



Nevada Solar for All

Request for Proposals (RFP): RFP-SFA-005

Solar for All Community Nonprofit Outreach and Education Program

Milestone	Date
RFP launch date	February 28, 2025
Questions Due	March 8, 2025 by 11:59pm Pacific Time
Answers Posted	March 10, 2025
<u>Proposals Due</u>	<u>March 21, 2025 by 11:59pm Pacific Time</u>
<u>Selection Notifications</u>	<u>March 26, 2025</u>
Memorandum of Understanding Execution	<u>March 31, 2025</u>

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1. BACKGROUND

The Nevada Clean Energy Fund (“NCEF”) received a \$156 million grant from the U.S. Environmental Protection Agency (“EPA”)’s Solar for All program to establish financial and technical assistance programs under its Nevada Solar for All (“NSFA”) initiative. NSFA will enable low-income and disadvantaged communities in Nevada to implement and benefit from solar energy. NSFA will administer statewide financial assistance programs for single-family homeowners, affordable housing properties, and residential-serving community solar that enable equitable access to solar in Nevada. NSFA will conduct targeted outreach, education, technical assistance, and workforce development in rural, urban, suburban, Tribal, and persistent poverty communities. NSFA will catalyze market transformation and impact for low-income solar in Nevada over the long-term by spurring regulatory change, building a sustainable and diverse solar workforce, and leveraging private capital.

NCEF is a nonprofit organization dedicated to supporting a thriving, affordable, and accessible clean energy economy by providing financial and technical resources to Nevadans. NCEF’s programs are designed to accelerate clean energy growth in the state, reduce energy costs, create jobs, and meaningfully address climate change. NCEF works with communities, affordable housing, local businesses, schools, governments, Tribes, utilities, contractors, and others to increase access to clean energy opportunities, from rooftop solar and energy storage to energy efficiency and electric vehicles. NCEF was established by Nevada statute in 2017 to serve as the state’s nonprofit green bank.

2. RFP PURPOSE

NCEF is seeking proposals from qualified community-based organizations, nonprofits, and advocacy groups to participate in an education and referral program by informing community members of NSFA opportunities, with a focus on reaching low-income and disadvantaged households. Organizations will be responsible for referring eligible households to NSFA programs and guiding applicants through the application process.

Ultimately, NCEF seeks to enter into contracts with multiple qualified vendors for the scope of work described in this RFP.¹ Selected vendors will become “NSFA Champions.”

To be considered, proposals must be submitted by the deadline of 11:59pm Pacific Time on March 21, 2025. This is a strict deadline. No proposals will be accepted after this deadline.

NCEF’s EPA award has been appropriated by Congress and legally obligated via a binding contract with the EPA. In late January through mid-February, the EPA temporarily suspended drawdowns of Solar for All funds following the Administration’s issuance of the Executive Order on Unleashing American Energy. As of the publication date of this RFP, NCEF has the ability to draw down funds against the EPA award. However, any future federal suspensions of drawdowns may impact NCEF’s ability to make payments under contracts awarded through this RFP. To mitigate this risk, NCEF will collaborate with selected vendors during the RFP selection and negotiation process to establish safeguards that minimize financial exposure and prevent vendors from incurring costs that NCEF cannot reimburse due to a federal funding freeze.

¹ NCEF reserves the right, in its sole discretion, to select one or multiple vendors as a result of this RFP based on the strength of the applications received. NCEF may also run subsequent RFPs in the future to select additional NSFA Champions.

3. SCOPE OF WORK

A. Timeline

The anticipated period of the contract for services under this RFP will be for approximately four years from March 2025 to April 2029.

B. Services

The selected vendor(s) will be responsible for catalyzing successful NSFA applications to NCEF and guiding eligible households through the application and enrollment process for the NSFA program. This includes outreach data management, and coordination with NCEF's accounting team.

