



Request for Proposals: Solar for All Educational Materials Provider

Date of Issue: April 14, 2025
Proposals Due: May 23, 2025, 5:00 PM

Total Funding Available: \$300,000

All proposals must be submitted to:
solar@masscec.com

I. SUMMARY

The Massachusetts Clean Energy Technology Center (“MassCEC”) issues this Request for Proposals: Solar for All Educational Materials Provider (the “RFP”) to seek entities (“Providers”) to provide educational materials, resources, services, and guidance to participants of the Massachusetts Solar for All (“MASFA”) program. MASFA will enable access to affordable solar programs for residents of low-income and disadvantaged communities (LIDAC), including non-English speakers. The selected Provider will develop educational, informational, and training resources pertinent to MASFA programming and will facilitate greater accessibility of MASFA programming for Massachusetts residents. Materials may include:

- Products, tools, and written resources that will help prospective participants determine their program eligibility;
- Products, tools, and written resources that will help prospective participants understand program options and potential benefits;
- Trainings to educate participating installers;
- Trainings or webinars to educate sub-awardees, contractors, and other key partners and stakeholder groups using the educational products; and
- Publication of core consumer protection materials.

Educational materials will be leveraged by a variety of partners, including a separately procured Decision Support vendor who will provide direct technical assistance (TA) services for residents. Top applicants responding to this solicitation will have experience working with MASFA-eligible populations and the capability to offer educational materials in commonly spoken languages in Massachusetts. MassCEC anticipates that the Provider will leverage the trusted informational resources and platform of [Clean Energy Lives Here](#), as well as other resources and program offerings including those under development by [Mass Save](#), to improve the experience of MASFA participants.

II. ABOUT MASSCEC

MassCEC is a quasi-state economic development agency dedicated to accelerating the growth of the clean energy sector across the Commonwealth to spur job creation, deliver statewide environmental benefits and to secure long-term economic growth for the people of Massachusetts. MassCEC works to increase the adoption of clean energy while driving down costs and delivering financial, environmental, and economic development benefits to energy users and utility customers across the state.

MassCEC’s mission is to accelerate the clean energy and climate solution innovation that is critical to meeting the Commonwealth’s climate goals, advancing Massachusetts’ position as an international climate leader while growing the state’s clean energy economy. MassCEC is committed to creating an organization where everyone is welcomed, supported, respected, and valued. We are committed to incorporating these principles in all aspects of our work in order to

promote the fair distribution of the health and economic benefits of clean energy. MassCEC strives to lead and innovate in clean energy and climate solutions.

III. PROGRAM GOALS AND DESCRIPTION

Massachusetts has received a \$156 million, five-year award from the Environmental Protection Agency (“EPA”) to launch the MASFA program, which aims to expand access to clean and affordable solar energy to low-income and disadvantaged communities in Massachusetts. The MASFA Coalition, consisting of the Department of Energy Resources, MassCEC, Massachusetts Community Climate Bank, and Boston Housing Authority, will utilize federal funds to develop and administer core residential solar PV initiatives in low-income and disadvantaged communities. These include zero-interest solar loan and solar lease initiatives for small residential homes, third-party and direct ownership initiatives for solar systems on public and private affordable multifamily housing properties, and low-income community shared solar initiatives that deepen community solar benefits to eligible subscribers.

In addition to these core initiatives, MassCEC will use funding for technical assistance programming to overcome barriers to solar deployment and ensure the program is accessible to all participants. Underpinning these supporting efforts, an Educational Materials Provider will ensure participants are offered consistent and high-quality information and guidance around MASFA. The selected Provider will help ensure that members of low-income and disadvantaged communities, solar installers, and community-based organizations have clear, actionable materials to increase program participation. Materials that are created should take care to use language that resonates with MASFA-eligible communities to build trust in the program.

