

REQUEST FOR PROPOSAL

PGE01-GID05-SH-007

Develop a website (microsite) for the Warm Springs Power Pathway Project

RFP Issue Date:	May 19, 2025
Due Date for Offeror Questions & Requests for Clarification	June 11, 2025
PGE's Response to Questions & Requests for Clarification to be sent on or before	June 13, 2025
Proposals in response to RFP due by	June 18, 2025 at 2:00pm PDT
Finalists Presentation/Interviews (Virtual Only)	June 30, 2025
Submit Questions to the Single Point Of Contact (SPOC):	Offeror shall not contact PGE Personnel except as allowed in RFP
Submit Proposals to:	Pgesolicitations@pgn.com

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SECTION 1: GENERAL INFORMATION

1. RFP Outline

This document states the terms and conditions that apply to this Request for Proposal ("RFP"). It is divided into four sections plus annexes as follows:

- Section 1 **General Information:** provides a general description of the RFP requirements; Section 2 **Offeror Instructions:** provides the instructions, clauses and conditions applicable to the RFP and states that the Offeror agrees to be bound by the clauses and
- conditions contained in all parts of this RFP;
 Section 3 **Proposal Preparation Instructions:** provides the Offeror with instructions on how to prepare their proposal; and
- Section 4 **Evaluation Procedures and Basis of Selection**: indicates how the evaluation will be conducted, the evaluation criteria that must be addressed in the proposal, if applicable, and the basis of selection.

2. List of Annexes

The following annexes are hereby incorporated into this RFP:

- **1.** Annex A Statement of Work
- 2. Annex B Basis of Payment
- **3.** Annex C Mandatory Evaluation Criteria
- 4. Annex D Point-Rated Evaluation Criteria
- **5.** Annex E Contractor Representation & Certification Form
- **6.** Annex F Non-Collusion Certification
- 7. Annex G Byrd Anti-lobbying Amendment Certification
- **8.** Annex H Master Purchase Agreement Template

3. Company Background

Portland General Electric ("PGE") is a vertically integrated electric utility company engaged in the generation, purchase, transmission, distribution, and retail sale of electricity in the State of Oregon. The Company's corporate headquarters is in Portland, Oregon, and the company's State-approved service area is approximately 4,000 square miles, encompassing 51 incorporated cities.

Offeror is encouraged to visit the company web site at www.portlandgeneral.com for more detailed information.

4. General Description of RFP

PGE is requesting proposals from web development and creative service companies who specialize in building custom websites, to build a microsite and cohesive, branded and related collateral that will serve as a platform for sharing information, facilitating stakeholder and public engagement and sharing progress in support of the Warm Springs Power Pathway project ("Project").

On October 18, 2023, to strengthen electric grid resilience and reliability, the Confederated Tribes of Warm Springs ("Tribes") was selected to receive a \$250 million grant from the United States Department of Energy ("DOE") under the Grid Resilience and Innovation Partnerships Program ("GRIP") that was memorialized in an Assistance Agreement, Award No. DE-GD000934, between Warm Springs Power and Water Enterprises and the DOE dated August 13, 2024. PGE is designated as a subrecipient in the Grant, and the Parties entered into a Subrecipient Agreement dated December 1, 2024.

5. Contract Duration

The period of the Contract is from date of Contract award to twelve months later. PGE may elect to renew the Contract by up to six additional twelve months periods under the same conditions. The Contractor agrees that, during the extended period of the Contract, it will be paid in accordance with the applicable provisions as set out in the Master Purchase Agreement. In the event PGE elects to renew the Master Purchase Agreement, PGE shall provide the Contractor thirty calendar days prior written notice of such election. The parties will memorialize the annual renewals through a written amendment, which will include any requisite amendments to the SOW.

6. Estimated Number of Contracts to be Awarded

Through this RFP process, PGE will select up to one Contractor whose proposal is most advantageous to PGE based on the evaluation process and factors described in this RFP.

7. RFP Availability

This RFP is available electronically at: portlandgeneral.com/pgebuys.

Future notices regarding this solicitation, including solicitation amendments, will be posted on the PGE website.

8. RFP Definitions

Throughout this RFP, the following definitions will be used:

- a. **"Offeror"** shall mean an individual, joint venture, or a company that submits, or intends to submit, a proposal in response to this RFP.
- b. **"Intent to Award"** is a written notice, advertising to whom the contract award will be made. This notice will be published on the PGE website.
- c. **"Proposal Submission"** is a competitive offer, which is binding on the Offeror, in which price, delivery, and conformance to specifications and the requirements of the RFP will be the predominant award criteria.
- d. "Statement of Work" refers to the portion of the contract documents consisting of the written requirements for the Work, tasks & milestones, deliverables, acceptance criteria, and performance of services.
- e. **"SPOC"** refers to the single point of contact listed on the cover sheet of this RFP. The SPOC will be managing the RFP process on behalf of PGE.

9. SPOC

The SPOC for all correspondence related to this RFP is as follows:

Email: pgesolicitations@pgn.com

The Offeror shall send its proposal and all correspondence regarding the RFP to the SPOC indicated above. To ensure timely and adequate consideration of the Offeror's proposal, the Offeror must limit all contact, whether verbal or email, pertaining to this RFP, to the SPOC above for the duration of the RFP process. Any communication to other PGE individuals about this RFP, without the approval of the SPOC, may disqualify the Offeror from further consideration.

SECTION 2: OFFEROR INSTRUCTIONS

1. Standard Instructions, Clauses and Conditions

Offeror who submits a proposal agrees to be bound by the instructions, clauses and conditions of the RFP and accepts the clauses and conditions of the resulting contract.

2. Questions during the Solicitation Period

All inquiries about this solicitation must be submitted in writing to the SPOC no later than seven (7) calendar days before the RFP closing date. Inquiries received after that time might not be answered.

Offeror should reference as accurately as possible the section title and page number of the RFP to which the inquiry relates. Care should be taken by the offeror to explain each question in sufficient detail to enable PGE to provide an accurate answer. Technical inquiries that are of a "proprietary" nature must be clearly marked "proprietary" at each relevant item. Items identified as proprietary will be treated as such except where PGE determines that the inquiry is not of a proprietary nature. PGE may edit the questions or may request that the Offeror do so, so that the proprietary nature of the question is eliminated, and the inquiry can be answered with copies to each Offeror. Inquiries not submitted in a form that can be distributed to each Offeror might not be answered by PGE.

3. Improvement of Requirement During the Solicitation Period

Should Offeror consider that the Statement of Work ("SOW") contained in the solicitation could be improved technically or technologically, Offeror is invited to make suggestions, in writing, to the SPOC named in the RFP. Offeror must clearly outline the suggested improvement as well as the reasons for the suggestion. Suggestions that do not restrict the level of competition nor favor a particular Offeror will be given consideration provided they are submitted to the SPOC in accordance with the above paragraph titled, "Questions during the Solicitation Period". PGE will have the right to accept or reject any or all suggestions.

4. Existing NDAs

For purposes of this RFP, Offeror shall not be deemed in violation of any confidentiality provision in an existing nondisclosure agreement with PGE if Offeror reports fraud, waste, or abuse to a designated investigative or law enforcement representative of a Federal department or agency authorized to receive such information.

5. Validity of Proposals

Proposals are required to be valid for a minimum of one-hundred eighty calendar days following the due date for submission of the proposal. A proposal may not be modified after it is submitted.

6. Reservation of Rights

PGE may reject any proposal as unsatisfactory or non-responsive, award a contract to other than the lowest priced proposal, award multiple contracts, or not award any contract, as a result of this RFP. Furthermore, PGE reserves the right to waive formalities and to add, modify, or delete items, requirements, schedule, or terms or conditions of this RFP prior to the RFP closing date.

7. Return of Materials

At any time, PGE may, in its absolute discretion, require that any of its documentation and materials related to this RFP be returned or destroyed by Offeror.

8. Errors and Omissions

In the event Offeror discovers a material ambiguity, conflict, discrepancy, omission, or other error in this RFP, Offeror should notify the SPOC in writing of such discovery with a request for modification or clarification of this RFP. PGE reserves the right to determine the materiality of such discovery or

question. PGE may issue an addendum to amend this RFP, extend the RFP due date if necessary, or provide answers to the questions received, in response to such discovery or question. Otherwise, PGE reserves the right to negotiate minor exceptions, irregularities, or errors in this RFP or responses.

9. Confidentiality of Response

Notwithstanding any labeling as confidential, all information submitted in Offeror's response shall not be considered confidential or proprietary and may be disclosed or used by PGE or its affiliates for any purpose and in any manner without compensation, liability or other obligation to Offeror, unless a nondisclosure agreement has been executed between PGE and Offeror with respect to such information. Offeror should only submit information that is necessary to understand and evaluate its proposal. If Offeror submits confidential information covered by an executed nondisclosure agreement, the nondisclosure agreement shall govern the confidentiality requirements for the confidential information, provided that any information submitted by Offeror pursuant to this RFP is subject to inspection by the funder(s). Offeror agrees that PGE will not be in violation of any confidentiality provision in any agreement between Offeror and PGE if information submitted by Offeror is disclosed to the funder(s).

