



## Phase 1: Expanding Electric Car Awareness in California

### Questions and Answers

September 29, 2017

#### Administrative/Background

1. Q: How would you describe the culture of your organization?  
A: Bold. Effective. Forward-thinking. Creative. Veloz's culture embodies these attributes and more. Also see our organizational philosophy on our homepage at [www.Veloz.org](http://www.Veloz.org).
2. Q: Is there a format you would like us to stick with for the response? Is it acceptable to send a 15-page PowerPoint, for instance?  
A: Any format is acceptable as long as the response includes all of the "Proposal Requirements" as defined in the RFP.
3. Q: Do you have a brand or style guide we could see?  
A: A style guide for this campaign has not been developed.
4. Q: Is a paper/physical copy of the proposal due as well? Or just an electronic version?  
A: Just an electronic version is due.
5. Q: How strict is the 15-page limit for the proposal?  
A: We expect firms to adhere to this requirement. Feel free to include links to example work if that is helpful.
6. Q: Beyond this initial Q&A session, will there be opportunities to ask questions or have further dialogue with anyone at Veloz throughout the process?  
A: At this time, we are not planning on another question and answer session prior to the proposal deadline.
7. Q: Does your team have any issue with two firms partnering on this campaign?  
A: We do not have a problem with multiple firms partnering as long as you clearly define the role of each firm and identify the lead firm.
8. Q: Your RFP mentions PR, creative, and media capabilities. Are you hoping for one agency that can complete all tasks? Do you have any existing partnerships to leverage in any of these disciplines? Are you comfortable with an agency partnering with a complementary agency to cover off on all tasks?  
A: See answer to Q7. We expect this campaign to be exciting enough for our members to use and distribute through their media channels.
9. Q: For the routine meetings, is there an expectation that those meetings would take place in Sacramento? Or is video conferencing an acceptable substitute

to ensure costs are directed toward project deliverables and not travel?

A: We expect routine meetings will take place via teleconference or video. An in-person meeting will be required to present creative to the outreach campaign team (formally called Campaign Steering Committee in the RFP) and the Board of Directors either in Sacramento or San Francisco.

10. Q: Page 6, Task 8: Does this task include executing on these items, or is it the development of the rollout plan only?

A: This task does not include execution.

11. Q: What are you looking for in an agency partner?

A: All of these qualifications are described in Section 3. "Contractor Qualifications"

12. Q: How many agencies are competing?

A: It is an open bid process so we are not sure how many agencies will compete. There has been strong interest to date.

13. Q: Will preference be given to firms based in California?

A: No. We are open to firms across the country that will deliver the best results. We do however require that the firm has an understanding of California's car culture and the diverse regions of California and how a campaign may need to be tailored to meet the needs of these different regions.

14. Q: How many agencies are involved in this process?

A: In addition to Veloz, the outreach campaign team and the Board of Directors will be involved in the selection process. The campaign team is still under development but will include approximately 10 marketing and PR experts representing automakers, utilities, local government and other private companies.

15. Q: What level of flexibility will the retained contractor have to re-order some of the tasks to ensure maximum results?

A: There will be flexibility to re-order tasks as long as Veloz agrees with the changes.

## **Approval/Sign-off Process**

16. Q: Who will have the final sign off and approval of strategy and creative? Will this be Veloz or a broader stakeholder group? Is there a RACI available for the broader stakeholder group?

A: The Board of Directors will have the final sign off on the strategy and

creative. The winning bidder will work directly with Veloz staff and the outreach campaign team on a routine basis. We do not have a Responsibility Assignment Matrix.

17. Q: Can you provide the names of who sits on the campaign steering review committee that will lead the selection?

A: The campaign outreach team is still being developed but will likely include key members of the organization such as representatives from automakers, utilities, local government and others.

18. Q: Who is the decision making-panel for this RFP process?

A: See answer to Q16 and Q17.

