



Ecology Action

Request for Proposals

Monterey Bay Electric Vehicle Climate Adaptation and Resiliency (Monterey Bay EV CAR) Framework

**Community-Based Organization
Equity and Outreach Consultant**

Due Date: April 26th, 2024, 5:00 p.m.

(postmarks not accepted, hard copy and email submissions accepted)

Contact:

Gino Garcia, Senior Program Specialist

Ecology Action

(831) 915-9750

ggarcia@ecoact.org



INTRODUCTION

The Association of Monterey Bay Area Governments (AMBAG) and Ecology Action are seeking support from community-based organizations for community outreach and engagement to support development of the Monterey Bay Electric Vehicle Climate Adaptation and Resiliency (Monterey Bay EV CAR) Framework.

This project will create a roadmap for the Monterey Bay Area to assess current electric vehicle charging infrastructure vulnerability to climate change and implement strategies to ensure that the build-out of EV charging infrastructure increases equity and resiliency in the face of climate change. The project is led by AMBAG, which will work with a coalition of stakeholders composed of local jurisdictions, Regional Transportation Planning Agencies (RTPAs), transit agencies, special districts, and community-based organizations to create the Monterey Bay EV CAR Framework. Ecology Action is partnering with AMBAG on the project and will support project management, public process facilitation, and stakeholder engagement.

The first step in the project is to conduct a deep listening and outreach process with underserved communities to identify local vulnerabilities to climate change, grid instability, community priorities to increase mobility, barriers to EV adoption, and priorities for future infrastructure investment. The goal of this process will be to obtain the community's perspective on the barriers and solutions that can lead to building a network of EV charging stations that is both equitable and resilient to climate change.

Once the vulnerabilities of EV charging infrastructure have been identified, staff will co-design a set of climate adaptation strategies with a broad cross section of partners, including representatives from vulnerable and underserved communities. The strategies will seek to both protect existing EV charging infrastructure and ensure that the ongoing build out of EV charging infrastructure leads to an equitable and resilient transition to a zero-emissions transportation future for all. AMBAG will then publish the Monterey Bay EV CAR Framework and continue to build partnerships to implement the framework once the grant has concluded.

This project is funded through a Caltrans Sustainable Communities Transportation Planning Grant. The selected consultant will be required to track and document their activities in accordance with Caltrans requirements.

SCOPE OF SERVICES

The equity and outreach consultant's primary responsibilities are to conduct community outreach and engagement in underserved communities in Santa Cruz, Monterey, and San Benito Counties (see "Potential Geographic Focus Areas" section below for more description regarding the scale of geographic focus areas). The consultant(s) will develop an outreach strategy in partnership with Ecology Action, conduct community outreach, and bring community input to the process of co-designing climate adaptation strategies.



1. Develop Outreach Strategy

Ecology Action and the equity and outreach consultant(s) will develop a strategy to reach residents of underserved communities. Strategies will vary for communities throughout the Monterey Bay region and will be based on existing structures that are successfully engaging community members. Ecology Action and the equity and outreach consultant(s) will develop bilingual outreach materials to support the agreed-upon strategies.

Deliverable: Summary of outreach strategy

2. Co-Create Vulnerability and Barriers Community Survey

Ecology Action and the equity and outreach consultant(s) will work in collaboration to co-create a vulnerability and barriers community survey to solicit input regarding transportation barriers and needs for underserved residents in the specific geographic focus area(s) in Santa Cruz, Monterey, and San Benito Counties. Ecology Action and the equity and outreach consultant(s) will develop a bilingual survey.

Deliverable: Vulnerability and Barriers Community Survey

3. Vulnerability and Barriers Community Survey Outreach

The equity and outreach consultant(s) conduct culturally appropriate outreach to learn about transportation barriers and needs for underserved residents in the specific geographic focus area(s) in Santa Cruz, Monterey, and San Benito Counties. Ecology Action will support outreach where needed. Outreach will be conducted with the goal of obtaining responses to the Vulnerability and Barriers Community Survey.

