

April 21, 2015

***VIA ELECTRONIC FILING***

Public Utility Commission of Oregon  
3930 Fairview Industrial Dr. S.E.  
Salem, OR 97302-1166

Attn: Filing Center

**RE: Docket UM 1020—Request for Proposal for Retail Marketing Services and Renewable Energy Certificates for Two Oregon Voluntary Renewable Energy Options, Renewable Usage and Habitat**

In accordance with OAR 860-038-0220(6), PacifiCorp d/b/a Pacific Power (Company) submits for approval its Request for Proposal for Retail Marketing Services and Renewable Energy Certificates for Two Oregon Voluntary Renewable Energy Options, Renewable Usage and Habitat (RFP). The RFP requests bids for retail marketing services and renewable energy certificates for the Company's Renewable Usage Supply Service in Schedule 211 and Habitat Supply Service in Schedule 213 for the period of January 1, 2016, through December 31, 2018.

The draft RFP was discussed at the Portfolio Options Committee (POC) meetings on February 19, 2015, and April 16, 2015. POC members provided comments and edits that have been incorporated into the enclosed draft RFP. The Company respectfully requests that this matter be included on the agenda for the May 19, 2015 public meeting. This timing would allow the Company to issue the RFP by the target date of June 8, 2015.

It is respectfully requested that all formal data requests regarding this filing be addressed to:

By e-mail (preferred): [datarequest@pacificorp.com](mailto:datarequest@pacificorp.com)

By regular mail: Data Request Response Center  
PacifiCorp  
825 NE Multnomah Street, Suite 2000  
Portland, OR 97232

Informal inquiries may be directed to Natasha Siores, Director Regulatory Affairs and Revenue Requirement, at (503) 813-6583.

Sincerely,



R. Bryce Dalley  
Vice President, Regulation

Enclosure

# **PacifiCorp/Pacific Power REQUEST FOR PROPOSAL (RFP)**

**For**

**Retail Marketing Services & Renewable Energy Certificates For**

**Two Oregon Voluntary Renewable Energy Options  
Offered to Residential and Small Non-Residential Customers  
Renewable Usage (Oregon Schedule 211) & Habitat (Oregon Schedule 213)**

Issue Date: Monday - June 8, 2015

Due Date: Friday - July 10, 2015

## **CONTACT**

**Oregon SBI 149 RFP - 2015  
Voluntary Renewable Energy Options**

PacifiCorp/Pacific Power  
825 NE Multnomah – Suite 600  
Portland, Oregon 97232  
[OregonSBI149RFP@pacificcorp.com](mailto:OregonSBI149RFP@pacificcorp.com)

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## About PacifiCorp/Pacific Power

PacifiCorp, a Berkshire Hathaway Energy Company, is one of the West's leading electric utilities, serving approximately 1.8 million customers across six Western states. The company is comprised of three business units working to provide safe, reliable electricity to customers at a reasonable cost. Pacific Power serves customers in Oregon, Washington, and California, and Rocky Mountain Power serves customers in Utah, Wyoming and Idaho. PacifiCorp Energy operates a broad portfolio of power-generating assets to ensure low-cost energy is available to customers

Renewable and non-carbon resources currently make up 25 percent of PacifiCorp's owned and contracted generation capacity. At year-end 2013, PacifiCorp had 1,031 megawatts of owned wind generation and long-term power purchase agreements for an additional 869 megawatts from wind projects owned by others.

PacifiCorp also is adding solar generation to its power supply mix, including a 2 megawatt solar project in southern Oregon completed in 2012 and a new solar project in southern Utah.

Pacific Power offers voluntary green power options to customers providing them an opportunity to purchase and support the development of renewable resources in the Western region separate from and in addition to what PacifiCorp already buys or generates to serve customers

The retail charges associated with these options must cover all program costs including marketing, outreach, education, and administrative costs, as well as the cost of purchasing renewable energy credits (RECs).

Information on Pacific Power's current green power options can be found at <http://www.pacificpower.net/bluesky>

### Service area



## Oregon Service Area

Pacific Power serves 481,744 residential customers and 89,820 small non-residential customers in 166 cities and towns in Oregon. See Appendix C for a list of communities and number of residential and small non-residential customers served.

A typical Oregon residential household served by Pacific Power on average uses approximately 900 kilowatt-hours per month and small non-residential customers used on average approximately 1,150 kilowatt-hours per month.

Respondents must submit a bid that supports all of Pacific Power's Oregon service area.

### Primary Oregon Communities/Counties



### Request for Proposals (RFP)

Pacific Power issued this RFP to solicit proposals from qualified suppliers interested in providing an integrated package of services that includes renewable energy education, marketing, community outreach and customer acquisition/retention programs, also known as retail marketing services (RMS), and the sourcing of RECs to support two of the company's voluntary renewable energy options: Portfolio Renewable Usage Supply Service (Usage option) offered through Pacific Power Oregon Tariff Schedule 211 and Portfolio Habitat Supply Service (Habitat option) offered through Pacific Power Oregon Tariff Schedule 213.

Pacific Power currently intends the outcome of this RFP to be a contract with an experienced green power community outreach/marketing and REC supplier firm presenting the strongest proposal, most thorough marketing plan, and best value to Pacific Power and its customers. Pacific Power's Usage and Habitat option programs are subject to Oregon law, as administered by the Public Utility Commission of Oregon (Commission) pursuant to Oregon Revised Statute (ORS) 757.603 and Oregon Administrative Rule (OAR) 860-038-0220. Pacific Power reserves the right to modify any portion of this RFP, or withdraw it in whole or in part, for any reason, including compliance with Oregon law and orders of the Commission.

The primary goal of the services requested is to educate customers, increase participation in the Usage and Habitat programs and to increase overall support of renewable energy through these programs while retaining customer participation. Pacific Power seeks services that will enable Pacific Power to retain its top-tier program in terms of number of customers and megawatt-hours sold. These services are currently under contract with a third-party. The current contract expires December 31, 2015.

At 2014 year-end, 48,767 Pacific Power Oregon customers were enrolled in a Blue Sky option. In 2014 alone, Pacific Power Oregon customers enrolled in a Blue Sky product option supported 486,562.46 megawatt-hours of green power.

Customer participation by option is provided below.

Customer Participation	Residential	Non- Residential
Blue Sky Usage	33,431	542
Blue Sky Habitat	4,152	170
Blue Sky Block	11,184	651
Total	48,767	1,363

Annual megawatt-hour sales	Residential	Non-Residential
Blue Sky Usage	276,115.73	8,588.32
Blue Sky Habitat	38,286.74	2,576.38
Blue Sky Block	23,037.02	137,918.27
Total	337,479.49	149,082.97

Respondents can propose changes to the existing product resource mix considering the eligible resources outlined in the tariff and Green-e Energy certification requirements and price. Such proposed changes should be only to increase the benefits to customers and follow the Oregon Administrative Rules, Commission-approved tariffs and Green-e Energy standards that govern these offerings.

This RFP will be released electronically only. Responses should be submitted electronically via e-mail. Pacific Power intends to award a three (3) year contract for retail marketing and outreach services and RECs. The initial contract term shall commence January 1, 2016 and run through December 31, 2018.

After Pacific Power reviews and evaluates the proposals, selected respondents may be asked to present their proposals to Pacific Power personnel and respond to questions concerning them. After the interviews and the evaluations are completed, Pacific Power may request one or more respondents to enter into contract negotiations. Pacific Power may thereafter cancel any such contract negotiations at any time for any reason.

In order to ensure proper consideration of their proposal, respondents should explain in detail any provisions that may not be obvious. It is critical that proposals be clear and concise as to what is offered.

Retail Marketing Services

Respondents are expected to provide a detailed marketing plan that describes how they would provide retail marketing services to accomplish Pacific Power’s goals to grow program participation and retain existing customers. Information regarding expected use of various marketing channels including, but not limited to, bill inserts, direct mail, web-based and other communication technologies, print advertising and other media for reaching out to urban, suburban and rural communities across Pacific Power’s Oregon service territory should be included. In addition, plans for evaluating the success of the marketing activities, and how market data will be acquired to enhance the program should be provided. The marketing plan should demonstrate how residential and business customers will be engaged. The selected respondent will be expected to provide customer service center support – including training, consumer education, marketing and community outreach services, and program reporting. Respondents should provide a detailed project timeline that identifies the steps the respondent will take to launch a marketing campaign by January 2, 2016.