19. Q: Who will manage all the interconnections and communications between the winning agency and the partners supporting Veloz? Veloz or the winning agency?

A: The Veloz project lead, Lisa Chiladakis, will manage communications between the winning firm, the campaign outreach team and the Veloz members.

20. Q: What is the structure of the Veloz steering committee? Who will be the day-to-day contact for Veloz?

A: See answers to Q17 and Q19.

21. Q: Which members of the Board of Directors and campaign steering committee will be reviewing and participating in the in-person meetings?

A: The campaign outreach team is still being developed but will likely include key members of the organization such as representatives from automakers, utilities, local government and others. We will invite the entire Board of Directors and the campaign outreach team to the in-person meeting.

## **Project Timeline**

22. Q: Can you clarify the end date of Phase 1?

A: May 4, 2018

23. Q: Are there any existing member/industry events driving the deliverable deadline of May 4<sup>th</sup> as well as the campaign going live to market?

A: No. We see the next several years being transformative for the electric car market and Veloz's mission is to accelerate adoption through a large-scale outreach campaign that we plan to kick-off in the second quarter of 2018.

24. Q: Was the May 4 project completion date chosen for a specific reason? Are there other milestones with Veloz that coincide with May 4 that are related to

this project?

A: See answer to Q23

25. Q: What is the impetus for this review now?

A: If you mean Phase 1 by review, see answer to Q23

## Research and Background Information

26. Q: What have been the most significant changes in the EV market in the last 12 months? Have any market changes shifted your priorities as an organization?

A: Longer range electric cars are coming to market that are more affordable and offer faster refueling. Our priority as an organization is to launch a large-scale outreach campaign that will ultimately accelerate sales in California in order to meet or exceed the Governor's goal of 1.5 zero emission vehicles on California's roads by 2025.

27. Q: How comprehensive is your existing research and what does it include?

A: A variety of studies and data are available on the electric car market in California. Below is a preliminary list of research and data for you to review. The winning bidder will receive additional resources at the beginning of the project. We expect that firms responding to this RFP will have access to research and data sources that will allow them to fill in any gaps in our data.

- **Electric Vehicles 101**

Overview of types of vehicles and fueling options.

<https://cleanvehiclerebate.org/eng/electric-vehicles-101>

- **Veloz Electric Car Sales Dashboard**

Monthly and annual California sales figures for plug-in hybrid, and battery electric vehicles.

<http://www.veloz.org/sales-dashboard/>

- **Survey data from EV buyers**

The Air Resources Board through a contract with the Center for Sustainable Energy conducts regular surveys of new electric car buyers

