



November 21, 2025

Bidder:

Traverse City Light & Power (TCLP) will receive sealed bids in the office of TCLP, 1131 Hastings Street, Traverse City, Michigan, 49686, until **Friday, February 6, 2026, at 2:00 PM EST** for the following project:

Community-Based Outreach and Education Partnership

It is the sole responsibility of the Bidder to check the website for updates and addenda prior to the bid being submitted. Updates can be found using the following link:

<http://www.tclp.org/Display/Items/RFPs>.

TCLP reserves the right to accept or reject any or all bids, waive irregularities, and to accept the bids either on an entire or individual basis that is in the best interest of TCLP.

TCLP accepts no responsibility for any expenses incurred by the Bidder in the preparation and presentation of a bid. Such expenses shall be borne exclusively by the Bidder.

Only the successful Bidder will be notified. If you desire, you may call for results.

You must indicate on the **outside** of the sealed envelope that the bid is for the “**Community-Based Outreach and Education Partnership**.”.

You must submit **TWO (2) SEALED COPIES** of the bid to TCLP prior to the above-indicated time and date or the bid will not be accepted. Telefaxed or E-Mail bids will not be accepted.

Alternatively, E-Mailed bids will be accepted. Please indicate in the subject line of the e-mail that you are submitting a “Sealed Bid” together with the project description “**Community-Based Outreach and Education Partnership**” and submit your e-mailed bid to **jschwarz@tclp.org**.

Please note that if you have previously submitted an informal quote, you will still need to submit a sealed bid prior to the date and time specified above to be considered. Please ensure that all requirements listed in the specifications are met.

Please direct ALL questions to: Jeff Schwarz, Procurement Administrator, Traverse City Light & Power, at **jschwarz@tclp.org**.

PLEASE SUBMIT BID TO: **Jeff Schwarz, Procurement Administrator**
Traverse City Light & Power
1131 Hastings Street
Jschwarz@tclp.org



A. SPECIFICATIONS

1. Purpose and Overview

Traverse City Light & Power (TCLP) is seeking proposals from qualified local organizations to partner on community-based outreach and education efforts that support our utility's decarbonization and electrification goals, collectively comprising TCLP's Energy Rewards Programs. The selected partner(s) will help design and execute relevant, accessible, and impactful engagement strategies that promote participation in utility-led programs by increasing community understanding of climate change, decarbonization, and clean energy opportunities. This will include educating the community on personal benefits.

This RFP invites nonprofit organizations, community groups, educational institutions, and other mission-aligned entities to propose innovative approaches to community engagement, with an emphasis on reaching Traverse City area's businesses and residents. This program should be designed to not only educate but also invoke action from the recipients.

2. Background

TCLP is committed to advancing equitable climate action by supporting the transition to a clean energy future. TCLP's Energy Rewards Program is comprised of numerous decarbonization and electrification initiatives including residential and commercial incentives, customer generation programs (DERs), voluntary green pricing, an electric vehicle charging network, and educational campaigns.

Achieving meaningful impact requires trusted, community-embedded messengers and partners who can help raise awareness, build trust, and promote participation in our programs. We are particularly interested in proposals that address trust, economic, language, or cultural barriers to participation in climate solutions.

3. RFP Schedule and Significant Dates

Activity	Scheduled Dates
Release of RFP	11-21-2025
Pre-Bid Meeting	12-5-2025 11:00 AM
Closing Date – Proposal Due	2-6-2026
Selection and Award	3-13-2026
Earliest Program Start Date	7-1-2026



4. Scope of Work

The selected partner(s) will be expected to perform some or all of the following tasks:

- **Community Outreach & Engagement**

- Organize and facilitate community events, workshops, listening sessions, and presentations.
- Build awareness and educate on electrification, energy efficiency, and decarbonization programs. This includes the accessibility and feasibility to complete projects
- Promote available utility incentives and resources for residential and commercial customers. This may also include utility financing opportunities.
- Educate and provide direction on how residents and businesses can take advantage of state and federal rebates and tax incentives.

- **Education & Capacity Building**

- Develop and distribute accessible educational materials (print, digital, in-person).
- Provide tailored information to specific community groups, including renters, low-income households, non-English speakers, etc.
- Train community ambassadors or peer educators, if applicable.
- Provide resources and guidance relating to financial assistance with home energy efficiency or carbon reducing projects
- OPTIONAL: Provide a program design to reach area youth through the local schools or youth organizations. This would be for design and setup only. TCLP would represent themselves for on-site events.

