



State of New Jersey

AGENCY REQUEST FOR PROPOSAL



VENDOR NAME AND ADDRESS: 	RETURN THIS PROPOSAL TO: Brittany Pfeiffer Bureau of Mobile Sources Mailcode 401-02E PO Box 420 Trenton, NJ 08625-0420 brittany.pfeiffer@dep.nj.gov	DELIVERY GOODS/SERVICES TO: Trenton, NJ
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NOTE: THIS PROPOSAL MUST BE RETURNED BEFORE THE CLOSE OF BUSINESS ON THE FOLLOWING DATE: May 4, 2018	AGENCY PERSON TO CONTACT: Brittany Pfeiffer
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FISCAL YEAR	ACCOUNT NUMBER	AGENCY REF. NO.	COMM. CODE NO.
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IMPORTANT INSTRUCTIONS TO BIDDERS: Read the entire bid proposal, terms and conditions, and specifications. Fill in all information requested below. All bid prices must be typed or written in ink. Any corrections, erasures or other forms of alternations to unit and/or total prices must be initiated by the bidder. Upon completion, this proposal must be signed and emailed or mailed to the addresses shown above. Unsigned proposals will not be considered.

ITEM NO.	QUANTITY	UNIT	DESCRIPTION (ALL ITEMS MUST BE DELIVERED F.O.B. DESTINATION)	UNIT PRICE	AMOUNT
1	1	1	<p>Scope of Services</p> <p>The New Jersey Department of Environmental Protection (NJDEP) intends to contract with an independent contractor to design and implement an electric vehicle Ride and Drive event. Potential venues for events can be at existing events at State Parks, privately-owned environmentally-minded businesses, universities, businesses with existing electric vehicle charging stations, and events that attract a large number of guests.</p> <p>Bids should be submitted with prices per event. Multiple events may be possible.</p> <p><u>Task 1. Event Design</u></p> <p>The goal of Task 1 to design a successful electric vehicle Ride and Drive event.</p> <p style="padding-left: 20px;">Subtask 1 - Event Location The contractor will recommend ideal locations to host electric vehicle Ride and Drive events to maximize attendance.</p> <p style="padding-left: 20px;">Subtask 2 - Event Date and Time The contractor will identify a date and time to hold the event. The date and time should be appropriate and take advantage of when attendance will be highest.</p>		

*PRICES ARE FIRM UNTIL THE FOLLOWING DATE:	*TOTAL: \$ _____
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CASH DISCOUNT	DATE OF DELIVERY	VENDOR'S FEDERAL I.D. NUMBER	VENDOR'S TELEPHONE NO.: _____
			FAX NO.: _____

VENDOR'S SIGNATURE (<i>Must be Signed</i>): <div style="border: 1px solid black; width: 20px; height: 20px; margin-left: 5px;"></div> _____	PRINT OR TYPE NAME BELOW: _____	DATE: _____
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Specifications Continued (Page 2)

Subtask 3 - Securing Electric Vehicles The contractor will work with electric vehicles dealers, automakers and/or New Jersey Coalition of Automotive Retailers to ensure there are at least 2 different models of electric vehicles available for test drives.

Subtask 4 - Other Event Logistics

The contractor will organize additional appropriate participants to be present at the event, assemble liability waivers, and other details necessary to ensure the success of the events.

Subtask 5 - Promote the Event

The contractor will develop and execute a promotional plan to advertise the events. Outreach and advertising efforts (using DEP's slogan) can include social media, web, posters, etc.

Subtask 6 – **Optional Analysis** -

The contractor will develop electronic surveys to be conducted on tablets (**please provide the cost for each of the survey options**):

1. Pre-drive survey: This survey will include questions of prior knowledge, experience, and opinion of electric vehicles.
2. Post-drive survey: This survey will include questions to assess their opinion of the test drive, and how their opinions on electric vehicles have changed.
3. General interest survey: Survey for interested attendees who do not take part in a test drive.
4. Follow-up survey: This survey will determine the success of the events by gathering information on how many visits to electric vehicle dealerships and purchases were made as a result of the ride and drive event.

Task 2. Event Execution

The goal of Task 2 will be to hold the event. The contractor will manage the event including setup and tear down of the materials, as well as coordinating test drives which includes conducting license checks of the participants and ensuring the completion of liability waivers by all participants.

The contractor will supply the following for the date of the event: electric vehicles, staff members to run the event, tent, table, chairs, signage, and decorations.

(Optional): Refreshments for attendees, outreach materials (brochures, fact sheets, etc), appropriately themed giveaways, additional personnel to administer surveys which are loaded onto tablets.

Specifications Continued (Page 3)

Task 3. Event Follow-up

The goal of Task 3 is to assess the success of the electric vehicle Ride and Drive events. The contractor will complete a summary report about the event. The report should include metrics on number of attendees, number of test drives, survey results (if performed), and any additional information deemed important.

Proposal Requirements

Successful proposals will clearly identify which tasks the contractor commits to completing.

1. Cover letter (1-page maximum) from a principal of the contractor firm.
2. Project team description (3 pages maximum) should describe the qualifications and experience of the project team. This should be composed of the following elements: one-page introduction which lists project manager, key personnel, and any sub-consultants. Experience and roles in developing previous electric vehicle Ride and Drive events should be highlighted.
3. Description of previous experience in developing and implementing electric vehicle Ride and Drive events. (3 pages maximum). The contractor should choose three previous successful electric vehicle Ride and Drive events to highlight. Possible elements can include overall project description, and how the data analysis is completed. It is recommended that project descriptions include information on successful partnerships with government agencies and industry groups that may facilitate timely implementation of this project. If the project was done in collaboration with other consultants/contractors, or if a governing body played a significant role in the development, then the role of each contractor should be listed.
4. Narrative (maximum of 6 pages) – Contractors should list their strategy for implementing electric vehicle Ride and Drive events and associated tasks as outlined in the Scope of Services. The narrative should list and describe which tasks the contractor reasonably expects to complete along with costs for each task per event. If proposing a subset of tasks, the narrative should describe why those tasks were selected and the process for task prioritization. Contractors should demonstrate a thorough understanding of the scope of services, list tasks that may be difficult to complete, and describe related trade-offs.
5. Schedule (maximum of 1 page) – The contractor should outline the schedule of tasks to be completed.

The proposal should also contain:

Certification of Eligibility – A certificate is to be included in the proposal for each firm stating that: “This firm is not ineligible to receive award of a contract due to the firm’s inclusion on any Federal or New Jersey state lists of debarred contractors, or otherwise ineligible to be awarded a contract using Federal or state funds.” This statement should be written on your firm’s letterhead and should be signed by an officer of the firm.

Contractor to design and implement one or more electric vehicle Ride and Drive events. Bids should be priced per task with separate prices for optional items.

Contract

The contract will be between NJDEP and the selected firm. NJDEP will authorize all payments to the selected firm. The contract will be cost reimbursable.

Funding for this project will be available until December 31, 2018. Length of contract and availability of funds will be provided in the contract details.

Should additional funding become available for related work, NJDEP may negotiate with the selected consultant to perform the work for up to three additional years.

Inquiries

Inquiries related to the Scope of Services of the RFP, contract provisions, or other requirements should be submitted in writing via email to Brittany Pfeiffer, (brittany.pfeiffer@dep.nj.gov). Please do not make inquiries by phone.