



## REQUEST FOR PROPOSAL

*For Small Off-Road Landscaping Equipment Demonstration Events and Outreach Proposals, Which Target California Landscapers Who Operate a Small Business or are Sole Proprietors, to Support the Clean Off-Road Equipment Voucher Incentive Project*

### **Clean Off-Road Equipment Voucher Incentive Project**

<https://californiacore.org/>

<https://calstart.org/>

**RELEASE DATE: August 9, 2022**

#### **IMPORTANT DATES:**

**Proposals Due: Friday, August 19, 2022, at 5:00 p.m. PST.**

Please submit proposals by email to **Jacob Whitson** at [jwhitson@calstart.org](mailto:jwhitson@calstart.org)

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<b>REQUEST FOR PROPOSAL</b>	
<b>Title:</b>	CORE Small Off-Road Landscaping Equipment Demonstration Events and Outreach Request for Proposal
<b>Issuing Agency:</b>	CALSTART
<b>RFP Due Date:</b>	5:00 p.m. Pacific Standard Time (PST), Friday, August 19, 2022
<b>Period of Performance:</b>	One year, with two optional add-on years
<b>Instructions:</b>	Proposals subject to the conditions of this request should be sent to: Jacob Whitson, Lead Project Manager, at <a href="mailto:jwhitson@calstart.org">jwhitson@calstart.org</a> . Only bids submitted via electronic means will be accepted. Indicate firm name and “CORE Small Off-Road Landscaping Equipment Demonstration Events and Outreach Request for Proposal” 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.
<b>Budget:</b>	The maximum amount payable under this agreement is \$600,000.00 flat fee, not including 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 bring awareness to the Clean Off-Road Equipment Voucher Incentive Project’s (CORE) zero-emission landscaping equipment category for California professional landscapers that operate small businesses or are sole proprietors. Additionally, this contract’s goal is to demonstrate (demo) the feasibility of a small business or sole proprietor professional California landscaper to transition to a zero-emission lawn and garden equipment fleet through hands-on, in-person CORE demo events and other outreach strategies that may include but are not limited to email and social media campaigns, video demos and case studies, radio campaigns, and telephone outreach. CALSTART is the Program Administrator of CORE, a \$238 million incentive project for the purchase of zero-emission off-road equipment.

It is the intent of CALSTART to solicit proposals from Contractor(s) to build a strategic multilingual communications plan for CORE small off-road landscaping equipment that includes goals, objectives, demo event locations and schedules, target audiences, media plans and other marketing collateral to support CORE in accordance with all requirements stated in the proposal document. This project supports CALSTART’s mission – to promote clean transportation and healthy communities. The Contractor(s) awarded this RFP must not conduct media, content development, or events related to municipalities, school districts, or academic institutions. The Contractor(s) must focus on media, content development, and events for professional landscaping services in California operated by small businesses or sole proprietors

## **II. Background**

The Clean Off-Road Equipment Voucher Incentive Project (CORE) is intended to accelerate deployment of advanced technology in the off-road sector by providing a streamlined way for fleets to access funding that helps offset the incremental cost of such technology. CORE targets commercial-ready products that have not yet achieved a significant market foothold. By promoting the purchase of clean technology over internal combustion options, the project is expected to reduce emissions, particularly in areas that are most impacted; help build confidence in zero-emission technology in support of CARB strategies and subsequent regulatory efforts where possible; and provide other sector-wide benefits, such as technology transferability, reductions in advanced-technology component costs, and larger infrastructure investments. In addition, the CORE Incentive Project was allocated \$30 million of dedicated funds appropriated by the Legislature in SB 170 to provide incentives for professional landscaping services in California operated by small businesses or sole proprietors to purchase zero-emission small off-road equipment, which includes but is not limited to battery electric mowers, string trimmers, hedgers, and blowers. CORE provides vouchers to California purchasers and lessees of zero-emission off-road equipment on a first-come, first-served basis.

## **III. Scope of Work**

### **A. Location**

This contract will require the Contractor(s) to travel throughout the state of California to conduct in-person CORE demo events. Demo events must include CORE-eligible equipment, which includes but is not limited to battery electric mowers, string trimmers, hedgers, and blowers. It is required that the Contractor(s) conduct events throughout the state of California. The Contractor(s) must submit a detailed plan of how they will execute this deliverable and at least one example of a previous event that is similar with a focus on connecting with small businesses or sole proprietors.

