

January 2, 2026

VIA ELECTRONIC FILING

Public Utility Commission of Oregon
Attn: Filing Center
201 High Street SE, Suite 100
Salem, OR 97301-3398

Re: UM 1020—Request for Proposal Related to PacifiCorp’s Blue Sky Programs

In accordance with OAR 860-038-0220(6), PacifiCorp d/b/a Pacific Power submits for approval the following Request for Proposal (RFP) for engagement and outreach services and/or the procurement and management of Renewable Energy Credits (RECs) for PacifiCorp’s Renewable Usage Supply Service in Schedule 211, Fixed Renewable Energy Supply Service in Schedule 212, Habitat Supply Service in Schedule 213, and Renewable Energy Rider Optional in Schedule 270, for the period of January 1, 2027 through December 31, 2029, with an optional annual extension of up to two years.

PacifiCorp respectfully requests that this matter be included on the agenda for one of the upcoming public meetings in January 2026. This timing would allow PacifiCorp to issue the RFPs by the target date of March 1, 2026.

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

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

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

If you have any questions about this filing, please contact Amira Thompson, State Regulatory Affairs Manager, at (503) 260-4420.

Sincerely,



Robert Meredith
Director, Regulation

Enclosures

Exhibit A
Scope of Work

Exhibit A – Scope of Work

REQUEST FOR PROPOSAL (RFP)

Customer Solutions

For Retail Marketing Services, Outreach Services & Renewable Energy
Certificates for PacifiCorp's Blue Sky Renewable Energy Program

Offered to residential and non-residential customers

Contact Information

Blue Sky Engagement /Outreach and RECs RFP

PacifiCorp

825 NE Multnomah Street, Suite 2000

Portland, Oregon 97232

Contents

- 1. Overview Page 1
 - 1.1 About PacifiCorp
 - 1.2 PacifiCorp System Service Area
 - 1.3 About Blue Sky
- 2. Program Rules and Constraints Page 5
 - 2.1 Tariffs
 - 2.2 Product and Service Requirements
 - 2.3 Renewable Energy Certificate Requirements
- 3. Request for Proposals Page 7
 - 3.1 Engagement and Outreach Services
 - 3.2 REC Supply Services
- 4. Evaluation Process Page 9
- 5. Detailed Proposal Requirements Page 9

