

Elk Grove Auto Mall:NEXT Master Plan

RFP Questions and Answers

Release Date 5/13/2026

Q: Can you please specify whether any geographic sales penetration data, such as dealer-generated sales data by customer location (city/ZIP), might be available? Have any customer intercept surveys been completed within the last few years?

A: During the project kickoff, we will identify and provide the selected consultant with all accessible and available market dynamics, sales penetration data, and existing customer insights so that it can be used as part of the analysis.