



Scoping a Statewide Public Outreach Campaign On Plug-In Electric Vehicles

Q & A on Request for Information (RFI)

Updated: Friday, July 15, 2016

This document addresses all questions submitted to date. The deadline for questions is 5 p.m. (PDT) on Friday, July 15, 2016. Final answers will be posted on the PEV Collaborative website no later than 5 p.m. on Monday, July 18, 2016.

The deadline for letter submittals is 5 p.m. (PDT) on Friday, July 22, 2016.

General RFI Clarifications:

The Plug-In Electric Vehicle Collaborative (PEV Collaborative) would like to inform interested parties that we are looking for big, bold ideas for an electric vehicle campaign. Firms chosen to do an in-person presentation do not need to answer all of the questions listed in the RFI but should inform the PEV Collaborative of their most creative ideas and the potential scale of the campaign based on the funding ranges and project phases provided in the RFI.

All letters submitted by the deadline will be evaluated. Three to five firms will then be chosen to do a presentation for PEV Collaborative staff and members. Each firm chosen will be paid a stipend of \$2,500 for their efforts to do research and present their ideas.

Finally, the in-person presentations will take place on Thursday, August 25 in Sacramento, Calif.

July 13, 2016

Q1: Given your broad goal of engaging all Californians, we are curious about your particular interest in low income/disadvantaged communities for PEVs. Do you have any research regarding the viability of this target group relative to others?

A1: Governor Brown and the state legislature have made it clear by current state policies and incentive programs that access to and benefits from electric vehicles should be available to all Californians. Although this may not be the focus on the campaign, the PEV Collaborative would be interested in how a firm would include these communities in a campaign.

Q2: Do you have any other background research you can share with us that might inform our thinking about the project or target(s)?

A2: The PEV Collaborative will be happy to share background research that they are aware of during the 1 to 2-hour phone conference we are offering to firms that are chosen to do an in-person presentation.



Q3: Should we include anything about our planned approach to the project in our two-page submission letter, or should we focus solely on our credentials?

A3: This is not required as part of the letter submittal process but we would welcome this addition if you chose to include it.

Q4: Our understanding is that there is a two-tiered selection process. 3-5 firms will be invited to present their proposed approach to the project in-person on July 29th, and each will be paid \$2,500 to do so. The selected firm (finalist) will then have four weeks to gather and analyze the necessary data and present it in-person on August 25th. Is this correct?

A4: Yes, there is a 2-tiered approach to the process but it is a bit different from how it is described in the question. First, the PEV Collaborative will review the 2-page letter submittals. Second, 3-5 firms will be selected to do the in-person presentations on Thursday, August 25 in Sacramento. All of the firms chosen to do a presentation will be given the \$2,500 stipend.

Q5: Do you have a specific budget in mind for the data gathering and analysis needed to address the research questions?

A5: The \$2,500 stipend is expected to pay for up to 9 hours of research and work preparing for the in-person presentation.

Q6: What is the duration of the outreach campaign? How long does it last?

A6: The PEV Collaborative laid out a phased approach to the campaign starting with 5-years then going out to 10 and 15 years.

Q7: In the RFI, page one, section one, it says “the intent of this request for information (RFI) is to gather initial public relations research and data on how best to scope a statewide outreach and hands-on experience campaign.” Does that mean the respondent would be the architect of research and data that goes into the plan?

A7: No, the respondent must do the research they deem necessary to provide a valuable presentation to the PEV Collaborative and will not be expected to conduct or architect their own research.

Q8: Can we utilize existing data (i.e., target audiences, demographic and geographical sales data, EVs make and model sales data, focus group findings, etc.) already collected by the PEV Collaborative and its members?

A8: The PEV Collaborative will be happy to share background research that they are aware of during the 1 to 2-hour phone conference we are offering to firms that are chosen



to do the in-person presentation. Also, firms can use publically available information from the PEV Collaborative or other websites.

Q9: Does the PEV Collaborative have annual goals for EV sales or leases for this campaign for the next several years? If so, can you divulge them?

A9: The PEV Collaborative has sales goals that are in line with the Governor's goal of 1.5 million zero emission vehicles on the road by 2025. The PEV Collaborative will be looking to the contractor to provide expertise on the types of metrics that should be used to judge success of the campaign on an annual basis.

Q10: Can the PEV Collaborative track sales data in recent/real time to help inform the outreach campaign once it begins? That is, will the PEV Collaborative be able to provide key performance indicators during the campaign to gauge progress and guide the work?

