



POWERFORWARD REQUEST FOR PROPOSAL

Salesforce Community

PROPOSALS DUE:

Proposals are due and must be sent to Bharadwaj Sathiamoorthy, bsathiamoorthy@calstart.org by **5:00 p.m. Pacific Standard Time on Monday, August 21, 2023.**

POWERFORWARD SALESFORCE COMMUNITY

REQUEST FOR PROPOSALS

Title:	<i>PowerForward Salesforce Community</i>
Issuing Agency:	<i>CALSTART</i>
Work to Begin Date:	<i>October 7, 2023</i>
Proposal Due Date:	<i>Virtually by 5:00 p.m. Pacific Standard Time on August 21, 2023</i>
Period of Performance:	<i>18 months</i>

INTRODUCTION

CALSTART is seeking support to build an application processing center to support the PowerForward project. PowerForward is a Zero-Emission Block Grant Funding Opportunity from the California Energy Commission (CEC). This program aims to attract and retain battery manufacturing in California, create high quality jobs, create positive impacts that benefit local communities and priority populations, and contribute to California's goal of zero-emission transportation. This effort involves a diverse array of stakeholders in the battery manufacturing industry.

CALSTART seeks a developer with extensive knowledge and background in Salesforce and an e-signature application to implement a community to the PowerForward external website. It is the intent of CALSTART to solicit proposals for a Salesforce Community and support in accordance with all requirements stated in the document below. Our program is to support CALSTART's mission, to promote clean transportation for good.

Background

The Budget Act of 2021 (Assembly Bill (AB) 128, Ting, Chapter 21, Statutes of 2021, as amended by Senate Bill (SB) 129, Skinner, Chapter 69, Statutes of 2021 and SB 170, Skinner, Chapter 240, Statutes of 2021) appropriated \$785,000,000 from the General Fund to support infrastructure deployments and manufacturing projects for zero-emission light-duty and medium and heavy-duty vehicles. The Budget Act of 2022 (SB 154, Skinner, Chapter 43, Statutes of 2022, as amended by AB 178, Ting, Chapter 45, Statutes of 2022) appropriated an additional \$255,000,000 from the General Fund to support infrastructure deployments and manufacturing projects for zero-emission light-duty and medium- and heavy-duty vehicles.

The Budget Acts of 2021 and 2022 stipulate that manufacturing projects should be selected based on the following criteria:

- Likelihood that manufacturing activities would not have otherwise occurred in-state either in terms of the entity's presence in California or at the scale that may not otherwise be achieved without the manufacturing grant
- Number and quality of direct and indirect jobs created
- Economic impact to the state
- Ability of the project to contribute to California's goals of zero-emission transportation

On August 9, 2022, the CEC released a Grant Funding Opportunity (GFO) entitled "Zero-Emission Vehicle Battery Manufacturing Block Grant." This competitive grant solicitation was to seek a block grant implementer to administer \$25 million in grant funds for various zero-emission vehicle (ZEV) battery manufacturing projects throughout California. In response to GFO-21-606, the Recipient submitted application #1 which was proposed for funding in the CEC's Notice of Proposed Awards on December 29, 2022. GFO-21-606 and Recipient's application are hereby incorporated by reference into this Agreement in their entirety.

In the event of any conflict or inconsistency between the terms of the Solicitation and the terms of the Recipient's Application, the Solicitation shall control. In the event of any conflict or inconsistency between the Recipient's Application and the terms of CEC's Award, CEC's Award shall control. Similarly, in the event of any conflict or inconsistency between the terms of this Agreement and the Recipient's Application, the terms of this Agreement shall control.

The key component of this application is to track, report, and process applications. The current system will be launched **December 15, 2023**. The system needs to be designed to ensure seamless interactions between users and the administration team.

SCOPE OF WORK

The contractor shall have extensive knowledge and background in Salesforce and an e-signature application to implement a community and will be expected to complete the responsibilities listed below:

- The Recipient shall:
 - Design a CRM program that will include, but not be limited to:
 - Advertisements on the availability of sub-grants, including the available funding, minimum eligibility, and technical requirements
 - The ability to download application forms
 - The ability to submit application forms
 - The ability to submit and receive feedback on the progress of sub-grant applications
 - The ability to view the Notice of Proposed Award (NOPA) for sub-grant awards

- The ability to submit and receive feedback on invoices and sub-grant status
 - A mailing list to receive updates and notifications
 - Reports on the status of sub-grants, including the amount of funding received and remaining for each active sub-grant
 - Provide instructions and forms to parties interested in financially contributing to existing or potential sub-grants
 - Provide the ability for interested manufacturers to submit required documents to apply for and participate in sub-grants, including application forms, payment requests, and appropriate documentation
 - Publicly posted descriptions and final reports from the manufacturing projects
 - The capability for sub-grant applicants and participants to access, in real time, the status of sub-grant applications and payments
 - The ability to read and submit information in multiple languages (English and Spanish at a minimum)
- Be compliant with the Americans with Disability Act (ADA), specifically Level 2 Web Content Accessibility Guidelines compliance:
<https://www.w3.org/WAI/standards-guidelines/wcag/>

Additional Scope of Work

In addition to the CRM SOW listed above, all applicants are encouraged to review the PowerForward RFP issued for website design solicitations. If the applicant would like to pursue both RFPs, we recommend submitting a proposal with itemized costs and budget as they relate to the other RFP.

Sub-contracting for either RFP will not be eligible.

A more detailed SOW will be agreed upon once a vendor is selected and prior to contract execution. In interim, please use the following websites for reference:

- californiahvip.org
- thecommunitiesincharge.org

HOW TO APPLY

Please submit a brief proposal containing the following information, at a minimum, to the contact email provided below:

- Name of company, with contact information for company's primary point of contact

- Relevant experience/qualifications. Please provide specific examples of active websites with these features as reference along with client information.
- Technical approach to fulfilling scope of work
- Deliverables, including those listed above
- Detailed timeline
- Total budget, with costs broken down by personnel and other direct costs. Amongst other itemized billing lines, please call out other maintenance costs to maintain ADA compliance.
- Response times to client requests
- Integration with Salesforce and other tools as needed

EVALUATION CRITERIA

CALSTART will assess proposals received on the basis of factors including:

- Recognition of and demonstrated facility with the technical and design concepts presented in this RFP
- The expertise of the firm in working with similar clients and/or on similar projects
- Quality of technical approach and feasibility of fulfilling the scope of work within the available timeframe
- Response time for requests, down-time, or other maintenance needs
- Costs for development and maintenance of website
- References

A vendor will be selected and notified no later than **September 7, 2023.**

CONTACT

Please submit proposals and direct any inquires to:

Bharadwaj Sathiamoorthy

Technical Project Manager II

CALSTART

bsathiamoorthy@calstart.org