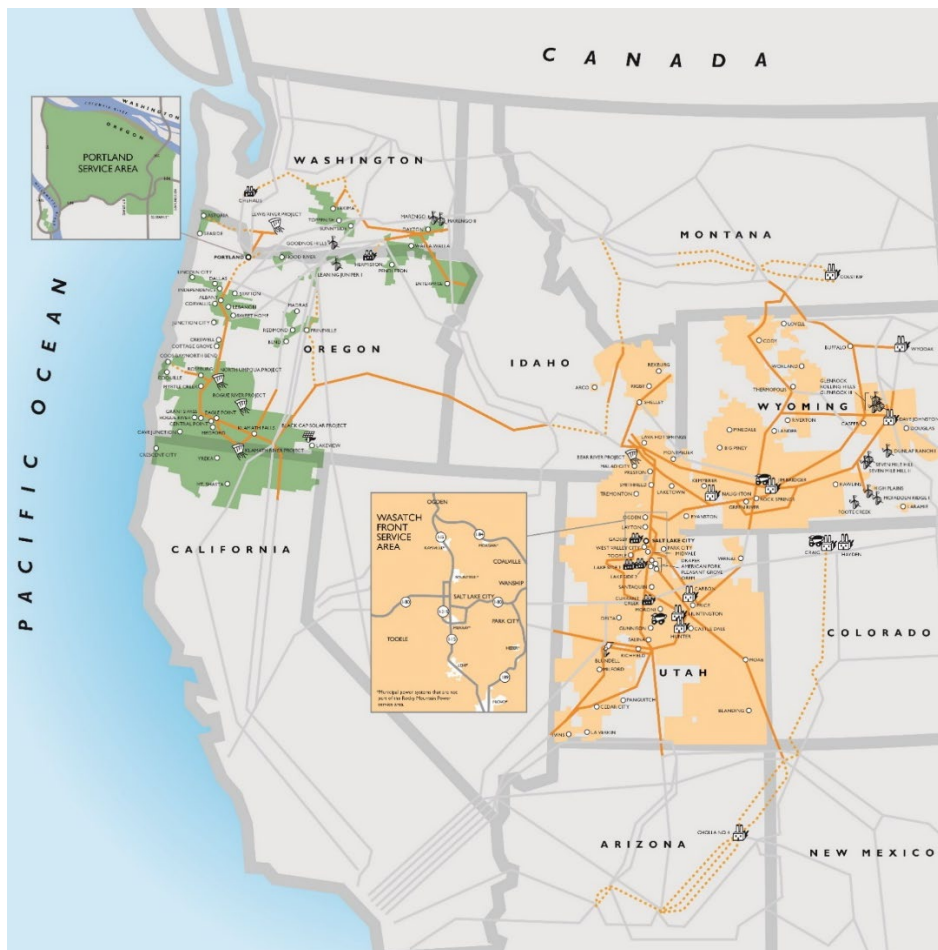
1. Overview

1.1 About PacifiCorp

PacifiCorp is one of the lowest-cost electrical providers in the United States, serving 2 million customers. The company operates as Rocky Mountain Power in Idaho, Utah, and Wyoming, and as Pacific Power in California, Oregon, and Washington. PacifiCorp provides safe and reliable service through a vast, integrated system of generation and transmission, connecting communities as the largest regulated utility owner of wind power in the West. For more information, visit www.PacifiCorp.com.

Our mission is to help customers and communities thrive by delivering a reliable, affordable, sustainable, and safe energy future. We strive to protect and enhance the environment by conserving natural resources, reducing emissions, and protecting wildlife and habitat. We shape forward-thinking policies and innovative solutions to improve the livability of customers' hometowns and neighborhoods. PacifiCorp takes pride in being an active member of the communities we serve, always working to make the places our customers call home better places to live.

1.2 PacifiCorp System Service Area



1.3 About Blue Sky

PacifiCorp’s voluntary Blue Sky renewable program gives customers the option to support renewable energy equal to all or part of their energy use through the purchase of Renewable Energy Certificates (RECs). This program enables participants to reduce their carbon footprint related to electricity usage while helping drive demand for newly developed renewable resources in the western region.

The Blue Sky program offers four participation options, available throughout the service area to specific customer segments. All options are PacifiCorp products, marketed under Blue Sky product names. The selected Bidder will supply RECs and engagement/outreach services enabling PacifiCorp to offer these options. All products are branded under Pacific Power or Rocky Mountain Power.

- Blue Sky Usage (Oregon): Residential and small non-residential customers (schedules 23 & 41) can support a blend of renewable energy resources via RECs equal to their monthly electricity use. Participation costs an additional \$0.0105 per kilowatt-hour above the normal rate.
- Blue Sky Usage and Habitat (Oregon): Similar to the Usage option, with an added opportunity to help fund native fish habitat restoration through a fixed \$2.50 monthly donation to The Freshwater Trust.
- Blue Sky Block (ID, WY, UT, OR, WA, CA): All customer classes can support renewable energy through 100 kilowatt-hour blocks sold at \$1.95 each. Customers may purchase multiple blocks, which are supplied by newly developed western region renewable resources.
- Blue Sky Bulk (ID, WY, UT, OR, WA, CA): Non-residential customers purchase a minimum of 101 blocks per year for at least one year, at a fixed price of \$0.70 per block plus an annual administrative fee of \$1,500.

Customers participating in the Block, Usage, or Usage and Habitat options are billed at Basic Service rates plus an additional charge per kilowatt-hour, shown as a separate line item. Blue Sky options are voluntary and independent of PacifiCorp’s investments in cost-effective renewable energy for its generation portfolio. Retail rates are subject to Utility Commission approval, and pricing must recover program expenses, including REC acquisition and service/administration costs.

Blue Sky Customer Participation (Reporting Year 2024)

Residential Customers

State	Unique Block Customer Count	Block Sales (kWh)	Unique Usage Customer Count	Usage Sales (kWh)
Oregon	18,412	31,463,624	70,218	549,871,553
Washington	6,759	145,882,45	-	-
California	1,990	4,100,466	-	-
Idaho	1,968	3,182,694	-	-
Wyoming	5,388	10,446,767	-	-
Utah	50,428	107,515,073	-	-

Non-Residential Customers

State	Unique Block Customer Count	Block Sales (kWh)	Unique Usage Customer Count	Usage Sales (kWh)
Oregon	792	144,284,194	965	13,097,146
Washington	208	4,431,846	-	-
California	98	2,704,709	-	-
Idaho	52	294,847	-	-
Wyoming	222	1,016,183	-	-
Utah	1,361	139,049,915	-	-