### REC Supply

Respondents are also required to provide a supply procurement plan. The selected respondent will be required to purchase and retire RECs that align with the company's tariff schedule requirements in the amount supported by Usage and Habitat customers and adhere to Green-e Energy national standards. The selected respondent will be responsible for verifying and tracking RECs used to support the programs. At minimum, respondents should include recommendations on supply and REC environmental integrity strategies to be employed during the contract term.

## **General Submittal Procedures**

### **Notice of Intent to Respond**

To be notified of any updates to this RFP Respondents are requested to complete the "Notice of Intent to Respond" form, included in Appendix "A.". Future correspondence, including any clarifications, related to this RFP will be sent only to respondents that return the Notice of Intent to Respond.

### **Questions/Clarifications**

Respondents desiring any clarification or explanation regarding this RFP may e-mail: [OregonSB1149RFP@pacificcorp.com](mailto:OregonSB1149RFP@pacificcorp.com).

Insofar as practicable, questions concerning the RFP should be submitted with the Notice of Intent to Respond. All questions will be answered in writing.

Pacific Power will perform an initial review of the Proposals to determine if all required information has been provided. Where deficiencies are not material, Pacific Power may, at its sole discretion, grant a period of five (5) business days to the Respondent to cure such deficiencies.

### **Proposal Submittal Process**

All proposals shall be submitted via email as a Microsoft Word or Adobe PDF document. Microsoft Excel may be used for pricing. Proposals must be submitted to [OregonSB1149RFP@pacificcorp.com](mailto:OregonSB1149RFP@pacificcorp.com). No oral or telephonic Proposals will be considered.

It is the sole responsibility of the Respondent to see that its Proposal is received by the date and time due. Any Proposal received after the stated deadline will be rejected.

All Proposals shall be prepared and submitted in accordance with these instructions and all Proposals submitted shall become the property of Pacific Power.

Each Proposal must be effective for a minimum of 180 days after the response deadline. Respondents may be requested to extend their Proposal until a final agreement is executed.

### **Definitions**

"REC" means: (i) the Non-Power Attributes associated with a Specified Resource or the generation of power therefrom and (ii) the REC Reporting Rights arising therefrom or connected therewith. One REC represents the Non-Power Attributes and REC Reporting Rights associated with 1 MWh generated by the Specified Resource. All RECs must be fully transferable to Pacific Power, free from any rights of others.

“**Customer Care**” means direct and indirect contact with customers in response to such items as general information requests, enrollment processing and retention activities. This includes web, written correspondence, phone contact, and face-to-face sales contact at events and functions.

“**REC Reporting Right**” means the right of Pacific Power to report to any agency, authority or other party, including without limitation under Section 1605(b) of the Energy Policy Act of 1992, or under any present or future domestic, international or foreign emissions trading program, that it exclusively holds the Non-Power Attributes.

“**Marketing**” means all mass media, customer communications and outreach activities associated with maintaining and increasing customer participation levels in these products.

“**Non-Power Attributes**” are all of the environmental, power source, and emission characteristics, credits, allowances, claims, reductions, offsets and benefits of a Specified Resource or the generation of power therefrom and include without limitation any avoided emissions of substances to air, soil or water, including without limitation nitrogen oxides (NOx), carbon monoxide (CO), mercury (Hg), carbon dioxide (CO<sub>2</sub>), methane (CH<sub>4</sub>), other greenhouse gases (GHGs) designated as such by the United Nations Intergovernmental Panel on Climate Change, and any other pollutant that is now or may in the future be regulated or tradable anywhere, whether or not any such legislation, regulation or trading program is ever enacted, implemented or promulgated. Notwithstanding the foregoing, Non-Power Attributes do not include adverse wildlife impacts or anything that Pacific Power, in its sole judgment, deems to expose it to the threat of liability. Non-Power Attributes are expressed in MWh.

“**Program-Dedicated Renewable Resources**” means Specified Resources (e.g., specifically designated renewable energy project) whose entire REC production is supplied by the Respondent under the Proposal.

“**Proposal**” means a response to this RFP by a Respondent.

“**Respondent**” means a qualified person or entity proposing to provide RECs and retail marketing services.

“**Specified Resource**” means the facility designated by Respondent from which power is to be generated.

*NOTE: Sales of RECs are not sales of physical power. Pacific Power is buying only the RECs from the Specified Resources. Respondent may use, sell to third parties, or not acquire the power from the Specified Resources, but may not represent or suffer the representation of such power as possessing its Non-Power Attributes or REC Reporting Rights, and may not resell the RECs for the same power to any other parties.*

### **Timeline**

Pacific Power must receive all Proposals on or before 5:00 p.m. PDT – Friday, July 10, 2015

### **Tentative Schedule of Events**

An approximate schedule for Proposal evaluation and Respondent selection is as follows:

- RFP release June 8, 2015
- Notice of Intent to Propose due June 16, 2015, 5PM PDT
- Questions from Respondents due June 22, 2015, 5PM PDT
- Pacific Power Answer Respondent Questions June 29, 2015, 5PM PDT

- Proposals due July 10, 2015 5PM PDT
- Bid Evaluation – July 11-July 28
- Final Supplier Selection – July 31
- Term sheet executed with chosen supplier by August 14, 2015
- Revised tariffs filed with Commission - September 4, 2015
- Contract agreement executed – October 31, 2015
- Launch Marketing Plan January 1, 2016

### **Evaluation Process**

Respondents will be screened based on responsiveness to the requirements, creditworthiness, demonstrated ability to provide adequate verification of REC authenticity, benefits to Pacific Power and Pacific Power’s customers as determined by Pacific Power in its sole discretion. Bids from qualified Respondents will be evaluated based on the overall cost, resource mix, RMS plan, demonstrated marketing experience, as well as other evaluation criteria identified herein and value to customers. Respondents will be advised of the status of their Proposal upon completion of the selection process. Pacific Power reserves the right, at any time, to reject any or all Proposals.

### **Background**

With the passage of Senate Bill 1149 in 1999, the Oregon State Legislature required that investor owned utilities in Oregon provide all residential and small non-residential electric customers with a portfolio of voluntary options to support renewable energy development. The restructuring law was designed to give consumers more options while at the same time encourage the development of a competitive energy market.

The law allows residential and small non-residential customers (consumers whose demand has not exceeded 30 kw more than once within the preceding 13 months or with seven months or less of services whose demand has not exceeded 30 kw) to add a renewable resource option to their basic service.

Customers who participate in the Usage or Habitat options are billed at the Basic Service rates plus an additional per kilowatt-hour charge, which is applied to their monthly usage as a separate line item. Prices cannot be changed without Commission approval.

The Oregon Portfolio Options Committee (POC) makes annual recommendations to the Public Utility Commission of Oregon regarding the design requirements of the renewable energy portfolio options offered to residential and small non-residential customers. The Committee consists of representatives from the Oregon Department of Energy, the Commission, local governments, public/regional interest groups, electric companies, residential consumers, and non-residential consumers.

Pacific Power’s voluntary renewable energy program offers Oregon residential and small non-residential customers three green power options – Block, Usage, and Habitat. Medium and large non-residential customers have the opportunity to support renewable energy through the Block option.

With all these options customers support newly developed renewable resources and renewable energy development in the western region through the purchase of RECs. These voluntary green power options provide customers an opportunity to support the delivery of newly developed renewable energy to the regional power pool now and help build a larger market for renewable energy.

Pacific Power has offered the Usage and Habitat options to Oregon residential and small non-residential customers since March 2002. These options were introduced as part of the state restructuring of the electric utility industry governed by Senate Bill 1149. The Block option was introduced to customers in April 2000.

The Blue Sky green power options allow customers to make their own personal commitment to renewable energy over and above what is included in their basic service.

The Blue Sky green power options is voluntary and independent of the investment that Pacific Power is already making to add cost-effective renewable energy to its generation portfolio serving all customers and efforts to meet Oregon's renewable energy portfolio standard.

Pacific Power's renewable energy portfolio options are described below. All options are products of Pacific Power and are marketed under the Blue Sky product names. The selected Respondent is not itself providing these products to Pacific Power's customers, but is supplying RECs and retail marketing services to enable the company to offer these options to its customers. Products are to be branded as Pacific Power.

***Blue Sky Usage*** – this option allows residential and small non-residential customers to support a blend of renewable energy resources through the purchase of renewable energy certificates equal to their monthly electricity use. Currently the additional cost for customers to participate is 1.05 cents per kilowatt-hour premium (kWh) above the normal rate.

***Blue Sky Habitat*** - this option works like the Usage option (above), but also provides an option for customers to help fund on-the-ground native fish habitat restoration and preservation projects through a fixed \$2.50 monthly donation directed to The Freshwater Trust, a nonprofit organization that restores rivers and streams throughout Oregon.

