

May 9, 2012

***VIA ELECTRONIC FILING
AND OVERNIGHT DELIVERY***

Public Utility Commission of Oregon
550 Capitol Street NE, Suite 215
Salem, OR 97301-2551

Attention: Filing Center

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

Pursuant to OAR 860-038-0220(6), PacifiCorp d.b.a. Pacific Power (the "Company") hereby submits for approval an original and one copy of its Request for Proposal ("RFP") for Retail Marketing Services and Renewable Energy Certificates for Two Oregon Voluntary Renewable Energy Options, Renewable Usage and Habitat. The RFP is requesting bids for retail marketing services and renewable energy certificates for the Company's Renewable Usage Supply Service in Schedule 211 and the Habitat Supply Service in Schedule 213 for the period of January 1, 2013 to December 31, 2015.

The draft RFP was discussed at the Portfolio Options Committee ("POC") meeting on May 8, 2012, at which the POC supported approval of the RFP. One edit was proposed by Commission Staff, which has been incorporated into the final draft RFP in this filing. The Company respectfully requests that this matter be included on the agenda for the May 22, 2012 public meeting.

It is respectfully requested that all formal 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, Suite 2000
Portland, OR 97232

Informal inquires may be directed to Bryce Dalley, Regulatory Affairs Director, at 503-813-6389.

Sincerely,



William R. Griffith
Vice President, Regulation

Enclosure

PacifiCorp
REQUEST FOR PROPOSAL (RFP)

For Retail Marketing Services & Renewable Energy Certificates For
Two Oregon Voluntary Renewable Energy Options
Renewable Usage & Habitat

Issue Date: May 23, 2012

Due Date: June 25, 2012

CONTACT
Oregon SBI 149 RFP
Voluntary Renewable Energy Options
PacifiCorp
1900 SW 4th Avenue – Plaza
Portland, Oregon 97201
OregonSBI149RFP@pacificorp.com

Table of Contents

- About PacifiCorp 3**
 - Oregon Service Area 3
- Request for Proposals 4**
- General Submittal Procedures 5**
 - Notice of Intent to Respond
 - Clarifications
 - Proposal Submittal Process
 - Definitions
 - Timeline
 - Evaluation Process
- Background 8**
- Product & Service Requirements 10**
- Renewable Energy Certificate Requirements 11**
- Detailed Proposal Requirements/Content of Response 13**
 - Minimum Requirement Confirmations
 - Company Overview/Market Differentiators
 - General Knowledge/Experience
 - Marketing/Outreach Services
 - Customer Care
 - Renewable Energy Certificates
 - Pricing
 - Guarantees
 - Financials
- Proposal Evaluation Process 19**
- Award of Proposal 20**
- Response Format 21**
- Discussions and Right to Reject Proposals 21**
- Expenses of Preparing Proposals 23**
- Disposition of Proposals and Ownership of Data 23**
- Contract Period 23**
- Signatures & Declarations 23**

List of Appendices

- Appendix A - Notice of Intent to Respond
- Appendix B - Oregon Communities & Residential/Small Non-Residential Customers Served
- Appendix C – Usage & Habitat Oregon Public Utility Commission Approved Tariffs

About PacifiCorp

PacifiCorp (company) is one of the West's leading electric utilities, serving approximately 1.7 million customers in six western states. PacifiCorp consists of three business units, aggregating up to PacifiCorp: PacifiCorp Energy, containing the electric generation, commercial and energy trading functions, and the coal-mining operations of the company, is headquartered in Salt Lake City, Utah; Pacific Power, which delivers electricity to customers in Oregon, Washington and California, is headquartered in Portland, Oregon; and Rocky Mountain Power, which delivers electricity to customers in Utah, Wyoming and Idaho, is headquartered in Salt Lake City, Utah. Wind, hydro, geothermal and other non-carbon emitting resources currently make up about 20 percent of the generating capability of all PacifiCorp-owned resources. As of the end of 2011, PacifiCorp had more than 1,000 megawatts of owned wind generation capacity and long-term purchase agreements for more than 700 megawatts from wind projects owned by others. PacifiCorp is also adding solar to its power supply mix. A 2-megawatt solar project in southern Oregon will be completed by year-end 2012. Separately, the company's voluntary renewable energy program provides a simple and convenient way for our customers to support additional renewable development.

Service area



Oregon Service Area

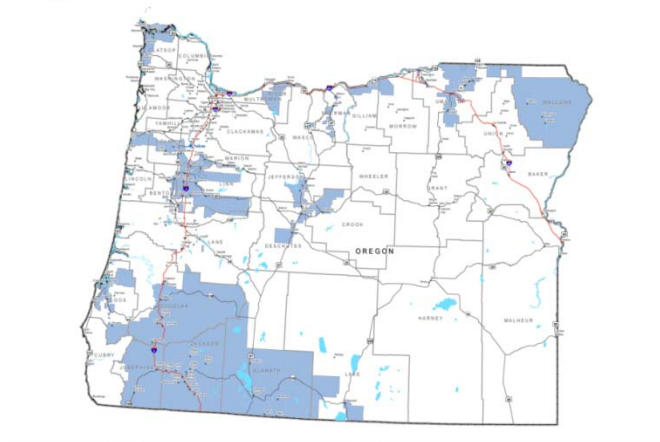
Pacific Power serves approximately 559,000 retail customers in Oregon within Central Oregon, the Columbia Gorge, Klamath Basin, Mid-Willamette Valley, Multnomah County, Northeastern Oregon, Northern Coast, Southern Coast and Southern Oregon. Pacific Power serves customers in 166 towns. The largest number of customers served is in Medford and Portland. See Appendix C for a list of communities and number of residential and small non-residential customers served.

