



## Zero-Emission Vehicle Consumer Awareness Grant Questions & Answers

The following questions and answers pertaining to the GO-Biz Zero-Emission Vehicle Consumer Awareness Grant Request for Proposals (RFP) were submitted and published to the GO-Biz website during the grant solicitation process from November 5<sup>th</sup> through December 17<sup>th</sup>, 2021.

### Grant Awards

#### ***Is there a minimum or maximum grant amount?***

The maximum possible grant amount is \$5 million, although awards will be smaller if more than one proposal is selected for funding. There is no minimum grant amount. Final award amounts for all awardees will be determined by the competitive score received.

#### ***How many awards do you expect to make? Is there a limit on the number of awardees?***

We have not predetermined the number of awards for the funds. GO-Biz will determine final funding amounts based on evaluation of scores and budget reasonableness. Applicants must have a plan of action and commitment to fully draw down all private funds identified for the match requirement, and all state funds, during the grant period and must provide documentation of required match funding.

### Awardee Eligibility

#### ***Do companies applying for this grant need to be registered in CA, or are those operating in CA but incorporated elsewhere also eligible?***

The company must be qualified to do business in California.

#### ***Is a local government Joint Powers Authority eligible to apply for the grant under the category of local government?***

Yes, JPAs are eligible to apply.

### Reaching Priority Communities

#### ***Is the intention of the RFP to use all the funding towards priority populations, or that a portion of funding should be set aside for priority populations?***

The intention of the RFP is to raise awareness for everyone, but with extra effort directed toward priority populations

***Can GO-Biz clarify its definition of priority communities? Is the CalEnviroScreen relevant here?***

For purposes of the present RFP, "priority communities" is defined in the [ZEV Market Development Strategy](#) (see page 41). Priority communities include neighborhoods of California that disproportionately suffer from historic environmental, health, and other social burdens. These burdens include, but are not limited to, poverty, high unemployment, inadequate access to educational resources and training opportunities to secure high-road jobs, air and water pollution, presence of hazardous wastes, high incidence of asthma, heart disease, and other chronic illnesses. Due to historic discrimination, these communities often include high levels of residents and households with people of color, low-income status, seniors, people with disabilities, non-English speakers, and those who have limited awareness of or access to clean transportation and mobility options.

Priority communities may include, but are not strictly limited to, disadvantaged communities (DACs) as identified by CalEnviroScreen 3.0. Applicants are encouraged to provide relevant data and background information that illustrates the needs and opportunities in communities their project will impact.

***Is there any guidance on how much the campaign should focus on in-person test drive events in priority communities?***

All approaches that can effectively meet program objectives will be considered, including in-person test drive events. The intention of the RFP is to raise awareness among all Californians, with extra effort in priority communities. Strong proposals will describe how the approach taken addresses each of the two objectives, and what methods will be used to reach and engage priority communities.

***Can ZEV education include a series of displays/seminars/conferences and event sponsorships on junior college campuses in the "hard to reach, underrepresented communities"?***

Yes. Activities that clearly support the ZEV Consumer Awareness Program objectives will be considered, including training expenses and event sponsorships directly related to the applicant's consumer awareness project.

## **Program/Project Details**

***Are you requiring multilingual implementation of this program or is it up to the entities to decide?***

Multilingual implementation is not required but will be taken into consideration to the degree that it helps reach priority communities and advance consumer awareness project objectives.

***Is GO-Biz wanting a statewide reach from every project or will projects with a regional but deeper engagement approach compete well?***

Local and regional projects will be considered. Strong proposals will specify the project's target geography and audience; and describe the applicant's approach and demonstrable capacity for engaging its target audience in the given geography.

***Would it fall within the purview of this grant to raise awareness among multi-family housing owners and managers about why and how to provide EV charging for residents?***

Yes. If it can be demonstrated that this project advances the ZEV consumer awareness objectives stated in the RFP, then it may be considered under the purview of the ZEV Consumer Awareness grant.

## **Eligible Vehicles**

***Is the ZEV Awareness RFP only for light-duty vehicles?***

While GO-Biz does anticipate a strong focus on light-duty, programs focusing on all weight classes are eligible to apply.

***Is this just for electric vehicle awareness or also for electric bikes?***

The grant is open to raising awareness on any zero-emission vehicle, which includes electric bikes. However, we expect the primary focus of grant awards will be on freeway capable zero-emission vehicles.

***The RFP notes submissions should be tech-neutral. Can you confirm if hydrogen vehicle proposals are accepted?***

The grant is open to raising awareness on any zero-emission vehicle, including hydrogen vehicles. Your proposal should either describe how the project approach will include both battery electric and fuel cell electric vehicles, or, if both technologies are not included in the proposed project, explain why you are taking this approach and describe how the single-technology focus will advance the objectives stated in the RFP.

## **Eligible Expenses / Budget**

***Does this grant cover any incentives/grants for purchasing/leasing an EV or e-bike?***

No, this grant does not cover purchase or lease incentives. However, informing potential buyers about existing ZEV incentives and/or providing technical assistance to help buyers qualify for incentives would be eligible activities.

***Does the grant cover planning and implementation of customer awareness of ZEVs?***

Yes – grant funds may cover employee or consultant time and necessary supplies for designing and developing a ZEV consumer awareness project, as well as implementing and monitoring the project. Up to 20% of each awardee's total grant award may be disbursed upfront at the onset of the project.

***Are there limitations on overhead and, if so, is application of a Federally approved ICAP rate allowed?***

There is no specific cap on overhead/indirect costs. All applicants should provide an explanation of how indirect costs are calculated. Those who have a federally-approved Indirect Cost Allocation Plan (ICAP) rate, Negotiated Indirect Cost Rate Agreement (NICRA), or similar document may include this information.