***Blue Sky Block*** - this option allows all customer classes to support Western wind generated resources through the purchase of RECs in any \$1.95 fixed increment. Customers can pick their level of participation in fixed increments (blocks) which currently support 100 kilowatt-hours (kWh) of newly developed wind energy. Customers can buy as many blocks as they would like. The amount purchased is up to the customer and will be the same fixed amount on their bill each month. In addition, participation in the Block option can also help fund the construction of community-based renewable energy projects in Oregon in Pacific Power's service territory which support renewable technologies such as solar, wind, geothermal energy, certified low impact hydro, pipeline or irrigation canal hydroelectric systems, wave or tidal action, low emissions biomass based on digester methane gas from landfills, sewage treatment plants or animal waste and biomass energy based on solid organic fuels from wood, forest or field residues or dedicated crops that do not include wood pieces that have been treated with chemical preservatives such as creosote, pentachlorophenol or copper chrome arsenic.

Retail rates for the Usage and Habitat products are subject to change; however, pricing cannot be changed without approval of the Commission. The retail price charged to participating retail customers is expected to recover program expenses, including the cost of acquiring the RECs and program fixed charges for marketing, education and administration.

Current approved tariff schedules of the Usage and Habitat options can be found at the links provided below and in Appendix D.

- ✓ [https://www.pacificpower.net/content/dam/pacific\\_power/doc/About\\_Us/Rates\\_Regulation/Oregon/Approved\\_Tariffs/Rate\\_Schedules/Portfolio\\_Renewable\\_Usage\\_Supply\\_Service.pdf](https://www.pacificpower.net/content/dam/pacific_power/doc/About_Us/Rates_Regulation/Oregon/Approved_Tariffs/Rate_Schedules/Portfolio_Renewable_Usage_Supply_Service.pdf) (USAGE OPTION)
- ✓ [https://www.pacificpower.net/content/dam/pacific\\_power/doc/About\\_Us/Rates\\_Regulation/Oregon/Approved\\_Tariffs/Rate\\_Schedules/Portfolio\\_Habitat\\_Supply\\_Service.pdf](https://www.pacificpower.net/content/dam/pacific_power/doc/About_Us/Rates_Regulation/Oregon/Approved_Tariffs/Rate_Schedules/Portfolio_Habitat_Supply_Service.pdf) (HABITAT OPTION)

The Blue Sky Usage and Blue Sky Habitat options are available to Oregon residential and small non-residential customers as mandated under OAR 860-038-0220.

Pacific Power is focused on offering customers renewable energy options that will continue to grow, while retaining participation, enhancing the understanding of the program among customers and receiving positive recognition in the marketplace. The Blue Sky green power options have been recognized as a top-performing program at the national level for several years.

Although the services sought through this request for proposal are for retail marketing services and RECs in support of Pacific Power's Blue Sky Usage and Habitat options, Pacific Power is required to include information about the Block program in all customer education and marketing materials for the Usage and Habitat programs. Proposals must address how information on the Block program will be included in marketing and educational materials for the Usage and Habitat programs.

## **Product & Service Requirements**

In preparing a response to this RFP Respondents should take into consideration the following:

- Each option is regulated by the Commission and driven by approved tariff requirements and Green-Energy standards. The Commission regulates the prices charged to retail customers and sets the standards associated with the product.
- The Usage and Habitat options are overseen by the Oregon Portfolio Options Committee (POC) pursuant to Oregon Administrative Rule (OAR) 860-038-0220. The selected Respondent will be required to support and participate in regularly scheduled committee meetings. For more information visit [http://www.puc.state.or.us/Pages/electric\\_restruc/indices/pac.aspx](http://www.puc.state.or.us/Pages/electric_restruc/indices/pac.aspx)
- Voluntary renewable energy options offered must place a priority on participants' interest in supporting the greatest level of renewable energy. Program costs including marketing costs as a share of overall program will be reviewed by the Commission and POC members. Prospective Respondents are advised that such review may extend to the marketer's cost and programs related to the contract awarded as a result of this RFP. Pacific Power expects transparency related to how participant funds are spent. At minimum, the selected Respondent must provide, on an annual basis, the marketing, administration costs and REC costs (split) as well as support executive sessions with the POC members which are not open to the public. The purpose of the executive session is to review confidential material and program costs.
- Pacific Power will require at minimum the selected Respondent to report progress and to document results achieved against mutually agreed to performance metrics. In addition, the selected respondent will be required to provide forward looking (planning) reports and present an annual marketing plan based on lessons learned.
- The selected Respondent will be responsible for forecasting customer participation levels (customer enrollment - new enrollments, drops and net enrollments by month and REC sales.)

- During the implementation of services it is anticipated that periodic reports will be generated by Pacific Power and transmitted to the selected Respondent to advise the selected Respondent of participation levels, i.e. participating customers and REC purchase levels.
- Weekly updates of community outreach activities scheduled will also be required. In addition, the selected supplier will be required to support other program related reporting.
- The Blue Sky Usage and Habitat options will be exclusively Pacific Power branded. As the products and customers are Pacific Power's, and consumer opinion about communications content and design will reflect on Pacific Power, approval of marketing tactics and materials by designated Pacific Power representatives is mandatory. Since Pacific Power offers three renewable resource options to its Oregon customers, each of these options must be presented when performing RMS.
- Pacific Power communication and graphic standards must be followed. The Pacific Power logo and all other applicable company branding must be used as defined by Pacific Power.
- The selected Respondent will be required to provide customer service center support in order to facilitate customer enrollment and respond to customer inquiries. It will be necessary to train Pacific Power staff to address basic questions about the program. The company operates two customer service centers located in Salt Lake City, Utah and Portland, Oregon, both of which support Pacific Power customers.
- Pacific Power may have other marketing and outreach partners promoting its voluntary renewable energy program in other geographic regions. If requested, the selected Respondent will be required to work in collaboration with other PacifiCorp partners.
- As required by the Commission, Pacific Power will make available to the Commission after a contract is awarded documentation on the evaluation process utilized to determine the winning bid and to support the selection. This information will be subject to appropriate confidentiality provisions.

## Renewable Energy Certificate Requirements

Pacific Power is looking for resources that meet the Commission's definition for New Renewable Resource Power, conform to eligible renewable resource tariff requirements, and comply with Green-e Energy standards as described at [www.green-e.org](http://www.green-e.org).

All renewable energy supported though the Usage and Habitat options must be "new" as defined ORS 757.600 (21) and Green-e Energy product standards as described at [www.green-e.org](http://www.green-e.org).

Sale Year	Facility Commercial On-Line Date
2016	2002 or newer
2017	2003 or newer
2018	2004 or newer

In addition, all RECs purchased are required to be registered with the Western Renewable Energy Generation Information System (WREGIS) or other regional REC tracking system as identified at <http://www.epa.gov/greenpower/gpmarket/tracking.htm>. The RECs provided cannot be associated with PacifiCorp's renewable energy portfolio, efforts to meet a Renewable Portfolio Standard or any other federal or state statutory requirement to construct or contract for renewable energy.

REC desirability is highest for those RECs generated in the Pacific Northwest, rather than elsewhere in the WECC. Customers generally prefer wind and solar projects to biomass and certified low impact hydro projects Pacific Power must approve REC commitments prior to purchase. Respondents are encouraged to present a broad range of supply strategies and pricing options.

**Green-e Energy Certified**

Pacific Power’s Blue Sky green power products are Green-e Energy certified. This certification means that the RECs purchased for this program come from renewable energy facilities that meet Green-e Energy standards and program marketing materials must conform to Green-e Energy Code of Conduct and Customers Disclosure Requirements.

Only “new” renewables are eligible to meet Green-e Energy standards. The term “new” is defined by Green-e to include any eligible renewable facility beginning operation or repowered after the dates indicated on the following table:

Year of sale	New Date
2016	2002
2017	2003
2018	2004

For the output of a renewable generation facility to be eligible for use in a Green-e Energy Certified sale, the facility must meet at least one of the following conditions:

- 1) Placed in operation (generating electricity) on or after the applicable “new” date;
- 2) Repowered on or after the applicable “new” date such that at 80% of the fair market value of the project derives from new generation equipment installed as part of the repowering. In order to be recognized as repowered for the purposes of Green-e Energy, the owner of the facility seeking “repowered” status must satisfactorily complete the Green-e Energy Repowering Worksheet available on [www.green-e.org](http://www.green-e.org).

