

APRIL 2024



MICHIGAN DEPARTMENT OF
**LABOR & ECONOMIC
OPPORTUNITY**

5:00PM EST ON APRIL 23, 2024

REQUEST FOR PROPOSALS

EV CHARGING STUDY

DEADLINE FOR SUBMISSIONS:

CONTACT:

Shafiq Bari, Director of Mobility Policy
Department of Labor and Economic Opportunity
BariS2@michigan.gov

SECTION I OVERVIEW

THE OPPORTUNITY

The Office of Mobility and Electrification (OFME) is issuing this Request for Proposals (RFP) for funding of up to \$100,000 to interested parties to complete an EV charging infrastructure study. The partner will structure the approach, collect necessary data, validate assumptions, complete a model, interview stakeholders for alignment, and develop lessons learned to estimate charging infrastructure needs in the state of Michigan. This report will be completed on behalf Michigan's Office of Future Mobility and Electrification (OFME).

OFME seeks to secure a qualified entity to conduct the study. As such, the key deliverables include:

- Summary view (e.g., in a table) of number of chargers by charger type (e.g., Level 2 vs. DCFC) and accessibility type (e.g., commercial chargers vs. multi-unit dwelling chargers vs. public chargers) across the state and by regions of interests.
- A report with executive summary and descriptions of methodologies, assumptions, data, and input use in sufficient details
- Potential map of Michigan with all points of interest for charging stations and number of chargers, with denotation on charger type and charger accessibility

BACKGROUND:

The MI Future Mobility Plan maps out a comprehensive strategy that addresses future mobility challenges by growing the mobility workforce, providing more accessible transportation infrastructure, and developing innovative mobility policies. Developed by the Office of Future Mobility and Electrification (OFME), the Council on Future Mobility and Electrification (CFME) and other State of Michigan partners, the plan is an actionable next step to address the opportunities and challenges that Michigan faces in remaining a leader in the mobility and electrification revolution. The plan contains a goal regarding the State's need for available charging ports to support EV adoption in the future. Given this goal, the State is looking to develop a greater understanding of the EV charging needs for the state of Michigan. This will help inform future policy and investment needs for the state as mentioned in the MI Future Mobility Plan.

PURPOSE:

The EV Charging study will be used as supporting information for EV charger planning with the following purposes in mind:

- The MI Future Mobility Plan has set a goal of deploying 100k EV chargers to support 2M EVs by 2030.
- Additional detail is needed to understand how the chargers will address various use cases, how many chargers and what type are needed across various metro areas. This will help us understand the cost to effectively support the EV transition, as well as utility planning.
- We need to understand the locations for EV charger deployment to accommodate underserved, rural communities, and other regional gaps in the state.

SCOPE OF SERVICES:

OFME seeks to secure a qualified entity to conduct the study:

- Develop an estimate of number and type of chargers (e.g., Level 2 and DCFC chargers) needed in the state by 2030 and 2040 based on the estimated share of EVs on the road, expected road miles traveled, vehicle types (e.g., personal, fleet, commercial), charging assumptions (e.g., initial battery level, battery power, charging speeds) and other relevant assumptions. Please also include scenario analysis to consider variations in EV share and travel patterns and peaks.
- Calculate the estimated charging station number and type by dividing the state into appropriate regions of interests (e.g., specified metropolitan areas or Regional Service Areas defined by MI Department of Transportation, MDOT).
- Categorize the charging stations by various accessibility and use case type, including chargers intended for commercial needs, multi-unit dwelling needs, and public charging needs. For public charging needs, this will also include distinguishing between charging for long-travel, retail locations, and work charging.
- Determine the electric power grid infrastructure availability and gaps to provide power to the charging locations identified. DTE Energy, Consumers Energy, and other utilities will be involved to provide their analysis and feedback to ensure accuracy.
- Map the estimated charging station locations by dividing the state into appropriate regions of interests.
- Provide a recommendation on the minimum EV charger volume needed for the EV charging market to operate sustainably without significant public subsidies in Michigan.
- Provide comparative analysis of what other states are doing for EV Infrastructure deployment and recommend public and private funding model and options to meet the EV infrastructure needs.