- **Equity-Focused Engagement**

- Identify and engage income qualified, senior, and other underserved groups.
- Tailor messaging and outreach strategies to address income specific barriers and needs.
- Provide feedback to TCLP on barriers to participation and recommendations for inclusive program design.
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- **Program Feedback & Reporting**

- Document outreach activities and measurable participation metrics.
- Collect qualitative feedback from community members to help inform utility strategy.
- Provide regular progress reports and participate in coordination meetings with TCLP.



5. Proposal Requirements

Each proposal must include the following:

- **Organizational Overview:** Mission, relevant experience, key staff, and past work in climate, energy, or community outreach.
- **Approach and Work Plan:** Detailed description of proposed outreach and education strategies, priority audiences, and implementation plan.
- **Equity Strategy:** Explanation of how your approach centers equity, inclusion, and community voice.
- **Budget:** Itemized budget including staffing, materials, travel, and other relevant costs.
- **Timeline:** Full program to begin on July 1, 2026.
- **References:** At least two references from similar projects or partners.

6. Evaluation Criteria

Proposals will be evaluated based on the following:

- Alignment with the goals of the RFP – 30%
- Demonstrated experience and community trust – 15%
- Strength of equity and inclusion strategy – 10%
- Feasibility and clarity of work plan and timeline – 25%
- Budget appropriateness and cost-effectiveness – 20%

7. Funding and Support

Please present proposals in a scalable format that would allow TCLP staff to evaluate costs based on individual programs proposed. If there is discount for multiple programs being selected, please list that in the pricing as well.

Funding for the full-scale program will start on July 1st, 2026. All programs will be subject to TCLPs budgeting processes and approval. Selected partners will receive technical support, access to utility program staff, and co-branded outreach materials.



B. INSURANCE REQUIREMENTS

The following insurance requirements must be met throughout the project:

- a. The Successful Bidder shall file with Traverse City Light & Power (TCLP) satisfactory certificates of insurance prior to commencement of construction. The form, content and limits of such insurance, together with the insurer thereof in each case, shall be acceptable to TCLP (Best rating of A or better.) Advance written notice will be given to TCLP before any material modification, cancellation, or expiration of any policy covered thereby. Notice of policy material modification, cancellation, or expiration shall be made by certified mail to TCLP.
- b. Should any of the insurance requirements stated herein be terminated by the Insurer, the Insurer will mail thirty days written notice to TCLP. Failure to mail by the Insurer will not waive the obligation or liability of any kind upon the insurer affording coverage. These requirements must be stated on all certificates of insurance. Modifications of the standard cancellation clause is acceptable.
- c. All certificates shall list any exclusions which are nonstandard within the industry as they appear on the policy.
- d. Each insurance policy shall have an Additional Insured endorsement naming TCLP, its officers, agents, directors, and employees (including the Engineer). The issuing company for comprehensive general liability and excess liability shall waive subrogation of all claims against parties named as additional insureds.
- e. The worker's compensation, automobile liability, and general liability insurance specified shall apply to all Successful Bidders on site.
- f. For insurance purposes, the title of ownership of the equipment, if any, furnished by the Successful Bidder shall remain with the Successful Bidder until official acceptance of the work by TCLP.
- g. Third Party Beneficiaries. If the Successful Bidder is doing all or a part of the work in public rights-of-way, the City of Traverse City and Grand Traverse County, including their Departments and Commissions, are third party beneficiaries of the Successful Bidder's obligations under this RFP and they shall be added as named Additional Insureds in all requires insurance policies. Except for those entities, there are no other third party beneficiaries intended by the parties.
- h. Insurance types and coverages:

1. Workers' Compensation: The parties shall maintain suitable workers compensation insurance pursuant to Michigan law and Successful Bidder shall provide a certificate of insurance or copy of state approval for self-insurance to TCLP upon execution of this Contract.

2. Comprehensive General Liability Insurance Coverage: Naming the City Of Traverse City and TCLP as additional insured's:

Limits for bodily injury or death not less than \$2,000,000 for each person \$2,000,000 for each incident.

