

**REQUEST FOR INTEREST**

**ELECTRIC VEHICLE, PLUG-IN HYBRID ELECTRIC  
VEHICLE, ELECTRIC VEHICLE SUPPLY EQUIPMENT, AND  
ELECTRIC BIKE GROUP DISCOUNT PROGRAM**

**(“Electric Car Discount Program”)**



**SUBMITTAL DUE DATE**

**August 17, 2018**

**5:00 P.M.**

**City of Tacoma**

**TACOMA, WA 98409**

**REQUEST FOR INTEREST**

## **Section 1 – Purpose of RFI**

### **1.1 Purpose and Program Summary**

The purpose of this Request for Interest (RFI) is to increase the private use of electric powered transportation to help meet the City of Tacoma’s Environmental Action Plan goal of 2,000 electric car registrations in the City of Tacoma by the end of 2020.

In this Electric Car Discount Program (Program), the City of Tacoma will use its public outreach to inform and educate the public on the benefits of electrified transport and help secure limited time discounts from participating Suppliers (Manufacturers or Dealers) for members of the public to purchase and/or lease battery electric vehicles (BEV), plug-in hybrid vehicles (PHEV), electric bicycles (E-bikes), and/or Electric Vehicle Supply Equipment (EVSE) (collectively, “EV”s).

Members of the public who elect to join the Program will be provided opportunities to learn about electric vehicles and have their questions and concerns addressed by City employees. Participants will be notified of the Supplier provided EV discounts. Individual members of the public are invited to - but are under no obligation to purchase or lease EVs through a contract with Suppliers. The City of Tacoma will not be a party to any purchase agreement, and for this reason, this RFI process is not governed by the City of Tacoma’s procurement requirements and is not subject to protest or appeal. We intend, but are not required, to select one or more Suppliers for participation in the Program. Each selected Supplier will be required to enter into an agreement (Appendix A) with the City of Tacoma to participate in the Program. There is no entrance fee or direct cost to Suppliers to participate in this program.

### **1.2 Background**

Transportation accounts for 73 percent of greenhouse gas (GHG) emissions in Tacoma, Washington (EAP Progress Report 2017). To reduce air pollution and make our air healthier, the City seeks to encourage the public to transition to electric modes of transportation. Since electricity provided to the City of Tacoma by Tacoma Power is sourced from hydroelectric generators, approximately 96 percent of the energy consumed by the residents of Tacoma is carbon-free. Choosing an EV or E-bike is one way a person can make an important contribution to reduce the City’s carbon footprint. To reduce GHG emissions in the transportation sector, the City has set a goal in the Environmental Action Plan (EAP) to register 2,000 electric vehicles by 2020. Tacoma currently has 583 EVs registered as of December 2017. The City believes that

engaging the public through an EV group purchase program is a great way to help accelerate the adoption of EVs in Tacoma and reach the 2,000 EV registration target.

The City of Tacoma is pursuing a group purchase program to inform the public about the environmental and economic benefits of EVs, the proper use and safety of this new technology, to facilitate discounts for participants, to increase sales to local dealerships, and to bring about a cleaner environment for the community. The City of Tacoma will heavily promote the discount program through marketing and outreach efforts and to provide information to interested participants. The City will also engage other partners, such as Western Washington Clean Cities, Forth, Pierce County, and others to help promote the program to the public.

The City of Tacoma can help increase the adoption of electrified transportation by reaching out to residents and employees that are curious about EVs and E-bikes through trusted communication channels. By providing accurate, objective information about the benefits and costs of EV and e-bike ownership, interested participants can ask questions to get the information they need so they can make a confident, informed decision. The best way to transform the transportation industry toward electric vehicles is to get them on the roadway and in the driveways of our neighborhoods – positive word of mouth will do the rest!

## Section 2 – RFI Details

### 2.1 Important Dates

The following dates are significant for this RFP. Some dates will be determined as the program progresses.

<u>RFI Announced</u>	7/23/2018
<u>Proposals Due</u>	8/17/2018
<u>Suppliers (s) Selected</u>	8/22/2018
<u>Launch of Web Portal and Email Update Process</u>	6/6/2018
<u>Discount Sales Period Begins</u>	9/15/2018
<u>Discount Sales Period Ends</u>	11/30/2018
<u>Program Completion</u>	12/1/2018

## 2.2 Supplier Agreement With City

Suppliers selected to participate in the Program will be required to enter into an Agreement with the City. The Agreement is attached herein as Exhibit A.

The Effective Date of Agreement is the date the Supplier fixes a signature to The Agreement. The Agreement term will be for a period beginning with the Effective Date of Agreement to the end of the Program Completion and Assessment Period. The Program period is the window of time where program participants may redeem Supplier offers of discounts, beginning on September 15, 2018 up to and including November 30, 2018.

