



**PHILADELPHIA  
GREEN CAPITAL CORP**  
ACCELERATING OUR CLEAN ENERGY FUTURE

**Request For Proposals**  
For Website Design-Build Services

**Issued by:** Philadelphia Energy Authority (PEA)  
**Released:** July 25, 2025  
**Responses Due:** August 19, 2025

# 1. Purpose

The purpose of this Request for Proposals (“RFP”) is to solicit pricing proposals from a consulting firm (“Consultant”) to lead a full redesign of the PEA website [philaenergy.org](http://philaenergy.org) and updates to the Philadelphia Green Capital Corp. (PGCC) website [phillygreencapital.org](http://phillygreencapital.org).

Minority-, Women-, and Disabled-Owned Business Enterprises (M/W/DSBEs) are encouraged to submit their qualifications. All qualified applicants will receive consideration without regard to race, color, religion, sex, sexual orientation, gender identity, or national origin.

## 2. Background

### 2.1 Philadelphia Energy Authority

PEA is an independent municipal authority established in 2010 focused on issues of energy affordability and sustainability for Philadelphia’s government and its citizens. In 2016, PEA launched the Philadelphia Energy Campaign, a \$1 billion, 10-year investment in energy efficiency and clean energy projects to create 10,000 jobs. Since 2016, PEA has supported over \$1 billion of projects and created over 8,000 jobs. PEA’s goal is to make Philadelphia a national model for implementing energy strategies that improve the health and well-being of the community and local economy, including the City’s most vulnerable residents. PEA administers Philadelphia’s Solarize Philly program, the Built to Last low-income whole-home repair program, Commercial Property Assessed Clean Energy (C-PACE) program, and a set of clean energy workforce training programs among many others. Learn more at [philaenergy.org](http://philaenergy.org).

### 2.2 Philadelphia Green Capital Corp.

PGCC is an affiliate of PEA that is qualified as a 501(c)(3) charitable organization to make and facilitate program-related investments for environmental action, lessening the burdens of government and promoting social welfare purposes under section 501(c)3 of the Internal Revenue Code, or corresponding section of any future federal tax code. As a green bank in Southeast Pennsylvania, PGCC’s mission is to connect projects to capital to drive a robust, equitable, clean energy market in the region, support PEA, and respond to the local challenges of climate change. PGCC uses proven green bank tools to unlock capital for clean energy projects, to scale and amplify PEA’s current work, and to bring new financial products to the Southeast Pennsylvania region’s clean energy economy. Learn more at [phillygreencapital.org](http://phillygreencapital.org).

### 3. Scope of Work

The consultant will be responsible for the following:

- **Task A:** Design a new PEA website to create a modern, user-centric platform that effectively communicates the organization's mission, showcases PEA's impact, integrates seamlessly with PEA and PGCC program websites, and facilitates meaningful engagement with program users as well as governmental and philanthropic stakeholders. The new PEA site should embody the organization's brand identity, streamline content, and provide an intuitive, accessible experience across all devices.
- **Task B:** Carry out targeted updates to specific sections of the PGCC website. Updates will be determined following a website audit. Any redesign would intend to improve the user experience and provide clarity on PGCC's interconnected relationship with its affiliate, PEA. Where possible, the consultant will be asked to achieve cost efficiencies by producing similar or mirrored designs across both the new PEA website and the redesigned sections of the PGCC website, using similar layouts and functionality. Page designs will still adhere to each respective organization's brand guidelines.
- **Task C:** Support the PEA and PGCC teams with one month of website maintenance.

#### Task A. PEA Website Redesign

- Discovery and Visioning Sessions: Facilitate workshops to gather input from PEA and PGCC staff, define website goals, and establish design priorities. As part of a separate contract, PEA and PGCC are developing a messaging framework to guide future campaign communications and to inform website content architecture.
- Information Architecture: Create an overarching structure that intuitively organizes the new PEA website's content and supports the user experience. The content architecture must reflect the organization's evolving priorities and position PEA for the next phase of growth and strategic direction. The new site will integrate with microsites [solarizegreaterphl.org](http://solarizegreaterphl.org) and [brightsolarfutures.org](http://brightsolarfutures.org) and will migrate content from PEA's Commercial Property Assessed Clean Energy (C-PACE) website [philadelphiapace.org](http://philadelphiapace.org).
- Wireframes: Develop preliminary designs that remain consistent with PEA's brand guidelines. Propose design elements that fulfill content functionality requirements, engage website visitors, and support on-going fundraising strategies, all while maintaining focus on maintainability, accessibility and UX.

Anticipated page types may include:

- Homepage
- About
- Impact
- Staff/Careers
- Support Us/Contact

- News/Events/Public Bids
- Programs/Services
- Target Sectors
- Resources
- Full Website Build: Lead the development process to build, test, and launch the new site, maintaining performance, security and SEO best practices.
- Website Technical Support: Provide technical support identifying a website hosting provider, managing the transition to a new site, and launching new web content. Ensure continuous uninterrupted functionality for users.

