



November 11, 2022

Request for Proposals

Clean Fuels Ohio
2022-2023 Clean Fuels Standard Research Project
Proposals due November 30, 2022
Proposals will be considered as they are received

RFP Overview

Clean Fuels Ohio (CFO) is requesting proposals from organizations with expertise in the development of Clean Fuels Standards to provide work on a **Clean Fuels Standard Research Project**, funded by the Great Plains Institute (GPI) around the development of a Clean Fuels Standard policy for Ohio.

About CFO

Clean Fuels Ohio is a statewide, mission-driven nonprofit organization based in Columbus, Ohio. CFO works to advance cleaner and sustainable transportation fuels and vehicle technologies that improve air quality and health, reduce pollution, and strengthen Ohio's economy.

As Ohio's clean transportation advocate and leader, CFO educates consumers, governments and businesses of all types and sizes, and provides direct analysis and technical support. CFO works with partners to develop projects while supporting policy solutions to overcome market barriers to advanced and cleaner fuels and vehicle technologies. CFO is the largest among a network of 80 Clean Cities coalitions designated by the U.S. Department of Energy.

Scope of Services

Clean Fuels Ohio is seeking a consultant with subject matter expertise on clean fuels standard policy, research, and analysis to perform a wide range of activities to inform the Clean Fuels Standard Research Project. We encourage consultants to review the scope of services listed below and evaluate their capacity to complete work on different, if not all, activities relevant to their expertise and experience. Based on interested activities/work that the consultant would want to take on, Clean Fuels Ohio would determine how much funding to allocate to the consultant for scoped services.

CFO is looking for work in the following core areas related to a Clean Fuels Standard Research Project, funded by the Great Plains Institute. The selected firm will focus on the following goals:

1. Strategic Planning & Subject Matter Expertise

- a. Strategic planning is required around multiple policy specifics, including carbon intensity scoring and other technical aspects of the policy, market trading mechanisms and other economic aspects of the policy, and strategic elements relating to coalition partners including industry and environmental groups.
- b. Clean Fuels Ohio is seeking a subject matter expert consultant to support strategic planning efforts around the development of a Clean Fuels Standard policy for Ohio.

2. Perform an equity analysis and synthesize with existing carbon intensity, economic, and air quality analyses to determine political feasibility in Ohio.



- a. The Great Plains Institute has performed a Carbon Intensity analysis, an IMPLAN economic analysis, and will be performing an air quality analysis of the effect of a CFS in Ohio.
 - b. The selected organization will perform an equity analysis, considering how a CFS in Ohio might affect low-income communities, communities of color, or those that are otherwise disadvantaged.
 - c. The organization will then synthesize all these analyses to determine the overall political feasibility for a CFS in Ohio, taking the political landscape of Ohio into account and looking at other states that have taken up CFS bills for comparison.
- 3. Development of a communications and messaging strategy and begin to draft content**
- a. A Clean Fuels Standards is a complicated piece of legislation involving multiple industries and economic aspects that are not easy for the average person to understand. The selected organization will draft a communications plan and messaging strategy for a CFS, including talking points and a social media plan.
- 4. Coalition and opposition planning**
- a. Determine which key organizations in Ohio need to be involved in the effort to pass a Clean Fuels Standard.
 - b. Determine which organizations are likely to oppose a CFS, what their argument against it would likely be, and develop talking points to counter those arguments.
- 5. Research on bill language**
- a. Using examples from other states and the results of the political feasibility study, begin to draft bill language, making sure to make note of any parts of the bill that are likely to be particularly difficult to pass in the Ohio General Assembly.

Funding/Billing

Organizations are required to emphasize their capabilities with these topics and propose any scope of the project they deem appropriate. The selected organization will utilize \$35,000 to \$40,000 in funding from Clean Fuels Ohio to provide this work. Proposals that provide a price breakdown for each service are preferred.

Status and Goals

The goal of the Clean Fuels Standard Research Project is to decide by June 30, 2022, whether to pursue a Clean Fuels Standard in Ohio. The final determination will be made by Clean Fuels Ohio, its stakeholders, and the Great Plains Institute being informed by the insight and analysis gathered by the selected organization.

Time Frame

Please submit proposals no later than *November 30, 2022*. Proposals will be considered as they are received. Upon selection and execution of agreement, Clean Fuels Ohio's agreement with the chosen organization will begin immediately. The term of the agreement will extend through June 30, 2023.

Proposal Submission and Questions

Any questions and proposals for consideration should be sent to Sydney Hayes, Manager of Policy Analysis and Research (Sydney@CleanFuelsOhio.org). As part of the process, CFO may conduct interviews with firms after the proposal submission deadline.