

May 17, 2023

VIA ELECTRONIC FILING

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

Re: UM 1020—Requests 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 two requests for proposal (RFPs):

1. Request for Proposal for Retail Marketing Services and Renewable Energy Certificates for Pacific Power’s Blue Sky Renewable Energy Program Offered to Residential and Small Non-Residential Customers; and,
2. Request for Proposal for Oregon Habitat Option – Environmental Mitigation Funds Administrator for Salmon Habitat Preservation and Restoration in Oregon.

The first RFP requests bids for retail marketing and outreach services and renewable energy certificates for PacifiCorp’s Renewable Usage Supply Service in Schedule 211 and Habitat Supply Service in Schedule 213 for the period of January 1, 2024, through December 31, 2027. The second RFP requests bids from nonprofit organizations to manage Habitat Funds received through PacifiCorp’s Blue Sky Habitat Supply Service in Schedule 213 for the period of January 1, 2024, through December 31, 2027.

PacifiCorp respectfully requests that this matter be included on the agenda for one of the upcoming public meetings in June. This timing would allow PacifiCorp to issue the RFPs by the target date of July 1, 2023.

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

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Please direct any informal inquiries to Cathie Allen, Regulatory Affairs Manager, at (503) 813-5934.

Sincerely,

A handwritten signature in black ink, appearing to read 'Matthew McVee', with a stylized flourish at the end.

Matthew McVee
Vice President, Regulatory Policy and Operations

Enclosures



Exhibit A – Scope of Work REQUEST FOR PROPOSAL (RFP)

Customer Solutions

For

Retail Marketing Services, Outreach Services &
Renewable Energy Certificates for Pacific Power's Blue
Sky renewable energy program (1149) offered to
residential and small non-residential customers

CONTACT:

Blue Sky Marketing and RECs RFP

Pacific Power

825 NE Multnomah Street, Suite 2000

Portland, Oregon 97232

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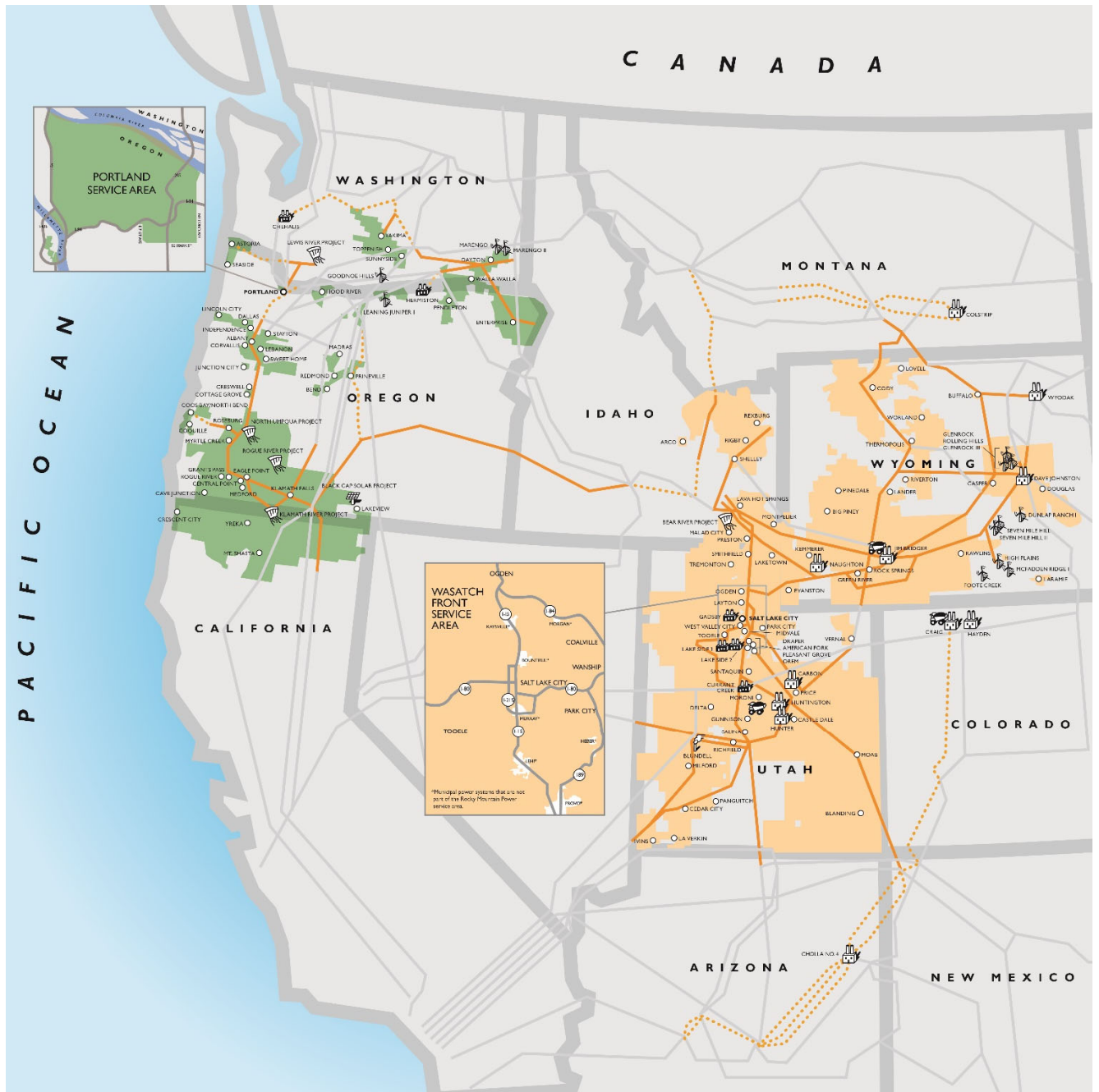
Overview

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 that connects communities as the largest regulated utility owner of wind power in the West. For more information, visit www.pacificorp.com.

We are dedicated to helping customers and communities thrive by delivering an energy future that is reliable, affordable, sustainable and safe. To do this, we work 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. We take pride in being an active member in the communities we serve, always striving to make the place our customers call home a better place to live.

