

REQUEST FOR PROPOSAL
CONTRACTOR
(“EXECUTIVE DIRECTOR SERVICES”)
ENERGY CONSERVATION WORKS JOINT POWERS BOARD

CONTENTS

I.	Introduction and Project Overview
II.	Term
III.	Required qualifications
IV.	Selection Process
V.	Schedule
VI.	Method of Submittal

REQUEST FOR PROPOSAL EXECUTIVE DIRECTOR PROFESSIONAL SERVICES

I. Introduction and Overview

The Energy Conservation Works Joint Powers Board (“ECW Board”) is seeking proposals for professional services of an independent contractor, which may be an individual or a firm (“Contractor”) to serve as the Executive Director for the ECW Board. The Executive Director may be supported by staff if necessary to carry out the duties set forth herein.

The ECW Board’s mission is to provide leadership, implementation, and education specific to energy consumption, energy sustainability and energy efficiency. In accomplishing the Energy Conservation Works’ Mission, the primary goals are to maintain low energy rates and to save energy, with strategic objectives over the next two (2) years to create and maintain sustainable revenue, to loan more money, to aggressively market green power, promote the use of CNG and other alternative vehicle fuels, to increase staff capacity and to tell the ECW story better.

The ECW Director is tasked with duties to accomplish the ECW’s mission, goals and strategic objectives. An agreement will be negotiated and executed between ECW and the selected Contractor. ECW Board reserves the right to refuse or reject any and all proposals without cause.

The proposal shall include, but is not limited to the following professional services that Contractor shall provide to ECW Board:

1. Support ECW Board’s understanding of and involvement in ECW activities.
 - Prepare board agenda and staff report for each board meeting.
 - Provide updates to the Board on execution of Scope of Work the week before ECW Board meetings. (Inadequate advance notice will result in cancellation of board meeting and/or delay of paying contractor vouchers.)
 - Track progress regarding Goals and Objectives set by the ECW Board in a weekly informal electronic updates (one paragraph is fine).
 - Organize and facilitate periodic Board retreats as determined by the board.
2. Support ECW in defining and carrying out the following duties:
 - The ECW’s energy retrofit loan and grant programs
 - Promote green power sales and CNG usage.
 - Community engagement, public outreach, and public relations.
 - Board and committee engagement and communications.
 - Operating in accordance with the Joint Powers Agreement.
 - Sound Fiscal Management of the ECW’s assets.
 - Successful fundraising to implement ECW projects, programs and efforts.
 - Maintaining and cultivating the shared vision of the ECW JPB Partners.
 - Mission, Goals, Strategies, Objectives and Tactics in support of ECW shared interest.
3. Manage the ECW’s energy projects and programs, including the Green Power, conservation, and renewable programs for residential, commercial and public sector audiences.

4. Work with the Fiscal Manager to ensure oversight and reporting of ECW's financial activity and standing, proper budgeting practices, and tracking board finances, including SPET funds.
5. Serve as primary liaison between the Board to the Town of Jackson, Teton County, Lower Valley Energy, other community groups and the public ensuring understanding of ECW's goals and objectives and energy efforts and projects.
6. Work with the ECW Marketing Consultant in community outreach efforts.
7. Manage and coordinate the Public Relations efforts of the ECW Board with the ECW Marketing Consultant in an effort to widely communicate its activities and effectiveness. Serve as the primary interface with media for Board; use local media to update the community and portray positive stories about projects (activities) the ECW Board is undertaking.
8. Represent ECW at public and private forums including press conferences, hearings, and receptions.
9. Manage private fundraising efforts of the Board, including the Private Philanthropic Investment Campaign.
10. Coordinate public project proposals for consideration and approval under Town of Jackson and Teton County energy funding funds (SPET & EMP)
 - Finish expenditures for SPET in coordination with the Project Committee.
 - Submit, on average, one proposal per month for the EMP; ensure that ECW is central in the EMP planning.
11. Manage the Compressed Natural Gas (CNG) station and create partnerships with local fleets and individuals to increase use of clean alternative fuels and provide additional revenues to ECW through the recapture agreement in the Wyoming Business Council grant.
12. Work with appropriate committees (Project and Marketing) to set meeting agendas, complete necessary reports, circulate meeting materials, and secure meeting space.
13. Coordinate and manage private fundraising efforts to ensure fundraising goals are met in a timely manner, including:
 - Donor recruitment and stewardship
 - Database Management
 - Donor Events
 - Donor Acknowledgement
14. Research grant funding opportunities to support existing programs. Prepare appropriate grants, coordinate approval for submittal of grants, submit grant applications, track and document records as appropriate once funds have been secured (lower or zero priority in short-term).
15. Manage and execute ECW outreach, including:
 - With support from the ECW Board, represent ECW at community-related events (Eco-Fair, Homeshow, etc.)
 - Direct planning, fundraising, and execution of Eco-Fair with Board, Event Planner, and volunteers.
 - Outreach mechanisms such as one-on-one meetings, lunch seminars, evening programs, HOA meetings, professional trade networks, and other appropriate venues.
16. Research, develop, and recommend bold, major new programs to the Board, such as:
 - Increase Green Power and Home and Business Lighting uptake through new channels

- Carbon offset calculator and Green Power offset purchase program
 - Five bus conversions to CNG from START and the School District
 - Develop a Community Solar program
17. Coordinate with Town Attorney to obtain legal guidance on ECW activities and for timely review of all contracts or agreements presentation of all contracts or agreements to the ECW Board, and to obtain legal advice for the ECW Board as needed or required for documents and administration.