10. Offeror Financial Capability

The SPOC shall obtain the type and depth of financial and other information that is required to establish a contractor's financial capability or disclose a contractor's financial condition. While the SPOC should not request information that is not necessary for protection of PGE's interests, the PGE designated must insist upon obtaining the information that is necessary. The unwillingness or inability of a contractor to present reasonably requested information in a timely manner, especially information that a prudent business person would be expected to have and to use in the professional management of a business, may be a material fact in the determination of the Contractor's responsibility and prospects for contract completion.

11. No Commitment

At no time shall PGE be under any obligation or commitment to purchase any services from any Offeror to this RFP until after a contract has been signed by both PGE and the Offeror. This RFP shall not be construed in any manner to create an obligation on the part of PGE to enter into any contract or serve as a basis for any claim whatsoever for reimbursement of costs for efforts expended by the Offeror.

12. Code of Ethics

Upon receipt of this RFP through the final selection by PGE, Offeror shall not engage in any conduct that could be seen as improperly influencing PGE's decision. The exchange or offering of any money, gift item, personal service or unusual hospitality by Offeror and PGE is expressly prohibited. Failure to comply with this requirement will disqualify Offeror from participation in this solicitation.

13. Non-Discrimination

Neither PGE nor Offeror shall discriminate in the provision of the proposed services in connection with this RFP on the basis of age, race, color, national origin, religion, sex, disability, qualified disabled veteran status, qualified veteran, or any other category protected by law.

14. Proposal Preparation Costs

Offeror shall be solely responsible for all costs and expenses incurred in the preparation and presentation of its response to this RFP, including without limitation market research and attendance at interviews or presentations.

15. Qualification of Offeror's Resources

Subject to and in accordance with applicable laws, Offeror shall have, prior to assigning an individual as Offeror's resource, and at Offeror's sole expense, appropriately verified, represent and warrant to PGE, that the resource proposed in response to this RFP, performing the services, have the

requisite qualifications, education, technical certifications and education degrees to perform the services in a competent, workmanlike manner in accordance with the applicable standards relevant to the SOW described herein.

PGE reserves the right to accept or reject any resources that the Offeror identifies in its proposal. Offeror and all Offeror's resources must be clearly identified, at the task level, in the proposal. PGE reserves the right to request alternate resources.

16. Publicity

Offeror may not make any announcement, disclosure, or use PGE's name or logo regarding this RFP without the prior written consent of PGE, which PGE may withhold in its absolute discretion.

17. Compliance with Applicable Laws

All proposals submitted in response to this RFP shall comply with all applicable laws, including judgments, orders, decrees or consent agreements with any governmental agency or court, relating to the design, manufacture, promotion, advertising, marketing, sale or pricing of any services identified in such proposal.

18. Contract Negotiation

PGE will initiate contract negotiations with the Offeror who submitted a proposal that was responsive and highest scored. PGE may, at its option, elect to negotiate general contract terms and conditions, services, pricing, implementation schedules, and such other terms as PGE determines are in PGE's best interest. If negotiations fail to result in a contract, PGE reserve the right to terminate the negotiations and initiate contract negotiations with the next highest scoring Offeror. This process may continue until a contract agreement is reached.

19. Disputes

In case of any doubt or differences of opinions regarding the items or service to be furnished hereunder, or the interpretation of the provisions of the RFP, the decision of PGE shall be final and binding upon all parties.

20. Proposal Withdrawal

An Offeror may withdraw its proposal any time prior to the time and date shown on the cover page of this RFP. Proposals may be withdrawn in writing on a company letterhead signed by an authorized representative if received by the SPOC before the solicitation closing date. This letter must be sent electronically to the SPOC listed on the cover page.

21. Authority

Proposals must conform to the requirements of this solicitation and be signed by a person who is authorized to make such a commitment on behalf of the Offeror. The Offeror's signature on any of the submission forms or any of the attestation forms constitutes a certification that the Offeror has read and fully understands all terms. No consideration will be given to any claim resulting from the offer without comprehending all requirements of the RFP.

22. Responsiveness

Proposals lacking required signatures will be deemed "non-responsive". PGE may disqualify the non-responsive Offeror from further evaluation.

23. RFP Amendments

PGE reserves the right to make changes to this RFP. Changes will be made only by written addendum. Statements made by the SPOC are not binding unless issued by written addendum. PGE will issue any RFP addendums within a reasonable timeframe to allow the prospective Offeror to consider the addendums to prepare for their proposals. PGE may extend the RFP closing date if it determines the prospective Offeror needs additional time to review and respond to the RFP

addendums. It is the sole responsibility of the Offeror to regularly visit the PGE website to incorporate the potential addendum posted to the site into their proposals.

24. Protest of Intent to Award

PGE shall notify all Offerors when a selection is made in relation to this RFP. The following procedure applies when an Offeror wishes to protest a disqualification of a proposal or award of a contract.

Offerors may protest only deviations from laws, rules, regulations, or procedures. Protests must specify the grounds for the protest including the specific citation of law, rule, regulation, or procedure upon which the protest is based. The judgment used in scoring by individual evaluators is not grounds for protest. Disagreement with the judgement of evaluators may not be protested.

All protests must be in writing and must include the following:

- 1. Offeror is adversely affected because Offeror would be eligible to be awarded the contract if the protest were successful; and
- 2. The reason for the protest is that:
 - a) All lower or higher ranked proposals are non-responsive; or
 - b) PGE has failed to conduct the evaluation of proposals in accordance with the criteria or processes described in the solicitation materials; or
 - c) PGE has abused its discretion in declaring the protestor's proposal non-responsive.

All protests must be sent to the SPOC listed on the coverage page of this solicitation.

All protests must be electronically received no later than 4:00 P.M. Pacific Daylight Time on the seventh calendar day after the notice of intent to award or disqualification has been posted on the PGE website.

Protests not filed within the time specified above, or which fail to cite the specific law, rule, regulation, or procedure upon which the protest is based shall be dismissed. An issue that could have been raised through questions during the solicitation period is not grounds for protest.

PGE shall resolve all timely submitted protests within a reasonable time following the SPOC's receipt of the protest and once resolved shall issue a written decision on the protest to the Offeror who submitted the protest.

SECTION 3: PROPOSAL PREPARATION INSTRUCTIONS

1. Proposal Preparation Instructions

This section prescribes the mandatory format for a proposal in response to this RFP. The purpose of this format is to ensure uniformity of the information from each Offeror and to aid in clear understanding and evaluation. Failure to submit proposals in accordance with the provisions of this section may be grounds to declare the proposal non-responsive.

PGE requests that the Offeror follow the format instructions described below in the preparation of their proposal:

- i. use a numbering system that corresponds to the RFP;
- ii. include a title page at the front of each separate PDF document that includes the title, date, RFP number, Offeror's name and address and contact information of its representative; and
- iii. include a table of contents.

2. Submission of Proposals

Proposals must be submitted only to the designated SPOC by the date, time and place indicated on page 1 of the RFP. Offeror must email the required submittal documents and any relevant supplementary materials, to the SPOC with the following subject: "RFP # PGE01-GID05-SH-007 - Develop a website (microsite) for the Warm Springs Power Pathway Project. Proposals are due no later than 2:00 PM, Pacific Daylight Time on June 18, 2025. Please limit the size of the email message(s) to 10MB. Multiple emails may be used for submission, if necessary. PGE will provide confirmation of receipt of such submission via email.

Any proposal received after 2:00 P.M. Pacific Daylight Time on the proposal due date or in a manner not specified in this RFP shall be considered non-responsive and may be excluded from award consideration. It is the Offeror's sole responsibility to ensure that delivery of the proposal is made before the specified due date and time and in the manner specified in this RFP.

IF AN OFFEROR DOES NOT RECEIVE CONFIRMATION FROM THE SPOC THAT THE PROPOSAL HAS BEEN RECEIVED, THE OFFEROR SHOULD ASSUME THAT THE PROPOSAL HAS NOT BEEN RECEIVED AND SHOULD CONFIRM RECEIPT OF THE PROPOSAL WITH THE SPOC PRIOR TO THE PROPOSAL DUE DATE AND TIME.

Proposals transmitted by facsimile or mail to PGE will not be accepted.

Offeror must provide the following information in separate PDF documents. Upon award, such information might be incorporated into the final contract documents.