PacifiCorp System Service Area



Oregon Service Area

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

Oregon represents the largest portion of the Pacific Power service area with 510,849 residential customers and 72,627 small non-residential customers in 163 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 uses, on average, 929 kilowatt-hours per month and a typical small non-residential customer uses, on average, 1,150 kilowatt-hours per month.

Primary Oregon Communities/Counties:



About Blue Sky

Pacific Power's voluntary Blue Sky renewable program provides customers with an option to support renewable energy equal to all or part of their energy use through the purchase of Renewable Energy Certificates (RECs). The program enables participants to reduce their carbon footprint tied to their home or business electricity usage while helping drive demand for newly developed renewable resources in the western region.

Pacific Power has offered the Blue Sky 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 Blue Sky program has three participation options available throughout parts of the service area to specific customer segments described below. All options are products of Pacific Power and are marketed under the Blue Sky product names. The selected Bidder 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 under Pacific Power.

- **Blue Sky Usage** (Oregon) – this option allows residential and small non-residential (schedule 23 & 41) customers to support a blend of renewable energy resources, via RECs, equal to their monthly electricity use. Currently, the additional cost for customers to participate is 1.05 cents (\$0.0105) per kilowatt-hour above the normal rate.
- **Blue Sky Habitat** (Oregon) – this product works like the Usage option, but also provides an opportunity for customers to help fund 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** (Oregon, Washington, and California) – this option allows all customer classes to support renewable energy through fixed increments called “blocks.” Blocks are sold in 100 kilowatt-hour increments for \$1.95 each. Customers can purchase as many blocks as they'd like, and the blocks are supplied by newly developed western region wind and solar energy resources. Participation in the Block option can also help fund the construction of community-based renewable energy projects in the customer's state within Pacific Power's service territory. Community Project funds are a result of any remaining customer program dollars after REC procurement and program marketing, outreach and administration costs. More information about these funds is available at pacificpower.net/blueskyprojects.

Customers who participate in the Usage or Habitat options are billed at Basic Service rates plus an additional charge per kilowatt-hour, which is applied to their monthly bill as a separate line item.

The Blue Sky renewable energy options are voluntary and independent of the investments that Pacific Power is already making to add cost-effective renewable energy to its generation portfolio.

Retail rates for Blue Sky products are subject to change; however, pricing cannot be changed without approval from the Oregon Public Utility Commission. The price charged to participating retail customers is expected to recover program expenses, including the cost of acquiring RECs and the costs of marketing, education and administration.

Oregon Tariffs

- 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 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
 (a) 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
 (a) https://www.pacificpower.net/content/dam/pcorp/documents/en/pacificpower/rates-regulation/oregon/tariffs/rates/270_Renewable_Energy_Rider_Optional.pdf

Pacific Power’s Blue Sky program is subject to Oregon law, as administered by the Oregon Public Utility Commission pursuant to Oregon Revised Statute 757.603 and Oregon Administrative Rule 860-038-0220. The Commission and a stakeholder committee called the Portfolio Options Committee review, and may audit, program costs and outputs, including marketing and administration costs. Prospective Bidders are advised that such review may extend to the Bidder’s costs and programs related to the contract awarded as a result of this RFP.

Additional Blue Sky program information can be found at <http://www.pacificpower.net/bluesky>.

As of the end of 2022, 79,526 Pacific Power customers in Oregon were enrolled in a Blue Sky option.

In 2022 alone, Pacific Power’s Blue Sky participants supported 583,694 megawatt-hours of renewable energy.

Customer participation by option is provided below (through year-end 2023).

State	Residential				Small Non-Residential			
	Customers Served	Blue Sky Block	Blue Sky Usage	Blue Sky Habitat	Customers Served	Blue Sky Block	Blue Sky Usage	Blue Sky Habitat
Oregon	510,849	15,349	52,670	6,090	72,627	792	977	181

Renewable Energy Sales (in kilowatt-hours) – Calendar Year 2022						
State	Residential (Standard Block)	Non-Residential (Standard Block)	Non-Residential (Bulk Option)	Residential Usage and Habitat	Non-Residential Usage and Habitat	Total
Oregon	32,189,093	6,667,700	124,959,109	569,188,167	17,130,538	750,134,607

Request for Proposals

Pacific Power seeks proposals from qualified suppliers interested in providing any of the following services for Pacific Power’s Blue Sky Usage and Habitat options for the January 3, 2024, through December 31, 2027, timeframe.

These services are currently under contract with a third party. The current contract expires December 31, 2023.

The term "Bidder" shall mean any person or company receiving this RFP or submitting a proposal in response to this RFP.

Bidders may respond to any combination of these services.

- Marketing services for the Usage and Habitat Blue Sky options offered in the Pacific Power Oregon service area, and/or
- Outreach services for the Usage and Habitat Blue Sky options offered in the Pacific Power Oregon service area, and/or
- The REC supply to support the Usage and Habitat Blue Sky options offered in the Pacific Power Oregon service area.

Marketing and Outreach Services

Bidders are expected to provide a detailed marketing and/or outreach plan that describes how they would provide retail marketing and/or outreach services to accomplish Pacific Power’s goals to grow program participation and retain existing customers. Bidders should:

- Demonstrate how they would leverage various marketing channels for maximum impact and visibility.

- Include expansive plans to expand the program’s reach into urban, suburban and rural communities across Pacific Power’s service territory.
- Include regular evaluation/reporting of the marketing activities to streamline implementation.
- Explain how residential and business customer segments will be engaged.
- Provide expertise in support of the Customer Care Center, including marketing and outreach services.
- Include a detailed project timeline that identifies the steps the Bidder will take to launch a marketing campaign by January 3, 2024.

PacifiCorp’s priority is to ensure market integrity by offering a high-quality product that generates interest in supporting the greatest level of renewable energy while maintaining the program’s financial transparency. Marketing and administrative expenses will be held to best practice standards. The company expects clear transparency related to how participant funds are spent, understanding that marketing and consumer education have an important role to play in the voluntary green power market. Prospective Bidders are advised that review of program costs by oversight bodies may extend to the marketing and administrative costs related to the contract awarded as a result of this RFP.