Possible outreach activities will be based on the outreach strategy and may include:

- Organizing small group stakeholder meetings.
- Working through existing organizations, groups, and networks to distribute survey link.
- Working with community leaders, such as school district board members and City Council members, to distribute survey link.
- Attending existing events to collect survey responses, such as Farmer's Markets, school events, and food distribution events.
- Door-to-door canvassing to collect survey responses.

In addition to collecting initial survey responses, the outreach team will conduct additional outreach to update community members of key project milestones, utilizing existing meetings and outreach channels wherever possible.

Ecology Action staff with support from the equity and outreach consultant(s) will prepare a vulnerability and barriers community survey memorandum, to summarize all the findings of the different outreach initiatives and recommendations to center equity and the needs of underserved communities as part of this project.



Deliverable: Vulnerability and Barriers Community Survey memorandum

4. Codesign Strategies

The equity and outreach consultant(s) will participate in the design of climate adaptation strategies, which will be developed by a technical consultant. The equity and outreach consultant’s role will be to ensure that guidance and vision from the vulnerability and barriers community survey of underserved communities is incorporated into the strategies to be included in the Monterey Bay EV CAR framework.

Deliverable: Participation in stakeholder meetings, advisory committee meetings, notes on draft strategies

Tasks 1 through 4 should all be completed by April 30th, 2026.

POTENTIAL GEOGRAPHIC FOCUS AREAS

The equity and outreach consultant should clearly define the geographic focus area(s) in which they will be conducting community outreach and engagement, as described in Tasks 1 through 4 above. A geographic focus area may be countywide or at a more localized neighborhood scale.

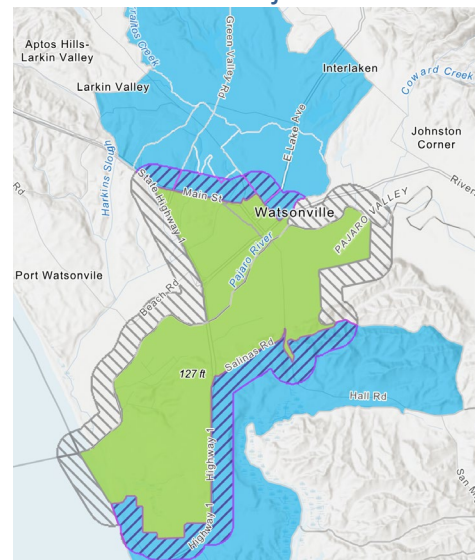
The below exhibits show potential geographic focus areas for underserved communities in Santa Cruz, Monterey, and San Benito Counties based on the California Climate Investments Priority Populations 2023 data viewer, which can be accessed here:

<https://gis.carb.arb.ca.gov/portal/apps/experiencebuilder/experience/?id=6b4b15f8c6514733972cabdda3108348>

