

REQUEST FOR PROPOSALS PACKAGE  
FOR  
**ELECTRIC VEHICLE READINESS PLAN**  
FOR  
PADUCAH POWER SYSTEM

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**All responses are due February 22, 2023 by 4:00 pm CST.**

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## REQUEST FOR PROPOSALS

### ELECTRIC VEHICLE READINESS PLAN FOR PADUCAH POWER SYSTEM

#### PURPOSE

Paducah Power System (PPS) is soliciting interested consultant teams (Consultants) to submit proposals for a planning project that will develop an Electric Vehicle (EV) Readiness Plan (Plan) for the PPS Service Territory. The Plan will be developed through coordinated engagement with EV partners and stakeholders. PPS is seeking Consultant with: (1) recent applicable experience in developing zero emissions vehicle readiness plans and (2) knowledge of electric vehicles and electric vehicle infrastructure. Consultant is expected to have expertise in utility data and forecasting tools on EVs including the ability to tailor these products to PPS and create mapped analysis of priorities for future EV infrastructure, particularly to increase equitable access to such infrastructure.

The goal of the project is to make the Paducah community Electric Vehicle (EV) Ready by developing a Plan that provides a vision for EV readiness, identifies key partnerships and actionable strategies needed to achieve the vision, and facilitates community support for electric vehicles.

#### SCOPE OF WORK

Bidders are encouraged to develop a proposed approach to this project based on their understanding of the requirements and experience with similar projects. Bidders should detail a clear project approach that will effectively assess the needs of the Paducah Area by creating a Plan with a vision, goals, and action based strategies and recommendations. While not intending to restrict the bidders approach, PPS anticipates a project scope may include some or all of the activities outlined below;

PPS staff will work with the successful Consultant to incorporate a mutually agreeable project scope into the contract. Regular, on-going communication with PPS staff will be expected throughout the project to coordinate efforts, including monthly invoices and progress reports. The Consultant should also expect meetings with stakeholders, and a final presentation before the PPS Board of Directors.

#### **1. EV READINESS PLAN DEVELOPMENT**

Development of a relevant, comprehensive strategic Plan that addresses the immediate needs as well as long-term planning objectives for the PPS planning area to become

an EV destination, corridor, and gateway. The Plan will describe the planning region, status of EVs and charging infrastructure in the area, identify opportunities, and provide strategies to reduce and resolve barriers to the widespread deployment of private and public EV infrastructure.

The Plan will provide a comprehensive approach to increasing destination, gateway, workplace, residential, multi-family housing and corridor EV by fleets and individuals in the PPS planning area, in addition to giving visitors the ability to travel to and within the region with their EVs. Elements expected to be included in the Plan include:

- a. Stakeholder outreach across a variety of sectors
- b. Existing conditions including public, private, workplace, and residential EV adoption, infrastructure and services
- c. Assessment and Gap Analysis
- d. Equity Analysis
- e. Recommendations
- f. Implementation (Strategies, Roles/Responsibilities, Timeline, and Cost Estimates)

## **2. STAKEHOLDER OUTREACH**

Consultant will conduct outreach with stakeholders to identify existing conditions as well as obstacles to and opportunities for increasing use of EVs and EV infrastructure. Initial stakeholder outreach may include interviews/meetings with the City of Paducah departments, transit agencies, local groups with EV interest and ownership, representatives of other stakeholder groups, and technical experts. Because the Paducah area is a regional hub for vehicular travel, it is expected the Consultant will look within and outside the Paducah area to develop the Plan. Surveys may be used to gather information from residents and businesses, if needed. To assist with this task, PPS staff will help identify stakeholders.

## **3. ASSESSMENT**

Assessment is needed to outline existing conditions, identify critical barriers and gaps, identify key needs, identify potential programs and partnerships, and provide background for plan development. The Contractor's EV expertise including knowledge of EV infrastructure, trends, and research is critical to informing this assessment.