In recent years, 80% of new enrollments have come from person-to-person channels, including inbound calls through Pacific Power’s Customer Care Center and a suite of outreach tactics that has included door-to-door and storefront engagement and event tabling . While the person-to-person approach has largely been successful, it has some limitations. Outbound calling has provided an opportunity to target additional customers who might not be reachable via interpersonal engagement. Pacific Power is open to exploring opportunities to unlock new and efficient growth and awareness potential across digital and paper media as a way of reaching all customers effectively and efficiently. Pacific Power expects to continue using outreach as a central strategy to reach customers and, in recognition of the unique skillset required in a vendor to successfully deliver that service, has structured this RFP to accept bids for one or both of Marketing and/or Outreach Services.

Pricing will be requested separately to ensure bids can be clearly evaluated. Marketing Services should include the overarching growth strategy for all non-outreach acquisition and retention tactics.

Outreach Services should include the strategy and execution for all outreach channels, which may include any combination of door-to-door, event tabling, storefront tabling and/or outbound calling.

Any Bidders selected for Marketing and/or Outreach Services will be expected to work in close partnership with Pacific Power staff and each other, if applicable, to support an overall team approach to delivering the highest-quality experience to customers and program results.

The Company may have other marketing/community outreach partners promoting its renewable energy initiatives in other geographic regions and/or with similar or complimentary agendas. If requested, the selected supplier will be required to work in collaboration with other Company partners.

The program has benefitted from a variety of acquisition and retention tactics conducted and/or supported by an existing Marketing and Outreach partner. The following is a snapshot of such channels and tactics but is not prescriptive. Bidders are expected to define what is included in their Marketing and/or Outreach plans.

- Outreach services
 - Tabling at storefronts and community events
 - Door-to-door
 - Outbound calls
- Print and digital acquisition tactics
 - Direct mail
 - Email
 - Bill inserts
- Digital marketing
 - Digital strategy
 - Digital advertising
 - Social media content creation
 - Microsite development and hosting
- Green Power Community Challenges (U.S. Environmental Protection Agency) and promotions
- Miscellaneous consulting and support services
 - Product and/or marketing innovations
 - Reporting to and working with oversight groups such as public utility commission staff
 - Green-e® Energy marketing compliance and annual Marketing Compliance Review
 - Data analysis for promotion planning, evaluation and customer churn
- Utility-led acquisition channels
 - Customer Care Center
 - New Customer welcome packets
 - Utility website
- Customer Care Center support
 - Training

- Incentives development and management for Pacific Power Customer Care Center representatives
- Retention tactics:
 - Forecast - biannual participant newsletter
 - Social media messaging
 - An Annual thank you letter/report

REC Supply

REC Supply Bidders are required to provide a supply procurement plan. The selected Bidder 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 Bidder will be responsible for verifying and tracking RECs used to support the programs. At minimum, Bidders should include recommendations on supply and REC environmental integrity strategies to be employed during the contract term.

NOTE: Sales of RECs are not sales of physical power. Pacific Power is buying only the RECs from the Specified Resources. Bidder 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.

- Geography:
 - Pacific Power's service area
 - State of Oregon
 - Pacific Northwest (Oregon, Washington, Idaho)
 - Western Electricity Coordinating Council
- Renewable Resource:
 - Wind
 - Solar
 - Geothermal
 - Low-Impact Hydro
 - Biomass

Bidders can propose changes to the existing product resource mix by considering the eligible resources outlined in the tariff and Green-e® Energy certification requirements and price. Such proposed changes should demonstrate increased value to customers and follow the applicable State laws & rules, Commission-approved tariffs, and Green-e® Energy standards that govern these offerings.

Pacific Power intends to award a three (3) year contract for retail marketing and outreach services and REC supply (Usage and Habitat options only). The initial contract term is targeted to commence January 1, 2024 and run through December 31, 2027.

Minimum Acceptance Criteria (May submit for Outreach Services, Marketing Services, or REC Supply, or any combination of at least two)

- **Outreach Services**

- Knowledge of local market and Pacific Power service area
- Experience with environmental claims (i.e. FTC Green Guides, Green-e® Energy)
- Experience marketing environmental products (i.e. carbon offsets, RECs, etc)
- Previous work experience with regulated industries (i.e. utilities, financial, etc)
- Ability to assign multilingual staff, especially Spanish-speaking, to conduct outreach
- Experience with adhering to door-to-door solicitation laws and the Telephone Consumer Protection Act (if outbound calling)
- Experience designing and conducting quality assurance audits and addressing/reducing customer complaints

- **Marketing**

- Experience with multi-language marketing, especially Spanish
- Experience with environmental claims (i.e. Federal Trade Commission (FTC) Green Guides, Green-e® Energy)
- Experience marketing environmental products (i.e. carbon offsets, RECs, etc)
- Previous work experience with regulated industries (i.e. utilities, financial, etc)
- Experience creating and launching marketing plans
- Experience with the use of various marketing channels, including but not limited to digital and paper channels

- **REC Supply**

- Previous experience supplying RECs to meet Green-e® Energy certified program to meet voluntary Green Power Programs
- Previous experience working with CRS for Green-e® Energy certification, specifically with Annual Verification Audit (preferred)
- Extensive experience sourcing, purchasing, and providing market intelligence on RECs to utility staff, with particular focus on RECs sourced from the Pacific Northwest region
- Use and understanding of the Western Renewable Energy Generation Information System for REC transfers and retirement

Evaluation Process

Bidders 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 Bidders will be evaluated based on the overall cost, resource mix, Marketing & Outreach plan, demonstrated marketing experience and other evaluation criteria identified herein and value to customers. Bidders 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.