A10: The PEV Collaborative updates PEV sales numbers on a monthly basis. These numbers are available on our website.

Q11: Will all, some or none of the PEV Collaborative members weigh in on the shape or approval of the outreach campaign plan, including the creative approaches, during the RF/RFP approvals process? During the actual outreach effort? That is, what will be the process for reviews and approvals of strategies and tactics for the campaign?

A11: The PEV Collaborative and its members are looking to the firms presenting on August 25 for big, bold ideas for an outreach campaign. Once we do a Request for Proposal and hire a firm to conduct the campaign, the PEV Collaborative members may have a role in shaping the campaign, however how that will work and what members will be included is yet to be determined.

Q12: What does PEV Collaborative value most in this outreach campaign: Paid advertising? Events? Website? Videos? Behind-the-wheel EV drive opportunities for prospective buyers? Earned media? That is, what outreach methods matter most to you?

A12: The PEV Collaborative will value having the most impact for the budget we end up with. We will look to our contractor to help determine what tactics will be the most effective.

Q13: How much of the project or budget do you anticipate will be dedicated to media buys/advertising?

A13: This will be determined based on advice from the contractor hired to do the campaign. We would be looking for the most effective way to reach the target audience.

Q14: Should the media buy budgets be all-inclusive, i.e. market research, media/ad buys and production costs? Or do you want components itemized?



A14: At this stage, the PEV Collaborative is looking for ideas for a campaign and general cost and budget scenarios. Detailed budgeting is not needed for this RFI.

Q15: Who is your target audience for EVs? That is, with many makes and models of EVs in the marketplace now, consumer profiles for these vehicles vary and can be quite different for each type of EV, so which do you consider to be the priority target audience?

A15: This campaign should not be designed to sell any one type of EV but to raise awareness of electric vehicle technology and how it can fit into Californians lifestyle. The PEV Collaborative would like to hear from professional firms about who they think the target audience should be.

Q16: With so many types of EVs (plug-in hybrids, pure battery electrics, fuel cell, hydrogen, etc.), which type of vehicle or technology do you believe the outreach campaign should focus on?

A16: Although there are many electric vehicle technologies in the marketplace, the PEV Collaborative envisions the campaign focusing on PEVs (battery electric and plug-in hybrid electric vehicles) to begin with and then expanding to other technologies as their presence in the marketplace grows.

Q17: How many EVs are available for loan or test drives in California today? How many expected in the near future? In what part of the state are these vehicles concentrated at this time?

A17: The PEV Collaborative currently runs a ride and drive program called Best.Ride.EVer! that relies on our automaker members and their respective dealers for the cars for these events. Sales are currently concentrated in the larger metropolitan areas of the state.

Q18: Will there be any in-kind support or cost-sharing or matching funds or additional resources provided by the automakers during the outreach campaign, since the campaign helps advance their business objectives? That is, do you anticipate opportunities to leverage personnel or resources of private sector automakers to augment some aspects of this outreach campaign after it begins and is underway?

A18: We anticipate that our automaker members will engage in this campaign but at this point it is has not been determined what that engagement looks like.

Q19: In the RFI, page two, section four, bullet point number six identifies \$4 million and \$8 million campaign budgets. Are those estimates indicative of the budget the PEV Collaborative anticipates allocating for this statewide initiative? Or are those estimates hypothetical? Do those estimates represent annual expenditures? Or total expenditures cumulative for 5 years, 10 years, or the duration of the campaign? What is the total



budget, how would it allocate annually, and for how long?

A19: We anticipate an annual campaign budget of \$4M to \$8M however this funding has not been secured. We are looking to initially fund phase one for five years with the expectation to continue the campaign for two additional phases that last 5-years each.

Q20: In the RFI, page two, section four, bullet point nine identifies “a 30 second commercial/example of your creative work that incorporates sample messaging.” Would this be a newly produced video example for this project? Or can we offer previous work as example of capabilities? Would this video be due for delivery to the PEV Collaborative at the time of the RFI letter (7/22)? Or at the time of the in-person presentations (Aug. 22)? Or some other time? Can the 30-second video depict one commercial, or excerpts of several examples in a composite presentation? Can we offer URLs/hyperlinks to these examples or do you want it in another format?