<https://cleanvehiclerebate.org/eng/rebate-statistics>

<https://cleanvehiclerebate.org/eng/survey-dashboard/ev>

- **Electric Car makes and models**

<http://www.driveclean.ca.gov/>

<https://cleanvehiclerebate.org/eng/eligible-vehicles>

- **Air Resources Board Mid-term Measures**  
Consumer Acceptance of Zero Emission Vehicles and Plug-in Hybrid Electric Vehicles [https://www.arb.ca.gov/msprog/acc/mtr/appendix\\_b.pdf](https://www.arb.ca.gov/msprog/acc/mtr/appendix_b.pdf)
- **Literature review of electric vehicle consumer awareness and outreach activities**  
ICCT paper on outreach activities around the world.  
[https://www.dropbox.com/s/wjoir6qn33s4017/Consumer-EV-Awareness\\_ICCT\\_Working-Paper\\_23032017\\_vF.pdf?dl=0](https://www.dropbox.com/s/wjoir6qn33s4017/Consumer-EV-Awareness_ICCT_Working-Paper_23032017_vF.pdf?dl=0)
- **New Car Buyers' Valuation of Zero-Emission Vehicles**  
New car buyers' valuation of ZEV technologies and vehicles was assessed through an on-line survey and follow-up interviews.  
[https://www.arb.ca.gov/research/seminars/kurani/kurani.htm?\\_ga=2.143025589.1068557591.1506635357-1304540663.1505441768](https://www.arb.ca.gov/research/seminars/kurani/kurani.htm?_ga=2.143025589.1068557591.1506635357-1304540663.1505441768)
- **The Future of Electric Vehicles**  
Presentation by Alexander Edwards, President, Strategic Vision based on 2006-2015 New Vehicle Experience Study.  
<http://www.pevcollaborative.org/sites/all/themes/pev/files/Edwards-2016%20SV%20PEV%20Member%20Meeting%20v2.pdf>
- **Accelerating the Transition to Electric/Zero Emissions Mobility: A Micro & Macro Perspective on Market Development**  
Presentation by Tom Turrentine, Director, UC Davis Plug-In & Hybrid Research Center  
<http://www.pevcollaborative.org/sites/all/themes/pev/files/Turrentine%20%20Tom%20pevc%20march%2008.pdf>
- **Consumer Views on Plug-in Electric Vehicles - National Benchmark Report**  
Report by National Renewable Energy Lab summarizing findings from a February 2015 study that focused on consumer attitudes about plug-in electric vehicles.  
<http://www.nrel.gov/docs/fy16osti/65279.pdf>
- **Go Ultra Low**  
This is the website for a joint government and auto industry multi-media campaign to encourage drivers in the U.K. to switch to electric cars.  
<https://www.goultralow.com/>

28. Q: Which organization(s) secondary research data will be provided to inform the development of the profiles for three target audience groups?

A: See answer to Q27.

29. Q: What existing primary qualitative or quantitative research is available for us to use and how can we access it?

A: See answer to Q27.

30. Q: What is the existing research about the electric car industry?

A: See answer to Q27.

31. Q: Do you have qualitative/quantitative research to understand why consumers/Millennials are buying electric cars? What are their motivators? If so, would you be able to share this research?

A: See answer to Q27.

32. Q: Can you provide more details on the extent of the research you have on hand about target audiences, prominent barriers and opportunities, and effective messages? This will help us anticipate how much additional research we'll want to conduct during Phase 1.

33. A: See answer to Q27.

34. Q: What research, if any, do you have about the car buying decision process?

A: See answer to Q27.

35. Q: What research, if any, do you have on the nuances of the California driving market?

A: See answer to Q27.

36. Q: Last summer, we responded to the PEV Collaborative's RFI, "Scoping a Statewide Public Outreach Campaign on Electric Vehicles." Is there any information publicly available on the work that was presented by the team's that were selected for the next round of the scoping process?

A: This information is not publicly available.

37. Q: Have you conducted additional consumer research (other than what's on your website) that you can share with us?

A: We have not. In addition to the resources provided above, we will share additional research and resources with the winning bidder.

38. Q: What are some of the key hurdles you've faced in communicating to the market?

A: Making technical topics understandable and exciting to the public through bold creative and messaging. We want messaging that will make consumers stop in their tracks and consider an electric car.

39. Q: According to your research, what specific benefits of driving electric are Californians unaware of? What benefits are most motivating?

A: This will depend on the target audience being addressed. We will be

interested to learn more about this from the winning bidder after the review the existing research and data.

40. Q: In addition to lack of consumer awareness and education, what do your partners view as other barriers to success (i.e. cost, infrastructure, etc.)?

A: There are a number of barriers to the adoption of electric cars. We are interested to hear what the winning bidder learns after reviewing the data and research and their approach to tackling these through creative messaging and creative.

41. Q: Based on your current understanding, what are the biggest barriers to electric vehicle adoption (e.g. misperceptions of technology, availability of charging stations, fear of the unknown)?

A: See answer to Q40.

42. Q: What are the key barriers to purchasing an electric vehicle? Can these be prioritized? Do these differ for different target groups, for example affluent versus less affluent? Or younger versus older?

