



REQUEST FOR PROPOSAL (RFP) for Rapid Start Task Force Support Services

Release Date: June 21, 2024
Updated: July 11, 2024
Proposal Due Date: Rolling
Selection Date: Rolling
Contract Period: As needed

I. Overview of Request for Proposals

[Appalachian Community Capital](#) (ACC), a Community Development Financial Institution (CDFI) serving members across the 13-state footprint of Appalachia, seeks support for its new wholly-owned subsidiary, the Green Bank for Rural America. To jump-start Green Bank for Rural America, an expert team will work thru 12/31/2024 (or longer if needed), under the guidance of the ACC President and CEO, Green Bank Steering Committee, and Green Bank CEO. A team of experienced professionals specializing in institutional development, inclusive and clean/green finance, grants management and subaward systems development, and community development will be considered for this role.

To accelerate economic restructuring and diversification in underserved rural communities, ACC has established the Green Bank for America, a place-based effort that will be a hub for investment and technical assistance to community lenders, local leaders, and workforce development partners across the United States. The U.S. EPA has selected ACC to receive a \$500 million Greenhouse Gas Reduction Fund award to launch the Green Bank for Rural America, which will be used to leverage private capital to finance \$2.25 billion in 2,750 clean energy projects, create 18,000 quality jobs in rural communities, and reduce carbon emissions by 12M tons annually.

Scope of Work Considerations

The contractor(s) selected to provide operational support to assist in jump-starting the Green Bank, will report to the President and CEO of ACC, or their designate. The roles for the Rapid Start Task Force include:

- Acting Program Director
- Acting CFO
- Acting Director of Communications
- Acting Chief Strategy Officer
- Other roles as assigned.

Within the scope of work, potential activities for the Rapid Start Task Force include:

- Design and implementation of Investment / Award pass through strategy
- Design and implementation of reporting systems
- Design and implementation of Technical Assistance Hubs
- Oversight and implementation of Community Engagement Plan and Workforce Development Plan
- Oversight of communications plan development and implementation
- Oversight and operation of financial management systems
- Oversight of IT and HR activities
- Oversight and implementation of Compliance activities
- Support for governance activities with the ACC Board of Directors and Green Bank for Rural America Steering Committee
- Develop and oversee hiring solicitations for additional team members at ACC and the Green Bank
- Other activities as requested

Requirements for Contractors

Experienced professionals who will be considered for these roles will bring a range of skills and experiences including:

- Specialization in institutional development
- Knowledge of inclusive and clean/green energy finance
- Grants management and subaward systems development with Federal funding
- Experience in economic and/or community development
- Experience working with rural communities; experience with low-income rural communities a plus
- 15 years of professional experience in development finance preferred
- Master's degree or equivalent work experience in development finance, green energy, and/or economic/community development in rural communities

Proposals to provide these services will be evaluated on contractors' qualifications, expertise, track record, proposed Scope of Work, budget/timeline, references and understanding of the target communities.

II. About Appalachian Community Capital and the Green Bank for Rural America

Appalachian Community Capital (ACC) is a Community Development Financial Institution (CDFI) serving member CDFIs across the 13-state footprint of Appalachia. ACC was founded in 2013 with a mission to increase small business lending across undeserved and underinvested communities in the region. By providing capital, capacity building, and innovative programming to its members, ACC catalyzes entrepreneurship, opportunity, and inclusive growth in diverse and distressed communities, and now has 35 members which manage over \$4 billion in total assets. ACC is led by its President and CEO and a Board of Directors comprised of both ACC members and national leaders in development finance. Investors and supporters of ACC include: the Appalachian Regional Commission, U.S. Treasury CDFI Fund, the Ford Foundation, USDA, Goldman Sachs, Bank of America, Truist, US Bank, Wells Fargo, JP Morgan Chase, MasterCard, the Benedum Foundation and others.