Product & Service Requirements

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

- Each option is regulated by the Commission and driven by approved tariff requirements and Green-e® Energy standards. The Commission regulates the prices charged to retail customers and sets the standards associated with the product.
- The Oregon residential and small business options are overseen by the Portfolio Options Committee pursuant to Oregon Administrative Rule 860-038-0220. The selected Bidder may be required to support and participate in regularly scheduled committee meetings, if these are reinstated.
- Blue Sky products are Green-e® Energy certified and therefore must comply with the customer disclosure, communication standards and/or environmental claims established for Green-e® Energy-certified green power products, the Federal Trade Commission and National Association of Attorneys' Green Marketing Guide, and tariff requirements approved by the Oregon Public Utility Commission.
- 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 Portfolio Options Committee members. Prospective Bidders 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 Bidder must provide, on an annual basis, the marketing, administration costs and REC costs (split) and must support executive sessions with the Portfolio Options Committee members which are not open to the public. The purpose of an executive session is to review confidential material and program costs.
- Pacific Power will require, at minimum, that the selected Bidder will report progress and document results achieved against mutually agreed upon performance metrics. In addition, the selected Bidder will be required to provide forward-looking (planning) reports and present an annual marketing plan based on lessons learned.
- The selected Bidder 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 Bidder to advise the selected Bidder of participation levels, i.e. participating customers and REC purchase levels.
- Regular updates of community outreach activities scheduled will also be required at a mutually agreed upon interval. In addition, the selected supplier will be required to support other program-related reporting.
- The Blue Sky 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 marketing and outreach services.
- Pacific Power communication, branding and graphic standards must be followed. The Pacific Power logo and all other applicable company branding must be used as defined by Pacific Power. Pacific Power's communications team should help review all items before they are shared externally.
- The selected Bidder will be required to provide customer care center support 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 reasonably requested, the selected Bidder will be expected to work in collaboration with other Pacific Power partners.
- As required by the Oregon Public Utility Commission, Pacific Power will make available to the Commission after a contract is awarded documentation on the evaluation process used 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 Oregon Public Utility Commission's definition of New Renewable Resources, conform to eligible renewable resource tariff requirements and comply with Green-e® Energy standards as described at www.green-e.org.

All renewable energy supported through the Usage and Habitat options must be "new" as defined in ORS 757.600 (21) and Green-e® Energy product standards as described at www.green-e.org.

Sale Year	Facility Commercial On-Line Date
2024	2010 or newer
2025	2011 or newer
2026	2012 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 Western Electricity Coordinating Council region. Customers generally prefer wind and solar projects to biomass and certified low impact hydro projects. Pacific Power must approve REC commitments prior to purchase. Bidders are encouraged to present a broad range of supply strategies and pricing options.

Green-e® Energy Certified Program

Pacific Power’s Blue Sky renewable energy 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.

- For information on the Green-e® Energy National Standard and Green-e® Energy code of conduct, please visit www.green-e.org.

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)

1. State the service(s) included with bid (i.e. Marketing Services, Outreach Services and/or REC Supply).
2. Provide Bidder’s company overview, product/service offering, and number of years Bidder has been in business, and number of companies utilizing Bidder’s services.
3. Describe Bidder’s affiliation with other companies and listing of industry associations.

4. Provide Bidder's Headquarters location, other office locations, and local staff presence.
5. Describe any unique features, technology, strategy, etc., that sets Bidder apart from other firms.
6. Describe Bidder's approach to corporate responsibility, including efforts to promote diversity, equity and inclusion.
7. Describe Bidder's non-compete policies.

II. General Knowledge/Experience

1. Describe Bidder's experience with
 - a. 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.
 - b. Reporting to regulatory bodies and/or community stakeholder groups.
 - c. (Marketing and/or Outreach Services Bidders) Complying with Federal Trade Commission Green Guides and Green-e[®] Energy requirements, including supporting the successful completion of Green-e[®] Energy Marketing Compliance Reviews.
 - d. (Marketing and/or Outreach Services Bidders) Multi-language (especially Spanish) marketing and / or outreach services.
 - e. (Marketing and/or Outreach Services Bidders) Collaborating with other vendors who serve Bidder's client(s).
 - f. Describe non-compete policies.
 - g. 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. Please provide at least three client 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 following minimum information: (1) Company Name, (2) Contact Name, (3) Contact Title, (4) Contact Phone Number and (5) Contact Email. Products administered and/or services offered must be provided for each reference.

IV. Project Team (All Bidders to complete)

1. Key contact information – the name, phone number and email address of the individual who will serve as a primary point of contact at Bidder’s company for the purposes of this RFP.
2. Name, title, location and experience of each project member, with key local individuals identified.

V. Marketing - Outreach Services (complete only if bidding on this element/service)

1. Marketing - Outreach Plan

- a. Propose Bidder’s detailed marketing plan to increase Blue Sky program participation and awareness and visibility. The proposed plan should include, at minimum:
 - i. Process for strategy development, execution, and measuring success.
 - ii. Expected use of various marketing acquisition, awareness and retention tactics. Please list all tactics included in the plan, channels used and expected annual volume of customers to be reached by each tactic.
 - iii. Expected participation results over the contract period, including total participation and gross adds per year by customer segment and tactic.
 - iv. Description of how marketing revenue would be allocated between acquisition tactics, retention tactics and administration.
 - v. Description of support or expertise Bidder can offer a utility for their social media presence. Currently, Pacific Power’s Blue Sky program has a dedicated Facebook page and Pacific Power has Twitter, Instagram, Facebook, LinkedIn and YouTube accounts.
2. Describe Bidder’s plan for engaging/coordinating with various departments within Pacific Power, including the following:
 - a. Pacific Power’s communications team to ensure brand alignment, coordinate timing of efforts and address any expected Pacific Power staff resource requirements to execute marketing and/or outreach plans.
 - b. Approach or expected use of any cross-product marketing and/or outreach efforts (among Pacific Power’s other products and services).
 - c. Expected use and training of appropriate Pacific Power’s personnel, specifically Pacific Power’s Customer Care Centers, and a description of Bidder’s relevant experience working with call centers.

3. Describe Bidder's reporting capabilities and provide a statement of data requirements.
4. Describe how Bidder will apply diversity, equity and inclusion best practices to their marketing plan.
5. Provide samples of digital and print marketing materials developed to acquire new participants and to retain existing ones.
6. Provide a detailed project timeline which identifies the milestones required to launch a marketing plan by January 3, 2024.

