



Electric Vehicle (EV) Education for All Request For Proposals

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About the Project

To right historical wrongs that the transportation sector has caused many communities of color and ensure that they can fully access electric mobility¹ benefits, the Great Plains Institute (GPI) launched the Electric Vehicle (EV) Education for All initiative. Led by GPI’s Transportation & Fuels team and funded in part by Electrify America, the initiative seeks to deeply engage people of color, low-income individuals, disabled individuals, and environmental justice communities within the Twin Cities area. The project seeks to learn firsthand how these groups perceive electric mobility, identify electric mobility literacy gaps observed in these groups, and provide educational materials so these groups can access electric mobility benefits fully. Insights developed throughout this project will also inform ongoing EV education efforts conducted by Drive Electric Minnesota, another initiative of GPI.

¹ Electric mobility means any transportation service that gets its fuel from electricity (e.g., electric vehicle, electric school bus, electric transit bus, electric bike, electric scooter, etc.).

About the Great Plains Institute

A nonpartisan, nonprofit organization, the GPI is transforming the energy system to benefit the economy and environment. Increased demand for GPI's unique blend of energy expertise and consensus-derived solutions has driven organizational and programmatic growth. With headquarters in Minnesota, GPI's operations are national in scope while retaining a core competency in the Midcontinent region. GPI is powered by more than 50 professionals and is supported by some of the nation's most respected philanthropies.

The following values inform the way we work both inside and outside of GPI. It is important to us to be trusted, inclusive, equitable, and transformative:

Trusted. We base our approach and actions on trust, mutual respect, and accountability.

Inclusive. We achieve impact through inclusive and deliberate collaboration with a diversity of interests.

Equitable. We strive for equity in our approach and outcomes.

Pragmatic. We take a clear-eyed view of the world as it is, even as we seek to improve it.

Transformative. We are a bold and passionate catalyst for change.

About the Transportation & Fuels Team

The EV Education for All initiative is led by GPI's Transportation and Fuels team. The team works toward deep decarbonization of the transportation sector by putting in place the policy, regulatory, institutional, and economic framework that enables that transition.

Eligibility

Community-based organizations (CBOs), including faith-based organizations and neighborhood associations, that serve the Twin Cities metropolitan area are eligible to apply. Applicants must demonstrate which community(ies) they serve in their proposal. Individuals without a community association are not eligible to apply.

Funding Availability

Proposed budgets should not exceed \$15,000. If additional funding is required, please submit two scenarios that identify what can be conducted with \$15,000 and what can be conducted with more funding.

GPI plans to award 2-3 CBOs for this project.

Scope of Work

GPI seeks proposals from CBOs that serve the Twin Cities metropolitan area to deeply engage people of color, low-income individuals, disabled individuals, and environmental justice communities on electric mobility. The goal of the community engagement is to understand how frontline and historically marginalized communities think about electric mobility and identify electric mobility literacy gaps. Once literacy gaps have been identified, GPI and contracted CBOs will co-create educational materials that fill those gaps.

GPI staff will provide contracted CBOs with technical assistance, subject matter expertise, and other support needed to carry out engagement activities.

While engagement plans will be co-created with GPI staff after awards have been made, applicants should identify the engagement methods they would use and describe their expertise in carrying out those activities. Engagement methods may include but are not limited to tabling, digital engagement, pop-ups, surveys, door-knocking, and workshops.

Applicants should also describe their community's needs for language translation, interpreters, and other support needed to ensure their community can authentically participate in engagement activities.

Timeline

Step	Date
RFP is issued	July 12, 2023
Deadline to respond to RFP	August 1, 2023, at 5:00 p.m. central time
Staff reviews applications and conducts follow-up conversations with finalists	August 2023
Contract negotiation and finalization	September 2023
Staff meet with CBOs to co-create engagement plans	October through December 2023
Community engagement is carried out	January through June 2024
Staff work with CBOs to synthesize community perceptions of electric mobility and identify literacy gaps	July through August 2024
Staff collaborate with CBOs to co-create materials that fill literacy gaps	September through December 2024

Application Format

Please submit the following information with your proposal to Katelyn Bocklund at info_transportation_and_fuels@gpisd.net. A single PDF is preferred:

- Applicant information
 - First and last name of the respondent
 - Type of organization and IRS status
 - Community(ies) served
 - Geographic location
 - Demographics served
 - Primary communication channels used by the community (e.g., newsletters, social media, etc.)
 - Name, title, and contact information (mailing address, phone number, and email address) of the individual that has the authority to enter into a contract with GPI
- Demonstration of community value
 - Describe how being involved in this project will benefit the community(ies).
 - Identify whether target audiences have received prior information about electric mobility.
- Scope of work
 - Describe how the organization will engage environmental justice communities, people of color, low-income individuals, and/or disabled individuals about electric mobility. Approaches should describe recommended engagement strategies and expertise in carrying out those activities, quantity and duration of engagement strategies, and plans to increase access so community members can meaningfully participate (e.g., language translation, interpretation services, transportation access, childcare provision—CBOs are not expected to cover these costs, but GPI would like to know what services would be required for engagement activities).
- Statement of qualifications
 - Description of similar work conducted within the last three to five years. Limit responses to three pages.
- References
 - Provide the name, title, and contact information (phone and email) for three references.
- Budget breakdown
 - Include a breakdown of anticipated expenses, including personnel and non-personnel costs.
 - Confirm that funds can be expended by December 2024.
 - NOTE: Applicants are not expected to cover engagement support services, including but not limited to food, language translation, interpretation, transportation, childcare, etc.

Review Process

- Responses to the RFP are due by August 1, 2023, at 5:00 p.m. central time.
- Staff will conduct follow-up conversations with finalists in August 2023.
- Award selections will be announced in September 2023.

Evaluation Criteria

Category	Scoring considerations	Points
Applicant information	<ul style="list-style-type: none"> • Serves one or more target audience • Serves multiple demographics • Based in the Twin Cities metropolitan area 	25
Community value	<ul style="list-style-type: none"> • Clear demonstration of the value to the community • Seeks to educate target audiences that would otherwise not receive electric mobility education 	15
Scope of work	<ul style="list-style-type: none"> • Clear description of engagement approach and plans to increase engagement access 	20
Statement of qualifications	<ul style="list-style-type: none"> • Demonstrates the necessary skillset to conduct community engagement • Successful track record of similar work 	10
References	<ul style="list-style-type: none"> • Provision of three references • References can speak to qualifications and experience 	5
Budget	<ul style="list-style-type: none"> • Breakdown provided • Is at or below \$15,000 	25
Total		100

Terms and Conditions

- **Contracting:** Selected awardees will be notified via email, after which date a contract will be drawn up stating full terms and conditions. Awardees will be required to provide an Internal Revenue Service Form W-9, a liability insurance certificate listing GPI as a certificate holder, and ACH banking information.
- **Payments/Invoicing:** Awardees will receive 50 percent of the full award upon full execution of the contract and the remaining 50 percent upon completion of the project. If there has been no progress on engagement activities by June 2024, funding may be revoked and reallocated.
 - **NOTE:** This award cannot be used to fund work completed prior to full contract execution.
- **Project reports and results sharing:** Awardees will be required to submit quarterly progress reports. Awardees agree to share the results of engagement efforts with GPI, including a summary of who was engaged, and allow GPI use of the information in publications and other communication materials.