- **1.** Annex B Basis of Payment
 - Prices must appear in only the financial portion of the proposal.
- 2. Annex C Mandatory Technical Criteria;
- 3. Annex D Point Rated Technical Criteria;
- 4. Annex E Contractor Representation & Certification Form;
- 5. Annex F Non-Collusion Certification; and
- 6. Annex G Byrd Anti-lobbying Amendment Certification.

3. Technical Proposal

The technical portion of this RFP consists of the following:

- a) Mandatory Evaluation Criteria. Refer to Annex C of this RFP; and
- b) Point Rated Evaluation Criteria. Refer to Annex D of this RFP.

Substantiation of Technical Compliance: The Offeror must substantiate technical compliance by following the proposal preparation instructions indicated in Annexes C and D of this RFP. The substantiation must not simply be a repetition of the requirement(s), but must explain and demonstrate how the Offeror will meet the requirements and carry out the required work. Simply stating that the Offeror or its proposed solution or product complies is not sufficient. Where PGE determines that the substantiation is not complete, the Offeror will be considered non-responsive and disqualified. The substantiation may refer to additional documentation submitted with the proposal. The Offeror is requested to indicate where in the proposal the reference material can be found, including the title of the document, and the page and paragraph numbers; where the reference is not precise, the SPOC may request that the Offeror direct the SPOC to the appropriate location in the proposal.

Joint Venture: Except where expressly provided otherwise, at least one member of a joint venture Offeror must meet any given mandatory requirement of this RFP. Joint venture members cannot pool their abilities to satisfy any single mandatory requirement of this RFP. Wherever substantiation of a mandatory requirement is required, the Offeror is requested to indicate which joint venture member satisfies the requirement. Any Offeror with questions regarding the way in which a joint venture proposal will be evaluated should raise such questions through the inquiries process as early as possible during the solicitation period. For example, an Offeror is a joint venture consisting of members X, Y, and Z. If the RFP requires: (a) that the Offeror have 3 years of experience providing maintenance services, and (b) that the Offeror have 2 years of experience integrating hardware with complex networks, then each of these two requirements can be met by a different member of the joint venture. However, for a single requirement, such as the requirement for 3 years of experience providing maintenance services, the Offeror cannot indicate that each of members X, Y, and Z has one year of experience, totaling 3 years. Such a response will be declared non-responsive.

4. Financial Proposal

Pricing: Offeror must submit their financial proposal in accordance with the table provided in Annex B of this RFP. The total amount of taxes must be shown separately, if applicable. Offeror must include a single firm rate in USD in each cell requiring an entry in the table.

All Costs to be Included: The financial proposal must include all costs for the requirement described in the RFP for the entire contract period. The identification of all necessary equipment, software, peripherals, cabling and components required to meet the requirements of the RFP and the associated costs of these items is the sole responsibility of the Offeror.

Blank Prices: Offeror is requested to insert \$0.00 for any item for which it does not intend to charge or for items that are already included in other prices set out in the table. If the Offeror leaves any price blank, PGE will treat the price as \$0.00 for evaluation purposes and may request that the Offeror confirm that the price is in fact, \$0.00. No Offeror will be permitted to add or change a price as part of this confirmation. Any Offeror who does not confirm that the price for a blank item is \$0.00 will be declared non-responsive.

5. RFP Timeline

PGE's estimated schedule for this RFP is included in the table below. This timeline is subject to change and will be adjusted as required.

Date	Activity	
May 19, 2025 RFP published on the PGE public facing website		
June 11, 2025 Due Date for Offeror Questions & Requests for Clarificati		

June 13, 2025	PGE responses to Offeror's Questions & Requests for Clarification Due	
June 18, 2025	Proposals in response to RFP due by 2:00 PM , Pacific Daylight Time	
June 25, 2025	Proposals are evaluated and highest-ranked Offeror(s) are selected for interviews	
June 30, 2025	Presentations, demonstrations, or interviews are completed, and a winning Offeror is selected in accordance with the evaluation selection methodology specified in the RFP	
July 18, 2025	Contract negotiations & contract approval	
July 25, 2025	Notice of Intent to Award published on PGE website	
August 1, 2025	Contract Award	

There may be other time frames that could impact the above-mentioned timeline, such as:

- (i) **Requests for clarifications**: If PGE seeks clarification or verification from the Offeror about its proposal, the Offeror will have two business days (or longer period if specified in writing by the SPOC) to provide the necessary information to PGE. Failure to meet this deadline will result in the proposal being declared non-responsive.
- (ii) **Extension of Time**: If additional time is required by the Offeror, the SPOC may grant an extension.
- (iii) **Contract approval**: The funder may have additional approval requirements.

SECTION 4: EVALUATION PROCEDURES AND BASIS OF SELECTION

1. Evaluation Procedures

Proposals will be evaluated in accordance with the entire requirements of the RFP. There are several steps in the evaluation process, which are described below. Even though the evaluation and selection will be conducted in steps, the fact that PGE has proceeded to a later step does not mean that PGE has conclusively determined that the Offeror has successfully passed all the previous steps. PGE may conduct steps of the evaluation in parallel.

An evaluation team composed of representatives of PGE and the Tribes will evaluate the proposals. PGE may hire any independent consultant, or use any PGE resources, to evaluate any proposal. Not all members of the evaluation team will necessarily participate in all aspects of the evaluation.

2. Technical Evaluation

Mandatory Technical Criteria: Each proposal will be reviewed to determine whether it meets the mandatory requirements of the RFP. All elements of the RFP that are mandatory requirements are identified specifically with the words "must" or "mandatory". Proposals that do not comply with each and every mandatory requirement will be considered non-responsive and be disqualified. The mandatory evaluation criteria are described in Annex C of this RFP.

Point-Rated Criteria: Each proposal will be scored in accordance with the criteria described in Annex D of this RFP.

3. Financial Evaluation

The financial evaluation will be conducted in accordance with Annex B - Basis of Payment.

4. Method of Award - Highest Combined Rating of Technical Score and Price

- 1. To be declared responsive, a proposal must:
 - i. comply with all the requirements of the solicitation; and
 - ii. meet all mandatory criteria.
- 2. Proposals not meeting (i) and (ii) above will be declared non-responsive.
- 3. The selection will be based on the highest responsive combined rating of technical score and price. The ratio will be 50 % for the point-rated criteria and 50 % for price. To establish the technical score, the overall technical score for each responsive proposal will be determined as follows: total number of points obtained divided by the maximum number of points available multiplied by 50 %.
- 4. To establish the pricing score, each responsive proposal will be prorated against the lowest evaluated price and multiplied by 50 %.
- 5. For each responsive proposal, the technical score and the pricing score will be added to determine its combined rating.
- 6. Neither the responsive proposal obtaining the highest technical score nor the one with the lowest evaluated price will necessarily be accepted. The responsive proposal with the highest combined rating of technical score and price will be recommended for award of a contract.

The table below illustrates an example where all three proposals are responsive and the selection of the Offeror is determined by a 50/50 ratio of technical score and price, respectively. The total available points equal 100 and the lowest evaluated price is \$45,000.

Method of Award	ethod of Award - Highest Combined Rating Technical Score (50%) and Price (50%)			
	Bidder A	Bidder B	Bidder C	
Offeror's Technical Score	90/ 100	70/100	75/100	
Offeror's Technical Score x 50% Weight	(90/100) x 5 0 = 45	(70/100) x 5 0 = 35	(75/100) x 50 = 37.50	
Offeror's Total Price	\$55,000	\$50,000	\$45,000	
(Lowest Compliant Price / Offeror Price)				
x 50% Weight	\$45,000/\$55,000 x 50 = 40.91	\$45,000/\$50,000 x 50 = 45	\$45,000/\$45,000 x 5 0 = 50	
Combined Rating of Technical Score &				
Price	45+ 40.91 = 85.91	35 + 45 = 80	37.5 + 50 = 87.50	
Overall Rating	2nd place	3rd place	1st place	

5. Next Step Determination

PGE may conduct additional rounds of competition if in the best interest of PGE. If PGE elects to conduct additional rounds of competition, PGE shall provide written notice to all Offerors describing the next step.

At any time, PGE may dispense with the selected additional round and

- 1. award the Contract to the highest-ranking responsible Offeror;
- 2. elect to conduct an alternative round of competition, which may consist of, but will not be limited to; or

a) Interviews and Presentations

Offerors should be prepared to provide a brief presentation of their proposal, lasting no more than 10-15 minutes. Offerors should also be prepared to respond to questions related specifically to their proposals and other pertinent matters regarding the RFP. Questions may be directed to the Offeror's key project staff regarding qualifications, experience and the firm's overall approach. At a minimum, the project manager and the key individuals responsible for delivering the services should be in attendance. Interviews will be conducted via MS Teams. PGE will provide information to the highest scored Offerors regarding time and format for the interview at least seven calendar days prior to the interview. The total interview points to be awarded, should interviews be arranged, will be determined prior to the interviews being scheduled and will be communicated to the highest scored Offerors accordingly.

