

Pre-Bidder's Workshop

Request for Proposals (RFP) Electric Vehicle Supply Equipment (EVSE) Deployment Program

Bay Area Air Quality Management District
939 Ellis Street, San Francisco

Monday, December 20, 2010

- BAAQMD Mission and Mandate
- Program Goals
- EVSE Deployment Program
- Components
- Proposal Requirements and Formats
- Proposal Scoring

Bay Area Air Quality Management District (BAAQMD)

NINE COUNTY JURISDICTION OF THE BAAQMD



- Established in 1955
- 9 Counties
- 7 million population
- 5,340 square miles
- **Mission:** To protect and improve public health, air quality, and the global climate

Cleaner Fuels, Cleaner Air

- Transportation sector accounts for more than:
 - 50% of criteria pollutants (ROG, NOX, and PM)
 - 40% of greenhouse gas (GHG) emissions
- Adoption of clean vehicles is key to improving air quality



- **Reduce** on-road vehicle emissions by supporting adoption of new Plug-in Electric Vehicles (PEV):
 - Reduce incremental cost of PEV technology by providing incentives for rapid deployment vehicles through investments in charging infrastructure
 - Reduce range anxiety for electric vehicle (EV)
- EVSE installations:
 - Develop Bay Area Best Practices to help streamline permitting process
 - Co-ordinate communication between utilities, permitting, and local agencies
- Future program components to include public infrastructure

EVSE Deployment Program: Components

- **EVSE Home Charger Rebate Program**
 - \$700 (max) per EVSE installation
 - Reach > 2,000 EVSE installed by 12/30/2012
- **Direct Current (DC) Fast Charger Deployment Program**
 - 20 DC Fast Charger installations (may expand to 50)
 - \$15,000 (max) per DC Fast Charger installation
- **Program Co-ordination**
 - Up to \$50,000 available for coordination of charging installations with local permitting agencies, utilities and installers, including best practices.

EVSE Home Charger Rebate Program

- **Contractor Requirements (Applicant)**
 - EVSE manufacturer, EVSE wholesaler, EVSE distributor, or Auto Manufacturer
 - Demonstrated ability to meet Program Requirements
 - PEV eligibility requirements, CARB Documentation, DMV registration
 - EVSE permit address matches vehicle registration
 - Commit to EVSE cost identified in application
 - EVSE usage data collection for 3 years

EVSE Home Charger Rebate Program (Cont'd)

- **Vehicle Requirements**
 - GVWR below 14,000 lbs
 - Propelled solely or in part by an electric motor
 - Rechargeable from external source of electricity (J1772)
 - **Li+** or **Plug-in Gasoline Electric Hybrid**, CARB fuel standard
 - Vehicle registration must match EVSE installation location
 - NEVs **do not** qualify

EVSE Home Charger Rebate Program (Cont'd)

- **EVSE Requirements**
 - Underwriter Lab (UL) Certified
 - Approved J1772 coupler
 - 208v – 240v charger (Level II)
 - Installation & PEV registration address match
 - Installed within Air District jurisdiction

EVSE Home Charger Rebate Program (Cont'd)

- **Records, Auditing & Enforcement**
 - Contractor responsible for maintaining:
 - Vehicle Identification Number, Make, & Model
 - Registered vehicle owner name, address, & phone
 - Date owner purchased vehicle
 - Copies of EVSE install invoice/permit, & Vehicle Title
 - Usage Data
 - Information above sent the Air District monthly
 - Contractor to send monthly invoices to Air District
 - Number of rebate applicants approved, installations completed
 - Contractor maintains records for 3 years
 - Air District to audit program

EVSE Home Charger Rebate Program (Cont'd)

- **Advertising**
 - Contractor responsible for program advertisement
 - Acknowledgement of Air District funding
 - Notification that participation in EVSE Home Charger Rebate Program *is voluntary*