### **Written Inquiries**

All inquiries regarding this RFI may be submitted via email to [electricvehicles@cityoftacoma.org](mailto:electricvehicles@cityoftacoma.org) on or before 5:00 p.m. on August 3, 2018. A response from the City of Tacoma to all inquiries will be posted and sent via email no later than August 10, 2018.

### **Submittal Instructions**

To participate in this Program, Suppliers must deliver signed copies of the Agreement (see Appendix) and discount offers (see Section 4.3) in one of three ways:

1. Delivered in person to Tacoma Public Utilities, located at 3628 S. 35<sup>th</sup> St, Tacoma, WA 98409. Please provide in a sealed envelope clearly marked as ELECTRIC CAR DISCOUNT PROGRAM RFI.
2. Sent by US Mail to Megan Schenck at Tacoma Public Utilities 3628 S. 35<sup>th</sup> St, Tacoma, WA 98409. If sending by mail, please provide in a sealed envelope clearly marked as ELECTRIC CAR DISCOUNT PROGRAM RFI. If submitting by US mail, please allow adequate time for delivery such that the submittal is received.
3. Sent by E-mail to [electricvehicles@cityoftacoma.org](mailto:electricvehicles@cityoftacoma.org). Please include ELECTRIC CAR DISCOUNT PROGRAM RFI in the subject line.

Regardless of delivery method the submittal must be received by the City of Tacoma on or before 5:00 p.m. Pacific Time on August 17, 2018.

## Section 3 – Scope of Work

### 3.1 Scope of Work Overview

The City of Tacoma’s role is to provide outreach and education to the public, in exchange for Supplier provided discounts that are more favorable than other discounts to participants during the Program period. Supplier(s) selected to participate in the program will provide self-selected

discounted offers on both purchases and leases of EVs on self-selected makes and models of EVs. Suppliers are also invited to offer special financing offers and discounts on optional upgrade features (leather seats, upgraded stereo, etc.).

Individuals who wish to participate in the Program will enter into a mutually agreeable purchase agreement or contract with the selected Supplier(s) for the purchase or lease of an EV. The City of Tacoma will not be party to the transaction between Supplier and the individual purchaser and will have no responsibility or liability under the agreement between Supplier and individual purchaser.

The Program is outlined in terms of the following key phases, described further below:

- Participation Enrollment and Education
- Participant Engagement
- Program Completion and Assessment

### **3.2 Participation Enrollment and Education**

Between the public launch Program and the end of the Program, The City of Tacoma will:

- Provide outreach at public events, through e-mail, over social media platforms and by reaching out to partner organizations to do the same;
- Ask the public to sign-up in person or via website by providing personal information and indicating their interest to receive offers of information sessions, links to online information, and discount offers through this Program;
- Serve as the point of contact for customer inquiries about the program;
- Maintain social media presence to keep interested participants aware of updates before and throughout Program;
- Design and provide promotional and educational material at workshops and on website;
- Provide up to date information on City of Tacoma and Tacoma Public Utilities websites;
- Coordinate public EV ride and drive events;
- Host information sessions for participants to learn more about EV technology, how EVs work, how to use charging infrastructure, etc.

- Develop an online survey for all Program participants;

Participating Supplier(s) are required to:

- Offer proposed discount on EV purchases/leases;
- Provide status updates via phone call to City of Tacoma including: number of contracts signed, and any relevant issues, challenges, and/or delays.

The selected Supplier(s) is invited but not required to:

- Attend one dealer outreach workshop to understand program details before program launch;
- Attend other outreach events as invited by City of Tacoma to publicize the program as requested;
- Participate in an exit interview and provide feedback on the program.

## **3.2 Participant Engagement**

Program participants are provided with a list of discounted offers provided by participating Supplier(s) and if they choose to, will directly approach the supplier(s) themselves and reference the Electric Car Discount Program. The selected Supplier(s) will then communicate with participants directly and provide each with purchase information and a quote. Purchases under this Program can begin on September 15, 2018 and continue until the end of the discount program November 30, 2018 (Discount Sales Period).

### **3.2.1 Individual Program Quotes**

Participating Suppliers will prepare an individual quote for each Program participant that is based on the discounted price and takes into consideration the preferences of the participant.

### **3.2.2 EV Transactions between Supplier and Participants**

Upon receipt of their individualized quote from Supplier, each participant who decides to purchase an EV must sign a purchase or lease contract or agreement with the Supplier that reflects the pricing and other provisions applicable to the discount Program. This transaction is strictly between the supplier and the participant. The City of Tacoma will not be a party to these transactions or be responsible for any financial or other obligations related to the individual contracts or agreements for purchase or lease between participants and the selected suppliers.