2. Program Rules and Constraints

2.1 Tariffs

Oregon:

- Schedule 211 - Blue Sky Usage
https://www.pacificpower.net/content/dam/pcorp/documents/en/pacificpower/rates-regulation/oregon/tariffs/rates/211_Portfolio_Renewable_Usage_Supply_Service.pdf
- Schedule 212 - Blue Sky Usage and Habitat
https://www.pacificpower.net/content/dam/pcorp/documents/en/pacificpower/rates-regulation/oregon/tariffs/rates/212_Portfolio_Fixed_Renewable_Energy_Supply_Service.pdf
- Schedule 213 - Blue Sky Block
https://www.pacificpower.net/content/dam/pcorp/documents/en/pacificpower/rates-regulation/oregon/tariffs/rates/213_Portfolio_Habitat_Supply_Service.pdf
- Schedule 270 - Blue Sky Block – Non-Residential Customers
https://www.pacificpower.net/content/dam/pcorp/documents/en/pacificpower/rates-regulation/oregon/tariffs/rates/270_Renewable_Energy_Rider_Optional.pdf

Washington:

- Schedule 70 - Block
https://www.pacificpower.net/content/dam/pcorp/documents/en/pacificpower/rates-regulation/washington/rates/070_Renewable_Energy_Rider_Optional.pdf
- Schedule 73 - Bulk
https://www.pacificpower.net/content/dam/pcorp/documents/en/pacificpower/rates-regulation/california/rates/RO-3_Renewable_Energy_Rider_Optional_Bulk_Purchase_Option.pdf

California

- RO-1 - Blue Sky Block
https://www.pacificpower.net/content/dam/pcorp/documents/en/pacificpower/rates-regulation/california/rates/RO-1_Renewable_Energy_Rider_Optional.pdf
- RO-3 https://www.pacificpower.net/content/dam/pcorp/documents/en/pacificpower/rates-regulation/california/rates/RO-3_Renewable_Energy_Rider_Optional_Bulk_Purchase_Option.pdf

Idaho

- Schedule 70 - Block
https://www.rockymountainpower.net/content/dam/pcorp/documents/en/rockymountainpower/rates-regulation/idaho/rates/070_Renewable_Energy_Rider_Optional.pdf
- Schedule 72 - Bulk
https://www.rockymountainpower.net/content/dam/pcorp/documents/en/rockymountainpower/rates-regulation/idaho/rates/073_Renewable_Energy_Rider_Optional_Bulk_Purchase_Option.pdf

Wyoming

- Schedule 70
https://www.rockymountainpower.net/content/dam/pcorp/documents/en/rockymountainpower/rates-regulation/wyoming/rates/070_Renewable_Energy_Rider_Optional.pdf
- Schedule 72
https://www.rockymountainpower.net/content/dam/pcorp/documents/en/rockymountainpower/rates-regulation/wyoming/rates/072_Renewable_Energy_Rider_Optional_Bulk_Purchase_Program.pdf

Utah

- Schedule 70
https://www.rockymountainpower.net/content/dam/pcorp/documents/en/rockymountainpower/rates-regulation/utah/rates/070_Renewable_Energy_Rider_Optional.pdf
- Schedule 72
https://www.rockymountainpower.net/content/dam/pcorp/documents/en/rockymountainpower/rates-regulation/utah/rates/072_Renewable_Energy_Rider_Optional_Bulk_Purchase_Option.pdf

2.2 Product & Service Requirements

Bidders should consider the following when preparing a response:

- The Commission regulates retail customer prices and product standards.
- Blue Sky products must comply with the Federal Trade Commission and National Association of Attorneys' Green Marketing Guide, as well as approved tariff requirements in PacifiCorp states.
- Voluntary renewable energy options must prioritize participants' interest in maximizing renewable energy support. Marketing costs are reviewed by State Commission Committees and may extend to marketer's costs and related programs.

- Transparency in participant fund use is required. The selected Bidder must provide annual reporting of services, administration costs, and REC costs, and may need to support executive sessions with state parties.
- Regular progress reporting and documentation against agreed performance metrics, as well as annual engagement plans, are mandatory.
- Periodic reports on participation levels and REC purchase levels will be provided by PacifiCorp.
- Community outreach activity updates must be provided at mutually agreed intervals.
- All marketing tactics and materials must be approved by PacifiCorp representatives. PacifiCorp branding and graphic standards must be followed.
- Selected Bidder may need to collaborate with other PacifiCorp partners as requested.
- PacifiCorp will provide documentation on the evaluation process to state commissions, subject to confidentiality provisions.

