



SOUTHERN CALIFORNIA PUBLIC POWER AUTHORITY Request for Proposals for Communications Consultant

**RFP Posting Date: July 18, 2012
Response Deadline: August 3, 2012 by 4:00 p.m. PDT**

SCPPA seeks a Communications Consultant for assistance in developing and implementing a communications and public relations strategy for a diverse group of stakeholders on the subject of transitioning the Intermountain Power Project (IPP) in Utah from a coal burning facility to resources that use renewable energy and natural gas. The primary stakeholders will be the utility boards and elected leaders in the 6 California cities that have contracts at Intermountain (Los Angeles, Anaheim, Riverside, Pasadena, Burbank, and Glendale). The consultant will also devise an outreach, communications and engagement plan for the Governor's Administration, the legislature, and the California Energy Commission which must approve the new contracts, and other regulatory agencies with an interest in this subject. The term of this engagement is 12 months with an option to renew for an additional 12 months. The initial communication plan will be expected within 60 days of award.

Introduction

SCPPA, a joint powers authority and a public entity organized under the laws of the State of California, was created pursuant to the Government Code of California and a Joint Powers Agreement for the purpose of planning, financing, developing, acquiring, constructing, operating and maintaining projects for the generation or transmission of electric energy.

SCPPA is governed by its Board of Directors, which consists of representatives from each of its Member Agencies. The management of SCPPA is under the direction of an Executive Director who is appointed by the Board.

Member Agencies consist of eleven cities and one irrigation district which supply electric energy within Southern California, including the municipal utilities of the cities of Anaheim, Azusa, Banning, Burbank, Cerritos, Colton, Glendale, Los Angeles, Pasadena, Riverside, and Vernon, and the Imperial Irrigation District (Member Agencies).

Member Agencies are Publicly Owned Utilities (POUs) governed by the Board of their respective Cities. Many of these Boards have previously established voluntary targets including the percentage of renewable energy they wish to obtain within their portfolio. Some have set targets as high as 40% by the year 2020. Many of our members are approaching, or have already exceeded their interim targets of 20% renewable energy and are now updating their objectives to meet 33% by 2020 as reflected in SBX1 2: Renewable Energy Portfolio Standard.

SCPPA participants under contract with IPP include the cities of Los Angeles, Anaheim, Riverside, Pasadena, Burbank, and Glendale. The contract with IPA is set to expire in 2027. A key issue is that certain utility participants

are exploring options at IPP to reduce GHG emissions and/or freeing up resources for renewable resource investments. Given the operational, economic and political complexities involved with such a significant asset involving many stakeholders in multiple states, SCPPA seeks communications and public relations expertise to help guide a smooth transition.

Statement of Work

SCPPA desires to have the Communications Consultant plan, develop and execute a broad communications and public relations program designed to educate and provide consistent advocacy with a diverse set of stakeholders on issues of importance to SCPPA surrounding the IPP conversion. Key stakeholders to be targeted under this program include but are not limited to:

- SCPPA Board of Directors and Executive Director
- Six SCPPA member utilities, their management and utility Board or Commission, their Mayors and City Councils
- Governor of the State of California
- California State Legislature
- California Energy Commission

The development of a communication strategy will include education and advocacy to key stakeholders around the following messages:

- There are 36 utilities involved in the IPP project with six from California
- The IPP assets include a power plant in Delta, Utah and transmission lines that deliver power to California, Nevada and Utah
- SCPPA member utilities have existing contract obligations with IPA until 2027
- The SCPPA contracts with IPA cannot be extended without a major reduction in GHG emissions
- The California participant utilities do not own the assets at IPP so they must work cooperatively with numerous other stakeholders and IPA as owner to determine how to maximize the assets under contract
- The opportunity to convert the coal-fired IPP power plant to natural gas fuel has been investigated by an engineering consultant and work on contract language to enable that conversion is underway
- If the conversion to natural gas is implemented it must be in compliance with Senate Bill 1368: Emission Performance Standard and must be approved by the California Energy Commission.
- The conversion to renewable energy and natural gas reduces CO₂ emissions by more than 50% compared to existing emissions and reduces emissions of other air pollutants
- SCPPA member utilities want to ensure that their customers maximize the benefits of the investments they have already made in renewable energy projects that currently use IPP project transmission lines for delivery

Proposal Submission Delivery Requirements

There will be no initial proposer's conference associated with this request for proposals. Clarification questions may be addressed to Julie Felipe at jfelipe@scppa.org.

