

ADECA RFP for Electric Vehicle Education and Marketing Consultant

The purpose of this document is to provide detailed specifications to the Alabama Department of Economic and Community Affairs (ADECA) for seeking a consultant to provide an Electric Vehicle (EV) Education and Marketing Program for the State of Alabama. This program will educate citizens about the investment the state is making in EV charging stations.

This document provides the following:

- Description of Goals
- Description of Tasks
- Suggested minimum experience and qualifications
- Technical proposal requirements for respondents
- Selection criteria

Proposals are due **December 21, 2020** and must be received electronically no later than 11:59 PM at maureen.neighbors@adeca.alabama.gov.

This document likely requires integration with State of Alabama required procurement guidelines and requirements in order to be finalized.

Statement of Need:

The Alabama Department of Economic and Community Affairs (ADECA) is seeking a consultant to provide an Electric Vehicle Education and Marketing Program for the State of Alabama.

Today, the EV market is steadily increasing. The State of Alabama has been tasked with planning for and deploying EV infrastructure. The Alabama Legislature and Governor Kay Ivey have recognized the importance of EV charging stations and appropriated funding to provide EV infrastructure as well as education and marketing. The State has completed planning efforts for EV infrastructure deployment. Additionally, the State has identified three sources of funding for the EV infrastructure deployment: 1) State infrastructure funds, 2) State educating and marketing funds, and 3) Volkswagen Settlement funds.

ADECA is seeking an experienced consultant who shares this vision and will assist ADECA in addressing Alabama's EV infrastructure needs. The requirements of the RFP outline a role for an experienced consultant. The role is one that requires an entity that can: identify and educate consumers and market Alabama's EV goals. Demonstrated and proven ability in all these areas will be a requirement of the winning respondent.

Experience

- Contractor should demonstrate successful coordination of education and/or marketing projects.
- Contractor should have multiple years of experience

- Contractor must submit three references from previous engagements providing similar services.

Proposal Responses should address the following:

Scope of Work

The contractor must provide a comprehensive plan for the administration of a statewide Electric Vehicle Education and Marketing program. The plan should address all aspects of the program procedure, costs, and goals, including but not limited to, the following deliverables:

Deliverable 1: Identifying the Consumer

- National trends
- Local surveys

Deliverable 2: Educating the Consumer

- Job creation
- Fuel economy
- Lower emissions and better air quality
- Lower operating costs
- Additional resources

Deliverable 3: Communications and Marketing

- Paid media
- Digital campaign
- Hands on and/or virtual events
- Web portal

Experience

- Contractor will provide letters of reference from three (3) previous customers or clients knowledgeable of the Contractor's performance in providing services similar to the services described in this RFP and a contact person (telephone number and email address) for each reference.
- Describe the Contractor's experience working with the EV industry relevant to the requirements of this RFP.

Reporting

- Contractor must detail the expected timeline and tasks involved in each of the three core deliverable areas over a 36-month period:

- Strategies for identifying the consumer
- Consumer Education Plan
- Marketing Plan
- Contractor must have and describe a defined, repeatable process to establish and track performance metrics and create reports showing progress in each of the deliverable areas (provide sample performance metrics and reports)
- Contractor must create reports to be delivered to ADECA relating to the performance and outcomes of the EV Education and Marketing Program by January 1 of every calendar year

Additional Requirements

- As part of this RFP, submissions shall also include a complete and executed State of Alabama Disclosure Statement form.
- Successful consultants will be required to submit a Beason-Hammon form with corresponding eVerify and be registered in the State of Alabama Accounting and Resource System (STAARS) Vendor Self Service (VSS) portal.

Merit Review

Compliant proposals will be evaluated as follows:

Criteria	Maximum Points
Experience	20
Comprehensiveness	25
Strategy	30
Cost	25
Total Maximum Points	100

Recommended term of initial award: 36 months