1. **Outreach and Engagement:** Conduct targeted outreach to potential NSFA participants, prioritizing low- and moderate-income households. Develop and distribute marketing materials to promote program benefits and applications. Help spread awareness and engage community networks by pushing NSFA content out to communities using the organization's existing channels (e.g., email listservs, social media), hosting events, and inviting NCEF and NSFA Ambassadors to their events.
2. **Referrals:** Refer eligible households to NCEF. Selected vendor(s) will receive a referral incentive as detailed in Section 4 below.
3. **Compliance and Program integrity:** Adhere to NSFA program guidelines and maintain confidentiality of applicant information. Participate in regular training and program updates provided by NCEF.

NCEF may also expand this referral program beyond NSFA to include other NCEF programs.

4. COMPENSATION

Each selected vendor will receive a \$5,000 payment made after the vendor participates in an NCEF-hosted NSFA training. For each successful applicant referral accepted into the NSFA program, NSFA will pay the referring vendor a baseline amount of \$50. NCEF will provide an increased referral payment of \$75 for priority applicants located in [Persistent Poverty Communities](#). NCEF may expand the definition of priority applicants in the future.

A maximum amount of \$400,000 is available under NSFA for this referral program through April 2029, available to selected vendors on a first-come, first-served basis. To ensure equitable distribution of funds, no single vendor will be paid more than \$150,000 under this RFP.

5. PROPOSAL REQUIREMENTS

Proposal submissions should not exceed 10 pages, 1" margins, 12-point font, single-spaced (excluding attachments). Submissions should include the following three sections, in addition to the attachments listed further below:

Section 1: History, Qualifications, and Experience

- **Cover Page:** Include a cover page with your organization's EIN, unique entity identifier (UEI) from SAM.gov, and primary contact.
- **Company Information:** Provide an overview of your nonprofit, including mission, history, and key focus areas; organizational structure and staffing; geographic areas

served; experience in community engagement outreach, and program implementation; past work with low-income and disadvantaged communities; and experience assisting individuals with program applications, referrals, or related services. If applicable, describe any prior experience managing federal or state-funded programs.

- **Personnel & Qualifications:** Provide an overview of your team, including roles, responsibilities, and relevant experience. Include one-page resumes for up to five (5) key personnel employed by the RFP respondent (see Appendix A – Template Resume).

Section 2: Technical Proposal

- **Community Outreach and Referral Approach:** Describe your plan for identifying, informing and referring eligible households to the NSFA program. Include details on: outreach strategies (grassroots engagement, partnerships, digital campaigns, events); methods for assisting residents with applications and eligibility requirements; and the network methods/platforms you will use (e.g., email listservs, social media accounts) and the reach your organization has on those platforms (e.g., number and demographics of followers/subscribers).
- **Organizational Capacity and Scalability:** Explain your organization's ability to scale up outreach efforts, including staffing, partnerships and other resources necessary to fulfill the contract.
- **Tech and Data Management:** Describe any software or data management tools your organization will use for tracking outreach. Outline data privacy measures to ensure compliance with federal and state regulations.
- **Subcontractors and Partnerships:** If applicable, describe any partnerships with other nonprofits, advocacy groups, or subcontractors who will support outreach and/or referral efforts.

6. ATTACHMENTS

- One-page resumes for at least two (2) and up to five (5) key personnel. (See Appendix A – Template Resume)
- At least two (2) professional references from community partners, funders, or organizations with whom you have collaborated on similar initiatives. Include contact information and a brief description of the work performed. (See Appendix B - Reference Questionnaire. Completed Reference Questionnaires should be submitted directly to NCEF by reference.)
- Additional attachments may be included but are discouraged and should be kept to a minimum.

7. EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria and will be consistently evaluated and scored based on the following factors and relative weights:

History, Qualifications, and Experience (55%)

- Demonstrated experience in community outreach, engagement and referral programs in particular to low-income and disadvantage communities.
- Experience working with diverse communities and effective outreach strategies to reach them.

- Strong references from previous community partners, funders, or organizations with whom the respondent has collaborated
- Proven ability to assist residents in completing applications and meeting eligibility criteria for public programs.

Technical Proposal (45%)

- Effective outreach methods that have the capacity to reach one or multiple communities that include target NSFA eligible households.
- Use of data management tools or software for tracking outreach efforts while maintaining data security and privacy.
- Demonstrated ability to provide timely assistance and follow-up to residents throughout the application process.
- Capacity to scale outreach efforts as needed, including staffing, technology, and resources.

