



Request for Proposal (RFP) LR 2001

Electrification Education and Outreach Services

ADDENDUM 1: Responses to Questions

September 1, 2020

Question 1: With regards to Exhibit A Scope of Services (B-13) this section is blank; is the SOW to be provided by respondents based on the content outlined in Section 3. Areas of Interest?

- **Answer:** The Respondent's Proposal should include a proposed Scope of Services, as outlined in section 6 of the RFP, and should address the areas of interest as outlined in Section 3 of the RFP. The "Exhibit A Scope of Services" found on page B-13 is part of the sample contract and is blank because it is a template. NCPA will add the scope of services provided by the Respondent in the Respondent's Proposal and selected through this RFP process to Exhibit A when both parties agree to enter into a contract for the selected services. Since Respondents may propose to provide all or some of the requested services, NCPA did not fill in Exhibit A as the described scope of services may be different for different Respondents.

Question 2: The RFP references 36 months - is this the timeline of the program?

- **Answer:** The proposed term for any Consulting Services Agreement (also referred to as enabling agreement) executed between NCPA and any Respondent as a result of this RFP is 36 months. In accordance with the enabling agreement, specific services or projects as negotiated with Agency, a single Member, or multiple Members, will include a more specific time by which the services shall be completed. Please note that, as stated in section 6.8, the proposed costs should specify the timeline for which they apply. NCPA reserves the right to consider proposals or execute contracts with successful Respondents for an agreement term that is greater than or less than 36 months, which may or may not be structured to include options to extend the terms of the Agreement.

Question 3: Is this RFP applicable to all the members outlined in Section 2. Background; will they act together or separately?

- **Answer:** The RFP is applicable to all the members outlined in Section 2. Background. NCPA may request services on behalf of one or more of the members listed either individually or jointly by issuance of a Purchase Order.

Question 4: Does NCPA have a target number of events, regions, and timelines for these activities?

- **Answer:** There is no target number of events, regions, or timelines for these activities; specific services will be contracted for via Purchase Order as needed and requested by NCPA on behalf of an individual Member, or multiple Members. While NCPA's members are located throughout Northern and Central California, any resulting enabling agreements will be available to SCPPA Members as well.

Question 5: Is this RFP an actual 'contract' or a bid for pre-approval of vendors for these services?

- **Answer:** The RFP is intended to identify vendors best able to provide the services described in the RFP at competitive rates. NCPA anticipates executing one or more enabling agreements between NCPA and those vendors.

Question 6: If a collaborative proposal is submitted, does each contractor need to be approved?

- **Answer:** All proposals will be evaluated in accordance with the Evaluation Process stated in the RFP. For collaborative proposals, all required information for each contractor shall be included in the Response. Refer also to section 6.3 of the Sample Consulting Services Agreement included in the RFP.

Question 7: Can contractors submit multiple proposals?

- **Answer:** Yes.

Question 8: Is there a website for this RFP process?

- **Answer:** The RFP is posted on NCPA's website on its page for "Bidding Opportunities and Public Notifications," under the link for "Requests for Proposals." Responses should be submitted via email directly to emily.lemei@ncpa.com and more particularly as set forth in section 4.5 of the RFP.

Question 9: With Covid-19 restrictions in CA, what are the parameters for virtual or in-person events?

- **Answer:** In-person events should only be utilized when determined safe pursuant to state and local health directives. For specific events, the Consultant should work with the specific Member or Members on COVID-19 restrictions for in-person events.

Question 10: Is there a priority target demographic for the EV educational and outreach activities identified in this RFP?

- **Answer:** In Section 3 of the RFP, NCPA calls out EV Education targeting low to moderate income customers, with a priority on financials more than environmental motivations. However, the RFP welcomes offerings of other programs for electrification education and outreach offerings above and beyond those listed in Section 3.

Question 11: In terms of the RFP, I noticed that you are okay with agencies just responding to the pieces that they specifically offer—is there a preference to stay with one agency that can do it all?