PERFORMANCE MEASURES

To demonstrate success, respondents must satisfy all the above scope of services for the report to be considered complete.

REPORTING REQUIREMENTS

To ensure quality execution of this report, the organization is responsible for participating in scheduled check-in calls and submitting Narrative Progress Reports and Financial Reports to OFME.

SECTION II PROPOSAL FORMAT

REQUIRED PROPOSAL COMPONENTS

Respondents are encouraged to be innovative in their proposed design and delivery of this EV charging study. The following proposal components outline the requirements for this RFP:

- Business Organization and History
- Scope of Services
- Competence, Experience, and Staff Capacity
- Budget/Budget Narrative

Business Organization and History

State the full name, address, phone number, and contact person for Respondent organization and, if applicable, the branch office or other subordinate element that will perform, or assist in performing, the work. Indicate whether it operates as an individual, partnership, or corporation; if as a corporation, including the state in which it is incorporated. If appropriate, the proposal must state whether the organization is licensed to operate in the State of Michigan.

Scope of Services

Please provide a narrative description of the Respondent organization's ability, capacity, and plan to deliver the *Scope of Services* in each area below as described in Section I above.

Competence, Experience, and Staff Capacity

Describe the prior experience of the Respondent organization that may be considered relevant to the successful accomplishment of the scope of services defined in this RFP. Include sufficient detail to demonstrate the relevance of such experience. In this section, proposals submitted should include descriptions of qualifying experience that include project descriptions, costs, and starting and completion dates of projects successfully completed.

The Respondent must be able to staff a project team which possesses talent and expertise in the field of the requirements of this RFP. Identify staff leads assigned by name and title. Include experience and any other appropriate information regarding the work team's qualification to implement the scope of services. Show where the project team will be physically located during the time they are engaged in the work. Indicate which of these individuals is considered key to the successful completion of the work. Do not include any financials for the contemplated work within the Proposal. Resumes of qualifications should be supplied for proposed project personnel.

Include the name and telephone number of person(s) in the Respondent organization authorized to expedite any proposed grant with OFME.

Include any other information that is believed to be pertinent, but not specifically asked for elsewhere.

Preference will be given to organizations that can demonstrate previous completion of EV charging infrastructure studies; pre-existing methodologies that have worked in national and global markets; experience working with domestic and international startups and tech scouting; businesses in adjacent technology-based industries or in non-traditional, emerging areas of the automotive/mobility sector; experience working with venture capital and alternative financing models.

BUDGET/BUDGET NARRATIVE

A comprehensive budget covering the grant period is required. Please complete the appropriate section of Attachment A: Proposal Template, which includes components such as project management, advisors, operational expenses, pilot stipends, and others. The Budget Narrative must thoroughly describe how the planned expenses and requested funding support the scope of services.

PROPOSAL FORMAT

The entire proposal, including attachments, should be limited to no more than ten (10) pages, single spaced, single side 8.5 x 11 page with 12-point Arial font, using one-inch margins.

**SECTION III
RFP PROCESS AND TERMS AND CONDITIONS**

TIMELINE FOR GRANT PROPOSAL AND AWARD

Proposals must be submitted to the contact person listed below via email by 5:00 PM EST on April 22nd, 2024.