DC Fast Charger Deployment Program

- **Contractor Requirements (Applicant)**
 - EVSE manufacturer, EVSE wholesaler, EVSE distributor, or Auto Manufacturer
 - Commit to DC Fast Charge cost identified in application
 - Identify strategic deployment locations, securing property easements and right of way access
 - Develop/distribute deployment map to local utilities
 - Comply with Program Requirements

DC Fast Charger Deployment Program (Cont'd)

- **DC Fast Charge Requirements**
 - Communicates with vehicle battery management system
 - Upgradable to SAE standard
 - Must comply with state and local code requirements
- **DC Fast Charge Location Requirements**
 - Comply with Bay Area strategic plans
 - Pre-approved prior to final site selection
 - Accessible to public
 - Near heavily used transportation routes or densely populated residential areas or strategically important to extend the range of EVs

- **Records, Auditing & Enforcement**
 - Contractor responsible for maintaining
 - Manufacture name, make & model
 - Date placed into service, address and Geographical Information System (GIS) coordinate
 - Copies of DC Fast Charger cost, installation invoice, and installation permit
 - Usage data
 - Information above sent to the Air District monthly
 - Contractor maintains records for 3 years
 - Air District to audit the program
 - Contractor to send monthly invoices to Air District
 - Number of installations, incurred expenses

Program Co-ordination

(Optional)

- **Contractor Requirements (Applicant)**
 - Selected contractor or participant in EVSE Home Charger Rebate or DC Fast Charger Deployment Program
 - Comply with Program Requirements
 - Demonstrated experience:
 - Convening stakeholder workshops
 - Co-ordination of EVSE installation process
 - Strategic & business model assessments

- **Siting & Business Requirements**
 - Local Coordination Objectives
 - Conduct stakeholder workshops seeking input and sharing of learned best practices
 - Bay Area EVSE step-by-step installation guide
 - Recommend streamline process for sharing EVSE installation with local utilities and stakeholders
 - Local & Regional Siting Objectives
 - Review current & planned EVSE deployment to identify gaps and EVS deployment strategies
 - Review, evaluate and recommend sustainable business models for EVSE
 - Develop DC Fast Charge and Level 2 public charging deployment strategies

- **Records, Auditing & Enforcement**
 - 15 days prior to commencing work
 - Submit final scope of work to the Air District
 - Air District sole discretion to approve scope of work
 - Monthly Invoices, including summary of work, itemized expenses, invoices for incurred expenses
 - Contractor responsible for maintaining
 - Copies of notifications sent to stakeholders
 - List of stakeholder participants used in evaluation
 - Copies of materials distributed at meetings
 - Transcripts of meetings
 - Time sheets and invoices incurred during project

- **Overview**

- Contractor can apply to one or more program components
- **Apply for each component *separately***
- Only contractors who receive awards for EVSE Home Charger Rebate or DC Fast Charger Deployment Programs qualify for Program Coordination component
- Proposals not to exceed 15 pages
 - **Excludes** Cover Letter, Table of Contents and Firm Contact Information sections

RFP Format & Content (Cont'd)

Technical

- Cover letter
- Table of contents
- Firm contacts (Section II)
 - Address and telephone of closest office to Air District
 - Name of firms contact
 - Name of project manager
- Firms Organization (Section III)
 - Background in providing the components services to other Government agencies
 - Technical capabilities
 - Provide References from similar projects

RFP Format & Contents (Cont'd)

Technical

- Program Contents (Section IV) – demonstrate ability to perform work identified in the component
 - Letters of support or MOU for responses that include partnerships with other entities
 - List personnel assigned to the work identified in RFP, include each persons duties, experience and training

RFP Format & Contents (Cont'd) - Technical Home Charger Component

– Program Contents (Section IV)

- › Procedure used to collect vehicle, permitting and EVSE documentation
- › Procedures used to inform local utilities of EVSE installation
- › Detailed EVSE cost and end cost to consumer

EVSE Cost	Average Installation Cost	Local Air District Funding	Less Other Funding	Final Cost to Consumer
		(\$700)	If Applicable	

**note contractor will commit to EVSE Cost during project*

- › Statement addressing consumer's ability to obtain competitive installation bids, if applicable describe the process