Respondents must abide by the Code of Conduct that governs the marketing and business practices of Green-e Energy certified products and follow the Green-e Energy Customer Disclosure Requirements, which include the following: provide customers with a product content label for the certified renewable energy option which identifies the renewable resource type supplied (such as wind or solar), the geographic location of the renewable energy generator, and provide customers with clear prices and simple terms and conditions for the renewable energy option. Respondent must also be prepared to support an annual Green-e Energy verification process audit which requires providers to complete an annual third-party verification audit of renewable energy purchases and sales. The selected Respondent must also be prepared to support the requirements of the Green-e Energy marketing compliance review conducted by Green-e Energy staff, a process intended to ensure that no false or misleading statements about the Green-e Energy certified renewable energy option(s) are being made and that Green-e Energy customer disclosure requirements are followed. The selected Respondent will be expected to cover the annual Green-e Energy certification charges associated with certification of the Usage and Habitat products as well as the expenses associated with the annual third-party verification audit of renewable energy purchases and sales associated with the Usage and Habitat products, which includes securing the services of a qualified, independent auditor.

## Detailed Proposal Requirements

Respondent must describe its approach and deliverables for each item listed below. Please provide a written response to each question in the order presented.

### Minimum Requirements

Respondents must be able to meet all the minimum requirements listed in this section. If these requirements cannot be met, the proposal will not be eligible for further consideration.

1. The Usage and Habitat products are regulated by the Commission and are Green-e Energy certified and therefore must comply with the customer disclosure/communication standards/environmental claims established for Green-e Energy certified green power products, the Federal Trade Commission and National Association of Attorney's Green Marketing Guide and Commission-approved tariff requirements. Confirm you will comply with all of these requirements.
2. Confirm you have verifiable experience in the voluntary renewable energy market and can demonstrate your experience successfully partnering solely with a regional utility and have specific experience in the western region. Confirm you have experience supporting a service area that is diverse. Confirm you have experience adapting to utility company's marketing standards and customer care practices.
3. The Blue Sky Usage and Habitat options will be exclusively Pacific Power branded. As the products and customers are Pacific Power's and consumer opinion about communications content and design will reflect on Pacific Power. Approval of marketing tactics and materials by designated Pacific Power representatives is mandatory. Pacific Power communication and graphic standards must be followed. The Pacific Power logo, Blue Sky logos and all other applicable company branding must be used as defined by Pacific Power. Confirm you will comply with all of these requirements.
4. Since Pacific Power offers three renewable resource options to its Oregon customers, all three options must be presented to customers when performing RMS. Confirm that you will comply with this requirement.
5. Pacific Power will require at minimum the selected supplier to report progress, forward looking (planning) reports, present an annual marketing plan and forecast new enrollments, drops and net enrollments by month, community outreach activities scheduled, annual REC, marketing and administrative costs (split), and any other program related reporting as needed. Confirm you will comply with all of these reporting and planning requirements.
6. It is important to Pacific Power that we ensure market integrity – that is, offer a high quality product that places a priority on participants' interest in supporting the greatest level of renewable energy and that marketing and administrative expenses are held to best practice standards. Pacific Power expects clear transparency related to how participant funds are spent, understanding that marketing and consumer education plays an important role in the voluntary green power market. Confirm you will carefully monitor and provide clear transparency and accounting for every dollar spent supporting the Usage and Habitat options.
7. Pacific Power may have other marketing partners promoting its renewable energy initiatives in other geographic regions and/or with similar/complimentary agendas. If requested, the selected supplier will be required to work in collaboration with other Pacific Power partners. Confirm you will work with other Pacific Power partners in support and development of the renewable energy initiatives and materials.
8. Pacific Power will require the selected supplier to report progress quarterly to document results achieved against the performance metrics. In addition, the selected service provider will be

required to provide forward looking quarterly marketing plan presentations, forecasts for new enrollments, drops and net enrollments by month and present information and seek approval on new facilities being explored to supply RECs for the program. Weekly updates of community outreach activities scheduled for the following week will also be required. In addition, the selected supplier will be required to support other program related reporting – i.e. quarterly Oregon Portfolio Option Committee reporting, annual Commission reporting and may be asked to support other internal reporting needs and company sponsored events. Finally the supplier will be expected to provide quarterly reports to confirm that the total amount of Renewable Energy Certificates purchased, transferred, and currently contracted for the prior calendar quarter satisfy the total amount of MWhs purchased by Pacific Power’s customers in the Program for the previous calendar quarter. Confirm that you will comply with this requirement.

### **Company Overview/Market Differentiators**

9. Discuss your company, including headquarter location, description of services offered, nearest office to Pacific Power, local staffing presence and years of experience. Describe your non-compete policies
10. Specify what makes your company uniquely qualified for this work.
11. Provide three references from the utility industry which demonstrate experience in the voluntary renewable energy market. The company name, a contact phone number and email and brief description of your relationship with the company (products administered and/or services provided) must be provided for each reference.

### **General Knowledge/Experience**

12. Describe your previous experience working with a regulated electric utility. Identify if the utility operated under multiple jurisdictions.
13. Discuss your knowledge and experience in the voluntary renewable energy market vs. the compliance market. Your response should include: number of years of experience working in a partnership role with an electric utility; description of green product industry recognition or trade group awards; references from environmental groups and utilities, community groups and government entities; name of the program/campaign, the size of the program, number of sign-ups, and overall experience/success/lessons learned.
14. Describe your experience in marketing a utility’s voluntary renewable energy program to its end-use customers. Discuss your experience adapting to a utility company’s service area, marketing standards and customer care practices.
15. Discuss your experience creating tools; including customer focused educational, marketing and recognition materials, to communicate information to customers regarding voluntary programs – both residential and non-residential. Provide examples of the tools used to engage residential, non-residential, community and governmental groups. Explain how the tools would influence behavior and encourage immediate action. Provide specific examples related to your approach to reaching residential and non-residential customers, including samples of tactics used to educate and influence consumer behavior and retain existing base of participants.
16. Describe your understanding of the barriers associated with an individual or business participating in a voluntary renewable energy program and what steps you would take to influence and overcome objections.
17. Describe your experience establishing relationships and working with different groups to educate customers and provide positive results. Describe your experience partnering with

organizations to present ideas and/or proposals for marketing efforts with a community or business. Provide names of group(s), relationship and results.

## **Marketing - Outreach Services**

### **18. Marketing - Outreach Plan**

Pacific Power expects each Respondent to submit a detailed marketing, community outreach and customer retention plan that describes how they would provide customer education and marketing support services to Pacific Power.

Respondents should be prepared to provide samples of customer education and marketing literature used to successfully educate customers about options to support renewable energy through a voluntary green power program.

The proposed plan should include, at minimum, an opportunity/market analysis and operational marketing plan, enrollment forecasts (gross and net) and a timeline which identifies steps to be taken to launch a marketing plan to retain and expand the current Blue Sky Usage and Habitat options participant base for both residential and small non-residential customers and REC sales, processes to evaluate/measure the effectiveness of efforts and address the items listed below.

- a. Process for planning, executing, measuring the effectiveness of the marketing program, maximizing successes and making adjustments to the plan.
- b. Detailed project timeline which identifies the steps you would take to launch a marketing program by January 2, 2016. Include any basic steps required to implement and identify milestones.
- c. Expected use of various marketing tactics including but not limited to utility channels, web-based communications, direct mail, direct customer contact, print advertising, and earned media. Include reasons why you would use one channel over another and without including specific dollars, estimated percentage of use. Give specific examples of what strategies and tactics you would use to retain customers. Illustrate your experience in successfully using these tactics.
- d. Expected participation results over the contract period, including total participation and gross adds per year by customer segment and tactic. Describe how your resources would be allocated by customer segment and marketing channel, including an allocation dedicated to retention.
- e. Describe how dollars received from participating customers would be allocated between RECs, marketing and administration.
- f. Describe the marketing services and outreach program you would provide, specific to each customer segment: 1) residential; 2) small non-residential; 3) community groups; and 4) government.
- g. Plans for acquiring and applying customer market research data. Describe what market research you plan on executing and how you will evaluate your marketing effectiveness and impact on customer satisfaction. Please discuss how this information will be shared with Pacific Power.
- h. Technique used to identify geographic areas of opportunity, business prospects, community forums and events to educate customers and influence behavior.