A separate “Decision Support” Provider will leverage the Educational Materials Provider’s work products in their one-on-one engagements with Residents. Applicants are welcome to apply to multiple concurrent MASFA procurements, if their skillsets align with both solicitations.

The goals of this Provider are to:

- Create materials that will allow households and developers to understand individual program components, as well as to make comparisons across programs.
- Create a basic tool that will allow residents to preview potential MASFA program eligibility.
- Create materials using multiple media types and an array of communication tools to best reach eligible MASFA participants and thus drive program adoption. Media should be made available in the most spoken languages in Massachusetts.
- Provide core consumer protection information through educational materials and services that help residents navigate solar ownership options and evaluate other solar program enrollment options under MASFA.
- Help installers understand and locate training offerings for solar installation and workforce development. The Provider may lead trainings, such as webinars, using materials created.

- Help sub-awardees, community-based organizations and other partners understand the educational materials and how to deploy them effectively with the goal of advancing resident participation in target communities.
- Help connect community-based organizations and other program partners to MASFA programming through educational resources to advance resident participation in target communities.

IV. ELIGIBILITY

MassCEC is seeking a qualified Vendor or Vendor Partnership to provide services under this RFP. For the purposes of this RFP, the Provider is referred to as a singular entity. However, MassCEC will look favorably on applications that engage local- or community-based partners to provide region or topic specific support as part of a Vendor Partnership under this offering.

Teams with multiple entities should have one (1) entity that is responsible for organizing the team and proposal (“Lead Applicant”). For the sake of this RFP, the term “Applicant” may refer to either a single entity or a Lead Applicant with one (1) or more Project Partners. Applicants may be companies/non-profits with multiple employees, professional contractors, sole proprietors, individuals, or a team of such entities. Given the nature of Massachusetts Solar for All programming, preference is given to applicants based in Massachusetts or with strong experience working in Massachusetts.

Eligible Providers should demonstrate the following areas of expertise:

- **Familiarity with target communities:** Applicants should have familiarity with successful outreach to, and meaningful engagement with, organizations serving homeowners, renters and landlords, low- and moderate- income residents, and community-based organizations.
- **Creating high-quality, consumer-focused content:** Applicants should have a demonstrated history of preparing high-quality, high production value, consumer-focused resources, including experience designing user-friendly engagement tools shaped by a customer-driven approach.
- **Translation and transcreation:** Applicants should demonstrate the capability to offer access to all services and materials in the most spoken languages in Massachusetts.
- **Communication to multiple audiences:** Applicants should have a demonstrated history of providing materials and services geared at multiple audiences, including materials which are directly resident-facing and those designed for educational use by key stakeholders and community-based organizations. Applicants will be able to adapt materials to varying mediums to maximize engagement with different audiences.

- **Web expertise:** Applicants should have experience in the development of web-based tools for the purpose of building a MASFA pre-qualification tool, which will help users determine their eligibility for MASFA programming before formal income verification
- **Technical expertise:** Applicants should possess familiarity with residential serving solar options such as those included on MassCEC’s [Clean Energy Lives Here](#) website. Top applicants should also have familiarity with other resident-serving energy solutions, such as the efficiency and electrification offerings of [Mass Save](#), as well as applicable federal-level programs and incentives.

V. ESTIMATED TIMELINE

This timeline is subject to change at MassCEC’s discretion.

Release of RFP	April 14, 2025
Questions due to MassCEC via email to solar@masscec.com	April 25, 2025
Questions with Answers Posted to MassCEC Website	May 9, 2025
Proposals Due	May 23, 2025
Interviews of Top Applicants	May-June 2025
Notification of Award	June 2025

VI. SCOPE OF WORK

MassCEC seeks a Provider to perform the following tasks:

TASK 1: DEVELOPMENT OF EDUCATIONAL MATERIALS AND MASFA PRE-QUALIFICATION TOOL

PROGRAM ONBOARDING:

- Review MASFA programming and proposed offerings with MassCEC staff to develop familiarity with the goals of educational materials in supporting participants.