Pacific Power serves 471,000 residential customers, 76,000 small non-residential customers and 12,000 large non-residential customers in Oregon

A typical Oregon residential household served by Pacific Power on average used 985 kilowatt-hours per month and small non-residential customers used on average 1,330 kilowatt-hours per month in 2011 according to year-end reports.

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

Primary Oregon Communities/Counties



Request for Proposals (RFP)

PacifiCorp has prepared this RFP to solicit Proposals from qualified suppliers interested in providing an integrated package of services that includes renewable energy education, marketing, community outreach and customer acquisition/retention programs, also known as retail marketing services (RMS), and the sourcing of renewable energy certificates (RECs), also known as tradable renewable energy credits or green tags, to support two of the company's voluntary renewable energy options - Portfolio Renewable Usage Supply Service ("Usage option") offered through PacifiCorp Oregon Tariff Schedule 211 and Portfolio Habitat Supply Service ("Habitat option") offered through PacifiCorp Oregon Tariff Schedule 213.

As a result of this RFP, it is currently PacifiCorp's intent to establish a contract with an experienced green power community outreach/marketing and REC supplier firm presenting the strongest proposal, most thorough marketing plan and best value to PacifiCorp and its customers. PacifiCorp's Usage and Habitat option programs are subject to Oregon law, as administered by the Oregon Public Utility Commission (Commission); refer to Oregon Revised Statute (ORS) 757.603 and Oregon Administrative Rule (OAR) 860-038-0220. Consequently, PacifiCorp reserves the right to modify any portion of this RFP, or withdraw it in whole or in part, in order to comply with Oregon law and orders of the Oregon Public Utility Commission.

The primary goal of the services requested is to educate customers, increase participation in the Usage and Habitat programs and to increase overall support of renewable energy through these programs while also retaining customer participation.

These services are currently under contract with a third-party. The current contract expires December 31, 2012.

Respondents can propose changes to the existing product resource mix and price. Such proposed changes should only be to increase the benefits to customers and follow the Oregon Administrative Rules, Commission approved tariffs and Green-e Energy standards that govern these offerings. PacifiCorp recognizes that the market for renewable resources is dynamic and that new opportunities can arise.

This RFP will be released electronically only. Responses should be submitted electronically via e-mail. PacifiCorp intends to award a three (3) year contract for retail marketing and outreach services and RECs. The initial contract term shall commence January 1, 2013 and run through December 31, 2015.

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

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

Respondents are expected to provide a detailed marketing plan that describes how they would provide retail marketing services to accomplish PacifiCorp's goals to grow program participation and retain existing customers. Information regarding expected use of various marketing channels including, but not limited to, bill inserts, direct mail, web-based and other communication technologies, print advertising and other media for reaching out to urban, suburban and rural communities across Pacific Power's Oregon service territory should be included. In addition, plans for evaluating/measuring the success of the marketing program, and how market data will be acquired to enhance the program should be provided. The marketing plan should demonstrate how residential and business customers will be engaged. The chosen Respondent will be expected to provide customer service center support, consumer education, marketing and community outreach services as well as program reporting.

Respondents are also expected to provide a supply procurement plan. The selected Respondent will be expected to purchase and retire renewable energy certificates 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 winning Respondent will be responsible for verifying and tracking renewable energy certificates used to support the programs.

General Submittal Procedures

Notice of Intent to Respond

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

Clarifications

Respondents desiring any clarification or explanation regarding this RFP may e-mail: OregonSB1149RFP@pacificcorp.com.

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

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

Proposal Submittal Process

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

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

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

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

Definitions

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

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

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

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

"**Non-Power Attributes**" are all of the environmental, power source, and emission characteristics, credits, allowances, claims, reductions, offsets and benefits of a Specified Resource or the generation of power there from and include without limitation any avoided emissions of substances to air, soil or water, including without limitation nitrogen oxides (NOx), carbon monoxide (CO), mercury (Hg), carbon dioxide (CO₂), methane (CH₄), other greenhouse gases (GHGs) designated as such by the United Nations Intergovernmental Panel on Climate Change, and any other pollutant that is now or may in the future be regulated or tradable anywhere, whether or not any such legislation, regulation or trading program is ever enacted, implemented or promulgated. Notwithstanding the foregoing, Non-Power Attributes do not include adverse wildlife impacts or anything that PacifiCorp, in its sole judgment, deems to expose it

to the threat of liability. Non-Power Attributes are expressed in MWh, and are not a calculation of the quantity of avoided emissions.

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

"Proposal" means a response to this RFP by a Respondent.

