

**SOUTHERN CALIFORNIA
PUBLIC POWER AUTHORITY**



**Request for Proposal (RFP)
for
State Legislative Consulting Services**

RFP Date: October 1, 2012

Response Deadline: October 29, 2012 by 5:00 p.m. PST

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1. Summary

The Southern California Public Power Authority (“SCPPA”) intends to contract with an individual or a firm (“Consultant”) to advise and assist SCPPA and its members (SCPPA and its 12 members collectively referred to as “Client”) in developing and executing effective legislative strategies to protect and advance the interests of SCPPA and its members relative to proposed legislative matters.

To be considered in this process, SCPPA invites written proposals from qualified and experienced Consultants with:

- a minimum of five (5) years of direct experience lobbying the state legislature;
- a deep understanding of the current trends and issues in energy policy; and
- an active registration at the office of the Secretary of State.

SCPPA reserves the right to amend, withdraw, and cancel this RFP at any time. SCPPA reserves the right to reject any or all responses to this RFP at any time prior to contract execution. SCPPA reserves the right to request or obtain additional information about any and all submittals.

2. Background on SCPPA

Southern California Public Power Authority (SCPPA) is a joint powers agency comprising eleven municipal utilities and one irrigation district. SCPPA’s members consist of the municipal utilities of Anaheim, Azusa, Banning, Burbank, Cerritos, Colton, Glendale, Los Angeles, Pasadena, Riverside, Vernon, and the Imperial Irrigation District. Together they deliver electricity to over 2 million customers in the southern California basin, spanning an area of 7,000 square miles, and with a total population that exceeds 5 million. Formed in 1980, SCPPA was created for the purpose of providing joint financing, construction and operation of transmission and generation projects. Today, SCPPA fulfills a broad range of services for its members by providing effective forums of collaboration through committees such as Customer Service, Finance, Public Benefits, Resource Planning, Transmission and Distribution, Engineering and Operations, Natural Gas, and Renewable Energy Resources.

SCPPA's twelve members are proud to be public power utilities, customer-owned, locally-controlled, conservation focused, and vertically-integrated, who retain and embrace their obligation to serve and plan for all the customers in their territories. SCPPA members are:

- Non-profit, owned by their local customers.
- Governed locally by their city councils, not regulated by the Federal Energy Regulatory Commission or the California Public Utilities Commission.
- Vertically integrated, responsible for power supply, transmission, distribution, and customer service.
- Meeting and embracing their legally mandated obligation to serve by planning to meet the long-term needs of their customers.
- Optimizing their energy supply resources. A mixed energy portfolio gives protection from price volatility.
- Providing aggressive, local demand side management programs to encourage conservation and energy efficiency.
- In good company. The twelve SCPPA members, along with their counterparts in the northern part of the state, provide approximately one third of the electricity used in California.
- And finally, they are here to stay. Public power has a history of more than 100 years in Southern California, and continues to be viable and strong.

SCPPA currently has nine generation projects and three transmission projects in operation, generating and bringing power from Arizona, New Mexico, Utah, Washington, Oregon, California, and Nevada. In addition, the Authority owns natural gas reserves in Wyoming and Texas.

SCPPA's projects have been financed through the issuance of taxable and tax-exempt bonds, backed by the combined credit of the SCPPA members participating in each project. As of June 30, 2011, SCPPA had issued \$13.6 billion in bonds, notes, and refunding bonds, of which \$3.3 billion was outstanding.

SCPPA is a member-driven organization. SCPPA promotes and thrives on collaboration among its members. SCPPA members focus on legislative activities that affect their ability to deliver affordable, reliable, and customer desired electricity. To help SCPPA members influence and educate legislators and staff, SCPPA is considering hiring a Consultant.

In alignment with how SCPPA operates, a legislative working group, made up of SCPPA member representatives, will work in partnership with the Consultant in affecting legislation. This workgroup will select legislative priorities, such as, but not limited to, renewable energy procurement and integration, net metering, Feed-in-Tariff, distributed generation, smart grid, energy efficiency, and transmission siting/licensing. Working in partnership with the Consultant, this workgroup will help develop strategies, informational materials/testimony, and messages.

3. Scope of Work

The Consultant shall perform, but is not limited to, the following services:

- 3.1 Represent Client before the state legislature – including legislators, committees, and staff – and the governor’s staff.
- 3.2 Work closely with and under the direction of SCPPA staff or the SCPPA Legislative Workgroup.
- 3.3 Identify, analyze, track, and report on legislative activities that may affect Client.
- 3.4 Develop and execute legislative strategies that affect legislation important to Client by leading, involving, and coordinating Client activities.
- 3.5 Establish, strengthen, and maintain relationships with legislators and staff, especially legislative leadership and relevant committee chairs, members, and staff.
- 3.6 Advocate for Client’s legislative goals by developing and delivering supporting informational documents, messages, public testimony, and legislative correspondence.
- 3.7 Educate legislators, legislative staff, and governor’s staff on the impact of legislation on Client’s ability to serve and provide affordable rates to its customers.
- 3.8 Propose, develop, and implement educational activities that spotlight the efforts undertaken by the Client to increase energy efficiency, renewable energy use, and environmental stewardship.
- 3.9 Provide regular reports on state legislation, governor’s initiatives, and legislative events that may affect Client.
- 3.10 Participate in, provide legislative updates, and provide strategic direction during Client conference calls and meetings.
- 3.11 Coordinate and facilitate meetings with key members and staff of the legislature and the governor’s staff for SCPPA members.
- 3.12 Work in partnership with trade/advocacy organizations, including California Municipal Utilities Association, and others, as necessary as well as develop new coalitions with other trade associations and coalitions.
- 3.13 Attend meetings, as necessary and appropriate, to influence outcomes of legislation.
- 3.14 Report on legislative progress at SCPPA board meetings, as needed.