One (1) hard copy of your response, including a Transmittal Letter of authentic offer with wet-ink authority signature, and any supporting documentation should be delivered prior to 4:00 p.m. on **August 3, 2012**, to:

Southern California Public Power Authority
1160 Nicole Court
Glendora, California 91740

One electronic copy of your proposal should also be delivered, on CD or USB flash-drive to the above address, or e-mailed to jfelipe@scppa.org.

No contact shall be made with the Board of Directors, Committee Members, or SCPPA Member Agencies concerning this Request for Proposals.

All information received by SCPPA in response to this Request for Proposals is subject to the California Public Records Act and all submissions may be subject to review in the event of an audit.

Proposal Submission Required Elements

1. **Transmittal Letter:** Provide a brief statement of the Respondent's understanding of the work to be done and commitment to perform the work as scheduled, including a summary of any exceptions taken to the RFP requirements, statement of work, specifications, and reference to any proposed contractual terms and conditions required by the Respondent. An officer authorized to bind must sign the proposal on behalf of the Respondent and must include the following declarations on the Transmittal Letter:

"This proposal is genuine, and not sham or collusive, nor made in the interest or in 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."

2. **Applicant Information:** Provide the legal name of the company or entity making the proposal, the legal structure or form of the entity (e.g., Corporation, or LLC), physical address, e-mail address, telephone, name and titles of individuals authorized to represent the Respondent.
3. **Proposal:** Provide a description of the proposed communication strategy, how it meets each of the objectives of this request for proposals, a detailed description addressing all of the Statement of Work, as well as any functions which are not fulfilled by the Respondent's solution.
4. **Fees:** Pricing should be made based on good faith estimates of the requirements defined in this request for proposals. Detail specific examples or estimates of the fees. Describe how the fees will be determined. For example, the total price to prepare the initial communication strategy for the audiences listed above in the Statement of Work along with a listing of hourly rates for each Project Team member included in preparing the communication strategy. Prior to contract award, the successful bidder shall supply a detailed breakdown of

the applicable overheads and fringe benefit costs that are part of the labor rates and other direct costs associated with the services to be performed.

- 5. Experience:** Respondent will clearly identify project participants and management team.
- a.a.** Describe your firm's organizational structure, management qualifications, and other contract related qualifications, including number of years the firm has been in business.
 - a.b.** Specify key employees and describe their experience with the development, design, implementation and execution of communications strategies, public relations programs or government relations projects or lobbying efforts.
 - a.c.** Provide a commitment statement for the retention and use of key employees as proposed, their availability to initiate and sustain the proposal, as well as planned supplemental employees if key employees are not available to assure project delivery.
 - a.d.** Identify existing programs or projects that Respondent has developed and/or implemented. Provide a list of references for similar projects completed, including a contact person, phone number and address.
 - a.e.** State whether Consultant will use subcontractors to perform services pursuant to the contract. Should the use of subcontractors be included, Respondent shall provide the same assurances of competence for the subcontractor, plus the demonstrated ability to manage and supervise the subcontracted work. Subcontractors shall not be allowed to further subcontract with others for work on this program. The provisions of this contract shall apply to all subcontractors in the same manner as to the Respondent.
 - a.f.** Respondent shall indicate any and all pending litigation that could affect the viability of respondent's proposal, continuance of existing contracts, operation or financial stability.
 - a.g.** Describe whether the proposer has, within the last three years, rendered any service to SCPPA or to any of SCPPA's Member Agencies, either as a contractor or subcontractor, either under the current proposer's name or any other name or organization. If so, please provide details (status as prime or subcontractor, brief description of the contract, contract start and end dates, the contract administrator name, and total actual contract expenditures).

Proposal Terms and Conditions

1. SCPPA reserves the right to cancel this RFP at any time, reject any and all proposals and to waive irregularities.
2. SCPPA shall determine at its sole discretion the value of any and/or all proposals including price and non-price attributes.
3. Proposals may be subdivided or combined with other proposals, at SCPPA's sole discretion.
4. SCPPA shall perform an initial screening evaluation to identify and eliminate any proposals that are not responsive to the RFP, do not meet the minimum requirements set forth in the RFP, are clearly not economically competitive with other proposals, or are submitted by Respondents that lack appropriate creditworthiness, sufficient financial resources, or qualifications to provide dependable and reliable services.
5. SCPPA reserves the right to submit follow up questions or inquiries to request clarification of information submitted and to request additional information from any one or more of the respondents.