VI. Outreach Services (complete only if bidding on this element/service)

1. Propose Bidder's detailed outreach plan to increase Blue Sky program participation and awareness. The proposed plan should include, at a minimum:
 - a. The geographic areas, tactics planned in those areas and expected annual volume of customers targeted and reached by each tactic.
 - b. Expected gross adds per year by customer segment and outreach tactic.
 - c. Describe how resources would be allocated by customer segment and outreach channel.
 - d. If applicable, describe Bidder's process for identifying event/tabling opportunities, engaging the public at events and developing community partnerships to help promote the program.
2. 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.
3. Describe Bidder's process for following-up on customer complaints and escalated issues, including timeline for resolution. Describe how Bidder would provide to the Company's Regional Business Managers who may act as both key account and community managers.
4. Describe Bidder's experience with and/or understanding of Pacific Power's service area, customer demographics and renewable energy options. Describe Bidder's process for validation of enrollments and fraud prevention.
5. Describe Bidder's reporting capabilities and provide statement of data requirements.
6. Describe how Bidder will apply diversity, equity and inclusion best practices to their outreach plan.
7. Provide a detailed project timeline which identifies the milestones required to launch an outreach plan by January 2, 2024.

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

PLEASE NOTE that Bidders 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.
5. Pacific Power expects the Bidder to include at a minimum the following information related to REC supply:
 - a. Provide a detailed description of Bidder's experiences and qualifications for supplying RECs to meet Usage and Habitat options' customer usage levels during the contract terms. Include Bidder's experience in procuring RECs that comply with Green-e® Energy National Standard and supporting the successful completion of annual Green-e® Energy Verification Audits.
 - b. Describe Bidder's process to provide REC market intelligence and subsequent recommendations for supply strategies to mitigate price volatility.
 - c. Describe Bidder's supply strategy to:
 - i. Mitigate price volatility or supply volumes during the term of this agreement .
 - ii. Demonstrate certainty of the availability of RECs sufficient to meet customer demand requirements over the contract term.
 - iii. Procure RECs to meet or exceed the preferences of Pacific Power customers for local, additional, affordable, and impactful renewable energy projects.

- d. Describe Bidder's process for analyzing current and future market conditions and the process to provide marketing intelligence on RECs to Pacific Power staff, the Oregon Public Utility Commission and Portfolio Options Committee members.
- e. 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 Pacific Power sufficient to meet the customer needs of the Usage and Habitat options no later than March 31 of the subsequent calendar year.
- f. Describe Bidder's familiarity with WREGIS and other applicable generation information system requirements and other renewable energy credit tracking systems across the country.
- g. Provide a plan to evaluate and reconcile the sourcing strategy while adhering to Green-e® Energy disclosure standards.
- h. Describe the process to secure Pacific Power's purchasing approval and payment for RECs acquired.
- i. Describe any other operational constraints of which Pacific Power should be aware.

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

1. Pricing is requested, at minimum, in a price per megawatt-hour sold format. The price per megawatt-hour should be based off the entire program's megawatt-hour sales and not just those tied directly to enrollments brought in by acquisition tactics during the contract term. Pacific Power's expectation is that the selected Bidder(s) would be aligned to balance investments in retention tactics with acquisition tactics to support a holistic approach to program management and be responsible stewards of customer funds. Please see historic megawatt-hour sales information in the Program Background section of the RFP for data needed to complete this analysis. Assume payments would be administered monthly.
2. Bidder must complete the Pricing Workbook and include as a separate attachment. Bidder must complete each sheet in the Pricing Workbook, including Cost of Services, Staffing Resource Plan and Expense Allocation.
3. Pacific Power intends to establish performance guarantees with the winning Bidder(s) tied to customers reached annually. Please describe how many customers Bidder could commit to reaching annually. Please include any alternative or additional performance guarantees Bidder would recommend.

4. Please describe any Pacific Power resources that would be needed to support Bidder's Marketing and/or Outreach Services that are not already detailed in the "Expense Allocation" sheet of Bidder's Pricing Workbook.
5. If applicable, describe alternative pricing proposal or proposed format of payments associated, including any payment schedule based on specific milestones or deliverables and criteria for completion. Note: Pacific Power will not agree to Contract Execution Milestones (where Pacific Power would be required to remit payment for simply signing a contract).

IX. REC Pricing (REC Bidders to complete)

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

At minimum the following pricing options should be presented based on location of renewable resources

- Western Electricity Coordinating Council – Product content is sourced exclusively from the WECC region and resource is Green-e® Energy certified or Green-e® eligible and the facility is WREGIS-registered.
 - Pacific Northwest – Product content is sourced exclusively from the Pacific Northwest, which is defined as Oregon, Washington and Idaho. RECs must be Green-e® Energy certified or Green-e® eligible and facility is WREGIS-registered.
1. Describe Bidder's pricing options, including estimated price per REC, and any brokerage fees. Please include:
 - a. Proposed price per REC for approximately 550,000 megawatt-hours, including an approximate 11% average yearly growth estimate for the contract period.
 - b. Delivery schedule, REC resource(s) and geography.
 - c. Options for both a fixed pricing strategy for the length of the contract and a variable market-based pricing strategy.
 - d. Fixed pricing strategies should include at least two options, one that focuses on the lowest-cost approach (while still remaining 100% compliant with Western Electricity Coordinating Council standards) and another that focuses on the highest Pacific Northwest and Oregon-specific content while still extending a price premium that would be accessible for current and potential Blue Sky participants.

2. Describe how supply strategies may be impacted by a fixed pricing strategy for the length of the contract vs a variable market-based pricing strategy.
3. Bidders shall:
 - a. State the price per megawatt-hour per Renewable Usage and Habitat option for the entire 36-month term of the REC supply and marketing and outreach services contract. Pricing should be fixed for the delivery period or stated as “not to exceed price.”
 - b. Bidders are encouraged to present a broad range of supply acquisition strategies and various pricing options.
 - c. Provide information regarding Bidder’s creditworthiness as required by Pacific Power, including the name of the legal entity making the Proposal, two years of financial statements (audited if so available), the name of Bidder’s primary lender and three credit references.