### **Community/Customer Relations**

19. Describe your experience working in multiple communities simultaneously. Explain your knowledge of the demographic, cultural, economic and psychographic diversity of the areas served by Pacific Power in Oregon. Describe your experience with and/or understanding of Pacific Power's service area, customer base and renewable energy options.
20. Provide your proposed plan for engaging and coordinating with various customer groups, communities, third-party organizations, non-profits, community-opinion leaders and other Pacific Power partners. Discuss how you would propose to develop co-marketing opportunities with community organizations, municipals, non-profits and/or businesses. Provide examples of current partnerships or recent partnerships where you used this approach successfully. Describe your experience in providing speaking engagements to potential green power customers. Provide an example presentation. Describe your strategy for engaging the public at events and strategy for contacting and engaging community partners to help promote the program

### **Collaboration/Partnerships**

21. Discuss your anticipated use of and training for Pacific Power staff and identify resource needs and responsibilities. Describe your proposed plan for engaging and coordinating with various departments within Pacific Power, including the company's customer and communications department, external communications and PacifiCorp's Customer Contact Centers.
22. Discuss your experience working with a utility's communication group(s). Explain how you would coordinate your efforts with Pacific Power staff including your approach to seek approval from Pacific Power to initiate a campaign and/or make a recommendation to change course.

### **Customer Care**

23. Describe your approach to ensuring high customer satisfaction levels. Specifically address the background and training of your staff and the expected level of on-going customer contact. Describe your customer service policies and employee codes of conduct while representing Pacific Power
24. Describe your suggested approach to customer relations, including any training processes and expected ongoing customer contact.
25. Describe what support you would provide to train the Company's customer facing representatives, i.e. call centers, key account managers and community managers. Describe your interacting with utility customer service centers. Provide specific examples of your experience including, but not limited to how you utilize the utility's customer service center to achieve program goals and how you provide solutions that do no negatively impact the customer service center's own goals. Describe challenges you have faced with utility customer service centers and how you overcame these challenges.
26. Describe how your process for following up on a customer complaints and escalated issues. Include timeline for resolving the problem.
27. Describe how you propose to handle an inquiry from a media representative.

## Renewable Energy Certificates (RECs)

28. Pacific Power expects the Respondent to including at minimum the following information related to REC supply.
- a. Detailed description of experiences and qualifications for supplying RECs to meet Usage and Habitat options customer usage levels during the contract terms.
  - b. Describe your familiarity with WREGIS and other applicable generation information system requirements and other renewable energy credit tracking systems across the country.
  - c. Describe your process for acquisition of RECs and the sources (the Specified Resources), whether it is from market purchases and contracts or from owned or shared generation resources, including plan to source and transfer eligible RECs to Pacific Power sufficient to meet the Usage and Habitat options customer needs no later than March 31 of the subsequent calendar year.
  - d. Describe the contract chain and generation information systems used for demonstrating the integrity of RECs, REC attestations, and the REC Reporting Rights.
  - e. Describe the supply strategy to mitigate price volatility or supply volumes during the term of this agreement and secure resources from preferred WECC region resources. Note that RECs sourced from resources located in Oregon are preferred. Your supply strategy must include an option to source REC supplies from Oregon resources. Strategy can involve the use of non- WECC RECs that meet the Green-e Energy national standard and tariff requirements.
  - f. Provide a plan to evaluate and reconcile the sourcing strategy while adhering to Green-e Energy disclosure standards.
  - g. Describe the process to provide marketing intelligence on RECs to Pacific Power staff, the Commission and POC committee members.
  - h. Describe the process to secure Pacific Power's purchasing approval and payment for RECs acquired.
  - i. Demonstrate certainty of the availability of RECs sufficient to meet customer demand requirements over the contract term. Respondent must be able to deliver renewable energy certificates within the Green-e Energy required true-up period and provide documentation required for Green-e Energy certification and Commission regulatory reporting purposes.
  - j. Describe any potential time or other constraints to delivery of the RECs and any certificates, attestations, or other indicia demonstrating exclusive ownership of the RECs, such as WREGIS or other generation information system certificates.
  - k. Describe any other operational constraints of which Pacific Power should be aware.

Please note: Respondents should also consider the following requirements.

1. All RECs must meet the renewable resource standards for Renewable Usage and Habitat options as adopted by the Commission and meet SB 1149's definition of New Renewable Resource Power and Renewable Resources requirements In addition, they must meet Green-e Energy national standards.
2. All RECs must contain documented reporting rights for authenticity purposes provided by an independent third party, including generation information system.
3. Any RECs from Program-Dedicated Resources should be identified, with estimated production quantities, and documentation supporting their identification as Program-Dedicated.
4. All RECs must meet the requirements set forth in the definition of Specified Resources above.

## Pricing

Respondent will be compensated at a certain \$/MWh rate based on total program participation. The proposal must take into consideration, at minimum, the following: new MWh sales, customer acquisition costs, customer retention, new customer enrollments and overall growth of the program.

Retail pricing must cover all the costs of acquiring the renewable energy certificates along with program marketing and awareness building as well as education and administration.

Respondents shall:

1. State the price per MWh per Renewable Usage and Habitat option for the entire 36-month term of the REC supply and RMS contract. Pricing should be fixed for the delivery period or stated as “not to exceed price.”
2. Respondents are encouraged to present a broad range of supply acquisition strategies and various pricing options.
3. Proposed supply strategies should recommend approaches that will mitigate price volatility during the term of the agreement while considering potential consumer preferences related to supporting local (WECC) generation vs. a mix of WECC and nationally sourced RECs. All strategies should conform to Green-e Energy National Standards for utility green power programs.
4. Provide information regarding your creditworthiness as required by Pacific Power, including the name of the legal entity making the Proposal, 2 years of financial statements (audited if so available), the name of your primary lender, and three credit references.

**At minimum** the following pricing options should be presented.

1. WECC- Product content is sourced exclusively from the WECC region and resource is Green-e Energy certified or Green-e Energy eligible and the facility is WREGIS registered.
2. WECC & National Product content is sourced from a mix of WECC region and national Green-e Energy certified sources, in which the content distribution from each applicable regional tracking system is identified.
3. National – Outside WECC Product content is sourced exclusively from outside of the WECC region. RECs must be Green-e Energy certified or Green-e eligible and the facility must be registered with an applicable regional tracking system.
4. Pacific Northwest - Product content is sourced exclusively from the Pacific Northwest – defined as Oregon, Washington and Idaho or Oregon and Washington. RECs must be Green-e Energy certified or Green-e eligible and facility is WREGIS registered.
5. Oregon only - Product content is sourced exclusively from Oregon. RECs must be Green-e Energy certified or Green-e eligible and facility is WREGIS registered.
6. Other - Strategies that provide price hedging, including longer-term REC purchase contracts where supply is exclusively sourced from the WECC. Please describe in general terms and based on your industry experience, what you believe to be the most successful structure for a utility green power program in terms of customer satisfaction, utility risk, implementation feasibility, environmental benefit and performance metrics

All supply sourcing related to a particular generating facility will require the approval of multiple Pacific Power departments.

### **Guarantees**

1. Describe any guarantees or other forms of security for performance, such as a bond, security interest, or similar security.
2. Performance and other guarantees that are made as part of the RFP may be incorporated into the ultimate contract and used for contract compliance.

### **Financials**

To determine financial stability and commercial risk, the Respondent is required to submit 2 full years of financial statements with accompanying notes (income statement and balance sheet), audited if available otherwise internal, plus year-to-date interim statements along with the proposal. Financial statements should reflect the operational units effectively involved in delivery of the proposed services, and not just the parent company.

## **Proposal Evaluation Process**

### **Proposal Evaluation and Discussions**

A Pacific Power project team will evaluate each proposal based upon their understanding of how the proposal meets the business objective and satisfies the service requirement.

Pacific Power may award a contract on the basis of Proposals submitted, without discussions, or may negotiate further with those Respondents at its sole discretion.

Proposals should be submitted on the most favorable terms the Respondent can provide.

The authority for any agreement to contract rests with Pacific Power.

Pacific Power will perform an initial review of the Proposals to determine if all required information has been provided. Where deficiencies are not material, Pacific Power may, in its sole discretion, grant a period of five (5) working days to the Respondent to cure such deficiencies.

Proposals should support the Considerations for Designing Portfolio Options adopted by the Oregon Portfolio Options Committee, be fully compliant with the Commission's requirements, and show supply from 100% new renewable resources<sup>1</sup>.

Respondents will be qualified based on:

- Creditworthiness
- Experience in the voluntary renewable energy market and retail marketing
- Demonstrated ability to prove REC authenticity and integrity
- Demonstrated ability to deliver on the renewable energy standards for the options provided herein and adopted by the Commission, given these programs are subject to Oregon law as administered by the Oregon Public Utility Commission. Consequently, Pacific Power reserves

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<sup>1</sup> See Oregon Public Utility Commission Order No. 06-350

the right to modify any portion of this RFP or withdraw it in whole or in part, in order to comply with Commission orders, rules or statutes and Commission approved tariff filings.