6. SCPPA reserves the right, without qualification and in its sole discretion, to accept or reject any or all proposals for any reason without explanation to the Respondent, and to make the award to that Respondent, who, in the opinion of SCPPA, will provide the most value to SCPPA and its Member Agencies.
7. SCPPA may decline to enter into any potential engagement agreement or contract with any Respondent, terminate negotiations with any Respondent, and may abandon the RFP process in its entirety.
8. SCPPA reserves the right to make an award to an offer with higher than lowest price offered, or the proposal evidencing the greatest communication ability or other measure, if SCPPA determines that to do so would result in the greatest value to SCPPA and its Member Agencies.
9. Those Respondents who submit proposals agree to do so without legal recourse against SCPPA, its members, and their directors, officers, employees and agents for rejection of their proposal(s) or for failure to execute or act on their proposal for any reason.
10. SCPPA shall not be liable to any Respondent or party in law or equity for any reason whatsoever for any acts or omissions arising out of or in connection with this RFP.
11. SCPPA shall not be liable for any costs incurred by any Respondents in preparing any information for submission in connection with this RFP process or any and all costs resulting from responding to this RFP. Any and all such costs whatsoever shall remain the sole responsibility of the Respondent.
12. SCPPA may require certain performance assurances from Respondents prior to entering into detailed negotiations for a proposed project.
13. Either SCPPA collectively or Member Agencies individually may respond to, or enter into negotiations for a proposal in response to this RFP. SCPPA is not responsible or liable for individual Member Agency interactions with the respondent which are not entirely contained within SCPPA's option or election to engage the respondent as defined within the Terms and Conditions herein.

Additional Requirements for Proposal

1. **Consideration of Responses:** Submitted proposals should be prepared simply and economically, without the inclusion of unnecessary promotional materials. Proposals should be submitted on recycled paper that has a minimum of thirty percent (30%) post-consumer recycled content and duplex copied (double-sided pages) where applicable.
2. **Insurance, Licensing, or other Certification:** If selected, the respondent will be required to maintain sufficient insurance, licenses, or other required certifications for the type of work being performed. SCPPA or its Member Agencies may require specific insurance coverage to be established and maintained during the course of work and as a condition of award or continuation of contract.
3. **Non-Discrimination/Equal Employment Practices/Affirmative Action Plan:** If selected, the respondent and each of its known subcontractors may be required to complete and file an acceptable Affirmative Action Plan. The Affirmative Action Plan may be set forth in the form required as a business practice by the Department of Water and Power of the City of Los Angeles which is SCPPA's largest Member Agency.

4. Living Wage Ordinance: If selected, the respondent may be required to comply with the applicable provisions of the City of Los Angeles Living Wage Ordinance and the City of Los Angeles Service Contract Workers Retention Ordinance. The Living Wage Ordinance provisions are found in Section 10.36 of the Los Angeles City Administrative Code; and the Service Contract Workers Retention Ordinance are found in Section 10.37 of the Los Angeles Administrative Code (SCWRO/LWO).

5. Prevailing Wage Rates: If selected, and if the project is funded in any part by resources with such an obligation, the respondent may be required to conform to prevailing wage rates applicable to the location(s) where any work is being performed.

6. Child Support Policy: If selected, respondent may be required to comply with City of Los Angeles Ordinance No. 172401, which requires all contractors and subcontractors performing work to comply with all reporting requirements and wage earning assignments and wage earning assignments relative to court ordered child support.

7. Supplier Diversity: Respondents shall take reasonable steps to ensure that all available business enterprises, including Women Business Enterprises (WBEs) and Minority Business Enterprises (MBEs) have an equal opportunity to compete for and participate in the work being requested by this Request for Proposals. Efforts to obtain participation of MBEs, WBEs, and other business enterprises could reasonably be expected to produce a level of participation by interested subcontractors including 15 percent MBE and 7 percent WBE. SCPPA's Supplier Diversity program is modeled after that of the Los Angeles Department of Water and Power. Further information concerning the Supplier Diversity Program may be obtained from the Purchasing Division of the Los Angeles Department of Water and Power.

Version	Date	Action	Change Tracking
0	07-18-12	Posted RFP	New