X. Information Security (All Bidders to complete)

1. Please describe how Bidder’s information is secured through the following methods:
 - a. Secure data storage facility that is certified according to the latest service organization reporting standards.
 - b. Processes/capabilities to ensure appropriate physical back-up, environmental controls and 24/7 controlled access.
 - c. Information security and disaster recovery protocols.
 - d. Secure data storage, transfer and disposal standards.
 - e. Malware security.
 - f. Detection, monitoring and logging for bidder’s operational support tools.
 - g. Security incident response capability.
 - h. Certifications achieved to comply with federal or international data privacy standards course.
2. Describe Bidder’s experience interacting with utility customer care centers. Provide specific examples of Bidder’s experience including, but not limited to, how Bidder will utilize the utility’s customer care center to achieve program goals without negatively

impacting the customer care center's service goals. Describe challenges Bidder has faced with utility customer care centers and how those challenges were managed.

XI. Guarantees (All Bidders to complete)

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.

XII. Financials

1. To determine financial stability and commercial risk, the Bidder is required to submit two full years of financial statements with accompanying notes (income statement and balance sheet), audited if available, 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.

Pacific Power - Request for Proposals
Oregon Habitat Option - Environmental Mitigation Funds Administrator
For Salmon Habitat Preservation & Restoration in Oregon

CONTACT: **Oregon SB1149 Habitat Funds RFP**
Pacific Power
825 NE Multnomah Street, Suite 1500
Portland, Oregon 97232
bluesky@pacificorp.com

2023 marks the twenty-first year for Pacific Power's ("PacifiCorp" or "the Company") Blue Sky Habitat option ("Habitat Option"), which offers our Oregon residential and small non-residential customers the option to support renewable energy through their monthly electrical bill and helps restore and preserve native fish habitat in Oregon through a \$2.50 monthly donation. Funds collected from customers through the monthly \$2.50 donation, referred to as Habitat Funds, are directed towards restoring native fish habitat throughout Oregon.

Habitat Funds collected from participating customers are passed through to a nonprofit Funds Administrator ("Habitat Provider") for use to preserve and restore habitats that are principally in Pacific Power's Oregon service territory. The Habitat Provider is expected to coordinate the use of Pacific Power Habitat Funds and to obtain matching grant funds to maximize the habitat restoration projects throughout the communities Pacific Power serves in Oregon. The following provides Habitat Option program background information and sets forth the minimum requirements and selection criteria by which the Company will evaluate proposals received in response to this request for proposals.

Eligible Applicant

Pacific Power is seeking proposals from nonprofit organizations to manage Habitat Funds received through the Company's Blue Sky Habitat option. Eligible entities must be not-for-profit entities and may include, but are not limited to, the following: tribes, local governments, nonprofit organizations, educational institutions, and other non-government community groups and organizations. Applicants must demonstrate their ability to meet the minimum requirements of this request for proposals as detailed below.

Purpose

Pacific Power invites eligible organizations described in the Eligible Applicant Section to provide Pacific Power with proposals that describe their qualifications to serve as the Blue Sky Habitat Provider. The successful bidder will manage Habitat Funds provided by Oregon customers participating in the Habitat Option to restore and preserve native fish habitat in Oregon and educate the community on the benefits of healthy rivers and streams.

These Habitat preservation and restoration activities are broad and can include, but are not limited to: watershed assessments and analysis, acquisition of conservation easements from private parties to protect anadromous fish species habitat, riparian planting, stream bank stabilization, barrier removal, removing vegetation, monitoring activities, and public outreach and education efforts. Habitat Funds cannot be used for political advocacy, donations to political campaigns or political action committees, litigation, or acquisition of water rights.

Oregon Public Utility Commission ("OPUC") Order 01-337, dated April 26 2001, requires Pacific Power to offer a habitat option under the following terms and conditions:

The environmental mitigation option must be directed to promote restoration of native species adversely affected by the production and transmission of electricity.

OPUC Order 03-208, dated April 9, 2003, supplements this direction with the following:

Environmental mitigation funds from the program option will be dedicated to salmon habitat restoration.

Additional information on Pacific Power's Habitat Option can be found in Pacific Power's Oregon Schedule 213, which can be found on the Pacific Power web site at:

[213 Portfolio Habitat Supply Service.pdf \(pacificpower.net\)](#)

For further information about Pacific Power's renewable portfolio options refer to the information provided in the Appendix.

As of December 31, 2022, 6,402 of Pacific Power's Oregon customers were enrolled in the Habitat option, contributing approximately \$200,000 to the Habitat Fund in calendar year 2022. Pacific Power is seeking services for the period of January 1, 2024, through December 31, 2027. Proposals should describe how the Habitat Provider proposes to spend Habitat Funds.

Pacific Power is interested in proposals that will:

- 1) Encourage the development of projects in Pacific Power's Oregon service area,
- 2) Engage communities and diverse partners in the efforts of habitat restoration, and
- 3) Coordinate efforts of various organizations and Pacific Power.

The selected Habitat Provider is required to provide:

- 1) A process for the review and approval by Pacific Power for the distribution of funds to eligible projects identified by the Habitat Provider.
- 2) Accounting reports at least annually that:
 - a. Provide a full accounting of all funds received,
 - b. Detail the disposition of all funds disbursed.

In order to protect the Habitat Fund provided by Pacific Power's customers, the winning bidder is expected to establish a mechanism that specifies the accounting procedures that will be used by the Habitat Provider to manage the Habitat Option funds.

- 3) Detailed project reports with full project descriptions and project updates at least annually that can be shared with participating customers and/or regulators.

Proposals should include a description of how the applicant plans to meet each of the requirements listed above.