## Enrollment Period Communication

The City of Tacoma and the selected Supplier(s) will coordinate regularly to track participant status throughout the enrollment and education period. The City of Tacoma will field calls from participants about the Program and answer questions or refer individuals to selected Suppliers for more information, as appropriate.

## Program Completion and Assessment

After the Program has ended on November 30, 2018 the selected Suppliers will report on all purchases made through the program. Suppliers will be asked by the City to complete a voluntary survey, meet for an exit interview to provide feedback on the program.

## Section 4 – Evaluation of Criteria

The City is offering this Program opportunity to Suppliers but is not obligated to include all Suppliers. To participate in this Program, Suppliers must qualify based on requirements and criteria contained in this section. Supplier submittals will be evaluated according to perceived ability to perform the Scope of Work. City intends to select as many qualified Suppliers as are willing to participate.

### 4.1 Supplier Requirements

All respondents meet the following minimum qualifications; any respondents not meeting these qualifications will not be considered eligible for the program.

4.1.a Respondents must be licensed and in good standing to do business in the state. List all applicable business license numbers.

4.1.b. Respondents must also have two years of engagement as a supplier of EVs. Specify number of years the firm has been in business under the present name.

In addition to the above minimum requirements, please also provide:

4.1.c. Provide names, titles, and contact information of key staff that will be assigned to the Program, with a brief description of relevant employee experience, and their assigned responsibilities as they relate to this Program.

4.1.d. Provide information about your firm's participation in any specific training and certification programs related to electric vehicles.

The selected Supplier(s) will also be invited to attend an overview workshop lasting approximately 1 hour which will take place prior to Program launch on 9/15/2018. This will give

salespeople a chance to ask any questions and familiarize themselves with the Program. This workshop is yet to be scheduled.

## 4.2 Demonstrated Ability to Meet Scope of Work

Supplier submittals should clearly address the following:

4.1.a. EV inventory– the specific number of EVs that will be offered at the discount price, including the expected delivery schedules for EVs to be offered in the program and a contingency plan if demand is higher than expected and exceeds available or anticipated inventory. **Insufficient inventory may exclude a Supplier from participation in the program.**

4.2.b. A description of the proposed EVs, including model year(s), make(s), and model(s) to be included in Program. Must also include the total number of each type of EV that is expected to be available during the Program;

4.2.c. Proposed approach to maintain high quality customer service throughout the Program. This is to ensure there are enough salespeople with knowledge about the Program to respond to customer demand.

4.2.d. Identify any possible challenges you may encounter during this process and how you plan to address them.

Suppliers who respond to this RFI will be contacted to inform them if they were selected to participate in the Program by 8/22/2018. The City reserves the right to allow Suppliers to make modifications that may remedy their ineligible status before the start of the Discount Sales Period on 9/15/2018.

## 4.3 Discount Offer

### 4.3.1 Dealership Suppliers

**Provide a table that displays the make, model, and year for each EV offered through the Program along with the MSRP, the discounted price offered to Program participants, any applicable state and federal tax credits, and a total price including freight and delivery, and all other taxes and fees.** Any dealer tax credits should be taken into account as part of the lease pricing. Please also indicate the time period that the discount is available if different from the entire Program period.

Please indicate any type of financing or leasing offers the Supplier will make available to eligible participants. Please be specific about ALL terms, including, but not limited to, interest rates,

lease terms, credit qualifications, down payment requirements, etc. and provide sample lease and purchasing agreements. Provide “truth in lending documents” if required by State.

Please also provide any additional incentives or benefits Supplier is willing to make available to the program or to participants in the program. Such incentives include, but are not limited to, free charging, discounts for purchase or installation of home charging, and rebates to customers if sales exceed certain targets, discounted optional features (i.e. stereo upgrades, heated seats, etc.), discounted or free additional merchandise (i.e. floor mats, cargo nets, luggage racks, etc.).

### **4.3.2 Electric Vehicle Supply Equipment (EVSE) Suppliers**

**Provide a table of information that displays the charger type(s) offered through the Program along with the discount amount offered to Program participants, and total price including delivery, and all other taxes and fees.** Please provide desired discount method (i.e. promo code used on Supplier website, physical coupon, etc.). Please also indicate the time period that the discount is available if different from the entire Program period. It is preferred that the Supplier of EVSE equipment provide a webpage link to engineering specifications and installation instructions.

### **4.3.3 E-Bike Vendors**

**Provide a table of information that displays the make, model, the discount amount offered to Program participants, and a total price including freight and delivery, and all other taxes and fees.** Please also indicate the time period that the discount is available if different from the entire Program period. It would also be helpful to indicate local business addresses where Program participants can inspect e-bikes in person.