II. Terms

This is a contract position for professional services with a proposed initial term of the agreement for two (2) years, to commence on January 1, 2018 and expire on December 31, 2019. The contract may be subject to consideration by ECW for two (2) additional one (1) year terms. Contractor or Board may terminate this agreement at any time by giving thirty (30) days prior notice; provided, however, that all compensation earned or costs incurred prior to such termination shall be payable to Contractor.

The selected Contractor will report directly to ECW on a monthly basis at ECW Board meetings and shall take all direction from ECW.

III. Required Qualifications

A proposal shall contain a statement of qualifications, examples of relevant work, and professional references. The proposer/contractor in submitting a proposal to ECW does thereby represent to be fully qualified, locally staffed and equipped to properly perform the services the Board desires, as well as any agreed upon conditions and work as presented in the response to proposal. The applicant must have strong experience in planning, executing and managing energy conservation, sustainability and efficiency related campaigns and working with marketing agencies. Applicant must also demonstrate a background or strong interest in green power initiatives, renewable energy development and/or energy efficiency loan programs and must have a knowledge of current trends in energy conservation methods, measures and trends. Applicant must also have an understanding of and experience with managing public/private sector partnerships for mutual benefit.

Excellent communication skills are required, which include large public speaking events, presentation skills and advanced writing skills.

Demonstrated financial management and budget experience and millions of dollars in loans to be allocated.

The Contractor also shall perform the work in accordance with all applicable laws and local ordinances having jurisdiction.

IV. Selection Process

ECW shall be the Owner of all bid proposals submitted. The owner's representative is the Town Attorney Audrey Cohen-Davis. Please direct any questions on the submittals or requests for additional information to Audrey Cohen-Davis at 307-734-1689 or acohendavis@townofjackson.com.

All materials submitted regarding this RFP become the property of the Owner and will only be returned to the contractor at the option of ECW Board. ECW Board retains the right to use any or all ideas of an applicant in response to this RFP. Disqualification of the applicant or non-award of this contract to the applicant does not eliminate the owner's retention or right to use. The Owner reserves the right to reject any or all proposals, to waive any formalities, informalities, or information in proposals received, to reject non-conforming, non-responsible or conditional proposals, and to accept the proposal from an applicant in the sole judgment and discretion of the ECW Board, which best serves the interests and needs of the Board.

At a minimum, proposals shall include the following information:

1. Name, address, phone numbers and email of firm with contact person and title.
2. List of partners and sub-contractors or staff assigned to potential contract, if applicable.
3. Demonstrated understanding of the services of ECW and relevant experience.
4. Qualifications of the applicant.
5. Three writing samples, press release, copy of meeting minutes and respondents choice.
6. List of three references/clients from past similar director jobs or work projects who will be contacted.
7. Fees and costs for services with a summary breakdown by area or category of service required, budgeted time, and cost.
8. Ability to provide insurance coverage required (Worker's compensation, State Unemployment Tax (SUTA), general public and automobile liability).

A committee comprised of no more than three (3) ECW members of the ECW Board with representation from the Town Attorney's Office will make the selection and final recommendation to the ECW Board. The committee's recommendation will be based upon the merits of the proposals received. The criteria for these merits include but are not limited to the following areas:

1. Qualifications to perform required services.
2. Demonstrated relative experience with similar organizations, boards, duties and responsibilities, including years of experience.
3. Positive references and feedback from previous and/or current clients.
4. The process, manner and methods of providing the service, including staffing and the estimated time devoted to the duties, and ability and competency to meet requirements.
5. Fees and costs of the proposal.

ECW Board may negotiate with two or more applicants, which may include interviews by the committee, after which time the committee will select and make its final recommendation to the ECW Board for notification of award and subsequent final approval of an agreement or contract.

V. Schedule

- | | |
|--------------------------|-------------------------------|
| 1. RFP Issued | November 3, 2017 |
| 2. Proposal Due | November 27, 2017 |
| 3. Notification of award | On or before November 8, 2017 |
| 4. Contract approval | December 20, 2017 |

Publication shall be on two consecutive dates in Wednesday November 8, 2017 and Wednesday November 15, 2017 in a newspaper having general circulation pursuant to Wyoming State Statutes and the Town Municipal Code.

VI. Method of Submittal

Sealed bid proposals shall be submitted or may be hand delivered to the attention of:

Audrey Cohen-Davis, Town Attorney
Town Attorney's Office
P.O. Box 1689
150 E. Pearl Avenue (Clocktower Building, 2nd floor)
Jackson, WY 83001

FedEx and UPS delivery to physical address only, not Post Office Box

Proposals must be received by 4:00 PM, MDT, November 27, 2017. Any proposals received after this time and date will not be considered and will be returned to the applicant unopened. It is the sole responsibility of the applicant to ensure the proposal arrives on time.

Proposals shall be sealed and include the following:

- a. Three **(3) bound copies** of complete proposal.
- b. Within each of the three (3) sealed proposals shall be included one (1) copy of the fees and costs associated with the proposal in a separate sealed envelope.

No faxes or electronic submittals will be accepted. All proposals shall be the property of the Owner and will become public record.