



REQUEST FOR INFORMATION

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

Release date: July 6, 2016

1. GOAL

California is a global leader in plug-in electric vehicle (PEV) sales with over 200,000 cars on the road. However, even though the current PEV models have been marketed and sold for over six-years awareness of the benefits and availability of PEVs is low and must increase to meet California's aggressive goal of 1.5 million zero emission vehicles on the road by 2025. This has propelled the PEV Collaborative to develop a new entity (preliminarily called Drive California) that will focus on launching a statewide campaign to increase awareness and accelerate sales of PEVs in California.

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.

2. BACKGROUND

The California Plug-In Electric Vehicle Collaborative (PEVC) is a public-private organization focused on accelerating the adoption of plug-in electric vehicles (PEVs) to meet California's economic, energy and environmental goals. Using the expertise of each member, the PEVC, convenes, collaborates and communicates on emerging PEV market trends and works to address challenges to enable a robust PEV market.

The PEVC membership (<http://www.pevcollaborative.org>) includes elected and appointed officials, automakers, utilities, infrastructure providers, government organizations, research universities, environmental organizations and others.

3. PROJECT DESCRIPTION AND REQUIREMENTS

This RFI solicits interest from public relations firms that would provide the following information.

- Principal of firm to lead project, research and presentation of data (9 hours)
- Research to answer the questions in Section 4
- Up to one (1-2) hours of pre-meeting planning with PEVC staff (by phone)
- One (1) hour presentation session with PEVC staff and leadership (in person in Sacramento, Calif.)
- Up to one (1) hour post-presentation follow-up meeting (by phone) with PEVC staff
- Presentations and research findings will be provided to PEVC via PowerPoint and 10 printed copies



4. RESEARCH QUESTIONS

This RFI solicits data gathering and presentation from public relations firms that will consider answering the following questions.

- How would you determine the target audience/s? Who would be the initial target audience/s?
- What are 3 top-line messages that you think would resonate with consumers? Why?
- How would you determine success? What would be your metric?
- What are your boldest, most creative tactical approaches to increasing PEV sales (moving a market) in California?
- What type/s of media would best reach the target audience/s?
- What would it cost to launch a campaign that you propose? What could be achieved with a \$4 M budget? What could be achieved with a \$8 M budget? How much would it cost to maintain a campaign over determined phases (e.g., 5, 10, 15 years)? How long should the campaign run to be successful? What would be your timeline?
- What is needed to launch a campaign by Q1/Q2 of 2017? How do we best reach early success in the first year?
- How do we engage all Californians, including disadvantaged communities and the younger generation?
- Develop a 30 second commercial/example of your creative work that incorporates sample messaging.

5. SUBMITTAL PROCESS, BUDGET AND TIMELINE

The participation process is two-tiered. First, firms are asked to submit a 2-page letter as described below. Second, the PEV Collaborative will review the letters and invite three to five firms to make an in-person presentation of their findings and recommendations to the PEV Collaborative staff and participating members.

The PEV Collaborative will provide up to \$2,500 to those firms selected to make the in-person presentation.

While we intend to release a marketing RFP in the future, participating in the RFI process does not guarantee future (or preferential) work with the PEV Collaborative. Also, not participating in the RFI does not preclude participation in the RFP process.

Below is the timeline and process for this RFI:

- Wednesday, July 6 – Release date of this RFI
- Friday, July 15 – last day to submit questions. Questions should be submitted in writing to Ichiladakis@pevcollaborative.org. Responses will be posted on the PEV Collaborative website at www.PEVCollaborative.org no later than close of business two workdays after questions are received.
- Friday, July 22 - 2-page submission letter is due no later than 5:00 p.m. (PDT). Please submit letters in writing to Ichiladakis@pevcollaborative.org. The letter should include the following information:

- What is your firm's expertise and why is your expertise key to our project? Have you worked in the transportation/electric vehicle space?
- Have you worked in disadvantaged communities?
- How is your company unique and what services do you provide?
- Have you done marketing campaigns that included a focus on low income/disadvantaged communities?
- Who from your firm would work directly on this project?
- Friday, July 29 – 3-5 selected firms will be invited to participate in the in-person presentation process.
- Thursday, August 25– In-person presentations of public relations data and campaign ideas will be scheduled in Sacramento.

6. CONTACTS

- The primary contact is Lisa Chiladakis, Manager, Technology and Programs – lichiladakis@pevcollaborative.org
- The secondary contact is Josh Boone, Deputy Executive Director - jboone@pevcollaborative.org