### **Task B. PGCC Website Updates**

- Site Audit: Develop familiarity with the existing design code for the PGCC website <https://phillygreencapital.org>, producing recommendations to optimize design elements and website functionality. Propose design updates for 3-5 sections of the website.
- Discovery and Visioning Sessions: Facilitate workshops to gather input from PGCC and PEA staff to define functional requirements for sections of the website that require more substantive overhaul.
- Preliminary Designs: Redesign sections of the website to enhance existing content functionality, better engage website visitors, clarify PGCC's interconnected relationship with PEA, and support on-going fundraising strategies, all while maintaining PGCC brand guidelines and website maintainability, accessibility and UX.
- Website Updates: Lead the development process to build, test, and launch the revised sections, upholding performance, security and SEO best practices.
- Website Technical Support: Provide technical support throughout the redesign process, ensuring continuous uninterrupted functionality for users.

### **Task C. PEA and PGCC Website Maintenance**

- Post-Website Launch: Provide technical support for one month following the PEA website launch and PGCC website redesign. Address critical design, integration and other related functionality concerns. Support SEO strategy to minimize impact of any site content changes or site migrations on search rankings.
- Training Materials: Develop a guide to support PEA and PGCC staff in maintaining site updates and design changes. Host one training session for each organization.

## 4. Proposal Specifications

### 4.1 Anticipated Timeline

Milestone	Target Date
RFP released	July 25, 2025
Pre-proposal meeting	August 4, 2025 @ 2:00 p.m.
Deadline to submit questions	August 6, 2025 @ 5:00 p.m.
Question responses posted	August 13, 2025
Proposals submitted	August 19, 2025 @ 5:00 p.m.
Finalist interviews (estimated)	Early September 2025
Final selection (estimated)	Late September 2025
Project start (estimated)	October 2025
Project end (estimated)	May 2026

*\*All times are ET*

### 4.2 Pre-Proposal Meeting and Questions

PEA will host a [pre-proposal meeting](#) from **2:00-3:00 p.m. on Monday August 4, 2025** to answer questions related to the RFP. The session will be recorded and posted on the Public Bids section of the PEA website ([https://philaenergy.org/public\\_bids](https://philaenergy.org/public_bids)). [Register for pre-proposal meeting](#).

All questions regarding this RFP must be [submitted online](#) before **5 p.m. on Wednesday, August 6, 2025**. No questions will be considered by phone. Responses will be posted on the Public Bids page on the PEA website. [Submit a question](#)

Contractors responding to this RFP are encouraged to check the PEA website for the responses to the questions. All responses will be issued by **5 p.m. on Wednesday, August 13, 2025**. Oral responses by any PEA employee or agent of PEA are not binding and shall not in any way be considered as a commitment by PEA.

### 4.3 Proposal Deadline

Respondents must submit an electronic version of all requested documents through the [RFP submission form](#) no later than **5pm on Wednesday, August 19, 2025**. Responses received after the deadline will not be considered.

#### **4.4 Eligibility Threshold**

A Respondent meets threshold criteria and is eligible to be considered for selection when the Respondent:

- Is in good standing with the City of Philadelphia and Commonwealth regarding taxes, and neither the business nor any of its owners are on a federal, state or local list of debarred entities;

#### **4.5 Selection Criteria:**

- Proposals in response to this RFP will be evaluated by the project team based on the following criteria:
  - No less than five (5) years of experience providing website design and development services
  - Superior ability or capacity to meet particular requirements of contract and needs of PEA and PGCC
  - Relevant experience, qualifications, and references
    - Experience with design of websites and marketing collateral on behalf of public-serving organizations
    - Successful case studies for similar projects providing website design-build and other digital marketing production services
    - Satisfied customer references
  - Work plan, staffing, and schedule
    - Realistic overall timeframe to start and complete the work
    - Adequate time allocated to key tasks, including discovery, design, and implementation
    - Appropriate staff resources to complete the work in the proposed timeline
  - Value, pricing, and contract terms
    - Proposed pricing
    - Alignment of contract terms
  - Alignment with PEA mission, vision, and values
    - Support for local jobs and economic development
    - Diversity and equity
    - Experience and expertise in working with government entities in Philadelphia and Pennsylvania