RFP Format & Contents (Cont'd) - Technical **Home Charger Component**

– Program Contents (Section IV)

- › Timeline for implementation
- › Detailed advertising plan (types of media, frequency, geographical area)
- › List procedure to be used in getting volunteers, address how you will disburse the rebates
- › EVSE installation timeline from Contractor contact and the incremental steps (i.e. site inspection, permitting)
- › Describe the data to be collected from each EVSE installation (i.e. vehicle mileage, kWh, time of charge)
- › How will data be collected (i.e. smart metering, survey)
- › Ability to share collected information
- › Describe record keeping practices for the project

RFP Format & Content - Technical

DC Fast Charger Component

– Program Contents (Section IV)

- Timeline for deployment of 20 DC Fast Chargers
- Describe procedures for each DC Fast Charger installed
- Detailed DC Fast Charge cost and final cost

DC Fast Charger Cost	Average Installation Cost	Local Air District Funding	Less Other Funding	Final Cost
		(\$15,000)	If Applicable	

**note contractor will commit to DC Fast Charger Cost during project*

- Describe record keeping practices for the required program documents
- Identify who will own and maintain DC Fast Charger

RFP Format & Contents (Cont'd) - Technical

DC Fast Charger Component

– Program Contents (Section IV)

- › Describe data collected from each DC Fast Charge installation (i.e. vehicle mileage, kWh, time of charge)
- › Ability to share the collected data information
- › How will data be collected (i.e. smart metering, survey)
- › Identify consumer costs to use the DC Fast Charger. How will payment for the charger use be made? (pay at charger, subscription service)

RFP Format & Content - Technical Program Co-Ordination Component

- Program Contents (Section IV)
 - Timeline to implement program
 - Procedures used to implement the project. *How will you manage the program?*
 - Resources and methodology used for the coordination of outreach and education; and the review of current and planned status of EVSE installations
 - Previous experience in similar coordination programs, developing/identifying best practices, determining business and revenue models, and developing regional deployment plans as they relate to EVSE infrastructure

RFP Format & Content – Technical Exceptions

- **Exceptions for RFP requirements**
 - Describe requirement(s) that can not be met and why
 - Identify mitigating or alternative approaches for the exception
 - Air District reserves the right to approve exception

RFP Format & Content

Proposal Submission

- Signature required on all proposals
- Submit:
 - Two (2) complete copies of proposal
 - Proposal not to exceed fifteen (15) pages
 - Cover letter, table of contents and firm contact do not count towards the 15 page limit
 - Mark upper left hand corner w/ bidder name, address and RFP number
 - Electronic copy to tflannigan@baaqmd.gov
 - Late proposals will **not be** accepted
- Air District may modify/issue supplementary info.
- Once submitted, proposals cannot be altered without prior written consent of the Air District.

RFP Format & Content Proposal Submission (Cont'd)

Due Date:

January 5, 2011, 4:00 p.m.

Attn:

