant on a separate proposal, would they be allowed to serve as the lead on both proposals?	Bidders are free to suggest partnerships and subcontractors arrangements as they choose.
10	Budget Clarification: Is the total budget of \$50,000 allocated for the 2025 calendar year (6 months)? And is the \$75,000 the total budget for the second year of the project?	The total budget is \$75,000. The budget of \$50,000 was an error and has since been corrected to \$75,000.
11	Could you clarify if this work will focus on all of PCE's territory, or are there specific target areas? Additionally, would you be able to share any priority areas where EV charging stations have been recently installed?	<p>PCE's goal with this RFP is to increase EV awareness throughout San Mateo County and Los Banos. PCE is not suggesting specific target areas.</p> <p>However, there should be engagement in areas that reach Priority Audiences. Please see the definition of Priority Audiences in Section 12 in the RFP. PCE can share a list of multi-family properties with recent EV charging installation to selected contractor(s).</p>
12	Are there any community organizations in Los Banos currently working with PCE?	PCE is not working with any community organization in Los Banos on this work.
13	Does PCE participate in the Clean Cars 4 All program in both regions?	PCE does not administer or is not involved in the operations of Clean Cars 4 All.
14	Can you provide more details on the invoicing process, payment terms, and timeline for disbursements?	PCE is open to working with the selected vendor(s) on invoicing process and can be flexible on payment arrangement that will work with the vendor(s). Payment is expected to be based on time and materials and deliverables or milestones.
15	Could you please confirm that the check-in meetings described on page 15 of the RFP under "Kickoff and check-in meetings" are the same meetings described on page 17 as "1. Project meetings" or clarify how these two groups of meetings differ?	"Project Meetings" on page 17 are the same as "Check In Meetings" on page 15.
16	For the priority audiences listed on page 15 of the RFP, could you please describe the types of data/information you have available to support	PCE can share a list of past and upcoming EV charging projects

	<p>targeting these customers for engagement? For example, this could include a list of recent multi-family properties that have participate in PCE's EV charging programs, customer survey results describing vehicle purchasing intentions, and so on.</p>	<p>that the selected vendor(s) can use to organize events.</p> <p>PCE also has access to customer data and can do targeted outreach.</p>
<p>17</p>	<p>Can one organization submit multiple proposals with different approaches, with the understanding that only one would be selected?</p>	<p>PCE is expecting to choose campaign proposals across one or more bidders. If a bidder has multiple proposed concepts, please put those into the same response.</p>
<p>18</p>	<p>In the RFP, PCE says that "Residents of multi-family properties at which EV charging has been recently installed through PCE programs (or other)."</p> <p>Q: Can PCE share the number of properties, tenants and charging stations? These numbers will help inform the proposal. If PCE cannot provide this information, how would they recommend bidders approach developing a proposal?</p>	<p>The RFP worksheet encourages bidders to list pricing by campaign. Total volume (e.g. the number of events) and corresponding budget will be adjusted depending on demand and upcoming projects.</p> <p>For additional context, PCE has provided funding to 75 EV charging projects at multi-family properties with about 70 additional multi-family properties in progress at this time.</p>