#### **4.6 Documents required to be submitted:**

- Attachment 1: Firm Overview (4-page maximum)
  - Include your legal business name, address of company headquarters, and main point of contact for the RFP response with contact information
  - Include a brief organizational description and list of services offered related to the scope of services
  - Include the proposed staff list, bios of key staff, and responsibilities for each
  - Provide the number of employees and a breakdown of those in Pennsylvania and in Philadelphia
  - Indicate if your business is a Local Business Entity (LBE) in Philadelphia and/or is certified as a Minority-/Woman-/Disabled-Business Enterprise (M/W/DBE) and, if so, which entity did the certification
  - Include a description of your company's efforts to increase diversity, equity, and inclusion within the company and/or your local community
  - Describe your company's commitment to recruiting candidates for new positions who reside in the City of Philadelphia, who identify as minorities, women, disabled, returning citizens, and/or veterans
- Attachment II: Project Approach (4-page maximum)
  - Summarize how objectives would be achieved for each Task specified in Section 3. Provide a task-by-task overview that includes:
    - Creative process for website design and approach to site maintenance
    - Project timeline with key milestones
    - Dependencies and assumptions including meeting touchpoints with PEA/PGCC staff
    - Budget broken down by each major task or project phase outlined in the scope of work. For each task, include:
      - Estimated hours
      - Assigned personnel
      - Hourly rates
      - Total cost per task
- Attachment III: Relevant Experience (6-page maximum)
  - Describe at minimum three (3) relevant projects of similar scope of work for a similar industry/government client. Descriptions should include: business context, project scope, your role in the project, and key results
  - Include two (2) customer references, a brief description of your work with them, and contact information for each

## 5. Public Disclosure and Confidential Information

All Responses, Exhibits, and other information submitted in response to this RFP are subject to the public disclosure requirements of applicable law. The Contractor acknowledges that PEA is subject to the Pennsylvania Right-to-Know Act, (65 P.S. § 67.101 et seq., the “RTKL”) and PGCC may also be subject to the RTKL. To the extent permitted by applicable law, PGCC will use its best efforts to keep from public access the specific information that is identified by the Contractor as confidential. If a Contractor claims an exception to public disclosure requirements and desires that PGCC keep certain information from public disclosure, then the Contractor must include a notice in the Proposal as follows:

*“Confidential Information Notice Pages \_\_\_\_\_ of this Proposal, identified by a bold vertical line along the right-hand margin, contain information that is excluded from public disclosure under applicable law. Contractor requests that such marked information be utilized by PGCC only for evaluation of this Proposal, but Contractor understands that PGCC is bound by applicable law and that such information may be disclosed in accordance with such law.”*

Notwithstanding any such notice however, PGCC may disclose such marked information to individuals participating in the review or evaluation of Proposals, including members of the Selection Committee, other PGCC & PEA employees, and advisors, attorneys, and consultants.

## 6. PEA’s Additional Procurement Rights

PEA reserves the right to modify this selection process, which may be exercised in its sole discretion at any time during the procurement process to:

- Cancel this RFP or the procurement process, with or without the substitution of another pre-qualification or procurement process;
- Waive any informality, defect, non-responsiveness, or deviation in a Proposal, or other submission, that is not material;
- Require one or more Contractors to supplement or clarify the Proposal or to provide additional information after the submission of Proposals including with respect to any exceptions to PGCC’s Contract Terms and Conditions;
- Take any action affecting the RFP process that would be in the best interests of the PEA;
- Conduct investigations and make inquiries concerning any aspect of any Proposal;
- Reject any or all Proposals;
- Reject a Contractor that has been delinquent or unfaithful in the performance of any contract with or obligation to the PEA, financially or technically incapable, or otherwise not responsible; and/or
- Make judgments about the contents of any Proposal with respect to the requirements and criteria set forth in this RFP.



## 7. Legal Terms and Conditions

### 7.1 Responsibility.

All respondents shall assume all responsibility and obligation for the acts and omissions of its principals, members, directors, officers, employees, agents, representatives, subcontractors, and consultants, together with all other firms, agencies, or other persons assisting with delivery of the proposal.

### 7.2 Governing Law.

The terms and provisions of this RFP and any agreements related hereto shall be construed in accordance with the laws of the Commonwealth of Pennsylvania, and any and all litigation, proceedings, claims or actions commenced in connection with this RFP or any agreements related hereto shall be instituted in the appropriate courts in the Commonwealth of Pennsylvania.

### 7.3 Assignment.

The successful Consultant may not sell, assign, transfer, or convey any rights or agreements associated with its Response, in whole or in part, without the prior written consent from PGCC.

### 7.4 Promotion.

Unless specifically authorized in writing by PEA, respondents will have no right to use, and shall not use PEA's name (a) in any advertising, publicity, promotion; nor (b) to express or to imply an endorsement of respondents' products or services.

### 7.5 Indemnification.

All respondents agree to hold harmless and indemnify PEA and PGCC, their officers, employees, agents, consultants and representatives, individually and collectively (for purposes of this section, the "**Indemnified Party**"), from and against, and shall assume all liability for, any and all losses, expenses, demands, claims or damages of any kind whatsoever (including loss of use), including losses, expenses, or damages sustained by the Indemnified Party, arising out of, related to, or in connection with the respondent's preparation and submission of a Response and any actions the respondent takes in connection therewith, including, but not limited to, the actions of the respondent's principals, members, directors, officers, employees, contractors, consultants, representatives and agents, and shall defend any suit or action brought against the Indemnified Party, based on any such alleged injury (including death) or damage (including loss of use), and shall pay all damages, judgments, costs, and expenses, including attorneys' fees in connection with said demands and claims resulting therefrom.

**Attachments:**

**Appendix A: [Independent Contractor Program Services Agreement](#)**