

## INTRODUCTION

---

Think Energy has received questions from multiple vendors regarding this request for proposals (RFP). These questions are aggregated below, along with answers provided by Think Energy. For your reference, the details of the request and contact information are also included.

## VENDOR QUESTIONS

---

*1. Will Ann Arbor contract directly with the Renewable Energy Credit (REC) vendor for the RECs and services?*

Yes. Ann Arbor will contract directly with the vendor.

*2. Is there a restriction on the REC vintage? Should they only be 2007 RECs at oldest or could they be from a 2006 vintage?*

All RECs should be compliant with the Green-e rules. Please refer to [http://www.green-e.org/docs/Green-e\\_National\\_Standard.v1.pdf](http://www.green-e.org/docs/Green-e_National_Standard.v1.pdf) for detailed information.

*3. Can RECs be from outside Michigan?*

Ann Arbor prefers RECs that are generated in Michigan, but is willing to consider RECs from outside the State. Please show at least two options; one with RECs from Michigan, and one with RECs from regional or national sources.

*4. Who will the three business categories (large, medium and small) be negotiating and contracting with for purchasing RECs?*

Ann Arbor will aid the vendor in recruitment for large businesses; contracting will be directly with the vendor. The City will support broad marketing efforts associated with REC purchasing, but sales to small and medium entities will solely be the responsibility of the vendor.

*5. When will Ann Arbor begin to approach these businesses to gain their interest for purchasing RECs?*

Ann Arbor has some relationships already in place and will continue recruiting other businesses as soon as a contract is signed.

*6. What is the forecasted potential volume that these three business segments will be likely to purchase over the next 12 months?*

The number of customers and the volume RECs sold will be dependent of the sales and marketing capability of the vendor. Ann Arbor cannot promise any sales at this time, but is clearly hoping for a successful program with strong market penetration.

*7. Quantity: what is meant by “additional MWhs as purchased by other customers”? How many customers? How much do they want? How much of the REC demand is guaranteed?*

The goal is that other energy users within the borders of Ann Arbor will join their efforts to make the community as clean and green as possible by purchasing renewable energy certificates. Ann Arbor can offer modest support in sales to large customers with whom they have a relationship as well as general marketing to smaller customers and the general public. The vendor is expected to offer direct marketing to medium and small customers. No REC demand or purchasing is guaranteed. Nonetheless, the City has had conversations with one large customer that has shown interest. This customer represents 40,000 megawatt-hours of annual demand.

*8. Marketing Support & Promotional Value: are the “additional MWhs as purchased by other customers” dependent upon the combined marketing effort from our company and the city of Ann Arbor?*

Yes. Please see question #7.

*9. What is Think Energy’s role?*

Think Energy is managing the Request for Proposals (RFP) process and will help Ann Arbor review proposals. No other role has been defined at this time.

*10. Is there a utility company in Ann Arbor that currently markets green power to its customers? If so what kind of renewable energy do they provide and at what monthly premium?*

DTE Energy has proposed a green power program called Green Currents. Detailed information about the program can be found at <http://my.dteenergy.com/products/greenCurrents/index.html>.

*11. Required Business Information: what is meant by “corporate management”? Are you looking for bios of the corporate top management or only the main players in this RFP?*

The bios of the corporate top management as well as the main players in the RFP process should be provided.

*12. Date Established: do you want to know the date of establishment of our parent company or our subsidiary?*

Please provide the date of establishment of both entities, where applicable.

*13. Sample Contract: how important is the submission of the “Terms and Conditions” for the qualification of our firm for this RFP?*

The “Terms and Conditions” section is important and will be examined closely. Please submit all requested information.

*14. Do you know what is the city looking for exactly in terms of marketing support and promotional value?*

Please describe how you will engage in additional recruitment. For example, please describe if you will be able to offer innovative communications tools, such as a dedicated website where businesses and individuals can join the purchase online, advertising campaigns, etc. If there are



particular ways the City can help you and your organization make this a successful campaign, please describe this in detail.

15. What is exactly meant by “describe promotional benefits your organization will provide”?

Please explain what you will do to help Ann Arbor communicate their REC purchase. For example, you may offer to assist with press releases, a ribbon cutting ceremony, signage, etc.

16. Is there a standard RFP response document?

No. However please submit your RFP response as a .doc or .pdf file.

17. Is the RFP solely for REC’s or are physical MWh’s included, as well?

Ann Arbor is looking only for renewable energy certificates. If you have an opportunity to supply green power, please contact Allison Buttell with Think Energy via email at [abuttel@thinkenergy.net](mailto:abuttel@thinkenergy.net) or phone at (301) 270-2905.

## PRODUCT REQUEST

The City of Ann Arbor would like to see bids with the following product specifications and options.

Product Specifications and Options	
<b>Quantity</b>	Provide RECs to cover: <ul style="list-style-type: none"> <li>• 3,000 – 4,000 MWh for the City of Ann Arbor</li> <li>• Additional MWhs as purchased by other customers</li> </ul>
<b>Source Location</b>	The City prefers RECs sourced from Michigan or within the region, but all source locations will be considered. Please include the location of all sources of power, including the name and address of the power plants if possible.
<b>Source Age</b>	The City requires 100% new renewable sources as defined by Green-e.
<b>Renewable Resources</b>	Wind and solar are the preferred sources, but other sources such as landfill gas, hydro and biomass will also be considered. For RECs from generators using biomass as a feedstock, please specify the type of feedstock. For RECs from hydroelectric generators, please specify whether the source has been certified by the Low Impact Hydro Institute.
<b>Pricing Structure</b>	Provide pricing for different classes of buyers: <ul style="list-style-type: none"> <li>• Anchor buyer (City of Ann Arbor)</li> <li>• Large buyers (Businesses and other entities with annual use of over 15,000 MWh)</li> <li>• Medium Buyers (Businesses and other entities with annual use of 1,000 – 15,000 MWh)</li> <li>• Small Buyers (Businesses, residences and other entities with annual use of less than 1,000 MWh)</li> </ul>
<b>Term</b>	A one or two year contract is preferred; please give pricing for both one and two year contracts.
<b>Marketing</b>	Please describe how your organization would support the efforts by the City to market



<b>Support</b>	RECs to additional purchasers.
<b>Pollution Benefits</b>	Please describe type and quantity of pollution benefits owned by the customers, including CO <sub>2</sub> , and other attributes.
<b>Promotional Value</b>	Describe all promotional benefits your organization will provide.
<b>Certification</b>	Green-e
<b>Sample Contract</b>	Please provide a copy or an outline of the "Terms and Conditions" for the sale of RECs. It should include provisions for billing and payment terms, delivery and title transfer, performance guarantees and penalties for non-delivery.
<b>Project Opposition</b>	If there has been any publicized local, state, regional or national opposition to any of the specific generators of the renewable energy certificates that your organization is aware of, please disclose this.
<b>Business Information</b>	Please provide all information listed under "Required Business Information."

---

## **SUBMISSION OF BIDS**

---

Think Energy, Inc. and the Center for a New American Dream are assisting the City of Ann Arbor with this RFP. Please send all written questions no later than **July 19, 2007**. Please submit completed bids no later than **August 9, 2007**. All bids and inquiries should be sent to Allison Buttel at Think Energy via email to: [abuttel@thinkenergy.net](mailto:abuttel@thinkenergy.net). Feel free to contact Think Energy at (301) 270-2905 with any general questions or concerns.