



Communications Consultancy Services RFQ to support the Transportation Electrification Partnership's Equity-focused Communications Campaign

Responses Due: February 1, 2021
5:00 pm PST

LACI Introduction:

The Los Angeles Cleantech Incubator (LACI) is creating an inclusive green economy for the people of Los Angeles by: unlocking innovation by working with startups to accelerate the commercialization of clean technologies; transforming markets through partnerships with policymakers, innovators, and market leaders in transportation, energy and sustainable cities; and enhancing communities through workforce development, pilots, and other programs. Founded as an economic development initiative by the City of Los Angeles and Los Angeles Department of Water & Power (LADWP), LACI is recognized as one of the most innovative business incubators in the world by UBI. In the past ten years, LACI has helped 236 portfolio companies raise \$508 million in funding, \$272 million in revenue, and create over 2,100 jobs in the Los Angeles region. Learn more at laci.org.

Transportation Electrification Partnership (TEP):

In May 2018, LACI convened an unprecedented multi-year partnership to tackle the critical challenge of advancing transportation electrification and zero emissions goods movement in the Greater LA region. We set the 2028 Olympic and Paralympic Games as our timeline—and we committed that by the time the world comes to LA for the Games we would reduce greenhouse gas emissions (GHG) and air pollution a further 25 percent beyond our current trajectory—by accelerating transportation electrification. And we committed to prioritize the communities that disproportionately feel the impacts of vehicle pollution and can benefit the most from the clean air and cost-saving benefits of EVs.

This public-private partnership—[now with more than 30 members](#)—includes local government, state regulators, utilities, leading industry players, unions, and startups. Together, we published our [Zero Emissions 2028 Roadmap 2.0](#), committing to a bold, three-part vision that will help us realize our additional 25 percent emissions reduction goal in LA County by 2028. We are working towards a 2028 in which:

1. More than 80 percent of all new light-duty vehicle sales are electric, paving the way for the withdrawal of internal combustion light-duty vehicles from our roads by 2040.
2. At least 20 percent of all trips are by active or public transit.
3. All public investments into goods movement, freight vehicles and infrastructure will only advance zero emissions solutions by 2028.

You can read more about our progress advancing policies and pilots to support these goals in our [Transportation Electrification Partnership 2020 Annual Report](#). You can also watch [videos from our recent Transportation Electrification Partnership Summit](#), which brought together hundreds of policymakers, industry leaders, startups, academic experts, and advocates joined us from around the country to share progress towards TEP's ambitious targets and frame the opportunities and challenges for 2021. Most relevant to this RFQ is the panel discussion on [Advancing Equity in Transportation Electrification](#).

Scope:

One of the Transportation Electrification Partnership's guiding principles is to enhance equity through improved air quality, good jobs and access to mobility. As such, one of our top priorities in 2021 is to conduct an equity-focused communications campaign to better tell the stories of how low-income communities of color are already benefitting from the transition to electric vehicles and the potential for greater benefits if needed policies, incentives, pilots and other programs are in place at the statewide level to support the transition to electric vehicles and mode shift. The campaign should center the voices of the communities of color fighting for zero emission mobility in Los Angeles and ultimately be a tool to amplify their needs and result in additional support for solutions that address those needs.

This campaign will support the following:

- Creating the [California Electric Vehicle Authority](#), either through legislation or executive order, with equity at the core of the Authority's mandate
- Securing funding for [zero emissions pilots in disadvantaged communities](#) and [EV-related workforce training for underrepresented populations](#) via LACI's earmark request for the state budget and perhaps the Governor's overall proposed budget
- Increasing the number of signatories (related NGOs, elected officials, environmental justice advocates) in greater LA area for the [TEP federal stimulus proposal on zero emissions transportation](#).

It is the intent of LACI to solicit proposals/quotes from consulting firms that have expertise in the provision of professional services that they are able to provide at the direction of LACI, including the following:

Comms Campaign Planning & Strategy Development Phase

- Gather information, including current perceptions/misconceptions related to the issue, best practices from similar campaigns, etc.
- Pinpoint audience
- Develop message(s)
- Identify messengers
- Explore message distribution and identify best means of message delivery (social media, op-eds, etc.)
- Pilot test concepts
- Develop a comms plan and timeline

Comms Campaign Launch Phase

- Launch integrated campaign with actions to be taken by LACI on behalf of TEP as well as individual TEP members

Comms Campaign Evaluation Phase

- Conduct process evaluation
- Conduct outcome/impact evaluation

Bid Response Requirements:

Respondents are required to provide the following information in a proposal/quote, at their sole cost and expense:

1. Letter of interest that contains the name, address and telephone number of the firm submitting letters of interest and resumes of key staff member(s), including the name of the key contact person.
2. The number of years of experience the key staff member(s) has/have in the professional service area must be included in either the letter of interest or resume.
3. Describe the approach to the services that the Respondent would perform directly.
4. At least one sample deck or communications plan developed for a nonprofit organization within the last three (3) years.
5. Any judgments within the last three (3) years in which Respondent has been adjudicated liable for professional malpractice with explanations as applicable.
6. A rough minimum budget needed to do the work for the calendar year of 2020, and/or monthly fee estimate required along with rates.

RFQ Evaluation:

For all quotations/proposals, a mix of the lowest price estimate, responsiveness to scope, and qualifications shall serve as the primary criteria for advancing to being shortlisted for interviews. Other areas that will be considered in making a determination will be:

- Expertise in environmental equity and justice
- Knowledge of the local, regional and state transportation policy landscape
- Expertise in providing communications consulting services for a dynamic public-private partnership

LACI is committed to building a more inclusive ecosystem in the cleantech sector; qualified Respondents/Business Owners who are members of underrepresented groups such as women or people of color are strongly encouraged to submit quotes. Please indicate in your submission if you are a minority or women-owned business.

Program Timeline:

LACI is soliciting quotes for services for Q1-Q3 2020.

Please submit all quotes to Michelle Kinman via email at michelle@laci.org.