North Santa Cruz County

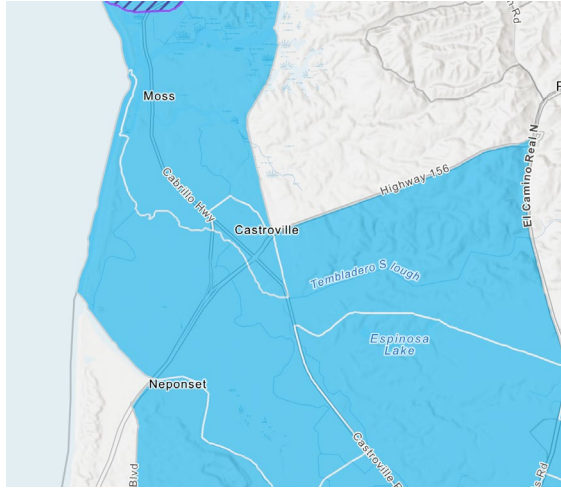


Watsonville and Pajaro

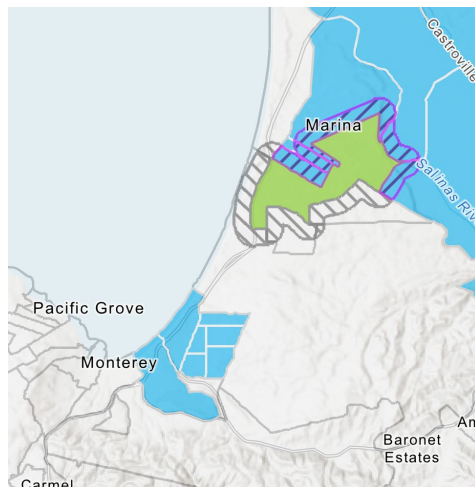




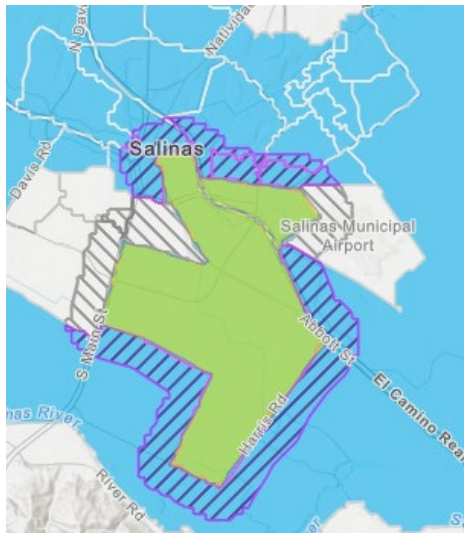
North Monterey County



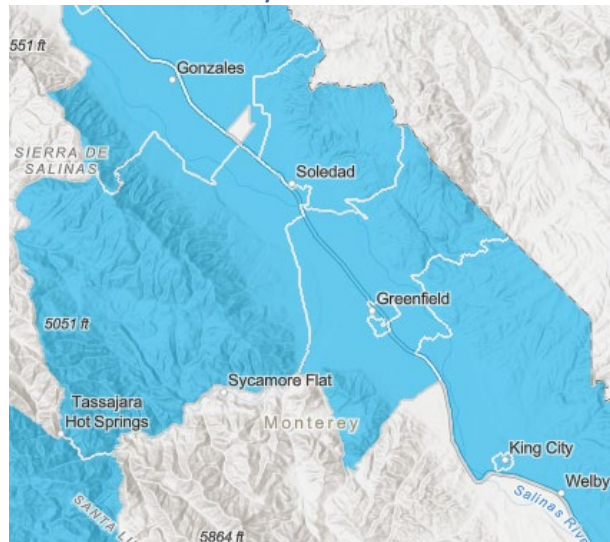
Monterey Peninsula



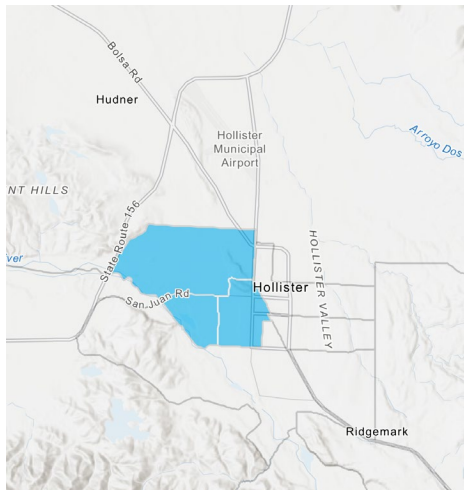
Salinas



Salinas Valley



Hollister





TIMELINE

Consultant Selection Process (subject to delay)

Release RFP.....	March 25 th , 2024
Deadline for questions.....	April 5 th , 2024
Responses to RFP due.....	April 26 th , 2024
Conduct interviews, if necessary, and select consultant.....	Week of April 29 th , 2024
Conclude contract negotiations.....	End of May 2024