3. cancel the solicitation.

ANNEX A - STATEMENT OF WORK

[THE HIGHLIGHTED TEXT WILL BE UPDATED AT CONTRACT AWARD]

This Statement of Work ("SOW") dated as of MONTH DD, YYYY (the "Effective Date"), is entered into between Portland General Electric Company ("PGE") and [Company] ("Contractor") pursuant to the terms and conditions of the Master Purchase Agreement (the "Agreement") between PGE and the Contractor dated Month, DD, 20XX. Capitalized terms used but not otherwise defined in this SOW will have the meanings given to them in the Agreement. All paragraph or section references made in this SOW are references to paragraphs in this SOW itself, unless otherwise specified. Each of PGE and the Contractor may be referred to herein as a "Party" or, if collectively, as the "Parties".

PROJECT TITLE: Develop Website (microsite) for the Warm Springs Power Pathway Project ("Project")

PROJECT LOCATION: Fully Remote

1. PURPOSE, BACKGROUND AND OBJECTIVES

1.1. Purpose

PGE and the Confederated Tribes of the Warm Springs Reservation of Oregon (the "Tribes") require an interactive web development and creative service company to build a microsite and cohesive, branded and related collateral that will serve as a platform for sharing information, facilitating stakeholder and public engagement and sharing progress in support of the Project.

1.2. Background

On October 18, 2023, to strengthen electric grid resilience and reliability, the Tribes were selected to receive a \$250 million grant from the United States Department of Energy ("DOE") under the Grid Resilience and Innovation Partnerships ("GRIP") Program that was memorialized in an Assistance Agreement, Award No. DE-GD000934, between Warm Springs Power and Water Enterprises and DOE dated August 13, 2024. PGE is designated as a subrecipient in the Grant, and the Parties entered into a Subrecipient Agreement dated December 1, 2024. The project was subsequently named the Warm Springs Power Pathway.

PGE plans to upgrade the existing Bethel-Round Butte 230 kV transmission to one or more single circuit 500 kV transmission lines. The existing Bethel-Round Butte 230 kV transmission line is approximately 99 miles long with a 125-foot right-of-way ("ROW"). It is located between the Round Butte substation and the Bethel Substation near Salem, Oregon and crosses both Tribal and non-Tribal land.

PGE is currently the sole owner and operator of the transmission line, a crucial artery in the region's transmission system that connects energy resources east of the Cascades to customers west of the Cascades in the Willamette Valley, and which helps to move large amounts of energy from Central Oregon and other regions where resources are more abundant and available, into PGE's service area, which includes about half of Oregon's population and two-thirds of the state's commercial and industrial activity. The Warm Springs Power Pathway will add transmission capacity on the Warm Springs Reservation, and will enable the development of generation infrastructure, accommodate new industrial development, create job opportunities, and bring revenue to Tribal communities.

The line(s) is/are targeted to be in service in 2032 and will go over/through property owned by Tribes, federal agencies, private landowners, PGE and the State of Oregon.

1.3. Objectives

To create an information hub to support communications with stakeholders, communities and the public throughout the duration of the project, including iterative updates and segment-and topic-specific content. Stakeholder and community engagement is scheduled to begin in mid-2025 and construction is tentatively forecasted to begin in 2030, though dates are subject to change.

This SOW includes the Scope as defined in Section 3 based on the supporting tasks detailed in Section 4.

Part of the work will be fixed price and part of the work will be performed on a Time & Materials ("T&M") basis.

2. DURATION OF THE SOW

2.1. Initial Term Start and End Dates: MONTH DD, 2025 to MONTH DD, 2026

This SOW becomes effective as of the Effective Date and will terminate twelve months after the Effective Date ("Initial Term"), unless terminated early in accordance with the Agreement. PGE may elect to renew the Initial Term by up to six additional twelve months periods under the same conditions. The Contractor agrees that, during the extended period of the Contract, it will be paid in accordance with the applicable provisions as set out in this SOW. In the event PGE elects to renew the Initial Term, PGE shall provide the Contractor thirty days prior written notice of such election. The parties will memorialize the annual renewals through an amendment to the agreement, which will include any requisite amendments to the SOW.

3. SCOPE OF SERVICES

Contractor shall provide services to PGE as outlined below.

- 3.1. Develop an interactive web platform to serve as an information hub for the project's duration similar to:

 Home Xcel Energy Colorado Power Pathway">https://example.com/html/>
 Home Xcel Energy Colorado Power Pathway.
- 3.2. Ensure that the web platform brand design and content is CTWS, WSPWE, and PGE branded
- 3.3. Provide CTWS, WSPWE, and PGE with editing rights to the website to update text as needed without requiring Contractor involvement.
- 3.4. Develop one overview video depicting the purpose, need, process and location of the transmission line.
- 3.5. Develop up to 10 segment videos depicting specific project segments and addressing construction plans and approach. The duration for each segment video must be between 1 and 3 minutes long.
- 3.6. Develop an overview map showing the existing transmission line and equipment.
- 3.7. Develop website/microsite with search functionality, ability to translate and see web content in Spanish, intuitive user interface, and analytics and reporting capabilities to measure the efficacy and use of the site. The site must include:
 - a) A home page with updates and hyperlinks to relevant information
 - b) An interactive map with transmission line and substation layers

- c) A project description, a project timeline, and a project need
- d) Permitting and coordination requirements from Marion, Wasco and Jefferson counties, and other federal and state entities
- e) An interactive construction map
- f) Community engagement information, including notice of all meetings, materials, meeting announcement documentation and materials shared
- g) FAQ page with segments including 1) Overview and Benefits, 2) Design & Construction, 3) Location & Permitting, 4) Working with Landowners, 5) Misc.
- h) Library of all relevant and related documentation including 1) Useful links to the Tribes and PGE content, 2) Project Information Sheets, 3) Fact Sheets, 4) Public Meeting Materials, 5) Newsletters, 6) Mailers & Advertisements
- i) Contact Us information, including a fill-in-the-blanks form to sign up for newsletters/updates, and to request follow-up to comments
- 3.8. Provide online hosting and maintenance for the life of the project
- 3.9. Develop CTWS, WSPWE, and PGE branded templates for project fact sheet, presentations, informational sheets, social media posts, email updates and large format graphic board layouts.

4. TASKS

During the contract period, the Contractor must perform the following tasks:

- 4.1. Provide a work plan organized by main tasks and deliverables as well as sub-tasks and deliverables for this project.
- 4.2. Provide a monthly schedule for task progress and completion.
- 4.3. Provide data collection, storyboard/mockups of content, 3D and 2D content, post-production and finalizing before publishing. Deliver all contents in English and Spanish, and consistent with the U.S. Access Board standards for Section 508 compliance.
- 4.4. Provide drone services for aerial photography for use on the website and in collateral materials.
- 4.5. Develop up to 75 photo simulations showing before and after conditions of the transmission line, in specific segments [to be determined once transmission line design and environmental impacts are known] and publish the photo simulations on the website and/or in collateral materials.
- 4.6. Develop a .kmz showing all photo locations captured during photo site visits of each segment of the project for illustrating the line on the website.
- 4.7. The following work will be issued on an "as and when requested basis", which will be further detailed in Attachment X Task Order Assignment
 - Activate modules/pages/elements on the interactive web platform for FAQ, Library, etc.
 - ii. Provide interactive web and graphic design support as needed
 - iii. Provide large-format graphics for use in community meetings

5. RESOURCE PLAN

5.1. This SOW will be supported on a dedicated basis by the "Key Persons" listed below. If not identified below, all resources performing in a lead role, project management, program management shall be considered Key Persons for the purposes of this SOW.

[Insert Name of Key Person] - [Insert a brief description of the Key Person's Role]

6. DATA

6.1. The parties will exchange the data specified below as necessary to fulfill the requirements of the Services set forth in this SOW.

a. PGE Data

- i. Project design files in .cad, shapefile or .pls cad formats (if needed)
- ii. Project documentation shared with community members and stakeholders, federal/state/local permitting information

b. Contractor Data

i. Drone/aerial photography image files

7. RESPONSIBILITIES

7.1. PGE Responsibilities

- a) Provide timely feedback to the Contractor on design concepts and content;
- b) Supply necessary information about the project to inform written and visualization content;
- c) Assign a project liaison to coordinate with the Tribes for consistent alignment.

7.2. Contractor Responsibilities

- a) Manage the entire project (including costs and timelines) from start through completion;
- b) Collaborate closely with the Tribes and PGE for content development and approval;
- c) Provide monthly progress reports to the PGE Contract Administrator;
- d) Schedule and participate in regular check-in meetings with PGE and the Tribes to ensure work continues and is delivered by the deadlines specified in this SOW. The Contractor, PGE and the Tribes will determine the frequency of these meetings based on project needs;
- e) Provide PGE with webpage analytics on an agreed cadence;
- f) At the conclusion of the project, provide PGE with all materials and project documentation from the website for archival purposes.