This task shall include the review of pertinent local and regional plans in order to provide a community context and description of how the Plan aligns with or connects to other community goals, plans, and priorities. State plans and goals should also be incorporated.

This task shall also include evaluation of existing conditions, including the collection and assessment of existing EV data, forecasts and tools, and work to tailor them for planning purposes of PPS. It shall also include identification and description of current EV charging infrastructure and existing EV services, available technologies, best practices, and other items.

Consultant will perform needs and gaps research to identify barriers to EV usage, including barriers in the areas of policy, infrastructure, services, zoning, parking, building and development codes, permitting and inspection, procurement, training and education, coordination, funding, and other items.

Consultant shall identify opportunities to support EV usage, including partnerships, procurement, incentives, electric rate structures, non-financial public sector incentives and programs, outreach to local businesses and residents, funding, market based and other approaches.

#### **4. EQUITY ANALYSIS**

Consultant shall assess equitable access to EV infrastructure and services. Opportunities to increase equitable access to such infrastructure and services for residents who have been traditionally underserved, such as multifamily housing residents, renters, lower-income residents, non-native English speakers, and communities of color, must be analyzed for incorporation into the vision, goals, and action-based strategies.

#### **5. IDENTIFICATION OF NEEDED INFRASTRUCTURE**

Consultant shall develop a PPS EV charging infrastructure plan that recommends upgrades, compiles and analyzes data and opportunities for EV charging station locations based on current demand, anticipated demand growth, and existing infrastructure, distinguishes between public and private opportunities, determines appropriate equipment types for each recommended location, i.e. Level 2 and/or Level 3 (DC fast chargers), and provides cost estimates for recommended improvements. The infrastructure plan should provide analysis of the potential grid impacts of EVs, considering ongoing efforts to also electrify energy use in buildings, address electricity rate structure and identify battery and other options needed to manage demand charge, and summarize predominant concerns and issues as well as preferred alternatives.

#### **6. IDENTIFICATION OF NEEDED SERVICES**

Consultant shall identify needed services, such as local EV sales and servicing, among other desirable services, to support widespread EV usage and recommend methods to

address, partner to provide, or incentivize solutions to ensure development of any missing key services.

## **7. IDENTIFICATION OF NEEDED PROGRAMS AND POLICIES**

Consultant shall (i) identify barriers to and methods of increasing EV usage by residents and in public and private fleets, (ii) identify opportunities such as smart charging, renewable energy, and battery storage to optimize grid capacity, (iii) analyze innovative charging options like curbside, streetlight, solar, wireless, and their applicability and (iv) investigate opportunities to partner with neighboring communities and regional entities to increase EV usage and opportunities without encouraging increased vehicle usage in general.

## **8. STRATEGY AND RECOMMENDATIONS**

Consultant shall make recommendations for implementation options by key stakeholders (such as state and local government entities and public-private partnerships) and other actions to further develop readiness and support for current and future implementation such as estimated deployment to meet increasing demand of traveling public and legislation/ordinances as needed to implement accordingly. Recommendations need to advance EV usage, leverage existing plans, efforts and data sources, and to lead to widespread deployment of public and private EV infrastructure. Specific recommendations are expected in the areas of infrastructure, services, policies, programs, partnerships, leading by example, funding, and guidance.

## **9. FUNDING GUIDANCE**

Consultant shall identify existing and potential funding opportunities, incentives, and rebates, including grants and funding sources for EV usage and EV Readiness Plan implementation. This may include local funds, private and public grants, and other funding mechanisms.

Consultant shall also research and recommend utility payment methods for EV customer usage of public charger ports to recover costs and generate revenue. This includes developing guidance in regards to implementation of EV related codes and ordinances. Consultant shall identify cost-effective strategies to support EV charging on municipal property and the public right of way for fleet and/or public use, analyzing factors such as ownership models, parking and charging fees, infrastructure costs, operations and maintenance costs, Low Carbon Fuel Standard credits, utility demand charges, synergies with other alternative transportation efforts, and new or complementary technologies including solar energy systems, battery storage, demand management systems, bidirectional charging, and possible integration with emerging autonomous vehicle (AV) technologies.