A20: As stated in the general comments, the PEV Collaborative is looking for big, bold ideas for an electric vehicle campaign and the firms do not have to answer every question listed in the RFI. If a firm chooses to do a 30-second commercial, it is up to them as to how they approach it.

July 15, 2016

Q21: Which do you see as the bigger challenge: lack of awareness around PEV availability or lack of awareness around PEV benefits?

A21: First and foremost, we see the main challenge as lack of awareness that PEVs are available. Once people know PEVs are available, there is a lack of knowledge of the benefits and capabilities of these vehicles.

Q22: You talk about targeting “disadvantaged/low-income communities”. Could you give us an example of a specific community you have in mind?

A22: We do not have a specific community in mind and there are many of these communities in California. Currently, [CalEnviroScreen 2.0](#) is a screening methodology that can be used to help identify California communities that are disproportionately burdened by multiple sources of pollution. This tool can be used when considering what communities to focus on.

Q23: Which do you consider more important to communicate? The PEV’s environmental benefits, or its more practical benefits (save money on gas, etc.)?

A23: We are looking to a professional firm to help us determine the most effective messaging that resonates with consumers. The goal being to raise awareness and increase people’s understanding of the benefits of PEVs, which include increased performance, convenience, trendiness, high-tech, reduced lifetime cost to own and



operate, and the environmental benefits.

Q24: What's the number one hesitation people have around buying a PEV?

A24: Once people know about PEVs, the most common concerns are up-front purchase cost and range.

Q25: What have you learned from PEV programs like Workplace Charging and the PEV Ride-and-Drive Series? Positives and negatives?

A25: Our experience with workplace charging has been that once people see their co-workers driving these cars and charging them at work, sales of PEVs increase for that company. We have learned that once people experience driving a PEV they have a more positive view of them and they are more likely to purchase a PEV.

Q26: What current campaigns or ads do you admire? Why?

A26: We believe the "Flex Your Power", "Got Milk", and "It's Good for the Bottle. It's Good for the Can." campaigns all have elements we believe were successful.

Q27: What research (primary or secondary) has the collaborative done in the past? Would you be willing to share that with firms selected in the next round?

A27: Many of the PEV Collaborative members have done research that would be of interest for the outreach campaign and in-person presentations. The PEV Collaborative will be happy to share background research that we are aware of during the 1 to 2-hour phone conference we are offering to firms that are chosen to do the in-person presentations. Also, firms can use publically available information from the PEV Collaborative or other websites.

Q28: With state rebate funding currently exhausted, what kind of incentives for PEV purchases or rebates is the collaborative factoring into its planning efforts? Do you have information on the impact that incentives and rebates have had?

A28: Currently, the PEV Collaborative and any firm chosen to do the in-person presentation would need to be flexible on how they approach incentives with the campaign since they are uncertain at this time. We can share information we are aware of about the impact of incentives during our 1 to 2-hour meeting with the chosen firms.

Q29: Have you worked with any public relations and/or marketing, advertising firms in the past? If so, who and what activities did they perform?

A29: The PEV Collaborative has not worked any firms for this type of campaign in the past. This is a significant new effort that we are undertaking and we are looking forward to learning from professional firms about the big, bold ideas they have to accomplish our



goals.

Q30: Do you have any past or current marketing or strategic plans you'd be willing to share?

A30: The PEV Collaborative was formed in 2010 after the development of a strategic plan called "*Taking Charge, Establishing California Leadership in the Plug-In Electric Vehicle Marketplace*," available on the PEV Collaborative website. Since then, we have had a business-to-business focus that we are now shifting to be more consumer focused. Some of our members have developed these types of documents that we can share during the 1 to 2-hour phone meeting with the chosen firms.

Q31: Will there be an additional timeframe to ask questions if we are selected for the next round?

A31: Yes, the PEV Collaborative staff will schedule a 1 to 2-hour phone meeting with the firms chosen to do the in-person presentations.

Q32: Do you have demographic or psychographic data on PEV buyers in California?

A32: The PEV Collaborative staff will share data during the 1 to 2-hour phone meeting.

Q33: Can the two-page letter include links to view examples of our work or for other information about our agency?

A33: Yes, links can be included along with your answers to the questions posed in the RFI.

Q34: What does the RFI review panel look like? Who is on it?

A34: PEV Collaborative staff and selected members will be in the room for the in-person presentations.

Q35: Will the presentation and research materials be public or kept confidential?

A35: Any information shared with the PEV Collaborative through this process will be kept internal and confidential.