

**Ava Community Energy Authority**  
**Go-To-Market Strategy and Marketing Plan Development & Execution for the Ava DC Fast Charging Network**

Bidder Questions and Answers

12/20/23

1. *To what extent will the ‘private asset owner’ partner mentioned in the RFP be involved in operations or decision-making regarding operations?*
  - The private asset owner should and will be highly involved. They are responsible for a charger’s availability to customers. Asset owners are financially penalized if availability falls below contracted levels. We can and should engage with asset owners to achieve a high quality charging experience. Ava is responsible for defining the customer experience and the asset owner is responsible for ensuring charging assets are fully functional.
  
2. *If a partner organization will be responsible for day-to-day operations of the Ava charging network, has an agreement already been put in place with that partner? Or is there still opportunity to shape the requirements of the partner under that operating agreement to ensure Ava charging customers receive the delightful experience to be designed in Phase 1 of this scope?*
  - The agreement has been substantially negotiated and is anticipated to be executed by mid-January, so there is not an opportunity to further alter the agreement.
  
3. *Can Ava share the existing ‘vehicle registration analysis’ which has been conducted or to the winning bidder?*
  - Yes, we can share an anonymized and neighborhood-level vehicle registration analysis to the winning bidder.
  
4. *The RFP asks for onsite/offsite signage design to be prepared by April 15, 2024 for the permitting process, would you also expect “suggested improvements for current site layouts” to be submitted then? Or is there another round of permitting submission that will incorporate any of these potential changes?*
  - Yes, we are planning to submit permits for the first 5 sites (both layout and signage) in April 2024. The first site will go live late in Q4/2024 with additional 4 sites late in Q1/ 2025. Additional sites will be permitted at a later date, so there will be additional time to revise the approach. Signage modifications for all sites may be instituted at a later date if required.

5. *Can you give examples of what is meant by “content development” in Phase II?*
- We expect the selected vendor to develop the creative / copy for all elements of the approved marketing plan, unless otherwise specified in your proposal response. Ava will provide design/editorial guidelines, and support the effort closely to ensure consistency with our overall marketing expression. But the expectation is that the partner will own the concepting and creation of marketing assets related to this campaign.
6. *When you refer to the “Toolkit” in Phase II are you looking for the repeatable tactics we recommend implementing to promote the launch of each location?*
- Yes. Think of it as a playbook that details repeatable tactics and schedules, as well as variable considerations based on, for example, site type, geography and customer characteristics.
7. *What geographic radius do you envision intending to reach with geo-targeted messaging surrounding each location launch (i.e. 5-mile radius, county level, etc.)?*
- We expect questions like this to be informed by the discovery done during the first phase of work. It is the responsibility of the selected partner to recommend the best targeting approach to reach agreed upon outcomes.
8. *What is Ava's expectation of Phase II performance-based compensation? Is there a target percentage? Are bidders allowed to bid with no performance-based compensation? Do bidders who offer a higher percentage of performance-based pay gain extra scoring points over those with lower percentages?*
- Performance-based pricing for Phase II is not required; but including it as a part of a realistic and thoughtful approach to the proposed budget will positively influence the scores awarded on the “Proposed Budget” section of the selection criteria, while not including performance-based pricing will result in a score of 0 for that aspect of the criteria.
9. *What is the ballpark budget for this project?*
- We are not providing budget guidance for the project. While we don't have unlimited funds, we are looking for, and willing to invest in, a partner that can creatively and responsively address the scope outlined in the RFP.