



REQUEST FOR PROPOSALS
PLUG-IN READY MICHIGAN - PLANNING SERVICES

Clean Energy Coalition
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Date of issue: December 9, 2011
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I. SUMMARY

The Clean Energy Coalition requests proposals to provide professional planning services. Under the organizational umbrella of Clean Energy Coalition, this request for proposals (RFP) focuses on the Plug-In Ready Michigan project.

All responses to the RFP must be received no later than 5:00 p.m., December 22, 2011. Please address proposals to: Mark Rabinsky, Project Manager. Only electronic proposals will be accepted. Submissions are requested in PDF format and should be sent directly to mark@cec-mi.org.

II. BACKGROUND & PURPOSE

Clean Energy Coalition

The Clean Energy Coalition is a 501(c)3 non-profit organization based in Ann Arbor, Michigan. Clean Energy Coalition is dedicated to promoting clean energy technologies as a way to create healthier, energy independent communities. Clean Energy Coalition implements, manages and evaluates cost effective, market transformation projects and programs in the building and transportation sectors. Since its launch in 2007, the organization has succeeded in securing government-based funding and developing statewide partnerships for Michigan-based innovative energy efficiency and clean transportation projects valued at more than \$60 million. More information on the organization is available online at www.cec-mi.org.

Plug-in Ready Michigan

In September 2011, Clean Energy Coalition was awarded a \$500,000 grant from the United States Department of Energy (DOE) for its Plug-in Ready Michigan project. This project supports the development of a statewide Michigan plug-in electric vehicle charging infrastructure community preparedness plan. The plan aims to assist communities in planning for current and future electric vehicle technologies.

The project includes state and local level policy implementation, education, and outreach to positively impact consumer behavior. Clean Energy Coalition will work with approximately 40 organizational partners to expand the work of the previously established Michigan Plug-in Electric Vehicle Task Force ('PEV Task Force'). The preparedness plan will be framed with outside research and stakeholder input from utilities, Original Equipment Manufacturers (OEMs), technology providers, pivotal adoption communities, state and local government, members of the general public, and Clean Cities Coalitions.

The final plan will provide recommendations for goals and objectives, zoning ordinances and regulations for commercial, industrial and residential uses, as well as actions to implement the plan.

Michigan Plug-in Electric Vehicle Preparedness Taskforce

The Michigan Public Service Commission's Chairman Orjiakor Isiogu convened Michigan Plug-in Electric Vehicle Preparedness Taskforce in 2010. The taskforce's goal is to create a seamless customer experience and acceptance of plug-in electric vehicles (PEVs) in Michigan. The taskforce addresses such issues as education and communication, incentives, rates, infrastructure issues, building code changes to streamline the installation of charging equipment, among others. The taskforce includes

several subcommittees made up of members of regulated and unregulated utilities, nonprofit organizations, government groups, electrical contractors and inspectors, automotive manufacturers, and local clean energy organizations.

III. SCOPE OF SERVICE

Clean Energy Coalition wishes to contract with a professional planning firm, referenced hereafter as “Planning Firm”, to provide planning services relating to the Plug-In Michigan grant.

A qualified Planning Firm will possess experience working with governments at local and state levels in the state of Michigan. The selected firm will assist Clean Energy Coalition in developing a comprehensive community based Electric Vehicle Readiness Plan by identifying and researching existing barriers, incentives, and benefits for PEV deployment and electric vehicle supply equipment (EVSE) installation in Michigan.

The Planning Firm will perform the following duties relating to the creation of a state-wide Michigan plug-in electric vehicle charging infrastructure community preparedness guide:

1. Preparation Phase

- a) Meet with Clean Energy Coalition to develop a project action plan

2. Information and Data Collection Phase

- a) Assist Clean Energy Coalition with organizing project working group planning sessions
 - (i) Assist Clean Energy Coalition in defining goals and objectives for sessions
 - (ii) Attend meeting and record meeting minutes
 - (iii) Provide meeting summary report to Clean Energy Coalition following meetings
 - (iv) Facilitate vision planning and issue identification
- b) Collect, assemble, and organize existing municipality information relating to electric vehicle supply equipment (EVSE) permitting processes, regulations, incentives, and ordinances
 - (i) Compile and complete stakeholder group reports
- c) Create list of electric vehicle supply equipment planning benefits with estimated return on investment
- d) Assist Clean Energy Coalition and stakeholders in defining final document language, including language concerning:
 - (i) Permits
 - (ii) Zoning issues
 - (iii) Ordinances
 - (iv) Master Plans
 - (v) Recommended incentive programs

3. Report Completion and Publication Phase

- a) Assist Clean Energy Coalition in developing the final draft of the Michigan plan in a report format. Additional plan formats will also be produced; these will include, but are not limited to, poster and slide presentations.

