

Request for Proposals
Content Development for the NASEO-NARUC State Energy
Security Academy: Electricity, Natural Gas, and Liquid Fuels
Classes

Solicitation Number: NASEO-2026-RFP-014

Released: October 15, 2026
Responses Due: November 5, 2026

National Association of State Energy Officials
1812 North Moore Street, Suite 1820
Arlington, Virginia 22209

Note on applicants' eligibility: All applicants must meet the **DOE Mandatory Requirements and Standard Provisions**. This includes having a current registration in SAM.gov and providing assurance that the applicant is not a debarred or suspended entity.

Link: <https://www.energy.gov/management/articles/special-terms-and-conditions-use-most-grants-and-cooperative-agreements>

General Information

Overview

The National Association of State Energy Officials (NASEO) is the only national nonprofit organization representing the governor-designated energy directors and their offices, the State Energy Offices, from the 56 States and Territories across the nation. Formed by the states in 1986, NASEO facilitates sharing of best practices among states, serves as a technical and policy resource for states, and advocates the interests of State Energy Offices to Congress and federal agencies.

State Energy Offices and state public utility commissions (PUCs) share responsibility for energy security across planning, preparedness, mitigation, response, and recovery. To build that capacity, NASEO and the National Association of Regulatory Utility Commissioners (NARUC), with support from the U.S. Department of Energy (DOE) Office of Cybersecurity, Energy Security, and Emergency Response (CESER), are developing the State Energy Security Academy (the Academy): an online self-paced professional training and certificate program for State Energy Office and PUC staff, delivered through the LearnWorlds learning management platform.

The Academy is organized into classes. Each class is made up of lessons with defined learning objectives mapped to the Academy's Knowledge, Skills, and Abilities (KSA) framework, and each lesson is built from a detailed storyboard that NASEO converts into LearnWorlds content. NASEO has developed the Orientation, Foundations, and Energy Emergency Response classes and a draft Liquid Fuels class. This solicitation seeks support to complete the Academy's sector-specific classes.

Purpose of this Request for Proposals

NASEO requests proposals from qualified organizations to (1) review, edit, and supplement the existing draft *Energy Security Fundamentals of Liquid Fuels for States* class; and (2) research, design, and write two new classes: *Energy Security Fundamentals of Electricity for States* and *Energy Security Fundamentals of Natural Gas for States*; and (3) *propose and develop additional class content and lessons beyond the aforementioned items. Additional tasking is at the request of NASEO and should not be included in the prior two priority tasks.* The selected subcontractor will produce lesson storyboards, knowledge checks, optional activities, a literature review, and supporting graphics that match the structure, voice, and instructional features of existing Academy classes. The selected subcontractor will be expected to leverage existing material (including resources, videos, and guidance that can be hyperlinked or referenced) and internal expertise. NASEO will build final lessons in LearnWorlds and coordinate recorded video segments with practitioners and partners.

All Academy classes are planned for simultaneous release so learners can move through the full program on a single timeline. Subcontractor deliverables must support that schedule.

Timing and Resources

Proposals should discuss the proposing organization's expertise, subject matter familiarity, relevant experience, and ability to carry out the activities described in this request for proposals (RFP). For the purposes of proposal evaluation and approval, as well as execution of the services, all prices, costs, and conditions shall remain firm and valid for a ninety (90) day period, commencing on the day of the proposal due date. Upon award of the contract, all prices shall be firm and valid for the duration of the contract. The estimated RFP timetable is:

ACTION	DATE
RFP Issued	October 5, 2026
Written Proposals Due	November 5, 2026
Proposal Evaluation Complete (estimated)	November 12, 2026
Proposal Award Notification (estimated)	December 11, 2026
Contract Awarded/Subcontractor Start Date (estimated)	December 21, 2026
Period of Performance End Date	February 22, 2027

Proposal Submission

Proposals must be submitted to:

Campbell Delahoyde

Director

National Association of State Energy Officials

Email: cdelahoyde@naseo.org

The funds utilized by NASEO to support this work have been provided to NASEO by the U.S. Department of Energy (DOE) Office of Cybersecurity, Energy Security, and Emergency Response (CESER). The funding agreement between DOE and NASEO will be incorporated in the final contract between NASEO and subcontractor. All requirements of the DOE funding agreement with NASEO shall be controlling, including, but not limited to, federal reporting and the propriety and form of expenses and costs.