INITIAL AND ONGOING MATERIAL DEVELOPMENT:

- Review pertinent materials from existing platforms and programs such as Clean Energy Lives Here to identify gaps and ensure new content seamlessly integrates with existing materials.
- Develop and design a uniform material format/template for program resources to follow using MASFA branding.

- Confer with MassCEC staff to evaluate the necessary initial materials such as one-pagers about MASFA offerings, commonly asked technical questions, solar O&M options and approaches, and overall limitations and considerations of solar PV and program participation.
- Confer with MassCEC staff to create materials for contractors participating in MASFA programming including consumer protection best practices, compilations of key existing resources on topics such as O&M, guidance on metrics, monitoring, and compliance such as DBRA and BABA, and workforce related resources.
- Confer with MassCEC staff and other partners such as the Decision Support consultant over the course of active programs to evaluate additional needed materials or services.
- Confer with MassCEC and Massachusetts Department of Energy Resources (DOER) marketing staff, as well as their website contractors, to post and continually update select educational materials which will be made publicly available on existing web platforms.

ELIGIBILITY/QUALIFICATION TOOL:

- Develop and design web-based resident-facing MASFA Pre-qualification Tool for interested parties to preview their program eligibility.
 - Consult with MassCEC to determine applicable eligibility criteria
 - Design a resident-facing tool to assess eligibility using simple customer inputs (e.g. zip code, household income, household size). This will not be official income verification and will not include input of tax documentation.
 - The tool should redirect ineligible households to other solar resources or statewide and utility incentive options to ensure they can still engage with solar offerings outside of MASFA.
 - Coordinate with the MassCEC and DOER Communications Teams to embed the tool into the MAFSA program website in an appropriate location.

Please note that providers should be prepared to offer all educational materials and tools in multiple languages to ensure language accessibility for commonly spoken languages in Massachusetts. This may include translated materials and services provided through multilingual staff members.

TASK 2: FACILITATE ONGOING UPTAKE OF EDUCATIONAL MATERIALS BY RESIDENTS, CONTRACTORS, INSTALLERS, AND COMMUNITY PARTNERS

The Provider will be prepared to leverage educational materials produced to ensure key stakeholders can help their constituencies benefit from and access MASFA programming. Support of this nature is expected to be ongoing for the duration of the program and may evolve to address changing demand.

RESIDENT SUPPORT:

Ensure residents receive support in determining eligibility for MASFA programs, navigating program offerings, enrolling in desired programming, assessing incentive options, and accessing consumer protection materials to ensure resident safety and success.

- Create feedback loops to understand resident use of provided materials and assess limitations and continuing barriers in order to periodically update existing materials.
- Using resident feedback loops, work with MassCEC and other program partners to assess information gaps related to MASFA or the solar incentive landscape and work with relevant partners to identify or create necessary additional materials.
- Work with the MASFA coalition to identify key pathways of outreach or engagement beyond current MASFA plans.
 - This may include supporting limited direct presentations or webinars to relevant parties or networks.

CONTRACTOR AND INSTALLER SUPPORT:

Support contractors and installers as needed in meeting qualification requirements for MASFA programming through tailored program materials and workforce-related trainings, especially for small contractors.

- Create feedback loops to understand resident/contractor experiences, updating contractor materials to address identified gaps.
- Provide regular trainings on available resources for contractors participating in MASFA. Trainings will likely take a virtual webinar format.

PARTNER SUPPORT:

- Help partners access relevant educational materials and training offerings to better serve constituents in target communities. Partners may include community-based organizations; energy efficiency delivery organizations; local lenders such as banks, credit unions, and community development financial institutions; and municipalities.
- Provide supplemental educational materials on solar PV technology as needed for organizations with limited renewable energy experience.
- Provide outreach and engagement partners with background information as needed on target populations in Massachusetts and provide guidance on effective strategies to communicate with these audiences.