ACC was recently selected to receive a \$500 million U.S. EPA [Greenhouse Gas Reduction Fund - Clean Communities Investment Accelerator](#) (GGRF – CCIA) award to catalyze green energy investments in low-income rural communities impacted by declines in the fossil fuel industry. This place-based start-up effort will be a hub

for investment and technical assistance to community lenders, local leaders, and workforce development partners in coal, energy, underserved rural, and Tribal communities across the United States. The Green Bank for Rural America is a wholly owned, nationally-operating, non-profit subsidiary of ACC, and is overseen by the ACC Board through a Board-appointed Steering Committee, chaired by the ACC President and CEO.

ACC anticipates the \$500 million EPA GGRF - CCIA award will be used to leverage private capital to finance \$2.25 billion in 2,750 clean energy projects, create 18,000 quality jobs in rural communities, reduce energy generation from carbon-based sources by 1.4M MWh annually, and reduce carbon emissions by 12M tons annually.

III. About the Appalachian Region and Target Rural Communities

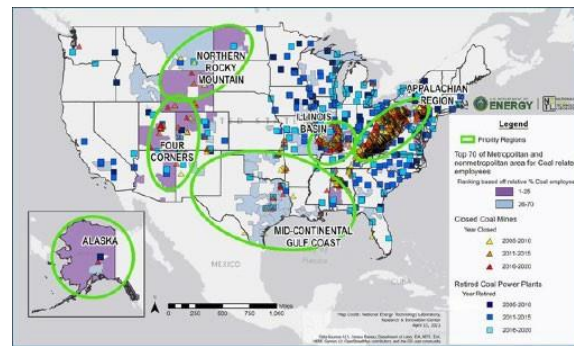
Energy communities have powered the economic growth of our nation – from coal, to oil, to natural gas – yet the decline of legacy energy industries has resulted in some of the most economically distressed regions of the country. This economic hardship and lack of opportunity will be exacerbated by future coal and power plant closures.

The Green Bank for Rural America has structured a robust national program that prioritizes 582 counties in Appalachia, energy and underserved rural, and Native communities – 30% of all US persistent poverty counties – with financing and technical assistance activities being available in all eligible underserved rural communities nationally.

The Green Bank for Rural America will target the 13-state region of Appalachia, Coal and Power Plant Communities nationally, and other underserved rural areas such as Persistent Poverty Counties, NMTC Low Income Communities, federal Opportunity Zones and other areas.



Appalachia –
Appalachian Regional Commission



Coal Communities and Power Plant Closures –
White House Interagency Working Group

IV. Project Timeline

It is anticipated that the contractors will be on a rolling basis, as early as July 1, 2024, and the work of the Rapid Start Task Force will begin immediately. ACC anticipates that the work of the Rapid Start Task Force will be completed by December 31, 2024; however, the timeline will be extended if needed in mutual agreement with the contractors.

Project activities may be extended beyond the contract end date to include additional support for jump-starting the stand-up of the Green Bank for Rural America, as noted above.

V. Instructions to Submit a Proposal

Contractors seeking to provide the requested services should submit the items listed below.

- Scope of Work describing proposed activities and tasks to be undertaken.
- Identified staffing for each work element.
- Budget that defines deliverables and proposed payment schedule, including indirect costs. A 'Not to Exceed' cost for the full engagement must be provided.
- Timeline for the Scope of Work.
- Biography/resume for staff noted in proposal.
- Client References including name, title, organization, contact information, and a brief description of the relevant work performed.

Please submit responses via email in one pdf attachment by Proposal Due Date to Karen Schuler, Marcum Nonprofit & Social Sector Group at Karen.Schuler@marcumllp.com. In the Subject line please indicate: Green Bank Rapid Start Task Force Proposal.

VI. Proposal Evaluation

ACC will select contractors through a competitive process based on the following criteria:

- Qualifications, expertise, track record, and staff bios – including experience in / working with rural communities.
- Scope of Work and Timeline
- Budget
- References