The lowest cost bid will not necessarily result in a contract award, as Pacific Power will evaluate the risk and cost-to-benefit ratio of proposals relative to each other. Pacific Power’s requirements are driven by the unique customer and process needs and a solution that best fits these needs.

Once qualified, subject to the requirements of this RFP, Proposals will be evaluated based on the following factors:

<b>Retail Marketing Services – 30%</b>
<b>Evaluation factor</b>
Knowledge/years of experience in the voluntary renewable energy market
Customer education; marketing; and customer retention plan
Knowledge/understanding of service area; market area experience
Experience creating and delivering appropriate messaging
Experience developing partnerships
Customer care
<b>Renewable Energy Certificates (RECs) – 35%</b>
<b>Evaluation factor</b>
Respondent’s familiarity with the national wholesale and Pacific Power service territory retail energy market with emphasis in the voluntary market and use of Renewable Energy Certificates Tracking Systems.
RECs appeal to customers (origin, sources, age, and location of RECs)
Acquisition and delivery plan
Risks associated with the Proposal, including exposure to market prices, availability of RECs.
<b>Overall Price of Services – RECs &amp; Retail Marketing Services - 35%</b>
<b>Evaluation factor</b>
RECs and RMS services

After the Proposals have been reviewed and evaluated, selected Respondents may be asked to make presentations of their Proposals to Pacific Power personnel and field questions concerning them. After the interviews and the evaluations are completed, one or more Respondents may be requested to enter into contract negotiations.

In order to ensure proper consideration to the Proposal, Respondents should explain in detail any provisions that may not be obvious. Clearly mark portions of a Proposal that are variances of a base Proposal. It is critical that Proposals be clear and concise as to what is offered.

## **Award of Proposal**

The successful Respondent will commence the process of contracting to provide RECs and RMS to Pacific Power under the following procedure: Pacific Power will deliver a form of contract, which the parties will then negotiate. No obligations or legal relations shall exist between Pacific Power and Respondent until the definitive execution of final documentation acceptable to Pacific Power in its sole discretion. Pacific Power intends to file tariffs by September 4, 2015 for its Renewable Usage and Habitat options; this date may require a term sheet between parties on which to base tariff price. Pacific Power is required to file revised tariffs four months ahead of implementation per OAR 860-038-0220 (7). Current tariffs for these products can be found on the Pacific Power Web site.

- ✓ [http://www.pacificpower.net/content/dam/pacific\\_power/doc/About\\_Us/Rates\\_Regulation/Oregon/Approved\\_Tariffs/Rate\\_Schedules/Portfolio\\_Renewable\\_Usage\\_Supply\\_Service.pdf](http://www.pacificpower.net/content/dam/pacific_power/doc/About_Us/Rates_Regulation/Oregon/Approved_Tariffs/Rate_Schedules/Portfolio_Renewable_Usage_Supply_Service.pdf) (Usage Option)
- ✓ [http://www.pacificpower.net/content/dam/pacific\\_power/doc/About\\_Us/Rates\\_Regulation/Oregon/Approved\\_Tariffs/Rate\\_Schedules/Portfolio\\_Habitat\\_Supply\\_Service.pdf](http://www.pacificpower.net/content/dam/pacific_power/doc/About_Us/Rates_Regulation/Oregon/Approved_Tariffs/Rate_Schedules/Portfolio_Habitat_Supply_Service.pdf) (Habitat Option)

Pacific Power will work with the successful Respondent to estimate the total RECs and RMS it will need for the 36-month term of the contract, although Pacific Power will not be obligated to purchase any minimum amount of RECs and RMS from anyone.

The successful Respondent must be able to deliver documentation to support registration and transfer within a renewable energy credit tracking system for all RECs to meet Green-e Energy standards and Regulatory reporting requirements. The RECs must match actual customer demand and will not be paid for until Pacific Power receives required documentation. For examples of attestation documentation that may be required, Green-e Energy verification documentation is available on their website ([http://www.green-e.org/tracking\\_attests\\_recd.html](http://www.green-e.org/tracking_attests_recd.html)). WREGIS certified RECs will need to be accompanied by WREGIS verification.

Per Order No. 05-878 of the Commission, Pacific Power is required to file with the Commission, upon execution, any contracts with REC/RMS suppliers for portfolio options under ORS 757.603(2) (a). Pacific Power is allowed to request that the documents filed with the Commission be treated as a confidential submission under ORS 192.502(4), or other specified exemptions.

## **Response Format**

All Proposals should be in the format described herein. All requested information applicable to the Respondent's Proposal should be supplied. Additional or separate information submitted will be accepted without prejudice to the Proposal and will be considered in its applicable context, however, Respondents should avoid including extraneous information.

Proposals should include the following information in the order listed:

- Letter of Transmittal.
- Briefly state the Respondent understands the Proposal and what is being offered to Pacific Power.
- The address used in the Proposal shall be considered the legal address of the Respondent and shall be changed only by written notice to Pacific Power. The Respondent shall supply an address to which certified mail can be delivered. The delivery of any communication to the Respondent either personally, or to such address deposited in the United States Mail, registered or certified with postage prepaid, addressed to the Respondent at such address, shall constitute a legal service thereof.
- Table of Contents - Include a clear identification of the Proposal by section and by page number.
- Respondent's Qualifications - Identify the facility(s) or project(s) (the Specified Resource). Briefly describe the facility or project making sure it meets the Commission's Definition of Renewable Energy (included in Appendix "B").

Pacific Power reserves the right to require, in Pacific Power's sole opinion, adequate credit assurances which may include, but may not be limited to, a corporate parental guaranty and/or a letter of credit in a form, amount, and from a financial institution acceptable to Pacific Power.

## **Discussions and Right to Reject Proposals**

### **Pacific Power's Rights and Options**

This RFP contains only an invitation to make Proposals to Pacific Power. No Proposal is itself a binding contract unless the parties execute definitive and complete documentation providing otherwise.

PacifiCorp/Pacific Power may in its sole discretion do any one or more of the following:

1. Determine which Proposals are eligible for consideration in response to this RFP.
2. Issue additional subsequent solicitations for information, and conduct investigations with respect to the qualifications of each Respondent.
3. Disqualify Proposals contemplating Specified Resources that do not meet the Commission's definition of renewable energy products containing new resources or any other renewable portfolio standards.
4. Supplement, amend, or otherwise modify this RFP, or cancel this RFP with or without the substitution of another RFP.
5. Negotiate with Respondents to amend any Proposal.
6. Select and enter into agreements with the Respondents who, in Pacific Power's sole judgment, are most responsive to the RFP and whose Proposals best satisfy the interests of Pacific Power and its customers, and not necessarily on the basis of price alone or any other single factor.
7. Issue additional subsequent solicitations for Proposals.
8. Waive any irregularity or informality on any Proposal to the extent not prohibited by law.
9. Reject any or all Proposals in whole or in part.
10. Vary any timetable.
11. Conduct any briefing session or further RFP process on any terms and conditions.
12. Withdraw any invitation to submit a response.
13. Order all or none or part of the RECs or RMS, and in any quantity for delivery without providing reasons and without being liable for any compensation to any party except to the extent of the services ordered and satisfactorily provided pursuant to the terms of an executed agreement.

## **Basis for Rejection**

Proposals may be rejected for any reason including but not limited to:

1. Receipt of the Proposal by Pacific Power after the Response Deadline.
2. Failure to meet the requirements described in this RFP.
3. Failure to submit a complete Proposal with pertinent information necessary for evaluation.
4. Failure of the Respondent's authorized officer to sign the Proposal.
5. Inability or unwillingness of the Respondent to provide any security or surety required for performance.
6. If the Proposal is not a firm offer for at least 180 days from the Response Deadline.
7. Misrepresentation or failure to abide by:
  - a. Best Practices in Public Claims for Green Power Purchases and Sales per the Federal Trade Commission Green Guides;  
[http://www.ftc.gov/sites/default/files/documents/federal\\_register\\_notices/guides-use-environmental-marketing-claims-green-guides/greenguidesfrn.pdf](http://www.ftc.gov/sites/default/files/documents/federal_register_notices/guides-use-environmental-marketing-claims-green-guides/greenguidesfrn.pdf);
  - b. Best Practices in Public Claims for Solar Photovoltaic Systems;  
<http://www.green-e.org/docs/energy/Solar%20FAQ%20and%20Claims.pdf> and
  - c. Double Claims Policy  
[http://www.resource-solutions.org/pub\\_pdfs/Explanation%20of%20Green-e%20Energy%20Double%20Claims%20Policy.pdf](http://www.resource-solutions.org/pub_pdfs/Explanation%20of%20Green-e%20Energy%20Double%20Claims%20Policy.pdf)
8. Failure to permit disclosure of information contained in the Proposal to Pacific Power agents, contractors or Commission.
9. Any attempt to influence Pacific Power's evaluation of the Proposals outside the solicitation process.
10. Any change in regulation or regulatory requirements.
11. Failure of the Specified Resource to meet the Commission's definition of renewable energy products containing new resources or any other renewable portfolio standards.
12. Any matter impairing Respondent, Specified Resources or the generation of power or Non-Power Attributes there from or the delivery of RECs.