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

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

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

Timeline

PacifiCorp must receive all Proposals on or before 5:00 p.m. PDT – Monday, June 25, 2012

Tentative Schedule of Events

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

- RFP release May 23, 2012
- Notice of Intent to Propose due May 31, 2012 , 5PM PDT
- Questions from Respondents due June 6, 2012 5PM PDT
- PacifiCorp Answer Respondent Questions June 13, 2012 , 5PM PDT
- Proposals due June 25, 2012 5PM PDT
- Bid Evaluation – June 26-July 13
- Final Supplier Selection – July 17
- Term sheet executed with chosen supplier by August 3, 2012
- Revised tariffs filed with Commission - September 3, 2012
- Contract agreement executed – October 31, 2012
- Launch Marketing Plan January 1, 2013

Evaluation Process

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

Background

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

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

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

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

Pacific Power's voluntary renewable energy program offers Oregon residential and small non-residential customers three green power options – Block, Usage, and Habitat. Medium and large non-residential customers have the opportunity to support renewable energy through the Block option. With all these options customers support newly developed renewable resources and renewable energy development in the western region. These voluntary green pricing options provide customers an opportunity to support the delivery of newly developed renewable energy to the regional power pool now and help build a larger market for renewable energy.

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

The Blue Sky program allows customers to make their own personal commitment to renewable energy over and above what is included in their basic service.

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

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

Blue Sky Usage – this option allows customers to support a blend of renewable energy resources through the purchase of renewable energy certificates equal to their monthly electricity use. The

additional cost is 1.2 cents per kwh above the normal rate. This equates to \$12 more than the Basic Service rate per month for a typical customer using 1,000 kwh per month.

Blue Sky Habitat - this option works like the Usage option (above), but also provides an option to help fund on-the-ground native fish habitat restoration and preservation projects through a fixed \$2.50 monthly donation directed to The Freshwater Trust, a nonprofit organization that restores rivers and streams throughout Oregon. The average additional monthly cost for this option is \$14.50.

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

Retail rates for the Usage and Habitat products are subject to change. Pricing cannot be changed without approval of the Oregon Public Utility Commission. The retail price charged to participating retail customers is expected to recover program expenses, including the cost of acquiring the renewable energy certificates along with program fixed charges for marketing, education and administration.

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

- ✓ http://www.pacificpower.net/content/dam/pacific_power/doc/About_Us/Rates_Regulation/Oregon/Approved_Tariffs/Rate_Schedules/Portfolio_Renewable_Usage_Supply_Service.pdf (Usage Option)
- ✓ http://www.pacificpower.net/content/dam/pacific_power/doc/About_Us/Rates_Regulation/Oregon/Approved_Tariffs/Rate_Schedules/Portfolio_Habitat_Supply_Service.pdf (Habitat Option)

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

The following table provides an **Oregon** customer participation breakdown as of December 31, 2011 and calendar year 2011 annual sales.

| Option | Participating Residential Customers | Participating Small Non-Residential Customers | Participating Large Non-Residential Customers (non- portfolio) | Residential Customer Annual Sales (MWhs) | Small Non-Residential Customer Sales (MWhs) | Large Non-Residential Customers Sales (MWh) |
|---------|-------------------------------------|---|--|--|---|---|
| Usage | 24,117 | 641 | na | 216,263.05 | 9,034.60 | na |
| Habitat | 4,289 | 181 | na | 42,727.40 | 2,623.52 | na |
| Block * | 9,619 | 346 | 253 | 21,574.77 | 2,630.50 | 110,833.50 |

To put a value on a customer’s participation in the program, the company provides information on the equivalent environmental benefits of the customer’s renewable energy investment, including

characterizing carbon emissions benefits in terms equivalent to miles not driven and trees planted. The methodology relies on non-base load emissions data from the Western Energy Coordinating Council (WECC) region and on data and calculations provided by the U.S. Environmental Protection Agency. While the company's Blue Sky program, like many other utility-sponsored customer voluntary programs, does not seek to create or sell carbon credits (also known as carbon offsets), it does advertise an estimate of an equivalent carbon emissions benefit related to a customer's Blue Sky purchase.

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

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

Product & Service Requirements

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

- Each option is regulated by the Oregon Public Utility 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 Usage and Habitat options are overseen by the Oregon Portfolio Options Committee (POC) pursuant to Oregon Administrative Rule (OAR) 860-038-0220. The POC is composed of representatives of utility Commission staff, Oregon Department of Energy, investor-owned electric companies in Oregon, residential and small nonresidential customers, local governments and public or regional interest groups. The supplier chosen will be required to support and participate in regularly scheduled committee meetings.
- Voluntary renewable energy options offered need to place a priority on participants' interest in supporting the greatest level of renewable energy. Marketing and administrative expenses are held to best practice standards. The company expects clear transparency related to how participant funds are spent, understanding that marketing and consumer education – carefully monitored and understood – have an important role to play in the voluntary green power market. At minimum, the supplier will be required to provide on annual basis the marketing, administration costs and REC cost (split).
- Pacific Power will require at minimum the selected supplier to report progress to document results achieved against mutually agreed to performance metrics. In addition, the selected supplier will be required to provide forward looking (planning) reports and present an annual marketing plan based on lessons learned.
- The supplier 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 supplier in order to advise the supplier of participation levels, i.e. participating customers and REC purchase levels.
- Weekly updates of community outreach activities scheduled will also be required. In addition, the selected supplier will be required to support other program related reporting.
- The Blue Sky Usage and Habitat options will be exclusively Pacific Power branded. As the products and customers are PacifiCorp's, and consumer opinion about communications content and design will reflect on PacifiCorp, approval of marketing tactics and materials by designated PacifiCorp

representatives is mandatory. Since Pacific Power offers three renewable resource options to its Oregon customers, each of these options must be presented when performing RMS.