8. ESCALATION PROCESS

8.1. PGE and the Contractor will maintain ongoing communications and attend and/or participate in meetings during PGE's normal business hours at times mutually acceptable to the Parties for the duration of the SOW. If a Party encounters an issue that requires the other Parties' attention that cannot be resolved by the day-to-day project team, the issue will be documented and escalated to the PGE Contract Administrator with a needed resolution date. If the issue remains unresolved by the end of either a) the requested resolution date, or b) the end of the 8th day of the 10-day deliverable review period, whichever is later, it will be further escalated to the Parties' respective Contract Administrator's Manager. If issues brought to a Parties' Manager are not resolved by the end of the 9th day of the 10- day deliverable review period, and there is still a disagreement between PGE and the Contractor, the issue will be escalated to the Parties' respective Contract Administrator's Director. Nothing herein restricts a party from exercising all rights and remedies available to it by law.

9. ESCALATION MATRIX

[The table below will be detailed before contract award]

Level	PGE			Contractor		
	Name	Designation	Contact Details	Name	Designation	Contact Details
Level 1						
Level 2						
Level 3						

10. DELIVERABLES AND ACCEPTANCE CRITERIA

- 10.1. Contractor shall provide the deliverables described in the below table in accordance with the associated acceptance criteria ("Deliverables").
- 10.2. Upon completion of a Deliverable, the Contractor shall provide notice and evidence to the PGE Contract Administrator. Upon receipt of notice and evidence of the completed Deliverable, the PGE Contract Administrator shall have ten business days in which to either accept or reject such Deliverable.
- 10.3. If PGE accepts the Deliverable, the Deliverable will be deemed complete. If PGE rejects the Deliverable, it shall do so in writing with a reasonably detailed explanation for such rejection. It shall then be the Contractor's responsibility to correct and resubmit the completed Deliverable to PGE.
- 10.4. If PGE fails to either accept or reject the submitted Deliverable within ten business days, it should be deemed complete by PGE. In the event that PGE requests more time to either accept or reject the Deliverable, the Contractor shall grant such request; provided, however, if the additional time PGE needs to accept or reject the Deliverable materially and negatively impacts the Contractor's ability to complete another Deliverable, then the Contractor shall be entitled to request a reasonable extension of the deadline for such Deliverable and/or an appropriate contract amendment to account for the additional time.
- 10.5. In the event that the Deliverable approval process is creating a schedule risk for the Project, the Contractor shall utilize the Escalation Process identified herein.
- 10.6. Fixed-Price Deliverables [The targeted deliverable due dates listed in the table below might be updated at contract award]
- 10.7. T&M Deliverables are to be determined on an "as and when requested basis", which will be further detailed in Attachment X Task Order Assignment.

#	Deliverable	Targeted Deliverable Due Date	Acceptance Criteria
1	Interactive website and		Format: Word document
	framework for additive		Acceptance Criteria: Intuitive user-interface with
	content, including an		clearly delineated and easy-to-navigate sections with
	overview map with		relevant information
	existing line and		Verification Method: Document delivery
	substations		Validation Method: PGE Contract Administrator
			and the Tribes review and approval

#	Deliverable	Targeted Deliverable Due Date	Acceptance Criteria
2	Fact Sheet, one-pager, PPT templates		Format: Word, PDF, or PPT formats Acceptance Criteria: Consistent with the Tribes, PGE branding and agreed project messaging Verification Method: File delivery Validation Method: PGE Contract Administrator and the Tribes review and approval
3	Photo and video assets to be used on website, in materials		Format: Aerial images of line, equipment; kmz of equipment locations depicted Acceptance Criteria: Clear imagery depicting preagreed locations; .kmz file and imagery support intended uses Verification Method: File delivery Validation Method: PGE Contract Administrator and the Tribes review and approval
4	Overview video that is between 2 and 4 minutes long depicting the entire line and describing the purpose, need, location and process	0.00.20	Format: Video file Acceptance Criteria: Explains project need, process, location, and what will happen before construction begins Verification Method: File delivery Validation Method: PGE Contract Administrator and the Tribes review and approval
5	Segment videos (up to 10) depicting segment location, construction approach, etc.	Estimated 2028-2032	

11. GOVERNANCE MODEL

[The table below will be detailed before contract award]

Frequency	Participants - PGE/Tribes	Participants - Contractor	Focus
Weekly Review			 Measure and analyze performance of the planned tasks Escalation/issue management Risk monitoring and mitigation
Monthly Review			 Weekly performance review Resolve project delivery issues and escalations if any Address any concerns raised by stakeholders

12. PROJECT LOCATION

12.1. The Project will start at the existing Bethel Substation located north of the Santiam Highway at 5585 State St, Salem, OR 97317 and terminate at the existing Round Butte Substation located

east of the Round Butte Dam at Round Butte Dam, Warm Springs, OR. New substations are contemplated and might slightly alter the project location.

13. TRAVEL

- 13.1. All meetings will be held virtually via MS Teams.
- 13.2. PGE will not reimburse the Contractor for any out-of-pocket expenses.

14. BASIS OF PAYMENT

- 14.1. The Contractor shall invoice PGE for the completed fixed-price deliverables identified in paragraph 10 of the SOW for the amounts shown in Annex B Basis of Payment. The total amount for only the fixed price deliverables for the Initial Term is \$____USD.\$
- 14.2. The Contractor shall invoice PGE on a monthly basis for T&M deliverables (which will be further detailed in Attachment X Task Order Assignment) in accordance with the hourly rates shown in Annex B Basis of Payment. The total *not-to-exceed* amount for only T&M charges for the Initial Term is \$_____USD.
- 14.3. As a result, the total contract value will not exceed \$_____USD.
- 14.4. In no event will PGE's payments exceed these values unless a fully signed Change Order is agreed and executed by the Contractor and PGE prior to the performance of those Services.

15. INVOICES

- 15.1. Contractor shall send invoices no more than once per month electronically to the PGE Contractor Administrator.
- 15.2. Each invoice shall:
 - a) Include the contract number
 - b) Include the total contract sum
 - c) Include the invoice total
 - d) Indicate whether the work was done in support of the:
 - i. New Lambert 500kV Substation;
 - ii. New Lambert-Mountain View 500kV Transmission Line;
 - iii. New Mountain View 500kV Switchyard; or
 - iv. Upgrading Bethel-Lambert 230kV double circuit
 - e) Include the tasks and deliverables performed;
 - f) Include the date the tasks and deliverables were completed;
 - g) Include the actual time taken to complete the tasks and deliverables for the work that will be issued on an "as and when requested basis", which will be further detailed in Attachment X Task Order Assignment.
 - h) Include the key Person who completed the tasks and deliverables.
- 15.3. Each invoice should accurately reflect and match the SOW tasks, and deliverables as issued by PGE. Failure to do so may result in rejection of the invoice(s) or delay in payment.

16. CONTRACT ADMINISTRATOR

- 16.1. The Contract Administrator is designated by PGE to act and make day to day decisions on PGE's behalf solely in relation to making decisions related to minor changes ("Minor Changes"), which are decisions at the task or activity level that do not change the delivery of terms and conditions stated within this SOW. For the purposes of clarification, Minor Changes do not include Deliverables.
- 16.2. Minor Changes need to be agreed in writing by the Contract Administrator.
- 16.3. Non-Minor Changes need to be executed via a Change Order per the terms below within this SOW.

16.4. Contract Administrator: [To be updated at Contract Award]

17. CHANGE ORDERS

- 17.1. Unless otherwise instructed by PGE, all Change Orders to the SOW must be documented in the Change Order form included in Attachment X [To be detailed at Contract Award].
- 17.2. Before any change to the Services is performed, the Change Order form shall be executed by both parties.

ATTACHMENT X TO SOW - TASK ORDER ASSIGNMENT

Some of the work in this SOW may be initiated only by issuance of a fully executed Task Order Assignment approved by the PGE Contract Administrator. The work to be performed under these task orders must be within the scope of this SOW. PGE is only liable for labor hours and costs expended under the terms and conditions of this SOW to the extent that a fully executed task order has been issued and covers the required work and costs. Charges for any work not authorized in this SOW shall be disallowed.