8. SUBMISSION INSTRUCTIONS

Submit your proposal electronically to info@nevadacef.org with the subject line “SFA Community Nonprofit Outreach RFP” no later than 11:59pm Pacific Time on March 21, 2025. Responses must be provided as attachments to an email. It is recommended that attachments with file sizes exceeding 25MB be compressed (i.e., zipped) to ensure message delivery. Late submissions will not be considered. Only electronic responses will be accepted.

NCEF will not respond to individual submissions or publish publicly a compendium of responses. A response to this RFP will not be viewed as a binding commitment to develop or pursue the project or ideas discussed.

9. QUESTIONS

All questions regarding this solicitation shall be submitted to info@nevadacef.org with the subject line “SFA Community Nonprofit Outreach RFP Question” by March 8, 2025, at 11:59pm Pacific Time. NCEF targets posting answers on its website on March 10, 2025.

10. TERMS AND CONDITIONS

NCEF reserves the right to accept or reject any or all proposals, and to negotiate with any respondent. All materials submitted as part of the proposal become the property of NCEF and may be used as deemed necessary. The selected vendor(s) will enter into a formal contract with NCEF before commencement of any Solar for All activities.

Appendix A – Resume Template

A Microsoft Word version of Appendix A is available for download [here](#).

Name of RFP Respondent (Firm):			
Individual's Name:			
Individual's Title:			
Years in Classification:		Years with Firm:	
BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE Include a summary of the proposed individual's professional experience.			
RELEVANT EXPERIENCE Include timeframe, company name, company location, position title held during the term of the contract/project and details of the contract/project.			
EDUCATION Include institution name, city, state, degree, and/or achievement and date completed/received.			
CERTIFICATIONS Include type of certification and date completed/received			

Appendix B – Reference Questionnaire

A Microsoft Word version of Appendix B is available for download [here](#).

1. BUSINESS REFERENCE INSTRUCTIONS

The Nevada Clean Energy Fund (NCEF) requires business references for each RFP response.

- RFP respondents should provide Appendix B to every organization providing a business reference.
- Completed questionnaires should be submitted to info@nevadacef.org with “**SFA Community Nonprofit Outreach RFP Reference**” in the subject line.
 - **Do not return the Reference Questionnaire to the Proposing Vendor.** References must be submitted to NCEF by the entity writing the reference.
- The completed Reference Questionnaire must be received no later than the due date in *Section 2*.
- In addition to collecting the Reference Questionnaire, NCEF may contact references by phone.
- NCEF requests all questions be answered.
- If an answer is not known, please answer as ‘U/K’.
- If the question is not applicable, please answer as ‘N/A’.
- If additional space is needed to answer a question or provide a comment, please attach additional pages.
- If attaching additional pages, please place your company/organization name on each page and reference the appropriate RFP number.
- NCEF will treat completed Reference Questionnaires as confidential. NCEF will not disclose submitted references but will confirm if a reference has been received.

2. REFERENCE INFORMATION

Company Providing Reference:	
Contact Name:	
Contact Title:	
Contact Phone:	
Contact Email Address:	
Proposing Vendor:	

2. REFERENCE QUESTIONS

Provide a numerical rating corresponding to the below rating methodology.

Category	Rating
Poor or Inadequate Performance	0
Below Average Performance	1-3
Average Performance	4-6
Above Average Performance	7-9
Excellent Performance	10

QUESTION	COMMENT	RATING
In what capacity have you worked with this vendor in the past?		
Rate the vendor's knowledge and expertise.		
Rate the vendor's flexibility relative to changes in the project scope and timelines.		
Rate your level of satisfaction with soft and/or hard copy materials produced by the vendor.		
Rate the dynamics/interaction between the vendor and your staff.		
Rate your satisfaction with the products developed by the vendor.		
Rate how well the agreed upon, scope of work and planned schedule was consistently met and deliverables provided on time and per specifications.		
Rate the overall customer service and timeliness in responding to customer service inquiries, issues, and resolutions.		
Rate the knowledge of the vendor's assigned staff and their ability to accomplish duties as contracted.		