- PacifiCorp communication and graphic standards must be followed. The Pacific Power logo and all other applicable company branding must be used as defined by PacifiCorp.
- The supplier chosen will be required to provide customer service center support in order to facilitate customer enrollment and respond to customer inquiries. It will be necessary to train Pacific Power staff to address basic questions about the program. The company operates two customer service centers located in Salt Lake City, Utah and Portland, Oregon, both of which support Pacific Power customers.
- Pacific Power may have other marketing partners promoting its voluntary renewable energy program in other geographic regions. If requested, the selected supplier will be required to work in collaboration with other PacifiCorp partners.
- As required by the Commission, PacifiCorp will make available to the Commission after a contract is awarded documentation on the evaluation process utilized to determine the winning bid and to support the selection. This information will be subject to appropriate confidentiality provisions.

Renewable Energy Certificate Requirements

PacifiCorp is looking for resources that meet the Commission’s definition for New Renewable Resource Power, conform to eligible renewable resource tariff requirements, and comply with Green-e Energy standards as described at www.green-e.org

All renewable energy supported through the Usage and Habitat options must be “new” as defined ORS 757.600 (21) and Green-e Energy product standards as described at www.green-e.org. At this time “new” generation as defined by Oregon’s Electric Industry Restructuring Law is a generating facility that first started operation after July 23, 1999. This definition is reflected in Pacific Power tariff Schedules 211 and 213, through which the Usage and Habitat programs are administered. A copy of these schedules is provided in Appendix D. The term “new” is defined to include any eligible renewable facility beginning operation or repowered on or after July 23, 1999 such that 80% of the fair market value of the project derives from new generation equipment installed as part of the repowering on or after that date.

All RECs purchased by PacifiCorp on behalf of program participants must conform not only to Oregon Public Utility Commission approved regulatory requirements, but also to Green-e Energy national standards. 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.

Green-e Energy Certified

PacifiCorp’s Blue Sky program is 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 customer education efforts and program marketing materials abide by Green-e Energy Code of Conduct and Customers Disclosure Requirements.

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

| Year of sale | New Date |
|--------------|----------|
| 2013 | 1999 |

| | |
|------|------|
| 2014 | 2000 |
| 2015 | 2001 |

Green-e Energy’s “new” date will continue to advance by one year each year after 2015. In order for the output of a renewable generation facility to be eligible for use in a Green-e Energy Certified sale, the facility must meet at least one of the following conditions:

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

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

Detailed Proposal Requirements

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

Minimum Requirements

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

1. The Usage and Habitat options are regulated by the Oregon Public Utility Commission and are Green-e Energy certified and therefore must comply with the customer disclosure/communication standards/environmental claims established for Green-e Energy certified green power products, the Federal Trade Commission and National Association of Attorney’s Green Marketing Guide and Commission approved tariff requirements. Confirm you will comply with all of these requirements.

2. Confirm you have verifiable experience in the voluntary renewable energy market and can demonstrate your experience successfully partnering solely with a regional utility and have specific experience in the western region. Confirm you have experience supporting a service area that is diverse. Confirm you have experience adapting to utility company's marketing standards and customer care practices.
3. The Blue Sky Usage and Habitat options will be exclusively Pacific Power branded. As the products and customers are PacifiCorp's, and consumer opinion about communications content and design will reflect on PacifiCorp, approval of marketing tactics and materials by designated PacifiCorp representatives is mandatory. PacifiCorp communication and graphic standards must be followed. The Pacific Power logo and all other applicable company branding must be used as defined by PacifiCorp. Confirm you will comply with all of these requirements.
4. Since Pacific Power offers three renewable resource options to its Oregon customers, all three options must be presented to customers when performing RMS. Confirm that you will comply with this requirement.
5. Pacific Power will require at minimum the selected supplier to report progress, forward looking (planning) reports, present an annual marketing plan and forecast new enrollments, drops and net enrollments by month, community outreach activities scheduled, annual REC, marketing and administrative costs (split), and any other program related reporting as needed. Confirm you will comply with all of these reporting and planning requirements.
6. It is important to Pacific Power that we ensure market integrity – that is, offer a high quality product that places a priority on participants' interest in supporting the greatest level of renewable energy and that marketing and administrative expenses are held to best practice standards. PacifiCorp expects clear transparency related to how participant funds are spent, understanding that marketing and consumer education plays an important role in the voluntary green power market. Confirm you will carefully monitor and provide clear transparency and accounting for every dollar spent supporting the Usage and Habitat options.
7. Pacific Power may have other marketing partners promoting its renewable energy initiatives in other geographic regions and/or with similar/complimentary agendas. If requested, the selected supplier will be required to work in collaboration with other PacifiCorp partners. Confirm you will work with other PacifiCorp partners in support and development of the renewable energy initiatives and materials.
8. PacifiCorp will require the selected supplier to report progress quarterly to document results achieved against the performance metrics. In addition, the selected service provider will be required to provide forward looking quarterly marketing plan presentations, forecasts for new enrollments, drops and net enrollments by month and present information and seek approval on new facilities being explored to supply RECs for the program. Weekly updates of community outreach activities scheduled for the following week will also be required. In addition, the selected supplier will be required to support other program related reporting – i.e. quarterly Oregon Portfolio Option Committee reporting, annual Commission reporting and may be asked to support other internal reporting needs and company sponsored events. Finally the supplier will be expected to provide quarterly reports to confirm that the total amount of Renewable Energy Certificates purchased, transferred, and currently contracted for the prior calendar quarter satisfy the total amount of MWhs purchased by PacifiCorp's customers in the Program for the previous calendar quarter. Confirm that you will comply with this requirement.