## **Expenses of Preparing Proposals**

Each Proposal will be prepared at the sole cost and expense of the Respondent and with the express understanding that there will be no claims whatsoever for reimbursement from Pacific Power. Pacific Power is not liable for any costs incurred by Respondents in responding to this RFP or for any damages arising out of or relating to Pacific Power's rejection of any Proposal for any reason. Respondent shall bear all costs and expenses of any response to Pacific Power in connection with its Proposal, including expenses incurred while providing additional information and Respondent's own expenses in negotiating and reviewing any documentation.

## **Disposition of Proposals and Ownership of Data**

All Proposals belong to Pacific Power and will not be returned. Pacific Power will use reasonable efforts to protect information clearly and prominently marked as proprietary and confidential on the page it appears, but Pacific Power reserves the right to release such information to agents or contractors to help evaluate the Proposal. Pacific Power shall not be liable for any damages resulting from any disclosure of such information, howsoever occurring.

## **Contract Period**

Pacific Power wants RECs and RMS sufficient to serve the electricity demands of customers who select the Renewable Usage and Habitat portfolio options for the **period January 1, 2016 through December 31, 2018**. The final contract will include performance requirements to assure compliance with contractual commitments.

## **Signatures and Declarations**

Proposals must be submitted in the legal name of the Respondent who would be bound by any agreement with Pacific Power, and must include the following declaration: "This Proposal is genuine, and not sham or collusive, nor made in the interest or on behalf of any person not herein named; the Respondent has not directly or indirectly induced or solicited any other Respondent to put in a sham bid, or any other person, firm, or corporation to refrain from submitting a Proposal; and the Respondent has not in any manner sought by collusion to secure for themselves an advantage over any other Respondent."

# Appendix A

<b>Notice of Intent to Respond</b>
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**IMPORTANT:** RETURN THIS NOTICE OF INTENT  
NO LATER THAN June 16, 2015

Please complete and send via email to [OregonSB1149RFP@pacificorp.com](mailto:OregonSB1149RFP@pacificorp.com)

This is to declare that the undersigned intends to respond to PacifiCorp/Pacific Power's:

**REQUEST FOR PROPOSAL FOR RETAIL MARKETING SERVICES & RENEWABLE CERTIFICATES (RECS) FOR OREGON RENEWABLE USAGE AND HABITAT OPTIONS**

Please provide the following:

Information Needed	
Company Name	
Contact Person Name	
Title	
Mailing Address	
Telephone	
Fax	
Email	

Authorized Signature and Date \_\_\_\_\_

Return by e-mail within 7 days of the date of this document on the cover page to:

PacifiCorp/Pacific Power  
Attn: Oregon SB1149 RFP 2015  
[OregonSB1149RFP@pacificorp.com](mailto:OregonSB1149RFP@pacificorp.com)

# Appendix B

## Oregon Communities & Residential/Small Non-Residential Customers Served (Dec. 31, 2014)

State Cd	City Name	Residential Service	Non-Residential Service	State Cd	City Name	Residential Service	Non-Residential Service	State Cd	City Name	Residential Service	Non-Residential Service
OR	ADAMS	199	78	OR	COOS BAY	11567	1611	OR	GRANTS PASS	28351	3885
OR	ALBANY	22234	2981	OR	COQUILLE	2633	414	OR	GRASSVALLEY	111	44
OR	APPLEGATE	328	67	OR	CORVALLIS	21870	2786	OR	HALSEY	515	167
OR	ARAGO	0	1	OR	COTTAGE GROVE	3237	484	OR	HAMMOND	600	99
OR	ARCH CAPE	422	24	OR	CRABTREE	68	10	OR	HARRISBURG	1452	245
OR	ARLINGTON	319	152	OR	CRATER LAKE	47	38	OR	HELIX	123	51
OR	ASHLAND	1802	435	OR	CRAWFORDSVILLE	40	8	OR	HERMISTON	219	133
OR	ASTORIA	7242	1294	OR	CRESVELL	1245	181	OR	HOOD RIVER	5745	1193
OR	ATHENA	572	122	OR	CROOK RIVER RANCH	2103	89	OR	IDLELD PARK	392	90
OR	AUMSVILLE	2326	367	OR	CULVER	1144	426	OR	IMNAHA	137	56
OR	AZALEA	367	98	OR	DAIRY	88	53	OR	INDEPENDENCE	3334	564
OR	BANDON	499	131	OR	DALLAS	7622	752	OR	JACKSONVILLE	3215	480
OR	BEATTY	156	100	OR	DAYS CREEK	356	64	OR	JEFFERSON	1981	444
OR	BEND	35770	6248	OR	DIAMOND LAKE	118	45	OR	JOSEPH	1287	482
OR	BLY	273	97	OR	DILLARD	171	28	OR	JUNCTION CITY	1674	341
OR	BOARDMAN	34	212	OR	EAGLE POINT	5819	673	OR	KENO	494	104
OR	BONANZA	997	571	OR	ECHO	282	65	OR	KINT	15	6
OR	BROADBENT	78	30	OR	ENTERPRISE	1406	455	OR	KERBY	280	57
OR	BROWNSVILLE	939	150	OR	EUGENE	28	64	OR	KLAMATH FALLS	22350	4444
OR	BUTTE FALLS	230	57	OR	FALLSCITY	413	45	OR	LAKEVIEW	1673	439
OR	CANNON BEACH	1890	365	OR	FORT KLAMATH	104	63	OR	LEBANON	8146	1090
OR	CANYONVILLE	999	217	OR	FOSTER	141	13	OR	LINCOLN CITY	6755	1104
OR	CASCADIA	72	8	OR	GATES	412	52	OR	LOSTINE	243	67
OR	CAVE JUNCTION	2891	507	OR	GAYLORD	0	1	OR	LYONS	811	118
OR	CENTRAL POINT	10507	1190	OR	GEARHART	1621	220	OR	MADRAS	3481	821
OR	CHARLESTON	35	45	OR	GLENDALE	899	201	OR	MALIN	546	433
OR	CHILOQUIN	1727	393	OR	GLENEDEN BEACH	1141	107	OR	MARION	39	23
OR	CLATSkanie	13	9	OR	GLIDE	923	156	OR	MAYWOOD PARK	303	5
OR	COBURG	392	102	OR	GOLD HILL	2243	222	OR	MCNARY	0	2
				OR	GRAND RONDE	6	10	OR	MEDFORD	35669	5469