Scope of Work

The Electricity, Natural Gas, and Liquid Fuels classes are intended to:

- Build practical, sector-specific fluency for State Energy Office and PUC staff in how each energy system is structured, regulated or unregulated, operated, secured, and restored.
- Apply the shared vocabulary and frameworks introduced in the Foundations and Energy Emergency Response classes (e.g., risk assessment, interdependencies, plans and planning, and coordination) to each sector, reinforcing key lessons through deliberate repetition and cross-references.
- Strengthen learners' ability to collect, analyze, visualize, and act on sector data to inform decisions and brief leadership.
- Address the full energy security lifecycle: planning, preparedness, mitigation, response, and recovery. Emergency response, including Emergency Support Function #12 (ESF-12), is one component of each class rather than its organizing frame.
- Balance the roles, authorities, and perspectives of State Energy Offices and PUCs throughout.

- Ground all content in verifiable, publicly available sources and NASEO-provided materials, with real state examples and case studies.
- Create durable content that NASEO can maintain, update, and re-deploy for future cohorts.

The subcontractor shall provide support across six tasks:

1. Orientation to Academy standards and project kickoff;
2. Literature review and master resource list update;
3. Liquid Fuels class review, editing, and supplementation;
4. Electricity and Natural Gas class development;
5. Graphics and visual assets; and
6. Project management.

Class structure and content standards that apply to all tasks are described first, followed by each task.

Class Structure and Content Standards (All Classes)

Each sector class shall open with a sector infrastructure primer lesson, followed by eight recurring lessons common to the Electricity, Natural Gas, and Liquid Fuels classes. This shared structure lets learners compare sectors directly and reinforces concepts from earlier classes. NASEO will provide the general structure and initial lesson scoping for each class; the subcontractor may propose refinements, including additional sector-specific lessons, in its outlines.

Lesson structure for each sector class

- **Lesson 1: Sector Infrastructure Primer (Value Chain, Markets, and Regulation).** How the system is structured from production to end use; key industry actors; market fundamentals; and federal and state regulatory roles, including where State Energy Offices and PUCs hold authority, where they engage, etc.
- **Lesson 2: Data Collection, Analysis, Visualization, and Actionability.** Core sector data sources and their limits; turning data into situational awareness, visual products, and decision-ready briefings.
- **Lesson 3: Interdependencies.** Dependencies between the sector and other lifeline sectors, such as electricity, natural gas, liquid fuels, water, communications, and transportation.
- **Lesson 4: Risk Assessment and Risk Mitigation.** Applying the risk assessment framework introduced in the Foundations class to sector-specific threats and hazards; mitigation options and prioritization.
- **Lesson 5: Emergency Response.** How sector disruptions unfold; state and federal response levers; coordination with industry, locals, mutual assistance, and regional partners; where ESF-12 applies and where it does not.
- **Lesson 6: Plans and Planning.** How and where sector content fits within State Energy Security Plans, emergency operations plans, hazard mitigation plans, and other planning artifacts, and how plans are maintained through exercises and lessons learned.
- **Lesson 7: Cybersecurity.** Sector-specific cyber and physical security considerations, applicable federal requirements, and the state role in preparedness, response coordination, consequence management, and recovery.
- **Lesson 8: Case Studies.** Real events that illustrate lessons from the class, including perspectives from small-staff and larger states, from both State Energy Offices and PUCs, and from politically, geographically, and structurally diverse states.

- **Lesson 9: Emerging Issues.** Trends affecting sector security and resilience, such as load growth, a changing resource mix, extreme weather, and evolving threats.

Content standards

- **Templates and design guidance.** Use NASEO’s lesson storyboard template, the Academy Instructional Design Guide, and the Academy curriculum outline template. Storyboards from the Foundations and Energy Emergency Response classes will serve as models.
- **Knowledge, Skills, and Abilities (KSA) alignment.** Map each lesson’s learner-facing objectives to the Academy KSA framework and identify any gaps.
- **Recurring instructional features.** Mirror the features used across existing classes, including callbacks to earlier classes and lessons; call-forwards to later lessons; Myth vs. Reality callouts; Process Spotlights featuring named state examples; Follow the Storm, Leverage Loop, and Go Deeper callouts; and scenario-based activities. NASEO will provide examples of each. Cross-references shall use class and lesson names rather than numbers.
- **Knowledge checks and activities.** Each lesson shall include graded knowledge checks (e.g., multiple-choice and scenario-based questions) compatible with LearnWorlds assessment features, with answer keys and rationale for each answer, plus at least one optional activity (e.g., scenario exercise, graphic organizer, data exercise, or reflection). Storyboards shall mark LearnWorlds activity breaks.
- **Sourcing and citation.** Every fact, statistic, and example shall be traceable to a publicly available source or NASEO-provided material, with full citations and working links. Claims that cannot be verified shall be flagged for NASEO review rather than presented as fact. Content shall not rely on restricted information (e.g., TLP-designated, CEII, or PCII materials).
- **Balance and scope.** Content shall balance State Energy Office and PUC roles and cover the full energy security lifecycle. “State Energy Offices” shall always be spelled out and not abbreviated. The subcontractor will be expected to use the NASEO Style Guide in addition to preceding content when writing.
- **Voice.** Professional, plain-language content written for practitioners, reading as a finished lesson rather than draft commentary. Where appropriate, content should encourage learners to take ownership of their roles and responsibilities.
- **Resource tracking.** Log every resource used in the Academy Master Resource List in the format NASEO provides.
- **Use of AI tools.** Disclose any use of generative AI tools in producing deliverables. The subcontractor remains fully responsible for the accuracy, sourcing, and originality of all content.