## 10. IMPLEMENTATION PLAN

Consultant shall develop timelines, estimated costs, and opportunities for funding, identify roles and responsibilities for PPS planning partners, stakeholders, potential partners, and the community, and metrics and/or performance targets to track performance.

## 11. COMPLETE DRAFT OF EV READINESS PLAN

Consultants shall submit to PPS staff a complete draft of the Plan, which will be a comprehensive, organized document that addresses the elements listed above and includes specific goals, visions, and strategies, developed in partnership with PPS members and stakeholders, to increase EV usage in Paducah/McCracken County. The draft Plan will be presented to the PPS Technical Planning Committee and the public for review and feedback.

## 12. FINAL EV READINESS PLAN

Once the draft Plan has been refined based on feedback, a final version of the Plan will be prepared and presented to the PPS Board of Directors for consideration. Any changes directed by the PPS Board will be incorporated into a revised final Plan. In addition to being substantively strong, PPS expects that the final Plan will be an attractive and graphically-rich document. It should be visually appealing and written in a clear, accessible manner. PPS staff will be provided with electronic copies of the final version (both Word and PDF formats), including tables in Excel format and maps in GIS file format (as applicable).

## PROPOSAL SUBMITTAL REQUIREMENTS

All proposals must include the following information:

1. **Cover Sheet:** The cover sheet shall list the name of the Consultant with names, email addresses and phone numbers of persons who may be contacted to answer questions. Also, the cover sheet shall state who prepared the submittal and how they can be reached, including phone number and email address.
2. **Project Understanding:** Provide a brief narrative explaining the team's understanding of the project goals and scope. Highlight the perceived unique opportunities, challenges, and priorities of this project and how the team will address them.
3. **Project Team and Qualifications:** The Consultant qualification information shall include:
  - a. **Firm Information:** Provide information on firm size, years in business, locations, and primary services. Include the same information for any subcontractors on this project.

- b. **Project Team:** Provide a project organizational chart showing the proposed team structure for this contract. Identify the project manager, key personnel, and their roles and responsibilities on the project. Include short bios addressing knowledge and experience related to these roles and responsibilities. Clearly identify the roles of any subcontractors.
  - c. **Representative Projects:** Describe specific experience of both individuals and firms with projects of a similar type that demonstrate the knowledge and experience of the personnel proposed in the areas identified in the scope of work. Describe the client/community, project, location, common issues, and links to electronic versions of work products, if possible.
  - d. **References:** Identify at least three references for similar projects completed by the personnel proposed for this project. Include the client, contact person, mailing address, email address, and telephone number for each reference.
  - e. **Resume:** Provide professional resumes for all personnel proposed for work on this project in an appendix.
4. **Project Approach:** Describe the team’s approach to the project’s scope of work. Include information on methods, meetings, deliverables, and other project related information for the tasks. Include any project approaches or ideas not included in the scope of work that would be applied to this project to enhance the quality of the team’s services. The Consultant is encouraged to offer additional insights and may propose modifications to the scope of work identified above.
5. **Project Management:** Describe the team’s project management approach including coordination across disciplines and managing the work of subcontractors, if applicable. Describe the methods and timeline of communication the team will use with PPS staff and other parties. Describe the team’s expectations and requirements of PPS and its partners in order to effectively perform the services outlined in the RFP.
6. **Schedule:** Provide a project schedule identifying milestones and completion dates. Provide a summary of personnel workload and availability to complete this project within the desired schedule.
7. **Cost Proposal:** Estimate the personnel hours and hourly rates for each of the tasks needed to complete the proposed scope of work. Include the hourly rates for all project personnel and the costs for each firm. Provide cost estimates for labor, materials, travel, overhead, and other cost elements expected to be incurred. Some tasks can be itemized as “optional” and be bid independently to allow flexibility in fee. The proposal should clearly state what is received for the base fee.