- **Answer:** No, there is no preference.

Question 12: It appears that the bulk of this RFP is actually conducting, planning, implementing the online classes, workshops and expos. Are you specifically looking for the agency to conduct these things or just put together the plan for them?

- **Answer:** The Consultant responsibilities are listed in Section 3 of the RFP, and include both developing the event(s) and executing them. If a Respondent is only able to offer portion of the requested services, e.g. only develop an event but not execute, the Response should include that information.

Question 13: Do you have an all-in budget for this? Is that budget inclusive of media (ie. the planning and buying of the social media and other channels used to promote these events?)

- **Answer:** The budget for the enabling agreement (s) will be determined after the selection process, and will be structured so that one or more NCPA Members are able to rely on the joint enabling agreement(s).

Question 14: Can you share more details around the timeline?

- **Answer:** The tentative timeline included in the RFP anticipates that the selection of Respondent(s) will occur in either September or October 2020. The timing for selection will be driven partially on whether interviews are deemed necessary. Once Respondents have been selected and notified, NCPA will begin the contracting process for the enabling agreements. Specific projects or services for one or more Members can begin after the relevant enabling agreement is executed, and will remain available for 36 months, unless a different timeline is specified by the Respondent or negotiated with NCPA.

Question 15: Do you currently use one agency to handle everything now? Are they participating in this review?

- **Answer:** NCPA does not currently have any agreements for the services requested in the RFP.

Question 16: What is the cause for the agency search/review?

- **Answer:** Several NCPA Members have expressed interest in enhancing existing or developing building electrification and/or electric vehicle (EV) education and outreach programs for customers to encourage fuel switching. NCPA's RFP is intended to result in one or more enabling agreements so that NCPA Members can rely on the joint procurement process and contract for services as needed via NCPA's enabling agreements.

Question 17: What do you look for in an agency partner?

- **Answer:** According to section 8 of the RFP, NCPA and the selection committee will together evaluate the proposals based on the following criteria:
 1. Quality and completeness of Proposal.
 2. Knowledge, experience and skills of Respondent to provide the requested services.
 3. Experience of staff to be assigned to the project, based on prior engagements of similar scope and complexity.
 4. Competitive rates for the requested services.
 5. Respondent's financial stability.
 6. Respondent's ability to perform the work within the time specified and demonstrated strong project management.
 7. Customer references.

Question 18: Section 6.3 of the RFP asks Respondents to provide two years of financial statements under what will be Section 3 of the proposal. Would it be acceptable for us to include them as separate files instead of under the specified section?

- **Answer:** Yes. Please include a reference in the Proposal of any attachments included.

Question 19: Section 6.3 further instructs respondents to include similar information (including capacity and resources) for other firms participating in the proposal (i.e., Subconsultants). Can the intention that underlies the request for financials be met by assessment of the Prime's financials alone given that as the Prime, we assume responsibility for the performance of subconsultants? We ask this question because it is highly unusual for subconsultants to provide this level of information and we may have misinterpreted what is being requested here.

- **Answer:** Section 6.3 requires a discussion of the Respondent's firm size, proposed local organization structure, financial stability, capacity and respondents, and requests such information for all firms participating in the Response. The information required by the second paragraph of 6.3, such as two years of financial statements and sufficient line of credit, is only required by the primary Respondent.

Question 20: If selected to offer services under this solicitation, how will our services be advertised/offered to NCPA member agencies? If selected, will we have an opportunity to work with NCPA to package/style how available services will be promoted?

- **Answer:** NCPA Members will be notified of the successful Respondents and any resulting enabling agreements, will have access to the procurement documentation. Additional outreach and discussion between successful Respondents and NCPA Members can be discussed and arranged, as necessary. All Respondents providing similar services will be provided equal opportunity for any outreach and discussion with NCPA Members facilitated by NCPA.