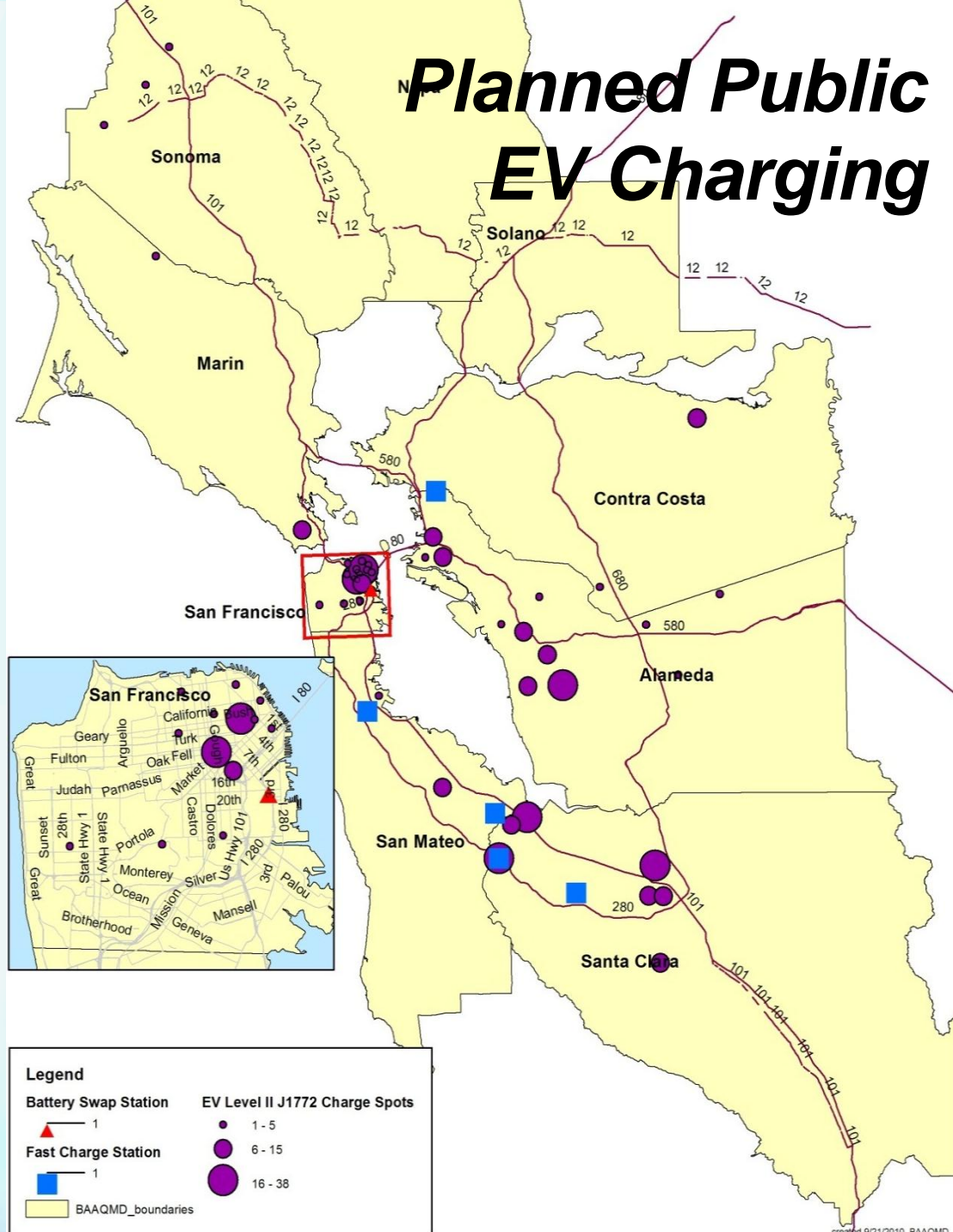
Tom Flannigan, Administrative Analyst
BAAQMD
939 Ellis St.
San Francisco, CA 94109

Proposal Evaluation Scoring Criteria

40 pts.	Price. Cost to the end user will be a major factor in the evaluation of the proposal.
15 pts.	Past Experience/Demonstrated ability to complete work. Applicants' past experience with implementing similar programs and EVSE deployments.
25 pts.	Project Implementation Timeline/Available Resources: The time needed for the Applicant to implement and complete the project. Demonstration that Applicant has ability including sufficient resources available to successfully implement the component.
10 pts.	Understanding of the Program and Thoroughness/Responsiveness of the Proposal. Extent to which proposal demonstrates an understanding of the Program component and responds thoroughly to the RFP.
10 pts.	Local/Green Business. Business located within the boundaries of the Air District
100 pts. Total	

**BAAQMD funded as
of FY 09/10:**

- \$1.3 million
- 78 locations/ parking areas
- Installations to be completed by 12/31/11
 - 402 level II Charge points
 - 6 DC Fast Chargers
 - 1 Battery swap station (December 2013)



BAAQMD Grant Contacts

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SID Website:

<http://www.baaqmd.gov/Divisions/Strategic-Incentives.aspx>

Questions?