Minimum Requirements

All bidders are expected to meet the following minimum requirements:

1. Meets OPUC Order Terms. The Habitat Provider must meet the terms of all applicable orders of the Oregon Public Utility Commission. Please refer to OPUC Order 01-337¹ which established Pacific Power's Habitat Option program. Also refer to OPUC Order 03-208², dated April 9, 2003, which requires that Pacific Power continue to offer a Habitat Option "dedicated to salmon habitat restoration."
2. Species and Habitat Restoration Activities. OPUC Order 01-337 requires that the Habitat Funds be "directed toward threatened or endangered anadromous fish" that are "native species adversely affected by the production and transmission of electricity." Anadromous means fish that hatch in fresh water, migrate to the ocean to grow and mature, and migrate back to fresh water to spawn. According to the Pacific States Marine Fisheries Commission (http://www.psmfc.org/habitat/edu_anad_table.html), anadromous fish include Chinook Salmon, Coho Salmon, Chum Salmon, Pink Salmon, Coastal Cutthroat Trout, Sockeye Salmon, Steelhead, American Shad, Eulachon (Smelt), Green Sturgeon, White Sturgeon and Pacific Lamprey. Habitat restoration activities are broadly defined and can include, but are not limited to the following: watershed assessments and analysis, acquisition of conservation easements from private parties to protect anadromous species habitat, monitoring activities, and public outreach and education efforts including watershed restoration and school groups. However, preference will be given to proposals that include "on-the-ground" physical restoration of habitat for threatened or endangered species within the Pacific Power service territory.
3. Customer Education and Outreach Support. The bidder should demonstrate the ability to provide or adequately support Pacific Power's education and outreach campaigns to increase awareness and understanding of the Blue Sky Habitat Option as well as assist in efforts to communicate to participating customers about the projects they are funding.
4. Demonstrate Pacific Power Community Involvement. Projects and actions should benefit the communities in which Pacific Power operates through both habitat restoration and education. Preference will be given to proposals that include projects located in Pacific Power's Oregon service territory.
5. Not-for-Profit Status. All funds collected for habitat mitigation from customers participating in the Blue Sky Habitat Option must go directly to a not-for-profit organization.

¹ <http://www.puc.state.or.us/orders/2001ords/01-337.pdf>

² <http://apps.puc.state.or.us/orders/2003ords/03-208.pdf>

6. Reporting. The bidder must demonstrate that it has a process in place to report to Pacific Power at least twice per year on projects and outreach and education efforts, and once per year on financial receipts and expenditures on mitigation projects, outreach, education and administration. The bidder must also meet reporting requirements set by Pacific Power's regulators.³ The Habitat Provider must demonstrate that Habitat Funds collected from customers were appropriately used to support the goals and objectives of the Usage and Habitat program.
7. Customer Confidentiality. Information about PacifiCorp's customers acquired through the course of this program must remain confidential. The bidder must adhere to PacifiCorp's strict confidentiality standards. The successful bidder will be required to sign a non-disclosure agreement between the bidder and PacifiCorp.
8. Roles and Responsibilities. The proposal should identify the bidder's personnel, along with their roles and responsibilities, who will be working with Pacific Power should they be awarded the contract. Proposals should demonstrate a level of staffing dedicated to specific projects in order to ensure adequate support for the products and public education efforts.

BIDDER APPLICATION DETAILS REQUIRED

The bidder must provide the following information to Pacific Power:

- Name of organization
- Business address
- Phone number
- Email address
- Contact person and title
- Mission of organization
- Date of organization founding
- Staff and organizational structure

³ Entities which participate in reviewing Pacific Power's Habitat Option include the Oregon Public Utilities Commission and the Oregon Portfolio Options Committee ("POC"). The POC is comprised of representatives from Oregon Department of Energy, the Oregon Public Utility Commission, local governments, public/regional interest groups, electric companies, residential consumers, and non-residential consumers. The POC is established in Oregon Administrative Rules as an advisory group to the Oregon Public Utility Commission. By rule, they group's chief responsibility is to submit Recommendations annually to the Commission regarding a set of product and pricing options for small commercial and residential customer of the utility, which includes the Habitat option.

- Current year organizational budget
- Sources of funding
- Federal tax identification number
- Organization type (e.g., corporation, association, 501c3 IRS status)
- Financial statement (*Provide information regarding your creditworthiness - including the legal name of the legal entity making the Proposal, 2 years of financial statements (audited if available), the name of your primary lender, and three credit references.*)
- Letters of reference
- Signature of organization's authorized officer

SELECTION – EVALUATION CRITERIA

Proposals will be evaluated based on the bidder's ability to meet the minimum level requirements, the bidder's responses to the evaluation criteria listed below, and completeness of the bidder's proposal. Once a bidder meets the above requirements, its proposal will be evaluated based on the following criteria. Proposals will be ranked by a selection committee on a scale from zero (0) to one hundred (100).

1. Project planning status and schedule: Clearly describe the potential habitat restoration projects along with the benefits and potential impacts. Based on projected funding, indicate the timeline for implementing and completing the projects. **(Weighting 15%)**
2. Selection Process Considerations: Describe your selection process for projects upon which Habitat Funds are proposed to be spent. The selection process should consider the following factors: connection to Pacific Power's Oregon service territory, technical credibility, meaningful habitat benefits, and level of external stakeholder involvement as well as your approach for providing Pacific Power input in the project selection process. **(Weighting 20%)**
3. Known Projects: Include other participants, if any, and a typical timeline for project selection and implementation. Please provide a description of the projects of which your organization is currently aware that could be completed with levels of Habitat Funding. Habitat Funding for the 2019 – 2021 periods is expected to be approximately \$500,000. The project descriptions should include detailed information on the project, including timelines for implementation and completion of the project. **(Weighting 5%)**
4. Funding Leverage: Identify the availability of matching funds to your organization, or how you would acquire matching funds, to help support for proposed projects. **(Weighting 20%)**

