



Building Renewables, Investing for Green, Healthy, Thriving Communities

Project Name or Description: Website design for BRIGHT Solar // BRIGHT Energy

Company Name: Bright Solar, a division of Capital Good Fund

Address: 333 Smith Street, Providence, RI 02908

Procurement Contact Person: Coptia White, Senior Director of IT

Telephone Number of PCP: 866-584-3651 ext. 153

Email Address of PCP: coptia@capitalgoodfund.org

Fax Number: 866-254-0219

1.0 Background/Introduction

Capital Good Fund (“Good Fund”) is a nonprofit, U.S. Treasury-certified Community Development Financial Institution (“CDFI”) based in Providence, RI and with operations in eleven states. With a mission to create pathways out of poverty and advance a green economy through inclusive financial services, Good Fund offers consumer loans and financial coaching to lower-income families for energy-efficiency upgrades, immigration expenses, and other small-dollar needs such as catching up on rent, car repair, and technology purchases. Since 2009, Good Fund has originated nearly 14,000 loans for \$42 million with a 97% repayment rate.

Bright Solar (“BRIGHT”) is a wholly owned subsidiary of Good Fund that offers leases and Power Purchase Agreements (“PPAs”) for families in underserved communities and for nonprofit organizations looking to install solar and/or battery-storage systems on their properties.

The BRIGHT program started in Georgia in September 2023 and has already resulted in solar contracts with 33 low- and moderate-income (“LMI”) families statewide. The goal of the pilot program is, first, to install solar and/or battery storage on 150 - 175 LMI homes and ~30 nonprofit buildings; and, second, to lay the groundwork for a massive scale. Specifically, the Inflation Reduction Act (“IRA”) created a \$27 billion pool of capital called the Greenhouse Gas Reduction Fund (“GGRF”), and Good Fund is likely to receive tens, if not hundreds of millions of dollars in sub-grants. As a result, we expect to originate between 5,000 and 15,000 leases and PPAs over the next 5 - 7 years, not only in Georgia but in other states as well—in fact, we already plan to bring the program to Pennsylvania this summer.

In the interest of quickly launching a pilot, we built a simple landing page for BRIGHT on the Good Fund website: <https://capitalgoodfund.org/bright/>. However, with several opportunities in the pipeline—the potential for a \$250 million grant to scale in Georgia; the coming launch in Pennsylvania; and interest from nearly a dozen other states to bring the program to their communities— a new website and design for BRIGHT is needed quickly, which will allow us to expand into new states, create new product verticals under the clean and renewable energy umbrella, and create partnership opportunities for small to mid-sized businesses and community organizations.

2.0 Project Goals and Scope of Services

The goal of this project is to design a modern website that is easy to navigate for current and potential clients, contractors, and community partners across multiple states. The website should be designed with scalability and ease of changes/updates in mind. Good Fund and BRIGHT have experienced unprecedented growth and as such, website updates are frequent and need to be done quickly. Our communications team is experienced with CMS solutions such as WordPress and Expression Engine and would prefer a website built and designed with a CMS.

Some things to keep in mind:

- Each state will have its own product offerings. Those offerings may or may not include residential rooftop solar leases, commercial solar PPAs, energy efficiency loans, community-based ground mount solar, and/or energy efficiency programs and products. These products will not launch in every state at the same time and will NOT be available in every state in their totality. Due to funder requirements and limitations and state regulations, some may be limited to a small geographic area (such as ten counties in Southwestern PA).
- We would prefer a design that provides high-level and general information about the program with options for clients/contractors to reach out to find out more about availability in their area.
- Contractors, Homeowners, commercial customers (such as nonprofits), and community partners should have separate menus as links and information will be different for each.
- The primary goal is for homeowners or commercial customers interested in solar or battery storage to fill out an inquiry form—the website should be geared toward that call to action
- The overarching goal is to have a flexible, easy-to-navigate, “one-stop-shop” for everything under the BRIGHT umbrella.

- We are currently completing a business partner and contractor portal for our existing website that will need to be accessible by all leads (homeowners, businesses, partners, and like-minded organizations on the BRIGHT site.
- Some examples of websites that offer similar services:
 - [NEIF](#)
 - [Posigen](#)

The winning bidder will design and build the website for BRIGHT. This will include but is not limited to:

- Wireframes
- Sitemaps
- Clickable Prototype for demo/testing before full website build
- Website built on a CMS Engine
- SEO, Privacy and Cookies requirements
- Accessibility Requirements
- All necessary contact forms

3.0 Anticipated Selection Schedule

The Request for Proposal timeline is as follows:

[Request for RFP](#): April 12, 2024

[Deadline for Bidders to Submit Questions](#): April 19, 2024

[Response to Questions Posted](#): April 26, 2024 - [BRIGHT Website RFP Q&A](#)

[Proposals Due](#): May 1, 2024

4.0 Submission of Proposals

Respondents to this RFP must submit one digital copy of their proposal to Coptia White, Senior Director of IT at the email address listed above. Responses should be clearly marked and identifiable as "RFP- Bright Solar Website Design."

5.0 Timeline of Project

Proposals Due: May 1, 2024

Interviews and Selection Completed: May 17, 2024

Project Kick-Off: June 3, 2024

6.0 Elements of Proposal

A submission must, at a minimum, include the following elements:

- Cover Letter with a description of the firm that includes a general overview, names and credentials of management, and names and credentials of relevant staff.
- Response to requirements outlined in Section 2.0 of this Request for Proposals. This includes:
 - A completed work plan
 - Timeline, including milestones
 - Project Cost Estimate including hourly rate and itemized costs
 - Links to example websites designed by the firm
 - At least three references from current or former clients

7.0 Evaluation Criteria

The successful bid will be determined by evaluation of the following criteria:

- Having successfully completed similar projects and designs (designs for CDFI or B2B/B2C websites or solar/clean energy a plus)
- Satisfactory and relevant credentials and technical experience of management and staff
- Response to requirements outlined in Section 2.0 in this Request For Proposals
- A competitive cost of services

The successful bidder will be responsible for completing the project on time and to the standards outlined in this request. The project will be considered completed, successful and accepted as such if the following criteria are met:

- Design meets requirements
- Clickable Prototype Presented and Accepted
- Website built to specifications outlined after discovery process

- Website tested and accepted by Bright Solar
- Website code and documentation packaged and sent to Bright Solar for maintenance

8.0 Payments

The contractor will be responsible for submitting invoices. Good Fund will make payments as follows:

- 10% upfront
- 40% at satisfactory mid-point as evaluated by the PCP
- 50% at satisfactory project completion as evaluated by the PCP

9.0 Contract Terms and Conditions

One contract will be awarded; the use of subcontractors is prohibited. All participating contractors will be expected to sign and comply with a confidentiality agreement as required by the PCP.