

CONTRACT OPPORTUNITY ANNOUNCEMENT

Contract Type:

- Professional Service Contract
- Construction Contract
- Service Contract
- Material Requirement
- Other

Opportunity Summary:

Contract Opportunity Title:	RFP 225263 Marketing, Education & Outreach for EV Fleet Advisory program
Request For:	Proposal
Estimated Contract Value:	TBD
Work Location:	Across PG&E's service territory
Response Due Date:	Register interest no later than November 15, 2024, 3:00 PM PT RFP tentative release date: November 15, 2024, 3:00 PM PT Formal RFP responses are due January 24, 2025, at 3:00 PM PT.
NAICS Code/Size Standard:	541613 / \$16.5M

Opportunity Description:**Background:**

Pacific Gas and Electric Company (PG&E) (www.pge.com), a subsidiary of PG&E Corporation, is one of the largest combined natural gas and electric energy companies in the United States. Based in Oakland with more than 23,000 employees, the company is the primary natural gas and electric service provider for Northern and Central California. The company's 70,000-square-mile service area stretches from Eureka to the north to Bakersfield in the south and from the Pacific Ocean in the west to the Sierra Nevada in the east. PG&E delivers some of the nation's cleanest energy to 16 million people.

In July 2021, California Public Utilities Commission (CPUC) issued a near-term priorities decision, [D.21-07-028](#), allowing utilities to request ratepayer funds for near-term priority (NTP) investments for transportation electrification (TE) in their service territories. PG&E submitted three advice letters ([6883E](#), [6883-E-A](#), and [6883-E-B](#)) beginning in March 2023, proposing a Transportation Electrification Advisory Services (TEAS) program pursuant to Decision 21-07-028. TEAS addresses the near-term priority area of medium- and heavy-duty (MHD) vehicle electrification. In April 2024, [Resolution E-5314](#) approved, with modifications, PG&E's proposed TEAS program.

Contract Opportunity**Description:**

PG&E's Transportation Electrification Advisory Services, renamed to "EV Fleet Advisory program", (Program) will provide a variety of fleet electrification consulting services to medium-duty and heavy-duty fleets, primarily serving schools, transit agencies, municipalities, and small business fleets located in priority communities¹. The purpose of this RFP is to source marketing, education, and outreach (ME&O) services from community-based organizations (CBOs), to spread awareness and generate participation in the Program from fleets in priority communities.

The successful CBOs will report to the PG&E program manager and will develop and execute comprehensive community outreach plans to reach eligible medium-duty and heavy-duty fleets that are considering electrification to generate Program applications. Successful CBOs need to have:

- experience, or a comprehensive outreach plan for engaging small businesses, schools, municipalities, and/or transit agencies
- an understanding of, or willingness to learn about electric vehicles, and comfort communicating with local communities about electric vehicles and charging infrastructure (PG&E can provide training to support this)

The Program will launch in Q1 2025 and will serve customers through the end of 2026.

¹ Priority communities are defined by section 1601(e) of [Assembly Bill 841](#).

Supply Chain Responsibility Considerations:

The selected supplier is expected to align with PG&E's Supply Chain Responsibility policies and procedures. The supplier will be asked to provide a detailed description of their internal, specific supply chain responsibility program and practices related to supplier diversity, environmental sustainability and ethical business conduct.

Conduct Requirements:

Bidders, as well as their employees, subcontractors and sub-suppliers, must adhere to the principles and standards outlined in our Supplier Code of Conduct, including lobbying policies, as they provide goods and services to PG&E. Review Code and understand its obligations here:

<http://www.pgecorp.com/corp/about-us/compliance-ethics/program/third-party-code-conduct.page>

How to Respond:

Suppliers interested in participating in this Contract Opportunity must:

- Express interest by registering for the Wood Mackenzie/PowerAdvocate event, by November 15, 2024, at:

<https://www.poweradvocate.com/pR.do?okey=225263&pubEvent=true>

- RFP response due date is **January 24, 2025, 3:00 PM PT.**

If Additional Questions, contact by registering for Wood Mackenzie/Power Advocate access (see registration link above) and submit questions using the event messaging system.