



Request For Proposals

Administration for Electrify the Triangle– Central North Carolina

Deadline: January 16, 2026

Contact Information

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Request for Proposals (RFP) Outline:

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- b. Vendor Roles and Responsibilities
- c. Anticipated Project Timeline
- d. Instructions to Submit a Proposal
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a. Project Overview

Central Pines Regional Council (CPRC) is seeking proposals from qualified vendors, joint ventures, or teams to provide energy efficiency campaign administration and related services. This campaign will enhance access to home weatherization, energy efficiency, renewable energy, and electrification for residential homes (may include homeowners, renters, and landlords) in central North Carolina (the Triangle). It will also support residents' utilization of available local, state, federal and utility rebates, and incentives. Services will be performed on behalf of participating local governments and will be consistent with goals outlined in an approved scope of work. The proposed scope of work currently plans to focus on the below clean energy technologies. This list is subject to evolve as the project progresses. The anticipated timeline for this campaign is one to two years.

- Home energy efficiency upgrades
- Heat pump HVAC
- Other efficient electric appliances like heat pump hot water heaters, induction stoves, etc.
- EV Charging
- Solar and battery backup
- Electric lawn equipment
- E-mobility
- Additional electrification and clean energy technologies

RFP Release Date: December 17, 2025

Proposal Due Date: January 16, 2025 – 5:00 p.m. EST

Submit completed proposal packets digitally to Lindsay Whitson at lwhitson@centralpinesnc.gov with the title ***Electrify the Triangle Campaign.***

b. Vendor Roles and Responsibilities

It is expected that one (1) consultant (“Consultant”) will be selected; however, it is also allowable for the selected consultant to assemble a team of subject matter experts in all relevant project areas and tasks. As such, the Consultant may collaborate with outside firms, partnerships, or individuals as necessary to achieve the Consortium’s goals. The Consultant is expected to work closely with CPRC and local government staff for the project’s duration, which will include coordinating planning and implementation activities. The Consultant will provide monthly progress reports, which may include some reporting on a local (single) government level, in addition to a regional level.

The tasks below comprises the major responsibilities that CPRC envisions the Consultant performing, but the Consultant is encouraged to expand on or adjust these tasks to assist with simplifying achievements met by the campaign’s stated goals.

Technical Roles	
Create and maintain the website/navigation landing page.	
Oversee intake, follow-up services, automated workflows of inquiring residents, and customer complaints.	
Oversee management of the database and provide requested data and analytics at a local and regional scale.	
Marketing and Outreach	
Develop a distinct, locally informed branding package to support a successful campaign.	
Support the development of an engagement strategy, working with CPRC to implement a strategy to promote public awareness and engagement through local media outlets and other means of communication. The strategy will include ways to increase participant recruitment and how to collaborate with potential partner organizations in the region and state to increase community awareness and participation.	
Assist with social media outreach, including assistance and development of campaign advertisements, progress updates, and other information as necessary to promote public awareness and engagement.	
Lead/co-lead community events to market the campaign. There will be events held in-person and virtually that will require the Consultants’ attendance.	
Financing and Education	
Develop a program structure that leverages all applicable local, state, federal, and utility rebates and incentives. Provide guidance for how homeowners can capitalize	

on maximizing the usage of various grants, rebates, tax credits, and energy savings that may be applicable.	
Identify potential partners to provide accessible financing options to participants, with a focus on low- and moderate-income and/or credit-challenged households.	
Program Administration	
Work closely with CPRC and project partners to ensure the program is most reflective of the region's goals. This entails successful planning and implementation of the program, including coordination with contractors.	
Support the facilitation of bulk purchasing and develop strategies to increase access to electrification and clean energy technologies for homeowner, renters, and landlords, including low- and moderate-income households.	
Program reporting, which includes identifying key metrics to monitor throughout the campaign with an effective data collection process. Additionally, progress reports will be submitted at a minimum of monthly, including a summary of households served, project types, and more.	
Contractor Network	
Identify contractors in the Triangle service area and establish partnerships as necessary to accomplish the goals of the campaign. Selected contractors will be vetted, reputable, and able to work under the proposed campaign.	
Include any ideas/or reputable ways that your firm has leveraged partnerships to increase workforce opportunities for selected contractors. If you do not have experience but have ideas, please include.	

c. Anticipated Project Timeline

The anticipated timeline for this RFP process and the project is outlined below.

Release Date of RFP	December 17, 2025
Deadline for written questions	January 7, 2026 – 5:00 p.m. EST
Deadline for submission of qualifications	January 16, 2026 – 5:00 p.m. EST
Conduct interviews (if needed)	Week of January 26, 2026
Select firm(s)/individual(s) and negotiate contract	Week of February 2, 2026

**All addendums/responses will be posted on the CPRC website by January 9, 2026. CPRC will only answer submitted questions in written format, and answers will be posted [here](#).*

d. Instructions to Submit a Proposal

The selected Consultant should submit a final proposal digitally (in PDF form) to Lindsay Whitson at lwhitson@centralpinesnc.gov with the title **Electrify the Triangle Campaign**. All written questions must be received by Lindsay Whitson at lwhitson@centralpinesnc.gov, no

later than 5:00 p.m. EST on January 7, 2026. Responses and addendums will only be shared in written format here: [CPRC - Bid Postings](#). Please do not call with questions. There is a maximum page number of 20 pages (or 10 pages doubled spaced) allowed. This page limit does not include pages utilized for resumes.

