



VAEEC Request for Proposals Northern Virginia Strategic Consulting Services

The Virginia Energy Efficiency Council (VAEEC) is seeking proposals from qualified companies or individuals to cultivate relationships with commercial real estate developers, property managers, building owners, and contractors (collectively known as our 'target audience') in Northern Virginia. The VAEEC is seeking to build relationships with our target audience in this region to educate them on the benefits of Commercial Property Assessed Clean Energy (C-PACE) in order to build a coalition of supporters. This coalition will be vital in showing local governments the demand for C-PACE in their locality with the goal of increasing the number of C-PACE programs launched throughout Virginia.

Responses are due Friday, September 21, 2018.

The range and complexity of consulting services will vary by region with the goal of cultivating relationships in Northern Virginia that lead to the submission of at least five letters of support and the facilitation of at least three meetings between property owners and/or developers and our targeted localities. The contract will be for hourly services with an overall budget of \$3,000 dollars.

The scope of work for this project includes but is not limited to:

- Facilitating meetings between the VAEEC and our target audience to provide C-PACE general education and outreach
- Assisting in recruiting our target audience to attend C-PACE workshops hosted by the VAEEC
- Assisting in circulating a VAEEC C-PACE letter of support and recruiting signatures from our target audience
- Identifying people from our target audience who are willing to meet with local government staff about C-PACE

The work description above is intentionally broad because we cannot anticipate the exact services needed until we start working with our target audience.

Information to submit for consideration to be a service provider:

Please provide

- 1) Description of your company's experience working with our target audience
 - a. Please provide an estimate of the number of developers, property managers, contractors, and/or building owners that you currently have a relationship with in the Northern Virginia region
 - b. Detail the degree to which you have worked with them
- 2) Description of your experience engaging a group of people or facilitating meetings or events
- 3) Description of your knowledge of C-PACE
- 4) Identification and description of team members and their knowledge of C-PACE
- 5) Resume of key staff members (two-page limit per resume- up to four key staff members)
- 6) Hourly rate per team member

Selection and Evaluation Criteria

The VAEEC will select a provider based on their current relationship with our target audience, experience engaging a group of people or facilitating events, and hourly costs. The VAEEC reserves the right to change anything in the RFP at any time and to select the provider at its own discretion.

Submittal Date and Process

Please email your response in PDF form by 5pm eastern time on Friday, September 21, 2018 to info@vaeec.org.

Your response should include your name, company name, and contact information.

About the VAEEC

Founded in 2012, the Virginia Energy Efficiency Council (VAEEC) is the voice for the energy efficiency industry in the Commonwealth. Our goal is to ensure that energy efficiency is recognized as an integral part of Virginia's economy and clean energy future. We work in partnership with nearly 100 members, which include fortune 500 companies, small businesses, nonprofits, local governments, state agencies, utilities, and individuals. The Council is creating, implementing, and sharing energy efficiency solutions that keep costs down for residents and businesses, while improving the quality of life in our work and home environments.