2.3 Renewable Energy Certificate Requirements

PacifiCorp seeks resources that meet State Commission definitions of New Renewable Resources. All RECs must comply with renewable resource standards for Renewable and Usage options as outlined in state tariffs.

Sale Year	Facility Commercial On-Line Date
2027	2013 or newer
2028	2014 or newer
2029	2015 or newer

All RECs must be registered with the Western Renewable Energy Generation Information System (WREGIS) and cannot be associated with PacifiCorp’s renewable energy portfolio or other statutory requirements. RECs must have documented reporting rights by an independent third party, including generation information system. Program-dedicated resources should be identified with estimated production quantities and supporting documentation.

RECs generated in the Western Electricity Coordinating Council region are preferred. PacifiCorp must approve REC commitments before purchase. Bidders are encouraged to present varied supply strategies and pricing options.

3. Request for Proposals

PacifiCorp solicits proposals from qualified suppliers for Blue Sky® renewable energy program support from January 1, 2027, through December 31, 2029, with an optional two-year extension. The current contract expires on December 31, 2026.

The term "Bidder" refers to any party submitting a proposal. Bidders may propose for one or both service categories. The contract may be awarded to a single or multiple suppliers, based on the combination of services best meeting program needs.

Service Categories

- Engagement and Outreach Services: Support participant engagement, customer retention, program awareness, and acquisition strategies for all Blue Sky products within PacifiCorp's service area.
- Renewable Energy Certificate (REC) Supply: Procurement, verification, and delivery of RECs for all Blue Sky options across PacifiCorp's service area.

3.1 Engagement & Outreach Services

PacifiCorp seeks Bidders to provide comprehensive Engagement and Outreach Services to support participant retention, program awareness, and new customer acquisition. Proposals must include a detailed plan outlining the approach. Additional requirements are provided in Section X.

- Marketing Channels: Leverage various marketing and outreach channels to maximize program visibility and engagement.
- Geographic and Segment Reach: Strategies for urban, suburban, and rural outreach, addressing both residential and non-residential segments.
- Performance Evaluation: Methods for assessing and reporting engagement/outreach activities for continuous improvement.
- Technology & AI: Identification of technologies, including AI tools, to enhance efficiency, targeting, and data-driven decision-making.
- Customer Engagement Approach: Tailored strategies for residential and business customers.
- Implementation Timeline: Timeline for activities leading to campaign launch on or after January 1, 2027.

Engagement activities should promote market integrity, participant trust, and financial transparency. Regulatory reviews may cover vendor service and administrative costs. Innovative technologies are encouraged, but not required.

Acquisition efforts should complement PacifiCorp's systems. The main channel for new acquisitions is PacifiCorp's call center; vendor-led outreach will provide supplemental support, with annual growth targets of 3%–10%, depending on product and customer profile.

Collaborative work with PacifiCorp staff and other vendors is required to ensure alignment of messaging and outreach.

3.2 REC Supply Services

PacifiCorp seeks Bidders to provide REC supply services for all Blue Sky® options. Proposals must describe sourcing, delivery, verification, and retirement of RECs in accordance with tariff requirements.

- Strategies for procuring RECs that meet environmental standards and program guidelines.
- Processes for verifying REC authenticity and tracking/retiring RECs.
- Approaches for maintaining REC integrity throughout procurement, transfer, and retirement.

Important: REC purchases under this RFP do not include physical power. PacifiCorp is procuring only RECs. Associated power may be sold to third parties, but cannot retain Non-Power Attributes or REC Reporting Rights. RECs provided to PacifiCorp may not be resold.

- RECs must be sourced from facilities within PacifiCorp’s service area and/or the Western Electricity Coordinating Council (WECC) region.
- Eligible resources: Wind, Solar, Geothermal, Low-impact hydro, Certified low-emission biomass (landfill/sewage gas).
- Bidders may propose resource mix modifications, if compliant with laws, tariffs, and customer value expectations.

4. Evaluation Process

Bidders may be screened for responsiveness, creditworthiness, REC verification ability, and overall value to PacifiCorp and its customers. Qualified bids may be evaluated based on cost, resource mix, engagement/outreach plans, marketing experience, and other criteria. PacifiCorp reserves the right to reject any or all proposals.