PGE may decide to use a Task Order Assignment to provide further details on work already outlined in this SOW, such as the tasks to be achieved, the timeline to achieve those tasks, and deliverables to be provided by the Contractor for those tasks. PGE will specify the proposed price to complete the task order in accordance with the rates specified in the Basis of Payment. Task orders will be considered fully executed upon signature of the PGE Contract Administrator and the Contractor. The Contractor shall begin work on the task order in accordance with the effective date of the order. The Contractor shall notify the PGE Contract Administrator of any instructions or guidance given that might impact the cost, schedule or deliverables of the task order. Amendments to the task order must be approved by the PGE Contract Administrator before any work commences.

te (microsite) for the Warm Springs Power Pathway Project t 31, 2028 mber 1, 2028 - December 31, 2028 and describe the activities that needed to be completed to bjectives of the contract.
mber 1, 2028 - December 31, 2028 and describe the activities that needed to be completed to
and describe the activities that needed to be completed to
ntify clearly defined deliverables or service outcomes. able is hard copy, electronic, or both, and any format, patibility requirements. could be defined as the facilitated meeting, which is the E agreed to pay for. The Contractor could also be required of the agenda and roster of participants at the facilitated of the purpose of the task is not to produce an agenda or id be included as a tangible deliverable that validates the deliverable.

Acceptance Criteria	Instructions: Identify the criteria against which the deliverable will be judged. How the PGE Contract Administrator verified the information and validated that the deliverable met contract requirements.		
	Example: Upon notification that the activations requested have been made, PGE will visually inspect the change online and will confirm that they are satisfactory - or what needs to happen to make them satisfactory in writing.		
Schedule and	Instructions: Identify due dates, milestone dates or timeframes, as		
Milestones	appropriate for deliverables or recurring services.		
Applicable Standards			
Task Order Ceiling price	Instructions:		
	Task order ceiling price = Number of hours per month x hourly rate + other expenses		

PORTLAND GENERAL ELECTRIC COMPANY C	ONTRACTOR
Signature: Signat	ure:
nted Name: Printed Na	me:
Title: T	itle:
Date: D	ate:

ANNEX B - BASIS OF PAYMENT

[THE OFFEROR MUST COMPLETE ALL THE TABLES BELOW.]

- **A.** The Offeror must complete the tables below and include those tables in its financial proposal. The Offeror must indicate a price for each item. If an item or a price of an item is included in another item, it should be annotated as such (i.e. "Included in Item X"). If the price is \$0.00 or N/A, this should be indicated such that every item has a price indication. Any item without a price will be evaluated as \$0.00 value. The pricing information provided in the below tables will be used to generate the Basis of Payment for the Agreement.
- **B.** The volumetric data included in this pricing schedule is provided for proposal evaluated price determination purposes only. They are not to be considered as a contractual guarantee. Their inclusion in this pricing schedule does not represent a commitment by PGE that PGE's future usage of the services described in the RFP will be consistent with this data.
- **C.** Under any resulting contract, PGE will not accept travel expenses that may need to be incurred by the Contractor for any relocation of resources required to satisfy its contractual obligations.
- **D.** All prices and costs must be submitted in USD.

E.

F. For items listed in the "Other Expenses" column below, the Offeror must provide a detailed breakdown of all expenses. Such expenses might include professional voiceover fees, travel expenses for photo collection, and website hosting and maintenance fees.

1. Initial Term [2025-2026]

a. Fixed-Price Deliverables

#	Deliverable Name	Estimated Hours	Hourly Rate	Total Labor [Hours x Hourly Rate]	Other Expenses	Extended Total [Total Labor + Other Expenses]
1	Interactive website and framework for additive content, including an overview map with existing line(s) and substations	260 hours	\$	\$	\$	\$
2	Fact Sheet, one-pager, PPT templates	40 hours	\$	\$	\$	\$
3	Photo and video assets to be used on website, in materials	470 hours	\$	\$	\$	\$
4	Overview video that is between 2 and 4 minutes long depicting the entire line and describing the purpose, need, location and process	275 hours	\$	\$	\$	\$
5	Segment videos (up to 10) depicting segment location, construction approach, etc.		\$	\$	\$	\$
To	tal			\$	\$	\$

b. T&M

#	Task Name	Resource Name & Position Title	Estimated Hours	Hourly Rate	Total Labor [Hours x Hourly Rate]	Other Expenses	Extended Total [Total Labor + Other Expenses]	
1	Activate modules/pages/elements on the interactive web platform for FAQ, Library, etc.		96 hours	\$		\$	\$	
2	On-call interactive web and graphic design support		96 hours	\$		\$	\$	
3	Large-format graphics for use in Community Meetings		96 hours	\$		\$	\$	
То	Total Not to Exceed Amount							

2. Optional Year 1 [2026-2027]

a. T&M

#	Task Name	Resource Name & Position Title	Estimated Hours	Hourly Rate	Total Labor [Hours x Hourly Rate]	Other Expenses	Extended Total [Total Labor + Other Expenses]	
1	Activate modules/pages/elements on the interactive web platform for FAQ, Library, etc.		96 hours	\$		\$	\$	
2	On-call interactive web and graphic design support		96 hours	\$		\$	\$	
3	Large-format graphics for use in Community Meetings		96 hours	\$		\$	\$	
То	Total Not to Exceed Amount							

3. Optional Year 2 [2027-2028]

a. T&M

#	Task Name	Resource Name & Position Title	Estimated Hours	Hourly Rate	Total Labor [Hours x Hourly Rate]	Other Expenses	Extended Total [Total Labor + Other Expenses]	
1	Activate modules/pages/elements on the interactive web platform for FAQ, Library, etc.		96 hours	\$		\$	\$	
2	On-call interactive web and graphic design support		96 hours	\$		\$	\$	
3	Large-format graphics for use in Community Meetings		96 hours	\$		\$	\$	
To	Total Not to Exceed Amount							

4. Optional Year 3 [2028-2029]

a. Fixed-Price Deliverables

#	Deliverable Name	Deliverable Due Date	Hours	Hourly Rate	Total Labor [Hours x Hourly Rate]	Other Expenses	Extended Total [Total Labor + Other Expenses]
1	Segment videos (up to 10) depicting segment location, construction approach, etc.	Est. 2028-2032		\$	\$	\$	\$

b. T&M

#	Task Name	Resource Name & Position Title	Estimated Hours	Hourly Rate	Total Labor [Hours x Hourly Rate]	Other Expenses	Extended Total [Total Labor + Other Expenses]	
1	Activate modules/pages/elements on the interactive web platform for FAQ, Library, etc.		96 hours	\$		\$	\$	
2	On-call interactive web and graphic design support		96 hours	\$		\$	\$	
3	Large-format graphics for use in Community Meetings		96 hours	\$		\$	\$	
Total Not to Exceed Amount \$								

5. Optional Year 4 [2029-2030]

a. Fixed-Price Deliverables

#	Deliverable Name	Deliverable Due Date	Hours	Hourly Rate	Total Labor [Hours x Hourly Rate]	Other Expenses	Extended Total [Total Labor + Other Expenses]
1	Segment videos (up to 10) depicting segment location, construction approach, etc.	Est. 2028-2032		\$	\$	\$	\$

b. T&M

#	Task Name	Resource Name & Position Title	Estimated Hours	Hourly Rate	Total Labor [Hours x Hourly Rate]	Other Expenses	Extended Total [Total Labor + Other Expenses]	
1	Activate modules/pages/elements on the interactive web platform for FAQ, Library, etc.		96 hours	\$		\$	\$	
2	On-call interactive web and graphic design support		96 hours	\$		\$	\$	
3	Large-format graphics for use in Community Meetings		96 hours	\$		\$	\$	
To	Total Not to Exceed Amount							

6. Optional Year 5 [2030-2031]

a. Fixed-Price Deliverables

#	Deliverable Name	Deliverable Due Date	Hours	Hourly Rate	Total Labor [Hours x Hourly Rate]	Other Expenses	Extended Total [Total Labor + Other Expenses]
1	Segment videos (up to 10) depicting segment location, construction approach, etc.	Est. 2028-2032		\$	\$	\$	\$

b. T&M

#	Task Name	Resource Name & Position Title	Estimated Hours	Hourly Rate	Total Labor [Hours x Hourly Rate]	Other Expenses	Extended Total [Total Labor + Other Expenses]
1	Activate modules/pages/elements on the interactive web platform for FAQ, Library, etc.		96 hours	\$	\$	\$	\$
2	On-call interactive web and graphic design support		96 hours	\$	\$	\$	\$
3	Large-format graphics for use in Community Meetings		96 hours	\$	\$	\$	\$
To	Total Not to Exceed Amount						

7. Optional Year 6 [2031-2032]

a. Fixed-Price Deliverables

#	Deliverable Name	Deliverable Due Date	Hours	Hourly Rate	Total Labor [Hours x Hourly Rate]	Other Expenses	Extended Total [Total Labor + Other Expenses]
1	Segment videos (up to 10) depicting segment location, construction approach, etc.	Est. 2028-2032		\$	\$	\$	\$

b. T&M

#	Task Name	Resource Name & Position Title	Estimated Hours	Hourly Rate	Total Labor [Hours x Hourly Rate]	Other Expenses	Extended Total [Total Labor + Other Expenses]
1	Activate modules/pages/elements on the interactive web platform for FAQ, Library, etc.		96 hours	\$	\$	\$	\$
2	On-call interactive web and graphic design support		96 hours	\$	\$	\$	\$
3	Large-format graphics for use in Community Meetings		96 hours	\$	\$	\$	\$
Total Not to Exceed Amount \$						\$	

8.	TOTAL EVALUATED PRICE = Initial Term + Optional Year 1 + Optional Year 2 + Optional
	Year 3 + Optional Year 4 + Optional Year 5 + Optional Year 6 + Applicable Taxes
	\$

ANNEX C - MANDATORY EVALUATION CRITERIA

The proposal must meet the mandatory criteria specified below. The Offeror must provide the necessary documentation identified to support compliance with all requirements. Proposals which fail to meet any of the mandatory criteria specified below will be declared non-responsive. Each mandatory criterion must be addressed separately and will be assessed on a pass or fail basis.