Contact:

Shafiq Bari, Director of Mobility Policy
Department of Labor and Economic Opportunity
BariS2@michigan.gov

All respondents will be contacted regarding their status and/or potential grant award per the following schedule:

DATE	ACTIVITY
April 2, 2024 (14 Days)	RFP Posted
April 23, 2024	Deadline for Submission
May 17, 2024	Awardee Notified

ELIGIBLE RFP RESPONDENTS

Examples of eligible Respondents include, but are not limited to:

- Research organizations at universities
- Any private companies or non-profit organizations with data and analytic services
- Organizations that have experience supporting mobility and electrification companies EV planning studies

PROPOSALS

To be considered, Respondents must submit a complete response to this RFP by 5:00 pm EST on April 22nd, 2024. No other distribution of proposals is to be made by the Respondent. Respondent's proposal must be submitted in the format outlined below. There should be no attachments, enclosures, or exhibits other than those required in the RFP or considered by the Respondent to be essential to a complete understanding of the proposal. Each section of the proposal should be clearly identified with appropriate headings.

The Technical Proposal must be **signed physically or electronically** by an official of the Respondent authorized to bind the Respondent to its provisions. The rates quoted in the budget must remain firm for the period indicated in Section I.

Each proposal should be prepared simply and economically, providing a straightforward, concise description of the Respondent's ability to meet the requirements of the RFP. Emphasis should be on completeness and clarity of content.

SELECTION CRITERIA

Respondents will be rated on evidence of the capacity, commitment, and experience to carry out study responsibilities, experience of the selected Organization and a plan for decision-making and internal communications.

Responses to this RFP will be evaluated based upon a three-step selection process. The proposal must address the requirements described in Section II of this RFP.

The first step is an evaluation of which proposals satisfactorily meet the requirements of this RFP.

Step I – Evaluation for Compliance

- a) *Proposal Content* – Proposals will be screened for technical compliance to include but not limited to:
- Timely submission of the proposal.

- Proposal, Budget, and Budget Narrative clearly identified.
- Proposal signed physically or electronically by an official of the Respondent authorized to bind the Respondent to its provisions.
- Proposals satisfy the form and content requirements of this RFP.

Step II – Criteria for Satisfactory Proposals

- a) During the second step of the selection process, proposals will be considered by a Joint Evaluation Committee (“JEC”) comprised of individuals selected by OFME. Only those proposals that satisfy the requirements described in this RFP, as determined is the sole discretion of the JEC, will be considered for evaluation in Step II. The JEC reserves the right to request additional information from any Respondent.
- b) *Competence, Experience and Staffing Capacity* – The proposal should indicate the ability of the Respondent to meet the requirements of this RFP, especially the quality, and recent projects similar to that described in this RFP. The proposal should indicate the competence of the personnel whom the Respondent intends to assign to the project, including education and experience, with particular reference to experience on projects similar to that described in this RFP.
- c) *Delivery of Scope of Services* – The proposal should indicate the ability of the Respondent to execute the Scope of Services as described in Section I above.
- d) During the JEC’s review, Respondents may be required to make oral presentations of their proposals to the JEC. These presentations provide an opportunity for the Respondents to clarify the proposals. OFME will schedule these presentations, if required by the JEC.

Step III – Criteria for Satisfactory Budget/Budget Narrative

- a) Based on what is in the best interest of the State of Michigan, OFME will award the Grant considering value, quality, and the ability to meet the objectives of this RFP, of proposals that were approved as a result of this three-step evaluation process.
- b) OFME reserves the right to consider economic impact on the State when evaluating proposal budgets. This includes, but is not limited to, job creation, job retention, tax revenue implications, and other economic considerations.
- c) The award recommendation will be made to the responsive and responsible Respondents who offer the best value to OFME and the State of Michigan. The Respondents offering the best proposal that meets the objectives of the RFP will determine best value.
- d) OFME reserves the right to award to another “best value” Respondent in case the original Respondent does not accept the award, or to multiple Respondents.