### **B. Events and Outreach**

The Contractor(s) must conduct targeted outreach to California professional landscapers that operate a small business or are sole proprietors, as defined in the CORE Implementation Manual (IM) Attachment D. When selecting locations at which the Contractor(s) will conduct CORE demo events, the Contractor(s) must select locations that work with or are associated with a small business and sole proprietor landscaper, and may partner with small business organizations, associations, equipment dealers and manufacturers, or other organizations approved by CALSTART. The Contractor(s) is encouraged to think “outside the box” regarding event locations; an example of this is green waste and recycling centers. Additionally, when selecting the locations to which the CORE demo events will occur, the Contractor(s) should attempt to select locations that are in disadvantaged communities, as designated in SB535<sup>1</sup>. A list of disadvantaged

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<sup>1</sup> <https://oehha.ca.gov/calenviroscreen/sb535>

communities can be found at <https://calepa.ca.gov/envjustice/ghginvest/>. The Contractor(s) must present the potential organizations and locations to CALSTART staff for approval prior to scheduling CORE demo events. CALSTART staff will review each of the proposed locations within one week of the Contractor(s) sending the information to CALSTART staff. The Contractor(s) must include, but not limit consideration to, participant partners, outreach and media strategy, events focus-area (i.e., demo), and workforce development training.

The Contractor(s) will be required to develop a strategic multilingual communications plan for CORE small off-road landscaping equipment that includes goals, objectives, demo event locations and schedules, target audiences, and media plans.

**C. Deliverables**

The Contractor(s) will be responsible for deliverables that are to be chosen from the list below.

<b>Deliverables Category</b>
<p><b>1. <u>Media</u></b></p> <ul style="list-style-type: none"> <li>1.1. Ethnic media briefing               <ul style="list-style-type: none"> <li>1.1.1. Media packet</li> <li>1.1.2. Location and logistics</li> <li>1.1.3. Media outreach and event management</li> </ul> </li> <li>1.2. Develop contact lists that target:               <ul style="list-style-type: none"> <li>1.1.4. Media/local reporters near event locations</li> <li>1.1.5. California climate and energy organizations</li> <li>1.1.6. Small businesses and sole-proprietor landscapers</li> <li>1.1.7. Other related organizations</li> </ul> </li> <li>1.3. Conduct extensive media outreach by email, video, radio, telephone, and social media</li> <li>1.4. Organize and conduct preparatory calls with event partners and speakers</li> <li>1.5. Monthly media results</li> </ul>
<p><b>2. <u>Content Development</u></b></p> <ul style="list-style-type: none"> <li>2.1. Develop frequently asked questions (FAQs) with information regarding CORE battery-electric landscaping equipment</li> <li>2.2. Develop scripts, distribute media advisories that invite reporters, industry leaders, and other targeted stakeholder audiences to attend events; these advisories must include the required logos of all project participants (for example, CALSTART, California Air Resources Board, and California Climate Investments)</li> <li>2.3. Develop and present media pitches (email, video, radio, social media, and telephone)</li> <li>2.4. Develop blogs, pitch and place, advertorials</li> </ul>
<p><b>3. <u>CORE Demonstration Events</u></b></p> <ul style="list-style-type: none"> <li>3.1. Organize, lead, and attend demo events with small business and sole proprietor landscaping businesses</li> <li>3.2. Partner with dealers</li> <li>3.3. Ensure CORE eligible equipment is available to stakeholders</li> <li>3.4. Provide hands-on testing, training, and education</li> <li>3.5. Organize and conduct preparatory calls with event partners and speakers</li> <li>3.6. Develop flyers, postcards, and other outreach collateral for events</li> <li>3.7. Develop a survey to be given during demonstration events and through other channels. Survey details will be developed in consultation with CALSTART</li> </ul>

- 3.8. Develop and conduct quarterly industry working groups to acquire insight on small businesses and sole proprietor landscapers
- 3.9. Perform workforce development

#### **IV. How To Apply**

Please submit a brief proposal (not to exceed 10 pages) containing the following information, at a minimum, to the contact email provided below:

1. Name of proposer
  - o Contact information
  - o Primary point of contact
2. Relevant experience/qualifications
  - o Where appropriate, examples of work and other supporting content
3. Outreach strategy and scope of work
4. Proposed timeline and budget (not –to exceed actual cost)

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 Jacob Whitson at [jwhitson@calstart.org](mailto:jwhitson@calstart.org) by **5:00 p.m. PST, Friday, August 19, 2022.**

Questions concerning the specifications in this Request for Proposals (RFP) should be directed via email to Jacob Whitson at [jwhitson@calstart.org](mailto:jwhitson@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.
  - o The relevance of education, experience, knowledge, and skills of the respondent and the individual(s) who will be available to provide these services
  - o The expertise of the firm in working with similar clients and/or on similar projects
2. Time needed to complete project
3. References
4. Other services (graphic design, video creation/editing, and media/photo support)
5. Recognition of and demonstrated facility with the concepts presented in this RFP
6. The competitiveness of cost of services