**All responses are due December 30, 2022 by 4:00 pm CST.** Proposals shall be submitted electronically in PDF format via email sent to [rwindhorst@paducahpower.com](mailto:rwindhorst@paducahpower.com), or placed on a USB drive and delivered to:



Paducah Power System  
C/O Rick Windhorst, Chief Operating Officer  
1500 Broadway Street  
Paducah, KY 42001

## SELECTION PROCESS

The selection process will be managed by the EV Readiness Plan Committee, comprised of PPS members and staff. After the submission deadline has passed, the EV Readiness Plan Committee will review the proposals and, if necessary, generate a short list of consultants for consideration. Consultants on the short list may be asked to give a presentation and participate in an interview with the Committee. The EV Readiness Plan Committee may request mutually agreeable revisions to the Consultant's proposed scope of services, including a commensurate revision to the cost estimate and timeline, as necessary.

After completion of the interview process with the short list of Consultants, the EV Readiness Plan Committee will rank the Consultants based on the interviews and proposals, as revised if applicable. The Consultant with the highest rank will be asked to enter into negotiations for a contract based on their proposal. If a contract cannot be successfully negotiated with the first ranked Consultant, then negotiations with that Consultant will be terminated and PPS will ask the Consultant with the next highest rank to enter into negotiations. This process will continue until a contract is successfully negotiated or said process is suspended by PPS.

PPS reserves the right to follow any of the below listed courses of action if an acceptable contract cannot be negotiated:

- To reject any and all proposals;
- To consider alternatives;
- To waive irregularities;
- To re-solicit proposals;
- To accept any proposals deemed most advantageous to PPS;
- To obtain information concerning any and all Consultants from any source;
- To request additional information and/or clarification from any and all proposers to this RFP;
- To approve any substitute personnel or terminate services at PPS' sole discretion if the selected Consultant undergoes a change of key personnel; and
- To seek new submissions when such a procedure is reasonable and in the best interests of PPS.

Consultants submitting proposals are advised to include any information that is relevant to this project given the aforementioned criteria.

**Minimum Effective Period of Proposal**

All proposals are required to remain in effect for at least 120 days from the date submitted to PPS for review. This should be taken into account during budget preparations.

**Public Information**

All information, documentation, and other materials submitted in response to this solicitation are considered non-confidential and/or non-proprietary and are subject to public disclosure in accordance with the Kentucky Open Meetings and Records Law.

**Acceptance of Evaluation Methodology**

By submitting a proposal, Consultant accepts the evaluation process and acknowledges and accepts that the determination of the “most qualified” firm(s) will require subjective judgments by PPS.

**Amendments to this RFP**

Should it become necessary to amend this RFP for any reason, PPS reserves the right to re-issue this RFP as amended and to provide reasonable notification to parties of interest.

**Questions Regarding This RFP**

Any questions concerning this RFP should be directed to Rick Windhorst, PPS Chief Operating Officer, at (270) 575-4040 or email [rwindhorst@paducahpower.com](mailto:rwindhorst@paducahpower.com). If there are changes that might affect the preparation of the Consultants’ submissions, all Consultants will be advised. Any Consultant that wishes to withdraw from consideration after submitting a proposal must submit a written notification to Rick Windhorst via email at [rwindhorst@paducahpower.com](mailto:rwindhorst@paducahpower.com) or via mail at Paducah Power System, 1500 Broadway Street, Paducah, KY 42001.

**Accommodations for Disabilities**

For persons with disabilities requiring reasonable accommodations, please contact:

Paducah Power System  
C/O Rick Windhorst, Chief Operating Officer  
1500 Broadway Street  
Paducah, KY 42001  
(270) 575-4040  
[rwindhorst@paducahpower.com](mailto:rwindhorst@paducahpower.com)

Requests for accommodations should be made at least one week prior to the meeting, activity, or function.

**Thank you for your interest in this project!**