4. RFP Schedule of Events

SCPPA reserves the right to amend, withdraw, and cancel this RFP at any time. SCPPA reserves the right to reject any or all responses to this RFP at any time prior to contract execution. SCPPA reserves the right to request or obtain additional information about any and all submittals. SCPPA intends to select and retain a Consultant for an effective date of January 1, 2013. In preparation for that action, the following schedule of events has been prepared:

Proposals due – October 29, 2012 before 5:00 PM PST
Panel reviews proposals – Week of October 29
Panel narrows pool of qualified prospective Consultants – Week of November 5
Panel conducts interviews – Week of November 12
Panel chooses Consultant – Week of November 26
Panel awards and announces Consultant – Week of December 3
Consultant begins providing services – January 1, 2013

All requests for clarification or interpretations of the Scope of Work and Proposal Terms and Conditions set forth in this RFP should be submitted in writing and emailed to: Bill Carnahan at bcarnahan@scppa.org.

5. Requirements for Proposal

Proposals shall be prepared in such a way as to provide a straightforward, concise delineation of capabilities to satisfy the requirements of this RFP. Proposals with expensive bindings, colored displays, promotional materials, etc. are not necessary or desired. Emphasis should be placed on completeness and clarity of content.

Proposals shall adhere to the following format for organization and content. Proposals must be typed and arranged/divided in the following sequence to facilitate evaluation:

5.1 Table of Contents

Include a clear identification of the proposal by section and by page number.

5.2 Cover Letter

The cover letter shall:

- 5.2.1 Confirm that all elements of this RFP have been reviewed and understood.
- 5.2.2 Include a statement of intent to perform the services as outlined.
- 5.2.3 Express Consultant's agreement to the Proposal Terms and Conditions.
- 5.2.4 Include a brief summary of Consultant's qualifications.
- 5.2.5 State, if any, a summary of exceptions taken to the RFP requirements, Scope of Work, and/or Proposal Terms and Conditions.

- 5.2.6 Reference any contractual terms and conditions required by the Consultant.
- 5.2.7 Identify a single person for possible contact during the RFP review process.
- 5.2.8 Include the names of individuals authorized to represent the Consultant, the titles, addresses, telephone numbers, and e-mail addresses.
- 5.2.9 An officer authorized to bind must sign the proposal on behalf of the Proposer and must include the following declarations on the cover 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 proposer has not directly or indirectly induced or solicited any other proposer to put in a sham bid, or any other person, firm or corporation to refrain from submitting a proposal; and the proposer has not in any manner sought by collusion to secure for themselves an advantage over any other proposer.”

- 5.2.10 The cover letter shall be limited to three (3) pages.

5.3 Applicant Information

This section shall include relevant applicant information:

- 5.3.1 Firm name.
- 5.3.2 Office location(s) where work will be performed.
- 5.3.3 Address and telephone number for the applicant’s main office and any branch offices.
- 5.3.4 Type of entity (corporation, sole proprietorship, partnership, joint venture, etc.).
- 5.3.5 Number of years firm has been in business.
- 5.3.6 Average number of employees during the past five years.
- 5.3.7 Qualifications of the firm to perform the work, including experience.
- 5.3.8 Members of the applicant’s professional team (managers, contact person, etc.) by name and title with phone numbers and email.
- 5.3.9 Management qualifications.
- 5.3.10 Other contract related qualifications.

5.4 Assigned Personnel Qualifications

Provide an organization chart indicating the position, the level of responsibility, and the respective place within the organization of the individual that will be SCPPA's point of contact. Provide the qualifications of the assigned personnel. Include educational background, references and summaries of relevant work experience performed.

5.5 Experience

List and describe projects that involve related skills to those required in the type of work described in this RFP which have been or are presently performed by your company. Include client reference, contact person, phone number and address.

Describe the experience and effectiveness of your company and your professional and technical staff for this Scope of Work. Demonstrate experience/effectiveness in advancing issues with the Governor's Office and with relationships/experience in or working with: 1) Assembly and Senate leadership, 2) legislative members representing SCPPA territory, 3) various caucuses, and 4) State agency officials.

Describe, if any, Consultant's past or current clients in the utility sector. Outline Consultants role in their legislative outreach program citing specific examples of successes and/or failures.

5.6 Proposal

Provide a detailed description of Consultant's ability to address Scope of Work. Propose and describe programs, activities, and strategies that advance Client's legislative priorities.