Task 1: Orientation to Academy Standards and Project Kickoff

- Participate in a kickoff meeting with NASEO, NARUC, and DOE to confirm scope, review procedures, and schedule.
- Review NASEO-provided materials, including the Academy KSA Curriculum Matrix and KSA reference; the Instructional Design Guide; the storyboard template and example storyboards; the Liquid Fuels scoping document and draft storyboards; the Master Resource List; and NASEO’s sector reference library (e.g., DOE CESER electricity grid, balancing authority, and pipeline backgrounders, and NASEO cybersecurity toolkit materials).
- Submit a work plan confirming approach, staffing, schedule, and review gates for each class.

Task 2: Literature Review and Master Resource List

NASEO has prepared an initial literature review and the Master Resource List for the Academy. The subcontractor shall review and supplement these materials so that every sector class rests on current, verifiable, publicly available sources. The subcontractor shall:

- Review the existing literature review and Master Resource List against the Academy KSA framework and the nine-lesson class structure, and identify gaps, outdated entries, and sources that cannot be verified.
- Identify, review, and summarize the most relevant publicly available resources for each lesson of the Electricity, Natural Gas, and Liquid Fuels classes, such as federal agency guidance, national laboratory research, industry and trade association materials, state plans and reports, after-action reports, and academic literature.
- Confirm the currency, authorship, and working link of each resource, and exclude restricted information (e.g., TLP-designated, CEII, or PCII materials).
- Deliver an annotated resource list organized by class and lesson, noting each resource's relevance, currency, and suggested use, formatted for incorporation into the Master Resource List.
- Flag lessons where public sources are limited so NASEO can decide whether to supplement with NASEO-provided material or practitioner input.
- Revise based on one consolidated round of NASEO, NARUC, and DOE feedback; the approved literature review informs the Electricity and Natural Gas full outlines and the Liquid Fuels revisions.

Task 3: Liquid Fuels Class Review, Editing, and Supplementation

NASEO has developed a draft Liquid Fuels class, including a scoping document and initial lesson storyboards. The subcontractor shall:

- Conduct a technical accuracy and citation review of all draft content, verifying facts, figures, regulatory references, and links against current public sources.
- Upon NASEO approval of any critiques and suggested edits, edit existing storyboards and draft supplemental content (e.g., missing lessons or sections, state examples, case studies, callouts, knowledge checks, activities, and graphic specifications) to bring the class to parity with other Academy classes.
- Preserve NASEO's existing voice and structure; deliver edits in tracked changes with a clean copy.
- Revise content based on one consolidated round of NASEO, NARUC, and DOE feedback.

Task 4: Electricity and Natural Gas Class Development

For each class, the subcontractor shall complete the three phases below. Each phase ends with a review gate; the subcontractor shall not begin the next phase until NASEO approves the prior deliverable.

Phase A: High-Level Outline

- Using the general structure and resources NASEO provides, prepare a high-level outline for each class: class objectives, lesson titles, lesson objectives, key topics, and proposed KSA alignment.

Phase B: Full Outline

- Based on the Task 2 literature review and NASEO feedback, develop a detailed outline for each lesson: section-by-section content, sources mapped to each section, proposed state examples and case studies, planned callouts, knowledge checks, activities, and graphics.
- The full outline will be reviewed by NASEO, NARUC, and DOE. The approved outline governs lesson writing.

Phase C: Lesson Writing

- Write complete lesson storyboards, including narrative content, callouts, cross-references, embedded citations, graphic specifications, knowledge checks with answer keys and rationale, optional activities, and suggested video segments or practitioner interview topics.
- Revise based on one consolidated round of NASEO, NARUC, and DOE feedback, followed by a final round of minor edits.