Please note that providers should be prepared to offer outreach in multiple languages to ensure language accessibility for commonly spoken languages in Massachusetts. This may include translated materials and services provided through multilingual staff members.

TASK 3: PROGRAM REPORTING

Track and evaluate uptake of educational materials and participation in training offerings as feasible.

- Work with MassCEC staff during program onboarding to establish key metrics, likely to include training participation and engagement counts broken down by language and other demographics as feasible.

- Provide regular updates to MassCEC to facilitate the use of data to improve outreach efforts and refine educational content over the course of MASFA operation.
 - As needed, liaise with MassCEC and DOER marketing staff and their web contractors to obtain key web metrics for any materials posted publicly on program web pages.

Providers will regularly refresh program messaging including information on program availability, updates on program offerings, and other programmatic changes that may affect participants.

VII. HOW TO APPLY

MassCEC must receive responses to this RFP no later than May 23, 2025. Only complete and timely proposals will be considered. The submission must be submitted in electronic form to solar@masscec.com. Proposals should be sent in a single PDF document. “Educational Materials” should appear in the email subject line of the submission.

In your proposal, please include the following attachments:

- **Attachment A:** Authorized Applicant’s Signature and Acceptance Form
- **Attachment B:** Application Form
 - Narrative describing qualifications listed in Section IV: Eligibility
 - Proposed approach to tasks described in Section VI: Scope of Work
 - Budget for each task, including an hourly rate table for staff that will work on this scope of work
- **Resumes of all participating individuals**, including from Project Partners
- **Up to three (3) relevant work samples**
- **References (See Attachment B: Application Form):** Responses should include reference contacts from at least one client of the Applicant, and preferably clients for whom the Applicant assisted on matters similar to the proposed services. Please provide a description of the services provided, contact person, full address and phone number.
- **Experience with Eligible Population (See Attachment B: Application Form):** Please include a brief summary of you or your organization’s experience working within Solar For All-eligible populations (as defined by EPA). If available, please provide or link to any relevant materials including brief examples of initiatives, projects, or other work in which you or your organization has demonstrated a track record of working with the eligible population.

Please review and be prepared to sign Attachment C (Sample Agreement). Any requested change to Attachment C (Sample Agreement) should be noted in Attachment B (Application Form), which shall be negotiated at MassCEC’s sole discretion.

MassCEC is interested in understanding the composition of its applicant and awardee pool for internal information and potential reporting purposes. **Optionally, Applicants are encouraged to**

complete the [30-second self-assessment](#) as part of the Certification Program for the [Supplier Diversity Office of Massachusetts \(SDO\)](#).

Applicants who choose to complete the SDO self-assessment tool are encouraged to provide a screenshot or printout of the results page with their application packages. This is not currently a requirement, but applicant submission of the SDO questionnaire will help MassCEC better understand the composition of our applicant base. Any reporting on applicant or awardee demographic metrics will be anonymized.

MassCEC does not anticipate accepting responses past the deadline.

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VIII. SELECTION CRITERIA

Applicant proposals will be evaluated on the following criteria:

- **Completeness of Proposed Approach:**
 - Does the Applicant plan to provide services commensurate with the Tasks requested by MassCEC?
 - Has the Applicant's proposed approach demonstrated insight into, and commitment to, the Program goals?
 - Has the Applicant proposed any additional scope that adds value to the proposed approach?
- **Experience and Qualifications:**
 - To what extent does the Applicant demonstrate the eligibility criteria outlined in Section IV?
 - Has the Applicant successfully demonstrated their design skills and completed projects similar or relevant to the proposed work?
 - Does the Applicant have the experience and qualifications to develop accessible and actionable educational materials for all Residential Customers in the Commonwealth, and to facilitate the uptake of the educational content?
 - How does participation in MASFA align with the mission or vision of the Applicant's organization?
 - Does the Applicant's experience serving the Solar For All eligible populations, or other experiences/capabilities provide an enhanced ability to deliver in this work?
- **Cost Competitiveness**
 - How do the Applicant's hourly rates compare to other Applicants?
 - How does the price, scale, and quality of the proposed scope compare to that of other Applicants?