A: See answer to Q40.

43. Q: What have been the results to date of the Best.Drive.Ever campaign? What successes and areas of improvement can we learn from?

A: All of the results from the Best.Drive.EVer! can be found at <http://www.veloz.org/resources/>

44. Q: With the activations of "Best-Drive-Ever" appearing to wind down this fall, do you anticipate additional events of this nature in SoCal in the near future?

A: We will be evaluating how we proceed with the Best.Drive.EVer ride and drive series later this year but hope that our Phase 2 efforts will help expand our ride and drive program and other experience based programs.

45. Q: Will there be multiple ride-and-drive events going on in different regions over the same time period, requiring ad customization, geo-targeting?

A: There could be multiple ride-and-drive events going on around California. We look forward to hearing from proposing firms how they would leverage these other events to grow or expand upon what is already happening around California.

46. Q: What organization produced the video on your website? Do you feel this video will capture the future essence of Veloz? Do you see a different website video message strategy being implemented for Phase 1 and Phase 2?

A: Brink Communications did that video for us. The focus of this video was the introduction of Veloz and to recruit founding members. We look forward to doing additional videos in the future that represent the work of Veloz as it

develops. We imagine any future videos would highlight the outreach campaign and be focused on our target audiences. We are interested to hear how videos could be used in the campaign.

## Target Audiences

47. Q: Throughout the RFP you mention focusing on a variety of populations including multi-cultural. What languages ideally would you like to see this program in based on your existing in-house data?

A: We look forward to getting a recommendation from our contractor on how to make this campaign inclusive. We expect the contractor to identify the best approach and what language to use to be successful and effective.

48. Q: Given both younger people and lower income are less likely to buy new cars, including electric cars, how much priority should be given to them versus the most likely to buy new cars, which are older and affluent?

A: We want to ensure that our campaign is successful and inclusive of low-income and disadvantaged communities. We are interested to know how the bidding firms would address these communities and what portion of the budget they would recommend using.

49. Q: The RFP scope includes using existing research to determine various audience profiles while the RFP also mentions including multi-cultural, low-income and disadvantaged communities in targeting. Yet, Task 3 requests that only 3 profiles be developed and ranked in terms of "importance." Can you speak a bit more about this and any distinction between the communities mentioned and the audience profiles to be developed?

A: We will look to the winning bidder to review existing research to determine the top three target audiences and to rank them by importance. We also understand that some communities in California may not fall into these 3 audience profiles but it is important that the campaign is inclusive of multi-cultural, low-income and disadvantaged communities. Therefore, in addition to the three target audiences, we are interested in also including a strategy to reach multi-cultural populations, low-income and disadvantaged communities.

50. Q: Tell us more about your focus on "low-income and disadvantaged communities" - will you be looking for programs tailored to this audience, or looking for work that feels approachable and doesn't exclude/alienate this group?



A: We are looking for programs tailored to this audience. We will look to our winning bidder to provide a creative approach on how to reach these audiences.

51. Q: In Task 4 “Target Audience Development” - do you have three segments you are looking to profile? Or will the agency be responsible for identifying AND profiling these audiences?

A: We are looking to the winning bidder to identify and profile the top three target audiences and rank them based on importance.

52. Q: Has there been any segmentation within the broader target to figure out where the lowest hanging fruit may be?

A: This is something we expect the winning bidder to do for us through a review of the existing research and data.

53. Q: Can you tell us more about your target audience(s)? We’re particularly interested in learning more about the strategy behind targeting low-income communities.

A: See Q47-Q50.

## **Beyond California**

54. Q: Do you have the intent to scale the campaign beyond California in the future?

A: We currently coordinate with other states on their programs and outreach efforts. We may move beyond California at some point in the future, but for now we are focused on successfully reaching the California consumer. Ideally, other states and regions around the country would want to replicate and expand our campaign.