5. Accounting and Control Procedures: Describe the accounting procedures and controls your organization will use to ensure that Habitat Funds are accounted for correctly and are expended appropriately. Also describe the process your organization will follow to provide accurate reporting on how Habitat Funds have been disbursed (i.e. % spent on project selection, contracting, implementation, communications, and administration). **(Weighting 10%)**
6. Marketing and Communications: Describe the process your organization will use to communicate to Pacific Power's Oregon customers regarding habitat restoration projects, both in progress and completed. Clearly demonstrate to Habitat Option customers how their habitat funding contributions are being used. Identify marketing and communications activities that will be undertaken to enhance the brand awareness and customer acceptance of the Habitat Option amongst Pacific Power's customers. If applicable, identify current membership levels your organization holds within the communities in Pacific Power's territory and explain how this may impact your organization's ability to successfully perform as Pacific Power's Habitat Provider. Identify joint Pacific Power and Habitat Provider marketing activities or opportunities that may be undertaken to increase awareness of the program. Provide examples of marketing and communications material your organization would use to educate the public about habitat restoration projects – for example, sample marketing materials, press releases, community presentations, etc. **(Weighting 5%)**
7. Experience: Describe your organization's experience in working with environmental habitat/restoration projects and in marketing and communicating to the public regarding environmental issues. Please provide information on the following: years of experience your organization has in environmental restoration issues, projects your organization has directed or been involved with, staff experience, and relationships your organization has with other relevant organizations. Include documented information that demonstrates a track record of successful funds management and project delivery and illustrates community and environmental benefits realized as a result of your organization's projects. **(Weighting 15%)**
8. Partnership: Describe your organization's process for generating support from the community for environmental projects. Provide documented examples of community support for projects your organization has directed or been involved with, demonstrate how community support was obtained, and describe the diversity of partnerships engaged by your organization to achieve successful project outcomes. **(Weighting 5%)**
9. Permitting and Monitoring: Describe the anticipated permitting process and the planned methods to monitor permit compliance through completion. **(Weighting 5%)**

FUNDS AVAILABLE TO WINNING BIDDER

Project funds will become available to the winning bidder upon execution of a final contract acceptable to both parties between the winning bidder and Pacific Power.

PROPOSAL REVIEW PROCESS

Each proposal will be prepared at the sole cost and expense of the bidder 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 bidders 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. Bidder shall bear all costs and expenses of any response to Pacific Power in connection with its proposal, including providing additional information and bidder's expenses incurred during negotiations and proposal review process.

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, however 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.

Proposals must be submitted in the legal name of the bidder who would be bound by any agreement with Pacific Power.

This RFP contains only an invitation to make proposals to Pacific Power. No proposal represents a binding contract. Pacific Power may at its sole and absolute discretion do any one or more of the following:

1. Determine which proposals are eligible for consideration as proposals in response to this RFP.
2. Issue additional subsequent solicitations for information and conduct investigations with respect to the qualifications of each bidder.
3. Disqualify proposals for any reason.
4. Supplement, amend, or otherwise modify this RFP, or cancel this RFP with or without the substitution of another RFP.
5. Negotiate with bidders to amend any proposal.
6. Select and enter into agreements with the bidders 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, not necessarily on the basis of any single factor alone.
7. Issue additional subsequent solicitations for Proposals.
8. Reject any or all Proposals in whole or in part.
9. Vary any timetable.
10. Conduct any briefing session or further RFP process on any terms and conditions.
11. Withdraw any invitation to submit a response.

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

1. Receipt 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 bidder's authorized officer to sign the proposal.
5. Failure to submit a Notice of Intent to Proposed form, included in Appendix B.
6. Inability or unwillingness of the bidder to provide the required surety or bond for performance, if any.
7. If the proposal is not a firm offer for at least 90 days from the response deadline.
8. Misrepresentation.
9. Failure to permit disclosure of information contained in the proposal to Pacific Power agents, contractors or regulators.
10. Any attempt to influence Pacific Power's evaluation of the proposals outside the solicitation process.
11. Any change in regulation or regulatory requirements.
12. Any matter impairing the bidder.
13. Any collusive bidding or other anticompetitive conduct.
14. Any failure to disclose the real parties in interest in any proposal submitted.

Pacific Power will determine at its sole discretion the qualifications of the bidders to perform the services proposed. Pacific Power shall have no obligation to enter into any agreement with any bidder to this RFP and Pacific Power may terminate or modify this RFP at any time without liability or obligation to any bidder. In addition, this RFP shall not be construed as preventing Pacific Power from entering into any agreement that Pacific Power deems prudent, in Pacific Power's sole opinion, at any time before, during, or after this RFP process is complete. Finally, Pacific Power reserves the right to negotiate only with those entities who propose transactions that Pacific Power believes at its sole discretion to have a reasonable likelihood of being executed.

Proposals will be reviewed by a team comprised of staff from various disciplines within Pacific Power. The evaluation team may contact bidders during the evaluation process if additional information is required. Failure to provide responsive information in a timely manner may lead to that bidder's proposal being disqualified.

Summary report of bid results - to the extent required by law or regulatory order, Pacific Power will compile a summary report of the bidding outcome. **Please note that this summary report will be made available to the public and filed for informational purposes with applicable regulators as required.**

Appendix A

Background Information on Pacific Power's Usage and Habitat Program

Oregon's electricity restructuring law went into effect March 1, 2002, providing customers the opportunity to support the development of renewable resources. Specifically, the restructuring law allowed residential (Rate Schedule 4) and small non-residential (Rate Schedules 23 and 41 – defined as less than 30kW of demand) customers to add a renewable resource option to their basic service.

Pacific Power's Habitat option provides residential and small non-residential customers the choice to support renewable energy equal to their electric monthly usage while supporting the restoration and preservation of habitats for native fish, including salmon, in Oregon. Customers who participate in the Habitat option are billed at the Basic Service rates plus an additional per kilowatt-hour charge (\$0.0105) equal to their monthly electricity usage, which supports renewable resources and a \$2.50 per month contribution, which supports habitat preservation and restoration. Prices cannot be changed without Oregon Public Utility Commission approval.

Pacific Power serves 510,000 residential customers and 72,000 small non-residential customers in Oregon.

Appendix B

Notice of Intent to Propose

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

REQUEST FOR PROPOSAL FOR OREGON HABITAT MITIGATION FUND ADMINISTRATOR

Please include:

Company _____

Mailing Address _____

Phone /Email _____

Contact Person _____

Authorized Signature and Date _____

Please submit within 7 days from the RFP issue date stated on the cover page to:

Attn: Oregon SB1149 Habitat Fund Administrator - RFP 2018
Email address: – bluesky@pacificpower.com