Project Timeline

- Develop outreach strategy: June 2024
- Vulnerability and Barriers Community Survey: July 2024 – June 2025
- Codesign Strategies: July 2025 – April 2026
- Contract End Date: April 2026

PROPOSAL CONTENT AND ORGANIZATION

Project Team: Discuss overall qualifications of the organization and/or project team (key staff and sub-consultants, as applicable), including:

- **Organization**--Briefly describe the respondent's firm including the year the organization was established, type of organization (non-profit, corporation, etc.), and any variation in size over the last five years. State the organization's qualifications for performing the consulting services requested in this RFP. Briefly describe the organization's experience with community outreach and engagement in Santa Cruz, Monterey, and/or San Benito Counties.
- **Key Personnel**--Describe the qualifications and experience of each person who will participate in the project. Include a resume for each key member of the project team. Designate a project manager.
- **References**--Provide a list of one to three references. Include references from individuals or agencies for similar outreach and engagement projects. References must include name, phone number, and e-mail address. For each reference, describe the



nature of the work you performed, approximate dates your organization performed the work, and your organization's staff who performed the work.

- **Project Approach:** Please indicate the approach which your firm will use to provide a quality product according to the agreed schedule and stated budget.
- **Budget:** The budget for the above Scope of Services for a countywide geographic focus area may range from \$25,000 to \$75,000. The budget for the above Scope of Services for a neighborhood geographic focus area may range from \$2,500 to \$7,500. If more than one neighborhood is included in a proposal, budget should be adjusted accordingly. The total budget available for all equity and outreach consultants is \$200,000. Please provide costs for Tasks 1 through 4 including hours per task.

CONSIDERATIONS

The successful consultant will be required to enter into a standard agreement with Ecology Action that specifies the scope of service, completion schedule, and an agreed-upon schedule of payment. The consultant shall also meet the requirements of the agreement between Ecology Action and AMBAG (see Attachment 1).

Disadvantaged business enterprises will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, sex, national origin, religion, age, or disability in consideration for an award.

The consultant will submit monthly invoices by the fifth day of the month. Invoices will be paid within 30 days of receipt.

The proposal should be kept to a maximum of 6 double-sided pages, or 12 page-sides of content. Cover page, cover letter, dividers, tables of content, staff resumes, and budget do not count towards the 6-page total. Proposals must be received by, not postmarked by, the closing date and time. Proposals may be submitted via email, in person, or by postal service. Digital submissions are preferred, but if a hard copy proposal is submitted, please include five copies.

Ecology Action will accept questions via email regarding the RFP prior to 5:00 p.m. on April 5th.

Please submit proposal by 5:00 p.m. on Friday, April 26th, 2024 to:

Attn: Gino Garcia
Ecology Action
877 Cedar Suite 240
Santa Cruz CA, 95060
ggarcia@ecoact.org



PROPOSAL EVALUATION AND SELECTION

Each proposal will be reviewed to determine if it meets the minimum proposal requirements. Ecology Action may reject any proposal if it is conditional, incomplete, fails to meet the requirements of the RFP, or contains irregularities. A selection committee will review all proposals and will make final recommendations based on the proposal and references check.

RFP Response Evaluation

Responses will be evaluated on the following criteria:

Criteria	Points
Organization's demonstrated experience in outreach & engagement work in the Monterey Bay Region	30
Key staff experience with similar projects	10
References	10
Proposed project approach	20
Budget	30
Total	100

Final Selection and Protests

The RFP process is considered concluded when a letter is sent to all participating consultants indicating which consultant has been selected.

Protestants shall submit a detailed written statement of protest to:

Attn: Gino Garcia
Ecology Action
877 Cedar Suite 240
Santa Cruz CA, 95060
ggarcia@ecoact.org

Statements of protest must be submitted no later than five (5) business days after receipt of the award notice described above.

Thank you for your consideration of this RFP. Ecology Action looks forward to receiving your proposal. If you have any questions, please contact Gino Garcia via email at ggarcia@ecoact.org by April 5th at 5:00 p.m.