55. Q: I know that VELOZ eventually wants to expand. Is there any desire to do testing, survey or target audience research outside of CA during Phase I? This could be crucial during brand development if the campaign wants to eventually appeal to a national audience.

A: At this time we would like to focus on California. See answer to Q54.

## **Costs and Budget**

56. Q: For cost, how granular would you like it to be broken down? For instance, do you want a break out of estimated out of pockets versus project fees?

A: It is important for us to know the hourly rates, estimated number of hours

per employee working on this project and the amount of hard costs anticipated. The total budget cannot exceed \$200,000.

57. Q: Page 9, Budget & Timeline: Are there any specific details you would like in the cost proposal document(s)?

A: See the answer to Q56.

58. Q: What format is preferred for the cost proposal? Is a breakdown of hourly rates required or can we budget by task?

A: We would like to see a breakdown of hourly rates.

59. Q: Are the research / testing costs included in the Phase 1 and 2 budgets?

A: Yes, all costs and expenses related to the deliverables included in the RFP must come from the \$200,000 budget allocated for this project.

60. Q: Do out of pocket costs (mileage, supplies specific to project, etc.) need to be covered under the phase 1 budget of \$200,000? Or can out of pocket costs be billed separately assuming client approval?

A: Yes, all of these costs must come out of the \$200,000 budget.

61. Q: For Phase 1, does the \$200,000 also include Research Vendor hard costs?

A: Yes, the budget includes all deliverables and costs associated with completing them.

62. Q: Are media partner and research costs meant to be covered in the 200k fee for phase 1?

A: Any research costs must come out of the \$200,000 budget. We would like to hear more about how a media partner would fit in to Phase 1 but those costs would come from the \$200,000 budget allocated as well.

63. Q: Information is one of the biggest barriers to buying an electric car, "where/how do I get the incentives, where/how can I charge, which cars are best," etc. Do you expect the VELOZ website will house or aggregate resources like this or would you prefer it be part of a separate campaign website? Would the RFP budget cover this website?

A: We envision a separate campaign website however we are open to getting recommendations from the proposing firms. The money for developing the website, if needed, would come from the Phase 2 budget.

64. Q: Social media will be critical. We see that you already have a Twitter account. Would you want part of the RFP budget to go toward the expansion of VELOZ' social media following and the development of other social platforms (Facebook, Instagram, etc.) or does the RFP only cover the creation of all new social media profiles for this campaign?

A: The use of social media for this campaign would be part of Phase 2. Phase 1

involves developing the plan and creative for a social media campaign not the implementation of that campaign.

65. Q: Is your expectation that Ride and Drive events are part of the budget developed by those submitting the RFP and media plan?

A: Yes, the plan developed in Phase 1 could include ride and drives with a proposed scope and budget that could be implemented in Phase 2. It could also include other experiential projects/programs as well.

66. Q: Are pre- and post-surveys (referenced in Task 2) the responsibility of the agency and also coming out of this budget?

A: No. These surveys would be a part of phase 2. During Phase 1 we are looking for the metrics to use and how to track them. Implementation and tracking would be part of Phase 2.

67. Q: Is there a goal in mind for the percentage of the campaign budget to be allocated toward reaching multi-cultural, low-income, and disadvantaged audiences?

A: No. We are looking for a successful campaign and expect the winning bidder to recommend how much of the budget should focus on these audiences. This is an area where leveraging and partnering with organizations already doing work in these in communities may be key.

68. Q: Is there any possibility for additional funding for phase 1 work?

A: No.

## **Metrics/Goals**

69. Q: Are there specific business goals you hope to achieve through this brief? (i.e. Specific metric by which you aim to increase awareness?)

A: The primary business goal of Veloz is to rapidly scale electric car awareness resulting in accelerated sales of electric cars. We look forward to hearing what metrics the winning firm proposes on how to track this.