Illustrative topics for each class are listed below. Final topics will be set through the outline and review process.

Electricity class: illustrative topics (not exhaustive)

- Topics may include system structure and ownership models, federal and state regulatory roles, relevant data sources, sector interdependencies, reliability and security standards, restoration practices, and emerging issues such as load growth and extreme weather. Additional details and parameters on illustrative topics will be provided by NASEO.

Natural Gas class: illustrative topics (not exhaustive)

- Topics may include the value chain from production through local distribution, federal and state regulatory roles, relevant data sources, gas-electric coordination and winter reliability, supply emergencies and restoration, and emerging issues such as LNG export growth and pipeline capacity constraints. Additional details and parameters on illustrative topics will be provided by NASEO.

Task 5: Graphics and Visual Assets

- Develop, link, or include graphics specified in the storyboards for all three classes (e.g., value chain diagrams, process flows, infographics, data visualizations, and graphic organizers), consistent with Academy branding and NASEO templates.
- Provide editable source files (e.g., Word, PowerPoint, Illustrator, or SVG) and export-ready image files sized for LearnWorlds.
- Include alt text and meet Section 508 accessibility requirements.
- Cite data sources on all data-driven graphics, and use only original, public-domain, or appropriately licensed images.
- NASEO will review all graphics and may refine them for final integration.

Task 6: Project Management

- Report on activities and expenditures on a monthly basis.
- Maintain regular communication with NASEO's designated project lead, including participation in bi-weekly check-in calls during the contract period.
- Maintain lesson-level status in NASEO's lesson status tracker.
- Submit all draft deliverables in a timely manner, allowing adequate time for NASEO, NARUC, and DOE review cycles.

- Proactively identify and communicate any risks, delays, or issues that may affect the quality or timing of deliverables.
- Submit a closeout memo summarizing deliverables, open verification items, and recommended future updates.

Anticipated Deliverables and Timeline

Partner review periods are estimated at [ten (10)] business days for each review gate. Target milestones are measured from the subcontractor start date.

#	Deliverable	Target Milestone	Notes
1	Kickoff meeting and work plan	Week [1]	Confirms approach, staffing, schedule, and review gates
2	Liquid Fuels gap analysis memo	Week [2]	Accuracy, citation, and gap review; NASEO approval required before editing begins
3	Electricity and Natural Gas high-level outlines	Week [2]	Built on NASEO-provided structure and resources
4	Literature review and annotated resource lists (Electricity and Natural Gas)	Week [2]	Organized by lesson; formatted for the Master Resource List
5	Liquid Fuels edited and supplemented storyboards (draft)	Week [2]	Tracked changes plus clean copy
6	Electricity and Natural Gas full outlines (draft)	Week [4]	Reviewed by NASEO, NARUC, and DOE
7	Electricity and Natural Gas full outlines (final)	Week [4]	Approved outlines govern lesson writing
8	Liquid Fuels class (final)	Week [4]	Incorporates consolidated partner feedback
9	Electricity class lesson storyboards (draft)	Week [6]	Includes knowledge checks, activities, and graphic specifications
10	Natural Gas class lesson storyboards (draft)	Week [6]	Includes knowledge checks, activities, and graphic specifications
11	Graphics package (all three classes)	Week [6]	Editable source files, exports, and alt text
12	Electricity and Natural Gas classes (final)	Week [8]	Incorporates consolidated partner feedback and final edits

#	Deliverable	Target Milestone	Notes
13	Closeout memo and Master Resource List update	Week [8]	Open items, verification needs, and recommended updates

Project Budget

The proposed project budget should reflect a time and materials consulting agreement. This is a competitively bid project; costs should be feasible and prudent. The subcontractor must submit cost proposals by task for the entire Statement of Work using the DOE EERE budget justification spreadsheet, which is a separate file available for download from DOE's website.

Compensation

The subcontractor shall invoice monthly for actual work completed. NASEO shall reimburse the subcontractor for actual milestones achieved and hours spent in the execution of the work (not to exceed the total approved task budget shown in the final contract agreement) once NASEO has received payment from DOE. The subcontractor will submit a monthly invoice (along with supporting time records for personnel hours) and progress report by the tenth day of each month of the agreement. The total maximum budget allocated for the subcontractor should not exceed \$100,000. NASEO will consider proposals that exceed this amount if strong justification is provided. Any proposals that exceed this amount will still be evaluated based on the same **Budget Criteria** outlined below.