All costs incurred under the Program must meet the tests of reasonableness, allowability, and allocability in accordance with the grant's allowable costs and grant agreement terms. All costs charged under the grant are subject to audit. Recipients are responsible for ensuring proper management and financial accountability of state funds to preclude future cost disallowances.

***On the budget justification form, does the personnel/labor section need to include labor costs per person? Or labor costs per partner?***

For purposes of the application, labor cost per partner will suffice.

***On the budget justification form, what level of granularity do you need within the cost categories? For example, if we plan to host events, can "Events by Example Partner" simply be one line-item under "Marketing & Outreach Expenses"?***

If events will be similar in nature and cost, then it will suffice to provide an estimated number of events by each partner. For example, "Four events by Example Partner" would be one line item. The nature of these events should be made clear in the proposal. If the partner will be hosting several events that are significantly different in nature or cost, these events should be distinguished as separate line items.

## **Match Requirements**

***What is the local match requirement?***

The minimum cash match share is 30% of the grant award amount. Additional points will be given to proposals that bring match funds above the minimum requirements. In-kind match sources may be included if they are above and in addition to the minimum cash match requirement.

***What specific documentation will be required for the cash match share?***

The necessary documentation at the time of application will confirm the source of the cash match, its commitment to the proposed project, and its availability for expenditure during the grant period. This can be in the form of a letter on company letterhead signed by an Authorized Signer, such as the Chief Executive Officer/Executive Director or Chief Financial Officer. If the matching funds are being provided by an outside organization, then that organization and an appropriate contact person should be identified.

For those who receive a grant award, GO-Biz will process grant payments monthly on a cost-reimbursement basis. Grantee invoices submitted to GO-Biz should document the expenditure of matching funds by marking the line items that are specific to matching fund expenditures, along with the corresponding source of matching funds.

***What is the necessary match share to earn the 5 additional points mentioned in the scoring section?***

The full 5 points will be awarded for 1:1 match share. Bonus points will be scaled back from there for proposals that exceed the 30% cash match requirement.

***Can the cash match be from other state sources or must it be from non-state sources?***

Other state sources may be used to meet the match requirement provided that such use of funds complies with the applicable terms and conditions of the funding agency. Note: Applicants must generate and provide documentation of required match funding.

***If dealer training is included in the proposal, can the dealer staff time towards training be counted as cash match funds?***

Dealer staff time would count as in-kind match over and above the required 30% cash match, but would not be counted as cash match. Additional points will be given to proposals that bring match funds, including in-kind match, above the minimum 30% requirement.

***If another funder is providing funds for the same or similar scope, would this be counted as cash match funds?***

Such money may count as cash match if it will be spent on the project proposed in response to the Zero-Emission Vehicle Consumer Awareness Grant RFP and is not already committed to a separate project of similar scope. Note that funds awarded by this program may not be used to supplant or duplicate other existing support for the same work, and applicants must have a plan of action and commitment to fully draw down all funds identified for the match requirement, and all state funds, during the grant period.

***If EVs are made available and the money to purchase these vehicles comes from an outside source, is this eligible as cost share?***

If the vehicles are a necessary component of the consumer awareness project, will be used directly for the purpose of raising consumer awareness about ZEVs, and the vehicle purchase occurs during the grant period (in other words, the vehicles were not already purchased prior to the beginning of the project), then yes, the outside money to purchase those vehicles may count toward the 30% cash match requirement. If the vehicles will have already been purchased prior to the beginning of the grant period, then their purchase price may be considered an in-kind match source and included if above and in addition to the minimum cash match requirement. Note that purchasing vehicles may raise additional considerations to ensure that proposed projects meet the objective of raising awareness in a brand- and technology-neutral way.

## **Participating in or submitting multiple proposals**

***Can an applicant submit two proposals for very different projects?***

An applicant may submit two proposals, but no more than one may be selected for funding.

***Can entities participate in numerous RFP proposals as a subcontractor?***

Yes.

## **Proposal Submission and Scoring**

***In the Points Scoring section there does not appear to be any bonus weighting for Veteran Owned businesses. Is this a deliberate exclusion?***

Disabled Veteran Business Enterprise (DVBE) was included in the RFP. This was not intended to exclude Veteran-owned businesses; they will also be eligible for bonus points.

***In the points possible section there does not appear to be any specific incentive to address multi-family residents. Will GO-Biz be altering the scoring or adjusting for multi-family in evaluating proposals?***

The scoring does not include a specific carve out for multi-family dwellings.

***How are the 10 bonus points for MBE participation awarded?***

The maximum of 10 bonus points will be awarded to those proposals for which all or the majority of partners are SB/MB/DVBE/women-owned/minority-owned/veteran-owned/LGBT-owned firms or for which all or the majority of resource deployment and project implementation will be through such firms. Partial bonus points will be awarded to proposals that involve such firms, but for which these firms do not constitute a

majority of partners or account for the majority of resource deployment or project implementation. To obtain bonus points, please include supporting documentation demonstrating that firms belong to one of the categories above. This documentation will not count against the 10-page project narrative limit.

***Can the proposal include links to websites and reports with additional information?***

Applicants may include links, but as it is not guaranteed that the review panel will read or score additional linked content, please make sure that all the core information upon which you'd like your proposal to be scored is directly included in the narrative.

***On collaborative proposals, do all partners have to submit the required forms STD 204 and STD 21, or just the lead applicant?***

Only the lead applicant needs to provide forms STD 204 (Payee Data Record Form) and STD 21 (Drug-Free Workplace Certification).

## **Corrections and Clarifications**

***The Final Report description states that the Final Report is due May 31,2021. Is this an error?***

There is an error on page 6 in the Final Report section. The Final Report is due May 31, 2023.