70. Q: Is the KPI (Key Performance Indicators) only sales of new electric vehicles or are used electric vehicles sales also important?

A: Generally, we will focus on the sales of new electric cars. However, if a firm thinks that used electric car sales are an important metric for certain communities in California, we would be interested in hearing more.

71. Q: Will this effort aim to sell new or used electric vehicles?

A: See answer to Q70.

72. Q: Is the primary car sale focus on pure electric vehicles, or are plug-in hybrids also part of the effort?

A: Plug-in hybrids are also part of this effort.

73. Q: Are efforts solely behind 100% electric cars, or will the campaign address hybrids as well?

A: See answer to 72. Conventional hybrids will not be included in this campaign.

74. Q: With so many types of EVs (plug-in hybrids, pure battery electrics, fuel cell, hydrogen, etc.), is there a specific type of technology you believe this work should focus on? Or will you look to agency recommendations to guide this approach?

A: We are looking to focus on battery-electric and plug-in hybrid electric cars. We do see fuel cells as another technology coming soon but this technology should not be the focus of the campaign at this time. Ideally, the campaign would allow for fuel cells to be rolled into the campaign when the time is right.

75. Q: What are the expectations on awareness goals vs. engagement vs. consumer advocacy?

A: Ultimately the goal is increased sales of electric cars which will need an increase in awareness, engagement and consumer advocacy. We understand that there are different metrics that can be useful and more easily attributed to the campaign than sales and we will look to the winning bidder providing their expertise on this. Also, one of the tasks in the Scope of Work is to work with in partnership with the campaign steering committee to define success. We look forward to how firms approach this task.

76. Q: Your RFP outlines several goals for this work: increased awareness, increased adoption/ sales, education, etc. Can you help us understand how you would prioritize these goals?

A: See answer to Q75.

77. Q: What does success look like for Veloz? What are the measurable key performance indicators for this effort in years 1, 2 and 3?

A: See answer to Q75 and Q76.

78. Q: In task 2, you ask to define success and metrics and mention increasing sales in certain regions. Are there specific regions you would like more targeted? Are you able to share any current sales data across the state?

A: We look forward to hearing the bidders approach to this task. A list of research and data to review is provided above. Additional resources will be provided to the winning bidder.

79. Q: Under Success Metrics what “certain region” are you looking for increased car sales? That would suggest a geo-targeting or fenced media approach.  
A: See answer to Q78.
80. Q: Will the contractor be responsible for tracking success metrics or just defining what they are? What data can we expect VELOZ to provide to help with defining and tracking success metrics?  
A: We expect tracking metrics to a part of Phase 2. In Phase 1, we are looking for the contractor to work with the campaign outreach team to define success and recommend metrics for tracking this success. A few research and data resources have been provided above. Additional resources will be shared with the winning bidder.

## **Leveraging Members and Other Partners**

82. Q: What are the existing member initiatives that can be leveraged for the new campaign?  
A: The winning bidder is expected to work with Veloz and its members to understand the existing initiatives and how they can be leveraged. We look forward to the campaign meeting the high expectations of our members so that they will use their communication channels to help spread our message.
83. Q: Under qualifications you ask that the vendor be able to leverage Veloz’s existing and planned outreach efforts. Could you describe some of the other efforts Veloz is currently planning or are underway?  
A: Veloz currently has a ride and drive series called Best.Drive.EVer. Our members also have their own campaigns and outreach initiatives that could be leveraged by the winning bidder.
84. Q: If an agency currently works with one of your members, does that preclude them from participating?  
A: No. We ask that you identify what members you work with in the proposal.
85. Q: Are there co-branding opportunities with your stakeholder partners? How committed are they to Veloz leveraging their paid media spend/owned communication channels?  
A: Yes. We look forward to the campaign meeting the high expectations of our members so that they will use their communication channels to help spread our message.
86. Q: How will member companies on the board of directors participate/support the campaign effort and initiative?