This insurance must cover timber trespass



3. Owners and Successful Bidders Protective Liability Insurance Coverage \$2,000,000.00 minimum coverage.

The Successful Bidder agrees not to change such insurance and agrees to maintain such insurance throughout the period of performance of this Agreement. Successful Bidder will upon execution of this Agreement provide a certificate of insurance to the TCLP Controller. Such certificate shall name TCLP as an additional insured with the broad form endorsement for ongoing operations and completed operations on the insurance policies for general liability, excess liability, and Successful Bidder liability. Successful Bidder shall also provide Additional Insured Endorsement CG 20330413 or its equivalent. If any of the required insurance is not renewed or canceled, the Successful Bidder and all subSuccessful Bidders shall cease operations and shall not resume until new insurance is obtained. Successful Bidder shall obtain Third Party Notice Endorsement IL 79901010 for each required policy requiring the insurer to give Owner 30 days' notice of non-renewal or cancellation.

4. Comprehensive Automobile Liability Insurance Coverage: On all self-propelled vehicles used in connection with the contract whether owned, non-owned, or hired in the minimum coverage amount of \$2,000,000.

Property damage limit shall not be less than \$1,000,000 for each incident.



C. IRAN ECONOMIC SANCTIONS ACT

Sworn and Notarized Affidavit of Compliance
Iran Economic Sanctions Act
Michigan Public Act No. 517 of 2012

All bidders must submit the following certification statement in compliance with Public Act No. 517 of 2012 (the “Iran Economic Sanctions Act”) and attach this form to the bid. **Traverse City Light & Power shall not accept any bid that does not include this sworn and notarized certification of statement.**

The undersigned, the owner or authorized officer of _____ (the Bidder), hereby certifies, represents and warrants that the Bidder (including its officers, directors and employees) is not an “Iran linked business” within the meaning of the Iran Economic Sanctions Act, and that in the event the Bidder is awarded a contract for the “**Community-Based Outreach and Education Partnership**”, the Bidder will not become an “Iran linked business” at any time during the course of performing the work or any services under the contract.

The Bidder further acknowledges that any person who is found to have submitted a false certification is responsible for a civil penalty of not more than \$250,000.00 or 2 times the amount of the contract or proposed contract for which the false certification is made, whichever is greater, the cost of Traverse City Light & Power’s investigation, and reasonable attorney fees, in addition to the fine. Moreover, any person who submitted a false certification shall be ineligible to bid on a Request for Proposal for 3 years from the date it is determined that the person has submitted the false certification.

BIDDER

By: _____

Its: _____

Date: _____

STATE OF _____)

COUNTY OF _____)

This instrument was acknowledged before me on the _____ day of _____, _____, by

_____ .

_____, Notary Public

_____ County, _____

My Commission Expires: _____

Acting in the County of: _____



D. BID SUMMARY

Bidder – Please complete and return

TITLE: Community-Based Outreach and Education Partnership

DUE DATE: Friday, February 6, 2026, at 2:00 PM EST

Having carefully examined the specifications and any other applicable information, the bidder proposes to furnish all items necessary for and reasonably incidental to the proper completion of this bid. Bidder submits this bid and agrees that the bid may not be withdrawn for a period of thirty (30) days from the actual date of the opening of the bid.

Bidder understands and agrees, if selected as the successful bidder, to accept a Contract from TCLP and to provide proof of any required insurance.

Bidder submits this bid and agrees to meet or exceed all TCLP's requirements and specifications unless otherwise indicated in writing and attached hereto.

Bid forms are to be completed, including bid sheet, and submitted. Items not meeting specifications must be noted in the "comply" column and bidder shall fully describe every variance, exception, and/or deviation. Additional sheets may be used and submitted with bid.

Bidder is also required to submit, with the bid, the latest printed manufacturer's specifications and advertising literature on the equipment (including components) to be provided. Completed unit MUST be equipped in compliance with all applicable ANSI, OSHA, State and Federal Motor Vehicle Safety standards and regulations in effect at time of manufacture.

Bidder understands that TCLP reserves the right to accept any or all bids in whole or in part and to waive irregularities in any bid in the best interest of TCLP. The bids will be evaluated and awarded on the basis of the best value to TCLP. Criteria used will include, but not be limited to, bidder/Successful Bidder's ability, qualifications, experience, type and amount of equipment, purchase price, maintenance cost(s), insurance, resale, license and permits and overall capability meeting the needs of TCLP. TCLP is sales tax exempt – Government.