Company Overview/Market Differentiators

9. Discuss your company, including headquarter location, description of services offered, nearest office to Pacific Power, local staffing presence and years of experience.
10. Specify what makes your company uniquely qualified for this work.

11. Provide three references from the utility industry which demonstrate experience in the voluntary renewable energy market. The company name, a contact phone number and email and brief description of your relationship with the company (products administered and/or services provided) must be provided for each reference.

General Knowledge/Experience

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

Retail Marketing - Outreach Services

18. Marketing - Outreach Plan

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

PacifiCorp expects the company's green power program to sustain a strong growth rate. Respondents should be prepared to provide samples of customer education and marketing literature used to successfully educate customers about options to support renewable energy through a voluntary green pricing program.

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

- a. Process for planning, executing, measuring the effectiveness of the marketing program, maximizing successes and making adjustments to the plan.
- b. Detailed project timeline which identifies the steps you would take to launch a marketing program by March 1, 2013. Include any basic steps required to implement and identify milestones.
- c. Expected use of various marketing tactics including but not limited to utility channels, web-based communications, direct mail, direct customer contact, print advertising, and earned media. Include reasons why you would use one channel over another and without including specific dollars, estimated percentage of use. Give specific examples of what strategies and tactics you would use to retain customers.
- d. Expected participation results over the contract period, including total participation and gross adds per year by customer segment and tactic. Describe how your resources would be allocated by customer segment and marketing channel, including an allocation dedicated to retention.
- e. Description of how dollars received from participating customers would be allocated between RECs, marketing and administration.
- f. Description of the marketing services and outreach program you would provide, specific to each customer segment: 1) residential; 2) small non-residential; 3) community groups; and 4) government.
- g. Plans for acquiring and applying customer market research data. Describe what market research you plan on executing and how you will evaluate your marketing effectiveness and impact on customer satisfaction. Please discuss how this information will be shared with PacifiCorp.
- h. Technique used to identify geographic areas of opportunity, business prospects, community forums and events to educate customers and influence behavior.

Community/Customer Relations

19. Describe your experience working in multiple communities simultaneously. Explain your knowledge of the demographic, cultural, economic and psychographic diversity of the areas served by Pacific Power in Oregon. Describe your experience with and/or understanding of Pacific Power's service area, customer base and renewable energy options.
20. Provide your proposed plan for engaging and coordinating with various customer groups, communities, third-party organizations, and other PacifiCorp partners. Discuss how you would propose to develop co-marketing opportunities with community organizations and/or businesses. Provide examples of current partnerships or recent partnerships where you used this approach successfully.

Collaboration/Partnerships

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

Customer Care

23. Describe your approach to ensuring high customer satisfaction levels. Specifically address the background and training of your staff and the expected level of on-going customer contact.
24. Describe your suggested approach to customer relations, including any training processes and expected ongoing customer contact.
25. Describe what support you would provide to train the Company's customer facing representatives, i.e. call centers, key account managers and community managers.
26. Describe how you would handle a customer complaint.
27. Describe how you propose to handle an inquiry from a media representative.

Renewable Energy Certificates (RECs)

28. PacifiCorp expects the Respondent to including at minimum the following information related to REC supply.
 - a. Detailed description of experiences and qualifications for supplying RECs to meet Usage/Habitat customer usage levels during the contract terms.
 - b. Describe your familiarity with Western Renewable Energy Generation Information System (WREGIS) or other applicable generation information system requirements and other renewable energy credit tracking systems across the country.
 - c. Describe your process for acquisition of RECs and the sources (the Specified Resources), whether it is from market purchases and contracts or from owned or shared generation resources, including plan to source and transfer eligible RECs to PacifiCorp sufficient to meet Usage/Habitat customer needs by March 31 of the subsequent calendar year.
 - d. Describe the contract chain and generation information systems used for demonstrating the REC attestations and the REC Reporting Rights.
 - e. Describe the supply strategy to mitigate price volatility during the term of this agreement and secure resources from preferred Western Energy Coordinating Council (WECC) region resources. Note that RECs sourced from resources located in Oregon are preferred. Your supply strategy must include a plan to source REC supplies from Oregon resources. Strategy can involve the use of non-Western Energy Coordinating Council (WECC) RECs that meet the Green-e Energy national standard and tariff requirements.
 - f. Provide a plan to evaluate and reconcile the sourcing strategy while adhering to Green-e Energy disclosure standards.
 - g. Describe the process to provide marketing intelligence on RECs to PacifiCorp staff, the Commission and POC committee members.
 - h. Describe the process to secure PacifiCorp's purchasing approval and payment for RECs acquired.
 - i. Demonstrate certainty of the availability of RECs sufficient to meet customer demand requirements over the contract term. Respondent must be able to deliver renewable energy certificates within the Green-e Energy required true-up period and provide documentation required for Green-e Energy certification and Oregon Public Utility Commission regulatory reporting purposes.
 - j. Describe any potential time or other constraints to delivery of the RECs and any certificates, attestations, or other indicia demonstrating exclusive ownership of the RECs, such as WREGIS or other generation information system certificates.
 - k. Describe any other operational constraints of which PacifiCorp should be aware.

Please note: Respondents should 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 (Appendix B). 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.

Pricing

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

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

Respondents shall:

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

At minimum the following pricing options should be presented.