5. Detailed Proposal Requirements

By submitting a response to this RFP, Bidders confirm that they have read and will comply with the minimum requirements as described in the “Product and Services requirements” section of this RFP.

Bidders must describe their approach and deliverables for each item listed below. A written response to each question in the order presented is required.

I. Company Overview/Market Differentiators (all Bidders to complete)

2-3 pages

- State service(s) included with bid (Engagement and Outreach Services and/or REC Supply).
- Company overview, product/service offering, years in business, and number of companies served.
- Affiliation with other companies and industry associations.
- Headquarters, office locations, and local staff presence.
- Unique features, technology, or strategy differentiators.
- Non-compete policies.

II. General Knowledge/Experience (all Bidders to complete)

3-5 pages

Describe Bidder’s experience with:

- Working with utilities: please include utility name, location of utility, number of customers served by utility, description of services, duration of contractual relationship, product type (i.e. REC-based, community solar, etc), participation growth during that time. If Bidder has not worked with other utilities, please describe experience working with regulated industries and how that experience would translate well to the services requested in this RFP. Include as much applicable, like-information as what is requested of those with utility experience.
- Reporting to regulatory bodies and/or community stakeholder groups.

- Complying with Federal Trade Commission Green Guides.
- Describe non-compete policies.
- Describe conflict of interest policies and identify any potential conflicts that could result from Bidder's proposal(s) being selected.

III. References (All Bidders to complete)

1 page per reference

- Please provide at least three client one-page references whose requirements are most similar to the current needs outlined within this RFP. Each reference provided must be reachable upon request and must provide the minimum information: Company Name, Contact Name, Contact Title, Phone, Email, Products/services provided.

IV. Project Team (All Bidders to complete)

No limit, as needed

- Primary contact: name, phone, email.
- Name, title, location, experience of project team members, with key local individuals identified.

V. Engagement and Outreach Services (complete only if bidding on this service)

10-15 pages

Propose Bidder's detailed marketing plan to maintain participation or increase Blue Sky program participation by 5% annually, and awareness and visibility. The proposed plan should include for all products (Block, Bulk, Usage, Usage and Habitat), and all states at minimum:

- Process for strategy development, execution, and measuring success.
- Expected use of various tactics to engage and acquire customers in the following categories: Engagement (Retention and/or Awareness), and Outreach (Acquisition). Please list all tactics included in the plan, channels used and expected annual volume of customers to be reached by each tactic.
- Expected results over the contract period.
- Description of how budget allocation would be allocated between acquisition tactics, engagement tactics, and administration.
- Description of support or expertise Bidder can offer PacifiCorp for content development.
- Multi-language (especially Spanish) marketing and outreach services.
- Collaborating with other vendors who serve Bidder's client(s).
- Description of the use of AI technologies to support workflows and data analytics and the infrastructure to support the adoption of emerging AI technologies.
- **Optional:** Please identify and describe any recommended activities, services or enhancements that are outside the base budget or not included in standard pricing proposal. For each, provide a rationale, estimated cost and the potential value impact for the Blue Sky Program.

Engagement (Retention and Awareness)

- Describe Bidder's process for identifying event sponsorship opportunities, engaging the public at events and developing community partnerships to help promote the program.

- Describe Bidder’s approach to ensuring high customer satisfaction levels including any staff training program, quality controls, customer service policies and employee codes of conduct. Provide a detailed project timeline which identifies the milestones required to launch an outreach plan by January 1, 2027.
- Describe Bidder’s plan for engaging/coordinating with various departments within PacifiCorp, including the following:
 - PacifiCorp’s communications team to ensure brand alignment, coordinate timing of efforts and address any expected PacifiCorp staff resource requirements to execute marketing and/or outreach plans.
 - Approach or expected use of any cross-product marketing and/or outreach efforts (among PacifiCorp’s other products and services).
- Describe Bidder’s reporting capabilities and provide a statement of data requirements.
- Provide samples of digital and print marketing materials developed to acquire new participants and to retain existing ones.

Outreach (Acquisition)

Propose Bidder’s detailed outreach plan to maintain participation and/or increase Blue Sky program participation by 5% annually. In addition the minimum requirements, include the following:

- The geographic areas, tactics planned in those areas and expected annual volume of customers targeted and reached by each tactic.
- Expected gross adds per year by customer segment and outreach tactic.
- Describe how resources would be allocated by customer segment and outreach channel.
- Describe Bidder’s approach to ensuring high customer satisfaction levels including any staff training program, quality controls, customer service policies and employee codes of conduct.