1. Offeror Profile

- a. The Offeror must be licensed to provide web development and creative services for sharing information, facilitating stakeholder and public engagement in at least one U.S. state at the solicitation closing date. The Offeror must provide a copy of the business license or incorporation papers for their respective state showing that their company is licensed in that state.
- b. The Offeror must be registered on SAM.gov and have a Unique Entity Identifier (UEI) from SAM.gov. The Offeror must provide their SAM.gov registration status and UEI number.
- c. The Offeror must define their core business, mission and vision statements.
- d. The Offeror must provide the following information about their company:

Background Information	Company (Headquarters)	Parent (if applicable)
Legal name of company as it appears on IRS Form W-9		
Mailing address of company as it appears on IRS Form W-9		
Country		
Federal Tax ID		
Year company was founded		
D&B Number		
Website URL		
Number of employees		
Annual revenue		

- e. The Offeror must describe the competitive advantage that their company possesses over other potential companies.
- f. The Offeror must provide an organization chart(s) showing an overall view of their company's organization with the names and titles of the principals of the company.
- g. The Offeror must provide an outline of the corporate structure, including whether their company is currently under the control of any other corporation or organization or is actively involved in any publicly announced activity which could materially change the composition of their business (e.g. mergers and acquisitions activity, etc.)
- h. The Offeror must indicate whether their company is a member of any trade associations or similar organizations. If yes, list which ones and describe what role their company plays.

- i. The Offeror must indicate whether their company complies or certifies with any formal quality standards or programs (i.e. Six Sigma, ISO 9000). Please provide the type of certification, when their company was first certified, and when their company was most recently certified.
- j. The Offeror must indicate whether their company acquired any companies or has been acquired by another company in the past five years? If so, please explain.
- k. The Offeror must indicate whether their company has received any awards for web development and creative services for sharing information, facilitating stakeholder and public engagement. If yes, please provide the names of the award, date it was given, and the sponsor of the award.
- I. The Offeror must describe any major trends, issues and/or opportunities in the web development and creative services market that might be relevant to PGE.
- m. The Offeror must indicate how many clients in the utilities industry have engaged their company in web development and creative services for sharing information, facilitating stakeholder and public engagement and whether they have any insights to share that are specific to utility companies.
- n. The Offeror must indicate how many total clients it currently serves.
- o. The Offeror must indicate how many accounts are similar in size and scope to PGE.
- p. The Offeror must indicate whether it has ever defaulted on a contract? If so, where, and why?
- q. The Offeror must indicate whether there were any lawsuits against the Offeror? If yes, provide a summary and status of the lawsuit.
- r. The Offeror must indicate which clients did not renew their contracts with their company during the past three years and the reasons why they were not able to retain those clients.
- s. The Offeror must provide references from three active clients that they currently serve whom PGE may contact. Please include customers in the utility industry, if possible.

Event	Client #1	Client #2	Client #3
Company Name			
Industry			
Name of contact			
Phone number			
Description of services			
Duration of relationships			
Program headcount			
Skill sets covered			
Locations covered			
Percent of overall revenue			

t. The Offeror must provide a designated contact from their company that will receive all future communications regarding this RFP.

Information	RFP Contact Info
Name	
Title	
Email address	
Direct phone	
Cell phone	
Fax	
Mailing Address	
City	
State	
Zip Code	

ANNEX D - POINT-RATED EVALUATION CRITERIA

Each proposal should address each of the following Point-Rated Evaluation Criteria completely, and in the order provided.

PGE may request further clarification to assist the Evaluation Committee in gaining additional understanding of the Offeror's proposal. A response to a clarification request must be limited to clarifying or explaining portions of the already submitted proposal and may not contain new information not included in the original proposal.

Responses that do not include all the required content will not receive full points.

Standardized Scoring Method Table

The evaluation committee will use the following standardized scoring method to assess each evaluation criterion:

Rank	Definition of Rank	Rank
Exceptional	Demonstrated approach that is considered to significantly exceed stated criteria in a way that is beneficial to PGE. This rating indicates a consistently outstanding level of quality, with very little or no risk that this Offeror would fail to meet the requirements of the RFP. The Offeror exhibits several strengths that provide additional benefit to PGE. There are essentially no weaknesses. The firm has extensive experience and expertise in all the requirements identified in the SOW.	5
Good or Above Average	Demonstrated approach that is considered to exceed stated criteria. This rating indicates a generally acceptable quality, with little risk that this Offeror would fail to meet the requirements of the RFP. The Offeror exhibits many strengths that provide additional benefit to PGE. Weaknesses, if any, are very minor and correctable.	4
Acceptable	Demonstrated approach that is considered to meet or slightly exceed stated criteria. This rating indicates that the proposal demonstrates a reasonable probability of success, with little risk that this Offeror would fail to meet the requirements of the RFP. Proposal provides some additional benefit to PGE. Weaknesses, if any, are minor.	3
Adequate with Deficiencies	Demonstrated approach that is considered to marginally meet the stated criteria. This rating indicates a barely acceptable level of quality. The proposal demonstrates a probability of success. Weaknesses and/or deficiencies are minor and might be correctable. Modification would be required for the proposal to be acceptable.	2
Poor or Deficient	Demonstrated approach that fails to meet stated criteria, as there are significant weaknesses and deficiencies. The response is considered marginal in terms of the basic content and amount of information provided for evaluation. Significant modification would be required for the proposal to be acceptable.	1
Unacceptable, Missing, or Incomplete	Demonstrated approach that indicates significant weaknesses/deficiencies. The proposal fails to meet the stated criteria and/or lacks essential information and is conflicting and/or unproductive. There is little reasonable likelihood of success; weaknesses/deficiencies are so major and/or extensive that a major revision to the proposal would be necessary.	0

Point-Rated Evaluation Criteria Table

	POINT-RATED EVALUATION (CRITERIA		
		[PGE EVAL	UATORS 1	TO COMPLETE]
		Rating [0-5]	Weight	Assigned Score [Rating x Weight]
# P	Point-Rated Evaluation Criteria & Proposal Preparation Instr	uctions		
I E e e fi	Point-Rated Evaluation Criteria & Proposal Preparation Instructions: The Offeror's proposal should demonstrate sight years of consecutive experience, within the past ten years rom the RFP closing date, in a. Developing an interactive web platform to serve as an information hub; b. Developing an overview video and segment videos depicting the purpose, need, location and construction for specific project segments c. Developing a library of all relevant and related documentation; and d. Developing branded templates for project fact sheet, presentations, informational sheets, large format graphic board layouts. Instructions: Offeror should provide between three and four project examples to demonstrate experience in (a) – (d) collectively within the last ten years from the solicitation closing late. Each example must include: i. Project name, description, location, and an explanation of its similarity to the Project outlined in the SOW; ii. The purpose of the project iii. Project stat and end date iv. The Offeror's specific role in that project viii. The specific tasks that the Offeror worked on The specific deliverables that he Offeror submitted ix. A description of the project challenges & successes x. List of key persons and their roles & responsibilities in the project xii. Original and final contract amounts xiii. Indicate whether the project had a compressed delivery schedule. Describe how the team adapted to deliver on time xiii. Client name, type of organization, email address, and telephone number Each project example will be worth a maximum of two points, for a total of six points for three project examples but only the three best project examples will be scored.	uctions	6	

	POINT-RATED EVALUATION CRITERIA				
		[PGE EVALUATORS TO COMPLETE]			
		Rating [0-5]	Weight	Assigned Score [Rating x Weight]	
#	Point-Rated Evaluation Criteria & Proposal Preparation Inst	ructions			
2	WORK PLAN : The Offeror should provide a comprehensive work plan that:		4		
	 a. Is organized by main and sub-tasks and deliverables for this project; b. Includes a budget for each deliverable (or set of related deliverables) for this project; c. Provides a schedule for task progress and completion for the entire project duration; d. Includes a detailed approach and project management and development methodology for performing the work; e. Lists the team members who will be involved in the project, the amount of time they would dedicate to this project, and their qualifications. 				
		Total Possi	 ble Points	50	

ANNEX E - CONTRACTOR REPRESENTATION AND CERTIFICATION

The Offeror must complete, sign and return the below form with the Offeror's proposal.