1. Product content is sourced exclusively from the Western Energy Coordinating Council (WECC) region and resource is Green-e Energy certified or Green-e Energy certifiable and the facility is WREGIS registered.
2. Product content is sourced from a mix of WECC region and national Green-e Energy certified sources, in which the content distribution from each applicable regional tracking system is identified.
3. Product content is sourced exclusively from outside of the WECC region. RECs must be Green-e Energy certified or Green-e certifiable and the facility must be registered with an applicable regional tracking system.

4. Strategies that provide price hedging, including longer-term REC purchase contracts where supply is exclusively sourced from the WECC.

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

Guarantees

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

Financials

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

Proposal Evaluation Process

Proposal Evaluation and Discussions

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

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

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

The authority for any agreement to contract rests with PacifiCorp.

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

Proposals should support the Considerations for Designing Portfolio Options adopted by the Oregon Portfolio Options Committee, be fully compliant with the Commission's requirements, and show supply from 100% new renewable resources¹.

Respondents will be qualified based on:

- Creditworthiness
- Experience in the voluntary renewable energy market and retail marketing
- Demonstrated ability to provide adequate verification of REC authenticity

¹ See Oregon Public Utility Commission Order No. 06-350

- Demonstrated ability to deliver on the renewable energy standards for the options provided herein and adopted by the Commission, given these programs are subject to Oregon law as administered by the Oregon Public Utility Commission. Consequently, PacifiCorp reserves the right to modify any portion of this RFP or withdraw it in whole or in part, in order to comply with Commission orders, rules or statutes and Commission approved tariff filings.

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

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

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

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

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

Award of Proposal

The successful Respondent will commence the process of contracting to provide RECs and RMS to PacifiCorp under the following procedure: PacifiCorp will deliver a form of contract, which the parties will then negotiate. No obligations or legal relations shall exist between PacifiCorp and Respondent until the definitive execution of final documentation acceptable to PacifiCorp in its sole discretion. PacifiCorp intends to file tariffs by September 3, 2012 for its Renewable Usage and Habitat options; this date may require a term sheet between parties on which to base tariff price. PacifiCorp is required to file revised tariffs four months ahead of implementation per OAR 860-038-0220 (7). Current tariffs for these products can be found on the Pacific Power Web site.

- ✓ http://www.pacificpower.net/content/dam/pacific_power/doc/About_Us/Rates_Regulation/Oregon/Approved_Tariffs/Rate_Schedules/Portfolio_Renewable_Usage_Supply_Service.pdf (Usage Option)
- ✓ http://www.pacificpower.net/content/dam/pacific_power/doc/About_Us/Rates_Regulation/Oregon/Approved_Tariffs/Rate_Schedules/Portfolio_Habitat_Supply_Service.pdf (Habitat Option)

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

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

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

Response Format

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

Proposals should include the following information in the order listed:

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

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

Discussions and Right to Reject Proposals

PacifiCorp's Rights and Options

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

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

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

Basis for Rejection

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

1. Receipt of the Proposal by PacifiCorp after the Response Deadline.
2. Failure to meet the requirements described in this RFP.

3. Failure to submit a complete Proposal with pertinent information necessary for evaluation.
4. Failure of the Respondent's authorized officer to sign the Proposal.
5. Inability or unwillingness of the Respondent to provide any security or surety required for performance.
6. If the Proposal is not a firm offer for at least 180 days from the Response Deadline.
7. Misrepresentation or failure to abide by National Association of Attorneys General (NAAG) Environmental Marketing Guidelines (available at http://www.naag.org/issues/pdf/Green_Marketing_guidelines.pdf).
8. Failure to permit disclosure of information contained in the Proposal to PacifiCorp agents, contractors or Commission.
9. Any attempt to influence PacifiCorp's evaluation of the Proposals outside the solicitation process.
10. Any change in regulation or regulatory requirements.
11. Failure of the Specified Resource to meet the Commission's definition of renewable energy products containing new resources or any other renewable portfolio standards.
12. Any matter impairing Respondent, Specified Resources or the generation of power or Non-Power Attributes there from or the delivery of RECs.

Expenses of Preparing Proposals

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

Disposition of Proposals and Ownership of Data

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

Contract Period

PacifiCorp wants RECs and RMS sufficient to serve the electricity demands of customers who select the Renewable Usage and Habitat portfolio options for the **period January 1, 2013 through December 31, 2015**. The final contract will include performance requirements to assure compliance with contractual commitments.

Signatures and Declarations

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

Appendix A

| |
|------------------------------------|
| Notice of Intent to Respond |
|------------------------------------|

IMPORTANT: RETURN THIS NOTICE OF INTENT
NO LATER THAN May 31, 2012

Please complete and send via email to OregonSB1149RFP@pacificorp.com

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

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

Please provide the following:

