



Request for Proposal to support a potential Roseville Electric Renewable “Green Energy” Program

1 General Background

The City of Roseville is seeking information on potential services to be provided by a renewable energy marketer to assist the City of Roseville’s Electric Department - Roseville Electric (“RE”) in providing a “Green Energy” product to its residential and business customers.

Roseville Electric currently offers a program, “RE Green Energy Program” that allows customers to purchase all or part of their energy needs from a renewable energy source. This program, launched in February of 2000, currently has about 700 participants. RE is currently considering redesigning the program to simplify and improve its marketability, enhance customer participation, including a commercial customer program, and leverage City resources to improve cost-effectiveness. The City expects to procure marketing and other assistance services and supply of California Energy Commission (CEC) approved eligible renewable Certificates of Specific Generation (Certificates), as defined in California’s Power Source Disclosure Program (SB 1305), to support the revised program through this RFP for term of up to five years beginning in early to mid 2005. The new Green Energy Program shall also be funded by means of voluntary participation in the program by Roseville Electric’s retail electric customers.

RE is a full service electric utility that serves electricity to all residential, commercial and industrial customers within the City of Roseville. Because RE is a department of the City of Roseville, it is nonprofit and exists solely for the benefit of its customers.

Additional information about Roseville Electric can be found at www.RosevilleElectric.org

2 Potential Scope of Services

Roseville Electric seeks to obtain information regarding the services offered by a contractor to provide a turnkey green energy program, available to all retail electric customers, to be directed by Roseville Electric’s Retail Energy Services Division. At a minimum, RE anticipates that the Supplier would offer the following services:

- 2.1 Supply of Certificates: Supplier would provide RE with sufficient CEC approved eligible renewable Certificates, measured in MWh, to meet RE’s retail subscriptions to RE’s new Green Energy Program. Certificates shall originate from resources that meet the CEC definition of “Eligible Renewable” inside the NERC WECC Region. RE would likely have a strong preference for attributes originating from projects closer to Roseville, non-combustion based technologies such as wind and solar, and vintage “new” are preferred over “existing” (defined by the CEC as projects that began production after (before) September 26, 1996).

- 2.2 Reporting: Supplier would be expected to complete all necessary paperwork, forms and information submittals to the California Energy Commission and the City's Scheduling Coordinator (Northern California Power Agency). These reports include, but are not limited to, an official copy of all "Green Tag Certificate" or "Tradable Renewable Certificates". No later than March 1 of each year, Supplier would submit Schedule 4 (Power Purchased Out of Pool) of the Annual Report to the California Energy Commission, describing the Green Tags Purchased, by resource type (in kWh) in accordance with the California Power Source Disclosure Program.
- 2.3 Verification: Supplier would be expected to verify the validity of all Certificates provided, and provide a supplemental form attesting to the validity of the certificates for each resource. The CEC Power Content Label Annual Report Attestation Form may be used for this purpose. The report shall also include a general description of each resource, including the location, technology, and if web links to relevant web sites if available.
- 2.4 Marketing Support Services: The Supplier would be expected to provide a marketing plan that includes sales and marketing support services to RE, including but not limited to training for RE and City personnel, information needed for advertising or billing inserts, residential and commercial program design and marketing advice, outreach print materials, and web-based communication. Customer contact will be managed by RE personnel. Supplier would be expected to provide estimates of participation levels based on Supplier's experience with similar size utilities.

3 Submittal Information

Available Suppliers are invited to submit information on services offered. An available Supplier should address the Potential Scope of Services as described in Section 2, and would ideally include the following information:

- 3.1 Proposed Approach: Description of the proposed turnkey services and supplies as indicated in the Scope of Services.
- 3.2 Pricing: Description of pricing terms, total cost estimates per calendar year based on Supplier's estimates of customer participation rates, and cost estimate for a typical residential customer that consumes 800 kWh per month.
- 3.3 Company Information: Description of the company including years in business and areas of expertise. An indication should be given of the company's expertise in retail marketing, renewable energy technology, green power program development, training, and customer technical support.
- 3.4 Contact Information

Information is due no later than November 16, 2004 at 5pm PST. Two copies of all submittals should be sent to:

Beverley Van Arkel
Roseville Electric
2090 Hilltop Circle
Roseville, CA 95747

Tel: (916) 774-5671
Fax: (916) 774-5583
Email: bvanarkel@roseville.ca.us

4. Notices

This Request for Proposal should not be construed as an offer. Any cost incurred for preparation of a response will not be reimbursed.

RE reserves the right at its sole discretion:

- To terminate without penalty to RE any agreement ultimately awarded based on this and subsequent solicitations for reasonable cause, if the respondent is determined to have knowingly provided false or misleading information to RE or any contractor used by RE to evaluate qualifications;
- To waive any informality or irregularity in any submittal received by RE; or
- To request clarification or additional information from any proposer.

RE is a public agency. Responses to this RFP become the exclusive property of the City. The qualifications submitted as part of this RFP are subject to the California Public Records Act. All proposals received in response to this RFP become a matter of public record and shall be regarded as public records, with the exception of those elements in each proposal which are defined by the proposer as business or trade secrets and plainly marked as "Confidential," "Trade Secret," or "Proprietary." RE may be willing to enter into non-disclosure agreements as appropriate.