- **Overall Quality of Proposal**
 - Does the Applicant demonstrate an understanding of the concepts and motivators underlying the Program?
 - Has the Applicant demonstrated an ability to meaningfully engage and communicate effectively with residents, across a wide array of households, and demonstrated ability to problem solve to ensure customer success?
 - Has the Applicant demonstrated their ability to incorporate region or topic specific insights into their work or thoughtfully engaged local partners to support those goals.
 - Has the Applicant demonstrated sufficient creativity and flexibility to support the Program?
- **Project Partners (if applicable):**
 - Does the partnership have a history of collaboration?
 - Does the partnership have a clear structure for collaboration?

IX. BUDGET

MassCEC suggests that the applicant submit a total budget not to exceed \$300,000 for the services provided, which should reflect the proposed approach described in Attachment B: Application Form.

Budgets may propose direct costs for proposed deliverables described in Attachment B and in line with the Scope of Work, but must also provide hourly rates as well as estimated staff needs for probable deliverables to be agreed upon over the course of MASFA operation based on assessed needs. Applicants are welcome to propose additional line items within the Scope of Work as they see fit; if additional budget is needed to incorporate these items, MassCEC suggests that applicants submit a total budget for the base tasks indicated not to exceed the aforementioned amount.

Budgets submitted for consideration should include a breakdown per the tasks outlined in Section VI. MassCEC will compare the proposed budgets of different Applicants for cost competitiveness.

X. CONTACT INFORMATION FOR QUESTIONS

Questions and feedback should be submitted to solar@masscec.com within the time window specified in Section V. MassCEC will publish a list of received questions and answers alongside the RFP.

XI. GENERAL REQUEST FOR PROPOSALS CONDITIONS

NOTICE OF PUBLIC DISCLOSURE

As a public entity, MassCEC is subject to Massachusetts' Public Records Law, codified at Chapter 66 of the Massachusetts General Laws. Thus, any documentary material, data, or other information received by MassCEC from an applicant is a public record subject to disclosure. Applicants shall not send MassCEC any confidential or sensitive information in response to this RFP. If confidential information is submitted as part of the application and not clearly marked as confidential, such information may be made publicly available by MassCEC without further notice to the Applicant.

Please note consultant rate sheets will be considered a public record subject to disclosure.

DISCLAIMER & WAIVER AUTHORITY

This RFP does not commit MassCEC to award any funds, pay any costs incurred in preparing an application, or procure or contract for services or supplies. MassCEC is closely monitoring developments at the federal level that may impact the operations of, or the availability of funding for, the MASFA program. Circumstances outside of MassCEC's control may require that we delay, or cancel, awarding funds under this RFP.

This RFP does not commit MassCEC to award any funds, pay any costs incurred in preparing an application, or procure or contract for services or supplies. MassCEC reserves the right to accept or reject any or all applications received, waive minor irregularities in submittal requirements, modify the anticipated timeline, request modification of the application, negotiate with all qualified Applicants, cancel or modify the RFP in part or in its entirety, or change the application guidelines, when it is in MassCEC's best interests.

This RFP has been distributed electronically using MassCEC's website. It is the responsibility of Applicants to check the website for any addenda or modifications to an RFP to which they intend to respond. MassCEC accepts no liability and will provide no accommodation to Applicants who submit an application based on an out-of-date RFP document.

CONTRACT REQUIREMENTS

Upon MassCEC's authorization to proceed with the proposal, MassCEC and the awarded applicant(s) will execute a contract, substantially in the form of the template agreement attached hereto as Attachment C which will set forth the respective roles and responsibilities of the parties.