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

Authorized Signature and Date _____

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

PacifiCorp
Attn: Oregon SB1149 RFP 2009
OregonSB1149RFP@pacificorp.com

Appendix B

Oregon Communities & Residential/Small Non-Residential Customers Served (Oct. 1, 2011)

| State Cd | City Name | Residential Service | OR Small Non-Residential |
|----------|---------------|---------------------|--------------------------|
| OR | ADAMS | 203 | 82 |
| OR | ALBANY | 21686 | 3011 |
| OR | APLEGATE | 319 | 96 |
| OR | ARAGO | 0 | 1 |
| OR | ARCH CAPE | 419 | 23 |
| OR | ARLINGTON | 353 | 152 |
| OR | ASHLAND | 1830 | 537 |
| OR | ASTORIA | 7108 | 1357 |
| OR | ATHENA | 574 | 121 |
| OR | AUMSVILLE | 2276 | 359 |
| OR | AZALEA | 366 | 133 |
| OR | BANDON | 490 | 161 |
| OR | BEATTY | 161 | 62 |
| OR | BEND | 33433 | 5965 |
| OR | BLY | 276 | 91 |
| OR | BOARDMAN | 31 | 145 |
| OR | BONANZA | 1003 | 296 |
| OR | BROADBENT | 77 | 37 |
| OR | BROWNSVILLE | 936 | 185 |
| OR | BUTTE FALLS | 230 | 57 |
| OR | CANNON BEACH | 1870 | 340 |
| OR | CANYONVILLE | 1018 | 254 |
| OR | CASCADIA | 73 | 9 |
| OR | CAVE JUNCTION | 2714 | 571 |
| OR | CENTRAL POINT | 10332 | 1482 |
| OR | CHARLESTON | 34 | 33 |
| OR | CHILOQUIN | 1738 | 386 |
| OR | CLATSKANIE | 14 | 9 |
| OR | COBURG | 386 | 96 |
| OR | COOS BAY | 11549 | 1827 |
| OR | COQUILLE | 2603 | 500 |
| OR | CORVALLIS | 20987 | 2972 |
| OR | COTTAGE GROVE | 3243 | 440 |
| OR | CRABTREE | 78 | 17 |

| State Cd | City Name | Residential Service | OR Small Non-Residential |
|----------|----------------|---------------------|--------------------------|
| OR | DAIRY | 90 | 36 |
| OR | DALLAS | 7458 | 910 |
| OR | DAYS CREEK | 359 | 92 |
| OR | DIAMOND LAKE | 117 | 33 |
| OR | DILLARD | 209 | 52 |
| OR | EAGLE POINT | 5741 | 920 |
| OR | ECHO | 286 | 64 |
| OR | ENTERPRISE | 1402 | 438 |
| OR | EUGENE | 30 | 59 |
| OR | FALLS CITY | 416 | 46 |
| OR | FORT KLAMATH | 117 | 64 |
| OR | FOSTER | 146 | 26 |
| OR | GATES | 406 | 66 |
| OR | GAYLORD | 0 | 0 |
| OR | GEARHART | 1573 | 241 |
| OR | GLENDALE | 901 | 262 |
| OR | GLENEDEN BEACH | 1135 | 110 |
| OR | GLIDE | 914 | 228 |
| OR | GOLD HILL | 2231 | 388 |
| OR | GRAND RONDE | 5 | 12 |
| OR | GRANTS PASS | 27960 | 4719 |
| OR | GRASS VALLEY | 114 | 43 |
| OR | HALSEY | 502 | 142 |
| OR | HAMMOND | 578 | 99 |
| OR | HARRISBURG | 1420 | 243 |
| OR | HELIX | 115 | 59 |
| OR | HERMISTON | 219 | 110 |
| OR | HOOD RIVER | 5584 | 1161 |
| OR | IDLEYLD PARK | 391 | 118 |
| OR | IMNAHA | 132 | 67 |
| OR | INDEPENDENCE | 3228 | 592 |
| OR | JACKSONVILLE | 3174 | 621 |
| OR | JEFFERSON | 1951 | 466 |
| OR | JOSEPH | 1289 | 441 |

| | | | |
|----|---------------------|------|-----|
| OR | CRATER LAKE | 46 | 26 |
| OR | CRAWFORDSVILLE | 46 | 16 |
| OR | CRESWELL | 1257 | 181 |
| OR | CROOKED RIVER RANCH | 2075 | 156 |
| OR | CULVER | 1133 | 365 |

| | | | |
|----|---------------|-------|------|
| OR | JUNCTION CITY | 1674 | 309 |
| OR | KENO | 517 | 129 |
| OR | KENT | 15 | 6 |
| OR | KERBY | 280 | 69 |
| OR | KLAMATH FALLS | 22168 | 3741 |

| State Cd | City Name | Residential Service | OR Small Non-Residential |
|----------|------------------|---------------------|--------------------------|
| OR | LAKEVIEW | 1659 | 389 |
| OR | LEBANON | 7979 | 1222 |
| OR | LINCOLN CITY | 6640 | 1056 |
| OR | LOSTINE | 239 | 78 |
| OR | LYONS | 818 | 112 |
| OR | MADRAS | 3430 | 744 |
| OR | MALIN | 557 | 209 |
| OR | MARION | 14 | 20 |
| OR | MAYWOOD PARK | 309 | 5 |
| OR | MCNARY | 1 | 2 |
| OR | MEDFORD | 34382 | 5156 |
| OR | MEHAMA | 55 | 18 |
| OR | MERLIN | 1081 | 254 |
| OR | MERRILL | 602 | 224 |
| OR | METOLIUS | 305 | 73 |
| OR | MIDLAND | 101 | 32 |
| OR | MILL CITY | 850 | 137 |
| OR | MILLERSBURG | 404 | 180 |
| OR | MILTON FREEWATER | 1063 | 747 |
| OR | MONMOUTH | 104 | 39 |
| OR | MONROE | 697 | 196 |
| OR | MORO | 188 | 72 |
| OR | MOSIER | 415 | 126 |
| OR | MYRTLE CREEK | 4002 | 763 |
| OR | MYRTLE POINT | 1401 | 335 |
| OR | NEOTSU | 285 | 9 |
| OR | NEW PINE CRK | 62 | 17 |
| OR | NORTH BEND | 4313 | 743 |