State Cd	City Name	Residential Service	Non-Residential Service	State Cd	City Name	Residential Service	Non-Residential Service	State Cd	City Name	Residential Service	Non-Residential Service
OR	MEHAMA	50	18	OR	PROSPECT	544	93	OR	TURNER	471	89
OR	MERLIN	1082	192	OR	REDMOND	9449	1812	OR	UMATILLA	1716	257
OR	MERRILL	575	403	OR	RICKREALL	192	125	OR	UMPUQUA	27	29
OR	METOLIUS	301	75	OR	RIDDLE	994	178	OR	WALLOWA	656	153
OR	MIDLAND	97	35	OR	RIETH	12	1	OR	WARM SPRINGS	794	152
OR	MILL CITY	853	134	OR	ROGUE RIVER	3111	365	OR	WARRENTON	2960	484
OR	MILLERSBURG	645	198	OR	ROSELODGE	5	0	OR	WASCO	219	76
OR	MILTON FREEWATER	1059	759	OR	ROSEBURG	18211	3197	OR	WATERLOO	99	19
OR	MONMOUTH	106	45	OR	RUMUS	102	59	OR	WESTON	320	64
OR	MONROE	685	201	OR	SALEM	575	92	OR	WHITE CITY	3846	608
OR	MORO	191	85	OR	SCIO	1312	288	OR	WILBUR	29	23
OR	MOSIER	418	104	OR	SEASIDE	4714	829	OR	WILDERVILLE	326	42
OR	MYRTLE CREEK	4054	637	OR	SELMA	913	142	OR	WILLIAMS	939	148
OR	MYRTLE POINT	1422	270	OR	SHADY COVE	1538	198	OR	WINCHESTER	704	52
OR	NEETSU	286	7	OR	SHEDD	301	113	OR	WINSTON	2584	293
OR	NEW PINECRK	58	13	OR	SPRAGUE RIVER	303	96	OR	WOLF CREEK	381	72
OR	NORTH BEND	4286	734	OR	STANFIELD	779	153	OR	WORDEN	0	1
OR	NORWAY	15	20	OR	STAYTON	3465	541				
OR	O BRINN	300	40	OR	SUBLIMITY	1047	108				
OR	OAKLAND	580	86	OR	SUNNY VALLEY	203	32				
OR	OTIS	1805	149	OR	SUTHERLIN	3326	501				
OR	PARKDALE	21	3	OR	SWEET HOME	5236	625				
OR	PENOLETON	7601	1677	OR	TALENT	3515	320				
OR	PHILOMATH	1790	284	OR	TANGENT	612	228				
OR	PHOENIX	2165	292	OR	TERREBONNE	791	148				
OR	PILOT ROCK	807	200	OR	THE DALLES	24	3				
OR	PORTLAND	64805	8448	OR	TILLER	135	53				
OR	POWELL BUTTE	311	106	OR	TOLOVANA PARK	8	0				
OR	POWERS	369	58	OR	TRAIL	677	87				
OR	PRINEVILLE	6175	1482	OR	TROUTDALE	0	1				

# **Appendix C – Usage/Habitat Option Approved Tariffs**

## **OREGON SCHEDULE 211 PORTFOLIO RENEWABLE USAGE SUPPLY SERVICE**

### **Available**

In all territory served by the Company in the State of Oregon.

### **Applicable**

To Residential and Small Nonresidential Consumers receiving Delivery Service under Schedules 4, 5, 23 or 41, in conjunction with Supply Service Schedule 201, who have elected to take this service.

### **Monthly Billing**

The Monthly Billing shall be the Energy Charge. The Monthly Billing is in addition to all other charges contained in Consumer's applicable Delivery Service schedule, Base Supply Schedule 200 and Supply Service Schedule 201.

### **Energy Charge**

Per kWh 1.050 ¢

### **Administration**

Product provides Renewable Power. The Company is acquiring Renewable Energy Credits (RECs) through a Commission-approved bid process to support this product. Funds received from participating customers under this Schedule will be used to purchase RECs to match participating customer's monthly electricity usage and to cover program costs. Funds remaining after purchasing RECs and covering program costs will be donated to a renewable energy development and demonstration fund, which will be used to fund renewable energy projects in the state of Oregon.

### **Renewable Power**

Eligible renewable technologies that may be used to supply certified power include the following: low emissions biomass - including landfill and sewage gas, geothermal, certified low impact hydroelectric, solar, wind and fuel cells using a renewable fuel. Certified products must meet certain minimum standards for the supply of new eligible renewable energy (kWh). Renewable energy generated in response to any federal or state statutory requirement to construct or contract for the renewable energy is not eligible as new. New renewable resources are those (1) placed in operation (generating electricity) on or after July 23, 1999, therefore excluding electricity generated by that part of the Wyoming, Foote Creek Wind Project fully in service before July 23, 1999; (2) repowered on or after July 23, 1999 such that at 80% of the fair market value of the project derives from new generation equipment installed as part of the repowering, or (3) a separable improvement to or enhancement of an operating existing facility that was first placed in operation prior to July 23, 1999, such that the proposed incremental generation is contractually available for sale and metered separately than existing generation at the facility. Any enhancement of a fuel source that increases generation at an existing facility, without the construction of a new or repowered, separately metered generating unit, is not eligible to participate.

### **Special Conditions**

1. The Consumer shall not resell electric service received from the Company under provisions of this Schedule to any person, except by written permission of the Company or as otherwise expressly provided in Company tariffs and where the Consumer meters and bills any of his tenants at the Company's regular tariff rate for the type of service which such tenant may actually receive.
2. The Company may not accept enrollment for accounts that have a time-payment agreement in effect or have received two or more final disconnect notices or have been disconnected for non-payment within the last 12 months.

3. Consumers may apply for or terminate from this schedule anytime during the year. The effective date will be the next regularly scheduled meter reading following the processing of the request.
4. Any Renewable Power will be delivered to the Company within two years of when the energy was purchased by Consumers under this Tariff.
5. Consumers may make their first initial selection without paying any Portfolio Ballot Processing Fee under Schedule 300. In addition, Consumers may make one annual change thereafter without paying a Portfolio Ballot Fee. Consumers who change more frequently than once annually will be assessed a processing fee of \$5 per election.
6. Billing under this schedule shall begin for the Consumer on the

## **OREGON SCHEDULE 213 PORTFOLIO HABITAT SUPPLY SERVICE**

### **Available**

In all territory served by the Company in the State of Oregon.

### **Applicable**

To Residential and Small Nonresidential Consumers receiving Delivery Service under Schedules 4, 5, 23 or 41, in conjunction with Supply Service Schedule 201, who have elected to take this service.

### **Monthly Billing**

The Monthly Billing shall be the contribution for habitat restoration plus the charge for Renewable Usage Power. The Monthly Billing is in addition to all other charges contained in Consumer's applicable Delivery Service Schedule, Base Supply Service Schedule 200 and Supply Service Schedule 201.

### **Charge per Month**

\$2.50 per month for Habitat Restoration.

1.050 ¢ per kWh.

### **Minimum Charge**

The minimum monthly charge will be the Habitat Restoration Charge.

### **Administration**

Product provides Renewable Power. The Company is acquiring Renewable Energy Credits (RECs) through a Commission-approved bid process to support this product. Funds received from participating customers under this Schedule will be used to purchase RECs to match participating customer's monthly electricity usage and to cover program costs. Funds remaining after purchasing RECs and covering program costs will be donated to a renewable energy development and demonstration fund, which will be used to fund renewable energy projects in the state of Oregon.

### **Renewable Power**

Eligible renewable technologies that may be used to supply certified power include the following: low emissions biomass - including landfill and sewage gas, geothermal, certified low impact hydroelectric, solar, wind and fuel cells using a renewable fuel. Certified products must meet certain minimum

standards for the supply of new eligible renewable energy (kWh). Renewable energy generated in response to any federal or state statutory requirement to construct or contract for the renewable energy is not eligible as new. New renewable resources are those (1) placed in operation (generating electricity) on or after July 23, 1999, therefore excluding electricity generated by that part of the Wyoming, Foote Creek Wind Project fully in service before July 23, 1999; (2) repowered on or after July 23, 1999 such that at 80% of the fair market value of the project derives from new generation equipment installed as part of the repowering, or (3) a separable improvement to or enhancement of an operating existing facility that was first placed in operation prior to July 23, 1999, such that the proposed incremental generation is contractually available for sale and metered separately than existing generation at the facility. Any enhancement of a fuel source that increases generation at an existing facility, without the construction of a new or repowered, separately metered generating unit, is not eligible to participate

### **Habitat Restoration**

Amounts received from Consumers will be distributed to a non-profit agency selected by the Company. The agency will use the funds to promote threatened or endangered anadromous fish.

### **Special Conditions**

1. The Consumer shall not resell electric service received from the Company under provisions of this Schedule to any person, except by written permission of the Company or as otherwise expressly provided in Company tariffs and where the Consumer meters and bills any of his tenants at the Company's regular tariff rate for the type of service which such tenant may actually receive.
2. The Company may not accept enrollment for accounts that have a time-payment agreement in effect or have received two or more final disconnect notices or have been disconnected for non-payment within the last 12 months.
3. Consumers may apply for or terminate this schedule anytime during the year. The effective date will be the next regularly scheduled meter reading following the processing of the request.
4. Any Renewable Power will be delivered within two years of when the energy was purchased by Consumers under this Tariff.
5. Consumers may make their first initial selection without paying any Portfolio Ballot Processing Fee under Schedule 300. In addition, Consumers may make one annual change thereafter without paying a Portfolio Ballot Fee. Consumers who change more frequently than once annually will be assessed a processing fee of \$5 per election.
6. Billing under this schedule shall begin for the Consumer on the next regularly scheduled meter reading date following the initial meter reading.
7. Service under this schedule will be labeled, "Habitat"