Scoring Criteria for Proposals

	EXEMPLARY	ADEQUATE	NEEDS IMPROVEMENT	MISSING INFORMATION	SCORE
Proposal Compliance (Up To 10 Points)					
Proposal Narrative (Up To 50 Points)					
Organization/Partnerships/Staffing (Up to 15 points)					
Budget/Budget Narrative (Up To 25 Points)					
Totals					

**ATTACHMENT A
PROPOSAL TEMPLATE**

Deadline for Submissions: 5:00 PM on February 9, 2024

PROPOSAL RESPONDENT INFORMATION:

Respondent Type: [Select Respondent Type](#)
Organization Name: [Click here to enter Organization Name](#)
Contact Name: [Click here to enter Contact Name](#)
Title: [Click here to enter Title](#)
Address: [Click here to enter Street Address](#)
[Click here to enter City, State, and Zip Code](#)
Phone: [Click here to enter Phone Number](#)
Email: [Click here to enter Email Address](#)
Website: [Click here to enter Website](#)

PROPOSAL NARRATIVE: Competence, Experience and Staffing Capacity

Please provide a narrative description of the Respondent organization's *Competence, Experience and Staffing Capacity* pertaining to the management of this grant:

[Click here to enter **Competence, Experience and Staffing Capacity**](#)

PROPOSAL NARRATIVE: Scope of Services

Please provide a narrative description of the Respondent organization's ability, capacity and plan to deliver the *Scope of Services* in each area below as described in Section I above, including the following:

- Develop an estimate of number and type of chargers (e.g., Level 2 and DCFC chargers) needed in the state by 2030 and 2040 based on the estimated share of EVs on the road, expected road miles traveled, vehicle types (e.g., personal, fleet, commercial), charging assumptions (e.g., initial battery level, battery power, charging speeds) and other relevant assumptions. Please also include scenario analysis to consider variations in EV share and travel peaks (e.g., seasonal and road miles traveled daily maximums)
 - Calculate the estimated charging station number and type by dividing the state into appropriate regions of interests (e.g., specified metropolitan areas or Regional Service Areas defined by MI Department of Transportation, MDOT)
 - Categorize the charging stations by various accessibility and use case type, including chargers intended for commercial needs, multi-unit dwelling needs, and public charging needs. For public charging needs, this will also include distinguishing between charging for long-travel, retail locations, and work charging.
 - Determine the Electric power grid infrastructure availability and gaps to provide power to the charging locations identified. DTE Energy, Consumers Energy, and other utilities will be involved to provide their analysis and feedback to ensure accuracy.
 - Map the estimated charging station locations by dividing the state into appropriate regions of interests.
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- Provide a recommendation on the minimum EV charger volume needed for the EV charging market to operate sustainably without significant public subsidies in Michigan.
- Provide comparative analysis of what other states are doing for EV Infrastructure deployment and recommend public and private funding model and options to meet the EV infrastructure needs.

Preference will be given to organizations with previous experience and methodologies conducting studies for EV charging infrastructure estimates.

Further details on the scope includes:

- **Chargers to be included in study:** Only considering Level 2 and DCFC charging; all Level 1 chargers and chargers for single home residential use should not be included in this study.
- **Road miles traveled included:** Travel along all roads in the state of Michigan to be considered. Note: Charging needs for travel on Alternate Fuel Corridors (AFCs) may be referenced from the MDOT Michigan State Plan for Electric Vehicle Infrastructure Deployment as a starting point and refined if necessary.
- **Locations:** Location of charger will be an estimation of travel within a 5-mile radius of the desire location, if possible. Note: For Southeast Michigan, the points of interest and charger locations can be referenced from the SEMCOG study as a starting point and refined if necessary.

BUDGET/BUDGET NARRATIVE

Please provide a budget and budget narrative to cover the costs to deliver the services stated in the proposal and breakdown your cost into each objective or group of objectives as appropriate. Please include detailed descriptions for all items included in the budget.

Below is an example of the objective to be delivered:

Objectives	Totals
EV Charger estimation in state by type and intended vehicle type by region	
EV Charger accessibility and use case categorization	
Electric power grid infrastructure gaps and needs	
EV Charger location mapping	
Minimum EV charger volume needed for the EV charging market to operate sustainably	
Comparative analysis of what other states are doing	
Other (Please specify other objectives)	
Totals	