A: We expect that the campaign will meet the high expectations of our members so that they will use their communication channels to help spread our message.

87. Q: Are we expected to only work with partners within the existing membership base?

A: We expect the campaign to be successful and that we work with the right partners that will help achieve this success.

88. Q: It will be essential to engage key trusted groups that already speak to our target audiences. Do you expect this engagement to be part of and funded through Phase 1? Ideally, this would start early.

A: This type of engagement would be part of Phase 2 once we have the creative and a strategy for the campaign available to share. If a firm has a more appropriate approach that will lead us to greater success, we are interested to hearing more.

89. Q: Will Veloz or partner organizations be running events and the agency focused on promoting them?

90. A: Phase 1 does not require any events. We expect the winning firm to develop a plan that includes an experiential component that would be implemented during Phase 2.

91. Q: We'd like to learn more about other networks to pull in for outreach? In an effort to craft the most efficient and ideal plan for Veloz, we'd value information about what organizations will be offering outreach and what channels they will leverage.

92. A: The winning firm will have the opportunity to learn more about this once they are awarded the contract and are working with the Veloz members.

## **Creative/Deliverables**

93. Q: Are you currently working with any other marketing partners? Can you share who?

A: No.

94. Q: Is there another industry effort that sets the bar for where this campaign wants to be in terms of behavior change?

A: The "Flex your Power" campaign is considered a very successful government funded / focused campaign whereas "Got Milk" is considered a very successful private industry campaign. We believe that both of these campaigns successfully created behavior change and buzz that is still recognized to this

day. We look forward to diving deeper into what types of campaigns and creative content we admire with the winning bidder.

95. Q: What have been the most successful campaigns so far for increased electric car ownership? Be that here in California or other states

A: To date there has never been a campaign implemented to this scale with the diverse stakeholder backing of Veloz. Veloz' campaign is anticipated to be the first of its kind.

96. Q: Can you share any prior campaigns that you or your members have been a part of, to generate support and interest for electric vehicles?

A: We have worked on several initiatives/campaigns to raise awareness of electric cars. These include National Drive Electric Week, the national outreach efforts of the ZEV Task Force, Forth Mobility's Electric Showcase, Go Ultra Low, Formula E and Drive the Dream.

97. Q: Can you cite a few public awareness campaigns that are good examples of what you're aiming for?

A: See answer to Q94.

98. Q: Can you share any examples or inspirations of similar campaigns from adjacent industries that you like?

A: See answer to Q94.

99. Q: What campaigns do you think we can learn from?

A: Go Ultra Low is a good campaign to look at from the UK with similar goals and a partnership between California and automakers.

100. Q: What current creative do you admire? Are there similar programs (in the electric auto and/or outside of) that you admire?

A: See answer to Q94.

101. Q: What level of finish will the Phase 1 creative be taken to?

A: The Phase 1 creative should be the foundation for the Phase 2 implementation with the understanding that it may need to be fine-tuned for the actual rollout.

102. Q: Does the \$200k budget in Phase 1 include creative production costs for the testing of messaging?

A: Yes. Whatever is needed for testing the creative ideas should be developed in a format that will achieve the desired results.

103. Q: Can you elaborate on your expectations for the spec creative?

A: See answer to Q102.

104. Q: Regarding the campaign creative development, our firm has several thoughts on non-traditional ways to make EV ownership an easier experience,

thereby removing barriers to adoption. Is your team open to the inclusion of these types of collaborations with organizations that aren't considered to be traditional media/advertising outlets?

A: Our team is open to all ideas.

105. Q: How much should Veloz branding appear in the campaign?

A: We are open to suggestions on this but imagine that Veloz is attributed in some way as sponsoring the campaign when appropriate. The emphasis should focus on the campaign branding.

106. Q: You've renamed (from PEVC) - how important is it to educate consumers about VELOZ (the organization), vs. educate solely about EV's? As an example: could you approve work that does not include the VELOZ name/logo on it?