VII. Renewable Energy Certificates (complete only if bidding on this service)

5-7 pages

PacifiCorp expects the Bidder to include at a minimum the following information related to REC supply:

- Bidder’s REC supply experience and qualifications.
- REC market intelligence and supply strategy recommendations to mitigate price volatility.
- Supply strategy for price volatility/supply volume mitigation during agreement term.
- Certainty of REC availability to meet demand over contract term.
- Procurement to meet/exceed customer preferences for local, additional, affordable, impactful projects.

Purchasing

- Describe Bidder’s process for analyzing current and future market conditions and the process to provide marketing intelligence on RECs to PacifiCorp staff.
- Describe the contract chain and generation information systems used for demonstrating the integrity of RECs, REC attestations and the REC Reporting Rights, including plans to source and transfer eligible RECs to PacifiCorp sufficient to meet the customer needs of the Blue Sky options no later than March 31 of the subsequent calendar year.

- Describe Bidder’s familiarity with WREGIS and other applicable generation information system requirements and other renewable energy credit tracking systems across the country.
- Describe the process to secure PacifiCorp’s purchasing approval and payment for RECs acquired.
- Describe any other operational constraints of which PacifiCorp should be aware.

REC Management

- Provide a detailed description of Bidder’s process for transferring Renewable Energy Certificates (RECs) via the Western Renewable Energy Generation Information System (WREGIS).
- Outline the full sequence of steps required to register, track, verify, and transfer RECs within WREGIS.
- Describe how REC integrity and reporting rights will be maintained throughout all stages of the transfer process.
- Identify all systems, quality controls, and verification methods used to ensure accurate and timely REC transfers.
- Confirm how all processes comply with applicable program requirements and state-specific tariff standards.

Reporting

Provide a description of Bidder’s process for preparing and submitting all REC-related reports required by PacifiCorp.

- Outline Bidder’s timelines for monthly, quarterly, and annual reporting, including how deadlines will be met and how updates will be communicated.
- Identify systems and controls used to track REC positions, transfers, retirements, and associated reporting rights.
- Describe Bidder’s ability to support annual program audits, including provision of detailed REC transaction histories, reconciliation files, additional documentation required for verification.
- Identify the process for addressing discrepancies, including investigation steps, communication protocols, and corrected reporting timelines.

VIII. Engagement and Outreach Pricing (complete only if bidding on this element/service)

- Pricing requested annually, broken down into Engagement (Retention), Engagement (Awareness), and Outreach (Acquisition).
- Complete the Pricing Workbook (Cost of Services, Staffing Resource Plan, Expense Allocation).
- Describe PacifiCorp resources needed to support Bidder’s services, not already detailed in "Expense Allocation" sheet.

IX. REC Pricing (REC Bidders to complete)

3-5 pages

Supply sourcing approval required from multiple PacifiCorp departments. Present pricing options based on renewable resource location; product content sourced exclusively from the WECC region.

- Describe pricing options: estimated price per REC, brokerage fees.

- Proposed price per REC for approximately 1,100,000 MWh, with up to 5% annual growth over contract period.
- Delivery schedule, REC resources, and geography.
- Options for fixed vs. variable market-based pricing strategies. Discuss impacts of each strategy.
- Present broad supply acquisition strategies and pricing options.
- Provide creditworthiness info: legal entity, two years of financial statements (audited if available), primary lender, three credit references.

X. Information Security (All Bidders to complete)

2-3 pages

- Secure data storage facility certified to latest service organization standards.
- Physical backup, environmental controls, 24/7 controlled access.
- Information security and disaster recovery protocols.
- Secure data storage, transfer, disposal standards.
- Malware security.
- Detection, monitoring, logging for operational support tools.
- Security incident response capability.
- Certifications for federal/international data privacy standards.

XI. Guarantees (All Bidders to complete)

2-3 pages

- Describe guarantees/security for performance (bond, security interest, etc.).
- Performance and other guarantees may be incorporated into the contract for compliance.

XII. Financials

No limit (as required)

- Submit two years of financial statements with notes (income statement and balance sheet), audited if available, plus year-to-date interim statements.
- Financial statements should reflect operational units involved in service delivery, not just parent company.