Bidder shall pay all sales, consumer, use and other similar taxes required to be paid by Bidder in accordance with the Laws and Regulations of the place of the Project which are applicable during the performance of the work.

The Bidder certifies that it is in compliance with the City of Traverse City's Nondiscrimination Policy as set forth in Administrative Order No. 47 and Chapter 605 of the City's Codified Ordinances.

The Bidder certifies that none of the following circumstances have occurred with respect to the Bidder, an officer of the Bidder, or an owner of a 25% or more share in the Bidder's business, within 3 years prior to the bid:

- a) conviction of a criminal offense incident to the application for or performance of a contract;



- b) conviction of embezzlement, theft, forgery, bribery, falsification or destruction of records, receiving stolen property, or any other offense which currently, seriously and directly reflects on the Bidder's business integrity;
- c) conviction under state or federal antitrust statutes;
- d) attempting to influence a public employee to breach ethical conduct standards; or
- e) conviction of a criminal offense or other violation of other state, local, or federal law, as determined by a court of competent jurisdiction or an administrative proceeding, which in the opinion of the City indicates that the bidder is unable to perform responsibility or which reflects a lack of integrity that could negatively impact or reflect upon TCLP, including but not limited to, any of the following offenses or violations of:
 - i. The Natural Resources and Environmental Protection Act.
 - ii. A persistent and knowing violation of the Michigan Consumer Protection Act.
 - iii. Willful or persistent violations of the Michigan Occupational Health and Safety Act.
 - iv. A violation of federal, local, or state civil rights, equal rights, or non-discrimination laws, rules or regulations.
 - v. Repeated or flagrant violations of laws related to the payment of wages and fringe benefits.
- f) the loss of a license or the right to do business or practice a profession, the loss or suspension of which indicates dishonesty, a lack of integrity, or a failure or refusal to perform in accordance with the ethical standards of the business or profession in question.

Pre-delivery Inspection: Successful bidder shall make a complete inspection of vehicle (and/or equipment) to insure it meets specifications and perform any pre-delivery service(s) required before the vehicle is delivered. Acceptance shall be subject to complete inspection and approval of TCLP.

Terms: Payment will be made as soon as possible after delivery/acceptance of vehicle/equipment. Price quoted shall include any title fee and all delivery costs to TCLP, 1131 Hastings Street, Traverse City, MI 49686.

Bidder certifies that as of the date of this bid, Bidder's company or Bidder is not in arrears to TCLP or the City of Traverse City for debt or contract and is in no way a defaulter as provided in Section 152, Chapter XVI of the Charter of the City of Traverse City.

TCLP may require an in house equipment demonstration for your bid to be considered.

Bidder agrees that the bid may not be withdrawn for a period of thirty (30) days from the actual date of the opening of the bid.



E. SUBMISSION FORM

By submitting a response to this RFP you acknowledge that TCLP may be required from time to time to release records in its possession under the Michigan Freedom of Information Act. By submitting a response, you hereby give permission to TCLP to release any records or materials submitted by you as TCLP may be requested to do so as permitted by the Freedom of Information Act, MCL 15.231 et seq.

Submitted by:

Signature		Company Name	
Name and Title (Print)		Company Address	
Phone	Fax	City,	State, Zip
		Sole proprietorship/partnership/corporation	
		If corporation, state of corporation	
		Bid Total: \$ _____	

The Successful bidder's name shall appear as follows on any Contract or Purchase/Service Order documents:

Company Name			
Contract or Purchase/Service Order documents shall be mailed to:			
Attention			
Street Address			
City ,		State, Zip	
Email Address			



SAFETY QUESTIONNAIRE:

Please provide responses to the following:

1. Recordable injury incidence rate for the last three (3) years.

2. Lost workday incidence rate for the last three (3) years.

3. Experience Modification Rating (EMR).

4. Safety citations, violations or warnings from regulatory agencies over the last five (5) years.



REFERENCES: (include name of organization, contact person, and daytime phone number).

1.

Name of Organization

Contact Person

Phone Number

2.

Name of Organization

Contact Person

Phone Number

3.

Name of Organization

Contact Person

Phone Number