A: See answer to Q105.

107. Q: How much will/should the campaign feature partner branding?

A: The campaign should generally be brand neutral since we are trying to raise awareness of a vehicle category or technology not a specific make and model, however the campaign can feature member's vehicles if they are participating at a membership level that provides this as a benefit.

108. Q: Can you elaborate on your expectations for the eventual tactical/media mix? Is it fully integrated advertising, including TV/print/OOH (out of home)/digital/social? Do you want to emphasize one of these channels more than others?

A: We expect the winning bidder to develop a plan that reaches our target audiences in the most effective way for the budget provided.

109. Q: News articles: Are these the organic results or part of an expected PR push in Phase I that coincides with test ad campaign, or is PR an expected deliverable in Phase II?

A: PR is an expected deliverable in Phase 2.

110. Q: Is there an expectation of messaging and creative concepts in the RFP? Are you expecting strategy and experience in developing programs like this or specific initial concepts and samples for this program?

A: The only messaging and creative concepts we are expecting in the RFP would be in response to the challenge described in section 6. "Proposal Requirements". We expect the winning firm to work with Veloz and its members to come up with the actual messaging and creative concepts for the campaign.

111. Q: We have a similar question about Branding and Visual identity; are you looking for specific branding creative ideas or would you expect us to talk



about how we will design and deliver exception work with details about experience and our team and talent?

A: We are looking for your description of how you would develop the branding and visual identity. We hope your response to the Challenge as described in section 6 "Proposal Requirements" gives us an idea of how creative you can be with this type of work.

112. Q: What kinds of incentives (rebates, etc) should we consider as we begin creating work for this campaign?

A: Incentives should be folded in as appropriate taking into consideration that they sometimes fluctuate and change. We look forward to getting recommendations on how to approach this.

## Phase 2

113. Q: How will phase 2 be funded? Is it all private funding? Or is Veloz seeking some level of funding from the state legislature, California Energy Commission or Air Resources Board?

A: Veloz is seeking funding from all available sources that you mention above.

114. Q: How and from whom are the funds for Phase 2 being raised?

A: See answer from Q113.

115. Q: Will Phase 2 be opened up to new contractors? The language indicates that whoever is awarded phase 1 will be "eligible" to participate in Phase 2. Can you clarify what that process might look like?

A: If Veloz is happy with the Phase 1 contractor and wants to continue working with them for Phase 2 we have the flexibility to do this. If this is not the case, Veloz could go out to bid for the Phase 2 work.

116. Q: This RFP says the "contractor awarded Phase 1 will be eligible for continuing to work with Veloz to complete Phase 2." Can you explain "eligible?" Will there be an RFP for Phase 2?

A: See answer to Q115.

117. Q: Page 3, top paragraph: The last line here makes reference to fundraising efforts. Please confirm if that activity is to be done by the RFP bidder, or if that is being done by the Boards or other individuals?

A: It is not the responsibility of the contractor awarded Phase 1 to do any fundraising. However, Veloz anticipates using the work developed through Phase 1 as a tool to increase excitement and help with additional fundraising.

118. Q: Is the Phase 2 budget inclusive of all costs (Fees, production & media)?  
A: The \$4 million budget described in the RFP will include all costs needed for implementation of Phase 1.
119. Q: Will phase 2 agency fees be covered within the projected budget of \$4 million or will agency fees be covered by a separate budget?  
A: See answer to Q118.
120. Q: How much, if any, of your Phase 2 budget has been funded to date?  
A: Fundraising is ongoing and we have strong interest to date.
121. Q: For phase 2 work, is the \$4M number media spend only, or inclusive of media and production? If inclusive, what portion of that will be dedicated to covering production costs?
122. A: The Phase 2 budget would cover all expenses associated with Phase 2. We look forward to seeing how the winning bidder sets up the media plan and budget for Phase 2.