



REQUEST FOR PROPOSAL

For Media Relations Support Targeting Small and Medium-sized Fleets in support of California's Hybrid and Zero-Emission Truck and Bus Voucher Incentive Project (HVIP)

HVIP: www.californiahvip.org

CALSTART: www.CALSTART.org

RELEASE DATE: August 12, 2022

IMPORTANT DATES:

Proposals Due: Thursday, August 25, 2022, at 5:00 p.m. PST.

Please submit proposals by email to Shane Glaseman at sglaseman@calstart.org

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REQUEST FOR PROPOSAL

Title:	Media Relations Support Targeting Small and Medium-sized Fleets in support of California's Hybrid and Zero-Emission Truck and Bus Voucher Incentive Project (HVIP)
Issuing Agency:	CALSTART RFP Due Date: Thursday, August 25, 2022, at 5:00 p.m. PST.
Period of Performance:	This contract will commence on October 1, 2022 and run through September 30, 2023.
Instructions:	Proposals subject to the conditions of this request should be sent to: Shane Glaseman, Communications Manager, at sglaseman@calstart.org . Only bids submitted via electronic means will be accepted. Indicate firm name and "Media Relations Support Targeting Small and Medium-sized Fleets in support of HVIP" in the email subject line. This is a one-step process. Technical and cost proposals shall be submitted in the same package. It is the Contractor(s)'s responsibility to ensure that all materials have been reviewed and are complete.
Budget:	The maximum amount payable under this agreement is \$150,000.00 flat fee including pre-approved, out-of-pocket expenses. Not-to-exceed actual cost. This award may be split between multiple Contractor(s) at a value less than the maximum amount payable.

I. Introduction

The purpose of this contract is to increase awareness and engagement among owner/operators and small- and medium-sized fleets about zero-emissions vehicles, infrastructure, and the broad HVIP-related programs and opportunities. Through the Hybrid and Zero-Emission Truck and Bus Voucher Incentive Project (HVIP), CALSTART connects fleets and owner/operators with point-of-sale discounts for new vehicles, incentivizing rapid deployment of advanced technologies. CALSTART has managed HVIP on behalf of the California Air Resources Board since 2009.

II. Background

CALSTART is a national membership organization focused on delivering transformational change in the transportation marketplace. As the transportation sector is responsible for nearly 30% of carbon emissions, ushering in clean transportation technologies – with an emphasis on zero-emission trucks – has never been more important to meet critical state climate and health goals. Reaching greater adoption of zero-emission trucks is a key goal of the organization and our state funding agencies.

Education and engagement with owners/operators and small- to medium-sized fleets can help drive purchase decisions and is crucial to promoting equity and smaller fleets' readiness for regulatory compliance. Their participation is key to both bringing real change to the air quality in the communities in which they travel and to creating demand in the electric truck market.

Reducing greenhouse gas emissions is essential to achieving crucial climate goals, and to reducing the harmful particulate matter that has caused a health crisis in many neighborhoods, including census-designated disadvantaged communities and families living close to heavy truck corridors and

ports. CALSTART is actively working with AB 617 communities to learn about the self-identified needs of key communities impacted by transportation emissions.

CALSTART has a variety of outreach and marketing activities that support the educational and engagement efforts of HVIP and increase awareness and participation by small and medium fleets. This includes workshops, ride & drive events, research and reports, event outreach (booths) at industry events and conferences, and social media engagement and marketing efforts. Additionally, CALSTART provides planning tools and technical assistance to increase knowledge of the available technologies and funding opportunities, as well as to influence purchase decisions.

III. Scope of Work

A. Location and Target

Key markets include Southern California, to include the Ports of Long Beach and Los Angeles as well as freight corridors in the Inland Empire; the San Joaquin Valley, including the Port of Stockton and pollution-overburdened communities such as Modesto; and the San Francisco Bay Area and corridors tied to the Port of Oakland, among other hubs. Trucking-related trades are key, augmented by additional media opportunities.

B. Deliverables

The Contractor(s) will be responsible for deliverables below.

- Develop and execute a media relations plan that leverages CALSTART activities and resources targeting trucking trade media, zero-emission technology media, and climate and environmental media.
- Provide media and message training to key CALSTART staff to support media response activities.
- Participate in monthly planning meetings to align planning and execution of pitch opportunities.
- Increase media awareness of CALSTART, as the administrator of HVIP, as a reliable and effective source for information about zero-emission transportation.
- Leverage CALSTART's existing work with the target audience, developing messaging for HVIP and zero-emission technology specifically targeted to owner/operators and small- and medium-sized fleets.
- Assist in the development of media tools for outreach (factsheets, press releases, FAQ, Q&A, pitches)
- Actively pitch media with a steady drumbeat of opportunities, including case studies, first-person experiences, subject-matter experts, reports, tools, events, policy milestones, and technology/market updates.
- Provide quarterly reports of media engagement and outcomes.
- Provide counsel on media-related opportunities to meet the objectives.

IV. How to Apply

Please submit a brief proposal containing the following information, at a minimum, to the contact email provided below:

- a. Organizational support and experience
 - Demonstrate previous and/or current experience working with trucking-related or climate tech-related journalists and media outlets;
 - Provide evidence of insight into automotive or truck industry or similar industry, with particular focus on owner/operators and small- and medium-sized fleets
 - Identify an existing California-based location of firm’s headquarters or relevant office/staff
 - Include biographical information describing professional experience of key personnel;
 - Detail the firm’s overall organizational chart/and the organizational chart for those individuals who would be staffing this account, including their roles;
 - Outline responsibilities and time commitments of each of the account team members;
 - Describe the key points of differentiation and strengths your firm provides that set you apart from your competition
 - Include, as appropriate, proof of disadvantaged business or minority or women-owned businesses certification

b. References.

Please provide references (a minimum of three), including a contact name and phone number for each.

c. Portfolio.

Include a portfolio of work samples and brief narratives that demonstrate three successful campaigns comparable to the one we intend to implement. This must include a minimum of one project of similar size and nature to the scope of work proposed in this RFP.

d. Client roster.

Include a list of current and past clients with relevance to this project.

Please indicate firm name and RFP title on email and all attachments. This is a one-step process. Only bids submitted via electronic means will be accepted. Applications are to be submitted by email to Shane Glaseman at sglaseman@calstart.org by 5:00 p.m. PST, Thursday, August 25, 2022.

Questions concerning the specifications in this Request for Proposals (RFP) should be directed via email to Shane Glaseman at sglaseman@calstart.org.

CALSTART reserves the right, at its sole discretion, to answer or not answer any question regarding this RFP.

V. Evaluation Criteria

CALSTART will assess proposals received based on the following factors:

1. Relevant and proven experience.

- The relevance of education, experience, knowledge, and skills of the respondent and the individual(s) who will be available to provide these services
 - The expertise of the firm in working with similar clients and/or on similar projects
2. References
 3. Recognition of and demonstrated facility with the concepts presented in this RFP
 4. The competitiveness of cost of services