Proposals should include the following:

- **Cover letter:** Proposals shall include a cover letter of interest and transmittal not to exceed two pages in length, and which contents shall indicate an agreement to perform all vendor tasks outlined in this RFP. Letters should also indicate a strong understanding of the proposed project.
- **Consultant team qualifications/experience and key personnel:** Resumes, including responsibilities, background, and relevant experience of key personnel that will be working directly on this campaign. Provide at least one example of a similar project supported, including the client's name, a brief project description, total budget, and final outcomes.
- **Project approach and method:** The firm shall demonstrate a clear understanding of the project goals and scope of services and provide a clear articulation of the firm's technical approach to this project. Proposals should include detailed descriptions of the following:
 - **Project Management** – Describe the firm's approach to managing a project of this size and scope. Detail how the firm would coordinate with CPRC and Consortium members throughout the project's duration.
 - **Project Delivery** – Describe the firm's approach to completing each task listed in the ***Vendor Roles and Responsibilities*** section of this RFP, including a time estimate for each task and a proposed sequencing of tasks. Where applicable, provide additional subtasks or necessary project components to achieve the project's stated goals. Also, list any foreseen potential challenges to the proposed tasks and suggest a feasible alternative.
 - **Availability and Schedule** – Describe the availability of the firm's resources to provide a dedicated and consistent project team. Provide an initial time estimate needed to complete each task listed in the ***Vendor Roles and Responsibilities*** section of this RFP.
 - **Current Partnerships** – Outline any relevant partnerships in the region and/or State of North Carolina. This includes relevant local governments, community-based partners, financial/lending partners, and qualified contractors.
 - **Innovative Incentives** – The ***Electrify the Triangle*** campaign is looking for innovative solutions to increase accessibility to electrification technologies

for low- and moderate-income households. Describe solutions that the Firm has had success with in the past, or any potential strategies that could be piloted.

- **Cost proposal:**

- **Fees** – Firms shall consider all costs (labor, material, overhead, administration, profit, travel, etc.) associated with providing the requested services. Firms shall provide a proposed fee for each task and the proposed number of staff hours spent on each task, as well as a total for all tasks. Additional tasks included in the firm’s proposal should be documented and detailed. *Cost estimates should be for one year.*
- **Self-Sustaining Model** – ***We will be prioritizing models that follow a self-sustaining financial model, meaning that the preferred vendor will exercise a financial model that does not require payment from CPRC and/or the Consortium.***

e. Proposal Evaluation

CPRC will evaluate proposals based on technical merit and price and intends to choose the firm whose proposal is the lowest, most responsible and responsive bidder. Since CPRC is seeking a bidder that is proposing a self-sustaining financial model, bids that come in at zero cost will be prioritized. CPRC reserves the right to waive any irregularities and/or reject any and/or all proposals, in whole or in part, when such rejection is in its best interests.

Evaluation Method – An evaluation team will review each proposal. Its review and evaluation will be based on the following:

- **Personnel** – Expertise and qualifications of the personnel listed in the project team.
- **Experience** - Evidence of past success in similar projects and completion of projects on time and within budget – or illustration of success with a self-sustaining model.
- **Availability** – Ability of project team to perform tasks according to the estimated schedule provided in the firm’s proposal.
- **Technical Proposal** - Content of proposal and quality of responses to the requirements included in this RFP.
- **Cost Proposal** – Reasonableness and detail of cost proposal.

f. **Conditions, Clarifications, and Reservations**

- CPRC expects to select one firm or team but reserves the right to request substitutions of subconsultants.
- CPRC reserves the sole discretion and right to reject any and all responses received with respect to the RFP and to cancel the RFP process at any time prior to entering into a formal agreement. CPRC further reserves the right to request additional information or clarification of information provided in any response. CPRC also reserves the right, but is under no obligation, to waive technicalities and informalities. CPRC shall make the award as deemed in its best interest.
- A response to this RFP should not be construed as a contract, nor indicate a commitment of any kind. The RFP does not commit CPRC to pay for costs incurred in the submission of a response to this RFP or for any cost incurred prior to the execution of a final contract. No recommendations or conclusions from this RFP process concerning an individual firm shall constitute a right (property or otherwise) under the Constitution of the United States or under the Constitution, case law or statutory law of North Carolina. Neither binding contract, obligation to negotiate, nor any other obligation shall be created on the part of CPRC unless CPRC and your firm execute a contract.
- All responses to this RFP shall be the property of CPRC.