| State Cd | City Name | Residential Service | OR Small Non-Residential |
|----------|---------------|---------------------|--------------------------|
| OR | POWELL BUTTE | 311 | 123 |
| OR | POWERS | 417 | 77 |
| OR | PRINEVILLE | 6048 | 1421 |
| OR | PROSPECT | 533 | 115 |
| OR | REDMOND | 8951 | 1680 |
| OR | RICKREALL | 193 | 111 |
| OR | RIDDLE | 1037 | 208 |
| OR | RIETH | 11 | 1 |
| OR | ROGUE RIVER | 3129 | 473 |
| OR | ROSE LODGE | 9 | 0 |
| OR | ROSEBURG | 18170 | 3317 |
| OR | RUFUS | 100 | 56 |
| OR | SALEM | 574 | 105 |
| OR | SCIO | 1306 | 334 |
| OR | SEASIDE | 4727 | 849 |
| OR | SELMA | 918 | 182 |
| OR | SHADY COVE | 1519 | 266 |
| OR | SHEDD | 301 | 120 |
| OR | SPRAGUE RIVER | 305 | 51 |
| OR | STANFIELD | 768 | 153 |
| OR | STAYTON | 3434 | 524 |
| OR | SUBLIMITY | 1051 | 100 |
| OR | SUNNY VALLEY | 308 | 55 |
| OR | SUTHERLIN | 3295 | 499 |
| OR | SWEET HOME | 5174 | 733 |
| OR | TALENT | 3395 | 376 |
| OR | TANGENT | 599 | 206 |
| OR | TERREBONNE | 757 | 172 |

| | | | |
|----|------------|-------|------|
| OR | NORWAY | 20 | 17 |
| OR | O BRIEN | 298 | 62 |
| OR | OAKLAND | 563 | 88 |
| OR | OTIS | 1800 | 231 |
| OR | PARKDALE | 21 | 3 |
| OR | PENDLETON | 7601 | 1636 |
| OR | PHILOMATH | 1764 | 273 |
| OR | PHOENIX | 2161 | 276 |
| OR | PILOT ROCK | 811 | 194 |
| OR | PORTLAND | 62973 | 7627 |

| | | | |
|----|---------------|------|-----|
| OR | THE DALLES | 25 | 5 |
| OR | TILLER | 143 | 66 |
| OR | TOLOVANA PARK | 9 | 3 |
| OR | TRAIL | 677 | 128 |
| OR | TROUTDALE | 0 | 0 |
| OR | TURNER | 505 | 120 |
| OR | UMATILLA | 1713 | 226 |
| OR | UMPQUA | 28 | 30 |
| OR | WALLOWA | 653 | 165 |
| OR | WARM SPRINGS | 774 | 125 |

| State Cd | City Name | Residential Service | OR Small Non-Residential |
|----------|-------------|---------------------|--------------------------|
| OR | WARRENTON | 2848 | 499 |
| OR | WASCO | 215 | 65 |
| OR | WESTON | 313 | 70 |
| OR | WHITE CITY | 3648 | 614 |
| OR | WILBUR | 32 | 27 |
| OR | WILDERVILLE | 332 | 72 |
| OR | WILLIAMS | 950 | 208 |
| OR | WINCHESTER | 651 | 57 |
| OR | WINSTON | 2598 | 303 |
| OR | WOLF CREEK | 286 | 82 |
| OR | WORDEN | 0 | 1 |

Appendix C – Usage/Habitat Option Approved Tariffs



PACIFIC POWER
A DIVISION OF PACIFICORP

OREGON
SCHEDULE 211

PORTFOLIO RENEWABLE USAGE SUPPLY SERVICE

Page 1

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

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

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

Energy Charge
Per kWh 1,200 ¢


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

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

(continued)

P.U.C. OR No. 36
Issued February 17, 2011
Andrea L. Kelly, Vice President, Regulation

Original Sheet No. 211-1
Effective for service on and after March 22, 2011
Advice No. 11-002



PACIFIC POWER
A DIVISION OF PACIFICORP

OREGON
SCHEDULE 211

PORTFOLIO RENEWABLE USAGE SUPPLY SERVICE

Page 2

Special Conditions

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

P.U.C. OR No. 36
Issued February 17, 2011
Andrea L. Kelly, Vice President, Regulation

Original Sheet No. 211-2
Effective for service on and after March 22, 2011
Advice No. 11-002

Available

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

Applicable

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

Monthly Billing

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

Charge per Month

\$2.50 per month for Habitat Restoration.
1.200 ¢ per kWh.

Minimum Charge

The minimum monthly charge will be the Habitat Restoration Charge.

Administration

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

Renewable Power

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

(continued)

P.U.C. OR No. 36

Issued February 17, 2011
Andrea L. Kelly, Vice President, Regulation

Original Sheet No. 213-1

Effective for service on and after March 22, 2011
Advice No. 11-002

Habitat Restoration

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

Special Conditions

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

P.U.C. OR No. 36

Issued February 17, 2011
Andrea L. Kelly, Vice President, Regulation

Original Sheet No. 213-2
Effective for service on and after March 22, 2011
Advice No. 11-002