Offeror Name:	
RFP Title:	
RFP Number:	

In response to the above titled RFP, the undersigned certifies that Offeror hereby proposes to perform required operations, duties and obligations to complete the services covered in the RFP.

The undersigned certifies that the Offeror:

- 1. Has read and understood all the terms and conditions of this RFP;
- 2. Has complied or will comply with the requirements of all applicable laws;
- 3. Attests that Offeror has not made false certifications to PGE;
- 4. Is qualified legally to contract with PGE;
- 5. Agrees to provide PGE with documentation showing that Offeror has the appropriate financial, material, equipment, facility and personnel resources and expertise, or ability to obtain the resources and expertise, necessary to indicate the capability of the Offeror to meet all contractual responsibilities;
- 4. Agrees that this proposal constitutes a firm offer to PGE which cannot be withdrawn for one-hundred eighty calendar days from the proposal due date;
- 5. Has carefully checked all representations and information contained in this proposal and other matters which may affect the proposed products/services or the cost thereof;
- 6. Agrees that PGE will not be responsible for any errors or omissions in this proposal or for any costs or expenses in preparing this proposal;
- 7. Is authorized to bind Offeror to this proposal and to any contractual agreement resulting therefrom:
- 8. Agrees to keep the RFP and the information contained therein confidential and will not use, disclose or reproduce such information for any purpose other than as required for the preparation of its proposal;
- 9. Agrees not to use the Portland General Electric Company name or any of its subsidiary or affiliated companies in any advertising, publicity, endorsements, or other disclosures;
- 10. No confidentiality obligation shall be imposed on PGE by this proposal or any materials supplied by Offeror, except only as may be specified in a nondisclosure agreement executed between PGE and Offeror;
- 11. Acknowledges that it and its employees, approved subcontractors or agents may, in the course of performing their responsibilities under the Contract resulting from this RFP, be exposed to, or acquire information that is confidential to the federal awarding entity or PGE, its clients or customers and that the Offeror agrees to comply with all reasonable requests by the federal awarding entity or PGE to ensure confidentiality and non-disclosure of such information, including without limitation, obtaining signed nondisclosure agreements in a form approved by PGE, and permitting criminal background checks, from each of the Offeror's employees, subcontractors and agents who may perform under such Contracts;
- 10. Understands and agrees that neither the federal awarding entity nor PGE shall be liable for any claims or be subject to any defenses asserted by the Offeror based upon, resulting from, or related to, the Offeror's failure to comprehend all requirements of this RFP;
- 11. Warrants that it is not listed on the governmentwide exclusions in the System for Award Management (SAM), in accordance with the OMB guidelines at <u>2 CFR 180</u> that implement

- Executive Orders 12549 (3 CFR part 1986 Comp., p. 189) and 12689 (3 CFR part 1989 Comp., p. 235), "Debarment and Suspension";
- 12. Represents and warrants that: (a) it does not have any unpaid Federal tax liability that has been assessed, for which all judicial and administrative remedies have been exhausted or have lapsed, or (b) if Offeror does have any unpaid tax liability, that the unpaid Federal tax liability is being paid in a timely manner pursuant to an agreement with the authority responsible for collecting the tax liability;
- 13. Represents and warrants that it has not been convicted of a felony criminal violation under any Federal law within the preceding 24 months;
- 15. Acknowledges that attached hereto, and by this reference incorporated herein, and made a part of this proposal are, the required data and all other information which Offeror desires to be considered as part of this proposal;
- 16. Acknowledges that PGE may incorporate the RFP, and any other information submitted by the Offeror into a resulting contract between the parties; and
- 17. Acknowledges receipt, understanding and full consideration by Offeror of the following addenda to the RFP. List by number and date appearing on the RFP addendums. If no addenda have been received, enter "none".

Addenda Nos
The Offeror is responsible to check the PGE website for any issued RFP addendums.
SIGNATURE OF AUTHORIZED REPRESENTATIVE
A parson outbarized to make legally hinding commitments on behalf of the Offerer must sign

A person authorized to make legally binding commitments on behalf of the Offeror must sign below. Signature constitutes a representation that reasonable and prudent inquiry has been made to ascertain the true and accurate basis of all statements. Statements which a person knows or has reason to know are false, fictitious, or fraudulent may result in criminal or civil penalties, as prescribed in 18 USC 1001 and 31 USC 3802(a)(2). The Offeror shall notify PGE of any changes that occur in any of the representations or certifications during any resulting contract period.

Name of Primary Representative:				
Title of Representative:				
Address:	-			
City, State, zip code:				
Phone number:				
E-mail:	_			
Authorized Signature				
Date				

ANNEX F - NON-COLLUSION CERTIFICATION

affidav	that I am it on behalf of my fir r the prices and the	m, and its owners	(name of firm) and that I am authorized to make this directors, and officers. I am the person responsible in my oposal.
I state	that:		
1.		munication or agr	osal have been arrived at independently and without reement with any other contractor, offeror, or potential
2.	Neither the prices approximate amo	nor the amount of unt of this propos	of this proposal, and neither the approximate prices nor sal, have been disclosed to any other firm or person who is they will not be disclosed before opening of proposals.
3.	No attempt has be proposing on this	een made or will b contract, or to su	oe made to include any firm or person to refrain from bmit a proposal higher than this proposal, or to submit any ve proposal or other form of complementary proposal.
4.	The proposal sub	mitted by my firm , or inducement fi	is made in good faith and not pursuant to any agreement rom, any firm or person to submit a complementary or
5.	employees are no the last four years	(name of f ot currently under been convicted c	firm), its affiliates, subsidiaries, officers, directors, and investigation by any governmental agency and have not in of or found liable for any act prohibited by State or Federal aspiracy or collusion with respect to proposing on any
contra missta	representations are ct for which the prop	material and impo posal is submitted cation is and shall	name of firm) understands and acknowledges that the ortant and will be relied on by PGE in awarding the . I understand and my firm understands that any be treated as fraudulent concealment from PGE of the true for this contract.
SIGNA	TURE OF AUTHOR	IZED REPRESENT	TATIVE
below. to asce reason prescri	Signature constitute ertain the true and ac to know are false, fi bed in 18 USC 1001	es a representation occurate basis of all octitious, or fraudu and 31 USC 3802	g commitments on behalf of the Offeror must sign in that reasonable and prudent inquiry has been made I statements. Statements which a person knows or has illent may result in criminal or civil penalties, as 2(a)(2). The Offeror shall notify PGE of any changes that cations during any resulting contract period.
Title of	of Primary Represen Representative:		
City, St Phone	ss: ate, zip code: number:		_
E-mail: Author	ized Signature		

ANNEX G - BYRD ANTI-LOBBYING AMENDMENT CERTIFICATION

As per the Byrd Anti-Lobbying Amendment, 31 U.S.C. § 1352 (as amended), Contractors who submit a proposal for an award of more than \$100,000 shall file the required certification.

The undersigned certifies, to the best of his or her knowledge and belief, that:

No federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of a federal agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any federal contract, the making of any federal grant, the making of any federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any federal contract, grant, loan, or cooperative agreement.

If any funds other than federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any federal agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this federal contract, grant, loan, or cooperative agreement, the undersigned shall attach to this form all lobbying disclosure information required by 31 U.S.C. § 1352 to Portland General Electric ("PGE") Company. PGE may request additional information from the undersigned if the information provided is insufficient to satisfy federal reporting obligations.

The undersigned shall require that the language of this certification be included in the award documents for all contracts or subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all contractors or subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into.

SIGNATURE OF AUTHORIZED REPRESENTATIVE

A person authorized to make legally binding commitments on behalf of the Offeror must sign below. Signature constitutes a representation that reasonable and prudent inquiry has been made to ascertain the true and accurate basis of all statements. Statements which a person knows or has reason to know are false, fictitious, or fraudulent may result in criminal or civil penalties, as prescribed in 18 USC 1001 and 31 USC 3802(a)(2). The Offeror shall notify PGE of any changes that occur in any of the representations or certifications during any resulting contract period.

Name of Primary Representative:	
Title of Representative:	
Address:	
City, State, zip code:	
Phone number:	
E-mail:	
Authorized Signature	
Date	

ANNEX H - MASTER PURCHASE AGREEMENT TEMPLATE

This document will be attached and shared with prospective Offerors separately.