Rejection of Proposals and Incurred Costs

This RFP does not obligate NASEO to award a subcontract. All costs incurred in response to this RFP are the responsibility of the respondent. NASEO reserves the right to reject any or all submitted proposals. NASEO reserves the right to request new proposals or to cancel all or part of this solicitation.

Contract Requirements

The funds for this work have been provided through a funding agreement from DOE CESER to NASEO. The underlying terms and conditions of the funding agreement between DOE and NASEO will be provided to the subcontractor and incorporated in the awarded subcontract. All requirements of the DOE funding agreement with NASEO shall be controlling, including, but not limited to, federal reporting and the propriety and form of expenses and costs. If selected for award by NASEO, the selection must be approved by DOE prior to NASEO executing the subcontract with the subcontractor.

Responding to the RFP

Please submit responses to the RFP to Campbell Delahoyde at cdelahoyde@naseo.org. **RFP responses are due no later than Thursday, November 5, 2026 at 11:59 p.m. ET. Any questions on the RFP should be directed to Campbell Delahoyde at cdelahoyde@naseo.org no later than Monday, October 26 at 11:59 p.m. ET.** All questions received and answers will be posted to the NASEO RFP website.

Responses shall include and fully address the following:

- Cover letter (should include the following):

- Unique Entity Identification Number
 - SAM.gov registration expiration date
 - Assurance that applicant is not a debarred or suspended entity
- Resumes (please identify any foreign nationals included in the proposal)
- Description of relevant experience, including subject matter expertise in electricity, natural gas, and/or liquid fuels; energy security and emergency planning work with State Energy Offices, PUCs, or emergency management agencies; and instructional design or eLearning development
- One writing sample of no more than five (5) pages of instructional, training, or technical content prepared for a government or professional audience
- Proposed approach and treatment of the tasks with a view toward expected deliverables, including how the applicant will maintain consistency with existing Academy classes and verify sources; and novel ideas founded in education and academic foundations that might be included in class content.
- Proposed Budget by Task
 - The budget should be completed using the [DOE EERE budget justification spreadsheet](#).
 - Please note that there is no cost-share requirement. Applicants can use either the 3-year or 5-year budget justification.

Please limit the cover letter, the description of relevant experience, and the narrative that addresses the proposed approach and development of the project tasks and proposed budget **to six (6) pages in 11-point font**. Resumes, the writing sample, and the proposed budget do not count toward the page limit.

Note: Late proposals will not be accepted.

Subcontractor Selection and Required Qualifications

NASEO will select a subcontractor through a competitive selection, which will include consideration of the following:

- Experience working with State Energy Offices, PUCs, or other relevant state agencies.
- Subject matter expertise in electricity, natural gas, and liquid fuels systems, including their security, resilience, and emergency management. Teaming arrangements that combine sector expertise with instructional design capability are welcome.
- Competitive budget proposal.
- Quality of academic and professional experience in relevant fields.
- Flexibility of availability.

NASEO will use the following criteria in evaluating all responses to this RFP:

- **Administrative (applicant must meet these requirements for NASEO to review the proposal)**
 - Unique Entity Identification Number.
 - Current SAM.gov registration.
 - Assurance in writing that applicant is not a debarred or suspended entity.
- **Technical Experience and Applicant Qualifications (60% of total score)**

- Demonstrated expertise in electricity and natural gas system structure, operations, markets, and regulation, and in liquid fuels supply chains.
 - Experience with state energy security planning, preparedness, mitigation, response, and recovery, including familiarity with State Energy Security Plans, ESF-12, and sector coordination structures.
 - Prior engagement with or demonstrated understanding of State Energy Office and PUC priorities and the policy context in which they operate.
 - Experience developing self-paced online training for a professional or government audience, including storyboarding, assessment design, and instructional graphics; familiarity with LearnWorlds or a comparable LMS.
 - Demonstrated ability to conduct rigorous literature reviews and cite sources accurately.
 - Strong written communication skills, with demonstrated ability to translate complex technical concepts into clear, plain-language content.
- **Proposed Approach for Implementation (20% of total score)**
 - Proposal responds to the outlined tasks in the RFP.
 - Proposal demonstrates understanding of the Academy's structure, instructional features, and review process.
 - Proposed schedule is realistic and accommodates partner review gates.
 - Existing resources and subcontractor availability to meet project needs.
 - Overall quality and professionalism of the proposal (well written, structured, and organized), and materials are provided in the format requested.
- **Budget (20% of total score)**
 - Given the scope, is the estimated cost of the proposal appropriate?
 - Does the total cost fall within \$100,000?
 - Does overall cost reflect an efficient value for the level of effort?
 - Is the level of effort for each task appropriate?