Data and information gathered during the first two stages of this project will be used by Clean Energy Coalition to compile a final plan that will be disseminated to counties, cities, villages, and townships across the state of Michigan. Please note that the Planning Firm will not be expected to make recommendations for improvements to these existing barriers, incentives, and benefits. The Planning Firm will be expected to play a key role in transforming the report into a publishable document.

If your firm is unable to fulfill the minimum required tasks and seeks to sub-contract portions of the work, please clearly outline each task to be sub-contracted, and include respective credentials of each sub-contractor.

IV. REQUEST FOR QUALIFICATIONS/PROPOSAL CONTENT

Clean Energy Coalition will evaluate the qualifications of each prospective firm, the proposed scope of services and the value of the proposed work. Clean Energy Coalition requests the following items from professional firms to complete and undertake the above referenced services.

Part I Qualifications and Experience

Provide the qualifications and experience of the firm, staff and any sub-consultants, as needed, for this type of project. Provide complete firm contact information and explain any proposed joint venture relationships. Provide the names and qualifications of personnel that would be directly performing the work, including sub-consultants, if needed. Indicate each team member's approximate percent of involvement and identify who will be the daily point of contact.

Part II Representative Projects

Provide details of two or more similar projects. Provide samples of work and description of associated past project approach.

Part III Project Approach

Provide information describing how the proposed project would be approached and how stakeholder input would be obtained.

Part IV Project Timeframe

There is an immediate need for Clean Energy Coalition to get this project underway as soon as possible. The expected duration of this project will be six months beginning immediately after contract negotiations. Planning firms unable to complete the scope of work by July 2012 should not respond.

Part V Cost of Services

- Provide an itemized cost of services related to *Section III: Scope of Service*, based on task and subtask, if possible. Include estimated hours and associated hourly fees or overall cost for task completion.
- Include a list of items considered to be reimbursable expenses and any administrative multipliers if used.

V. BUDGET

The planning budget for the project timeframe will be structured at the discretion of Clean Energy Coalition, upon agency selection. A representative budget for the activities outlined within this document will not exceed \$75,000.

VI. SELECTION PROCESS

Clean Energy Coalition staff will evaluate proposals based on the below criteria. For the proposal deemed to meet these requirements, Clean Energy Coalition will enter into contract negotiations with that vendor.

- a. Quality and completeness of proposal
- b. The firm's experience, expertise, past performance, capacity and availability of key staff assigned to project. The firm must demonstrate success in planning and implementing similar projects. This experience should indicate extensive knowledge of permitting, building and electrical codes, the automotive industry, the Michigan market and an ability to work and communicate collaboratively with stakeholders while facilitating consensus among a variety of interests
- c. Firm grasp of the requested tasks and expectations
- d. Proposed project approach, staffing responsibilities, timelines and schedule
- e. Cost proposal reflective of non-profit budgetary constraints, including any pro bono or in kind matching support provided to the project. Final fee for services will be negotiated with the selected team
- f. Follow-up interviews may be held with top candidates the week of January 2, 2011
- g. The final decision is expected to be made the week of January 6, 2011

Clean Energy Coalition reserves the right to modify deadlines, change the scope of work, amend said RFP, reject any or all submissions for any reason without incurring any cost or liability, negotiate with any firm, and select the firm that best meets Clean Energy Coalition's needs.

Ownership of Materials

All materials submitted in response to the RFP become the property of Clean Energy Coalition and supporting materials will not be returned. Clean Energy Coalition is not responsible for any costs incurred by the company in the preparation of the proposal.

Inquiries

Any questions regarding the proposal submission process or contractual questions will be answered in a conference call **on Friday, December 16, 2011 from 1:00pm to 2:00pm**. The conference call number is (507) 726-4200 and the participant code is 140227.

Clean Energy Coalition is an Equal Opportunity Employer.

Thank you for your interest and cooperation in our RFP Process.