5.7 Knowledge of Public Power

Describe knowledge and familiarity with the basic business model of public power. Identify previously enacted electricity legislation that has impacted or could have impacted Client's business model and describe its affect, potential or realized, on Client's business model. Offer a broad example of a SCPPA legislative strategy to deal with the potential legislation.

5.8 RFP Items Not Covered

Present any qualifications or information Consultant believes is relevant, in addition to the required items above, under a separate heading of "Additional Qualifications."

5.9 Contract Fee Schedules

Provide the cost for a monthly retainer fee. The retainer fee shall include any and all costs, including, but not limited to, all incidental expenses, with the exception of SCPPA pre-approved travel costs. 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.

5.10 Subcontracting

State whether Consultant will use subconsultants to perform services pursuant to the contract. Should the use of subconsultants be offered, the Consultant shall provide the same assurances of competence for the subconsultant, plus the demonstrated ability to manage and supervise the subcontracted work. Subconsultants shall not be allowed to further subcontract with others for work on this program. The provisions of this contract shall apply to all subconsultants in the same manner as to the Consultant. Upon the Contract Administrator's written request, the Consultant shall supply SCPPA with all subconsultant contracts.

5.11 Previous Services Provided

Describe whether the Consultant has, within the last three years, rendered any service to SCPPA or to any of SCPPA's members, either as a consultant or subconsultant, either under the current proposer's name or any other name or organization. If so, please provide details (status as prime or subconsultant, contract number, brief description of the contract, contract start and end dates, the SCPPA or SCPPA member contract administrator name, contract dollar maximum, and total actual contract expenditures).

5.12 Conflict of Interest Determination

Provide information that may be used to evaluate potential conflicts of interest. Include subconsultants, if any listed in the proposal. Specifically, provide a listing of completed and ongoing engagements or work with other entities to assist SCPPA in identifying any potential interests that may conflict with SCPPA's goals under the potential engagement agreement. Giving consideration to the range of work contemplated under the potential engagement described in this RFP provide a listing of completed and ongoing engagements or work to advise other utilities.

5.13 Insurance

SCPPA requires Consultant to maintain sufficient insurance for the type of work being performed. Please include a summary of existing insurance coverage. SCPPA or its Members 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.

5.14 Pending Litigation

Indicate any and all pending litigation that could affect the viability of respondent's proposal or respondent's financial stability.

5.15 Coverage of RFP Items

The proposal must cover the Scope of Work and all the RFP requirements. Any limitation in the proposer's ability to supply information requested in the RFP or to support or perform a particular function should be stated in detail in the appropriate section of your response. Any omissions or deviations from the requirements set forth in this RFP shall be fully described. Failure to adhere to the following format may be a cause for the rejection of the proposal as nonresponsive.

6. Proposal Terms and Conditions

- 6.1 SCPPA desires to enter exclusive negotiations with the proposer once selected as may be defined through a signed letter of intent and defined term.
- 6.2 SCPPA shall determine at its sole discretion the value of any and/or all proposals including price and non-price attributes.
- 6.3 Proposals may be sub-divided or combined with other proposals, at SCPPA's sole discretion.
- 6.4 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.
- 6.5 SCPPA may entertain or eliminate proposals immediately upon receipt or at any future time.
- 6.6 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, or to make the award to that respondent, who, in the opinion of SCPPA, will provide the most value to SCPPA and its customers.
- 6.7 SCPPA may decline to enter into any potential engagement agreement or contract with any respondent, terminate negotiations with any respondent, or to abandon the RFP process in its entirety.
- 6.8 SCPPA considers a wide range of factors in awarding this contract, such as, but is not limited to, proposed fees, experience, or other measure that would result in the greatest value to Client.

- 6.9 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.
- 6.10 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.
- 6.11 Respondent shall be liable for all its costs and SCPPA shall not be responsible for any respondent's costs incurred to prepare, submit, or negotiate its proposal, a contract or for any other activity related thereto.
- 6.12 SCPPA may require certain performance assurances from Consultant prior to entering into detailed negotiations for a proposed project. Such assurances may potentially include a requirement that proposers provide some form of performance security.
- 6.13 Submittal of a proposal pursuant to this RFP shall constitute acknowledgement and acceptance of all terms and conditions set forth herein unless otherwise expressly stated in the proposal.
- 6.14 Any additional documents that the proposer's organization requires to be signed, or agreed to, by SCPPA shall be referenced and attached as appendices to the proposal.

7. Proposal Submission Delivery Requirements

There will be no initial proposer's conference associated with this Request for Proposals. To be considered, proposals must be received by **5:00 PM PST on October 29, 2012**. Please submit proposal through one of two ways:

- 7.1 Mail or in-person. One (1) complete proposal in hard copy form, on CD, or on USB flash drive to:

Southern California Public Power Authority
915 L St., Ste. 1410
Sacramento, CA 95814

- 7.2 E-mailed as an attachment as one (1) pdf file. Please e-mail file to Anastasia Kovalchuk at akovalchuk@scppa.org

No contact should be made with the Board of Directors, Committee Members, or SCPPA Participating Members 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.