

Request for Proposals
We Energies Customer Project Incentives
February 26, 2010

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Section 1: Overview and Objectives

The objective of this Request for Proposals (RFP) is to identify and to competitively select the best customer-sited renewable energy projects to receive customer project incentives under the We Energies “Renewable Energy Development” program. Funding from this program will be used to assist qualifying and selected customer-sited renewable energy projects in order to assist in project development and financing.

Customer-owned generation will enable We Energies to demonstrate to its customer base how renewable energy systems operate and to broadly communicate the benefits of installing onsite renewable energy generation. We Energies will provide financial incentives ranging from \$10,000 to \$100,000 to qualified and selected customers. All proposals must meet the following criteria:

- Applicant is a We Energies electric customer located in Wisconsin.
- Proposed project will be interconnected to the We Energies distribution system.
- Applicant is a non-profit organization or a non-profit educational/academic institution, unit of government, or special district or authority defined as government under Wisconsin law. Applicant must provide most recent IRS 990 form upon request.
- Project must include a strong, clearly-identified, and innovative outreach and educational component that will be used to inform and educate the organization’s members, as well as the general public, about renewable energy in an ongoing and continuous manner. The education and outreach component must be implemented during the first year of the project’s installation and periodic updates provided to We Energies of the metrics attained by the program.
- Incentives shall not exceed 50% of total installed project cost, less any federal or state government incentive or credit, and less any Focus on Energy funding.
- Proposed solar photovoltaic and wind energy system projects must have a site assessment completed (preferably through the Wisconsin Focus on Energy Site

Assessment Program or equivalent).

- The assessment shall provide an estimate of the energy output of the project once operational. In addition, all installations must be completed by a Focus on Energy designated Full Service Installer.

In conjunction with this incentive, We Energies will require the installation of a web-based monitoring system for all selected customer-owned renewable energy generation facilities. The monitoring system will display both live and historical operating and performance data for the facility over a five (5) year period. There will also be the possibility to install an onsite computer unit or kiosk that will offer the opportunity for the customer's employees and guests to view the data onsite and learn about the renewable energy generation facility. The decision to include the installation of an onsite unit or kiosk will be made by We Energies with input from the customer, and will be made on a project-by-project basis. The cost of the monitoring system, installation of the system and a five (5) year annual data

There may be up to five rounds of incentive applications and evaluations (see key action dates in Section 2 below); however, there is no guarantee that incentive money will be available in subsequent rounds, and applicants are encouraged to apply as soon as possible. We Energies reserves the right to decline all requests for incentives, if, in its sole discretion, qualified proposals are not received.

Section 2: Solicitation Process

Responses to this RFP must be submitted in writing using the supplied application form signed by an authorized officer or an agent of the respondent. Each response must adequately address and demonstrate that it satisfies the minimum requirements. We Energies must receive one hard copy or one electronic copy of the respondent's package by noon on the deadline date. Responses submitted after any of these dates cannot be considered until the following incentive period. Responses that are incomplete or do not conform to the requirements of this RFP will not be considered. Responses submitted after October 22, 2010 will not be considered.

2010 Application Deadlines—by noon on the following dates:

February 26

April 23

June 25

August 27

October 22

Hard copy responses shall be submitted to:

Connie Lindholm, Program Manager

We Energies - Customer Incentives for Renewable Energy Generating Facilities

231 W. Michigan, P318

Milwaukee, WI 53203

Electronic copy responses and questions shall be submitted to:
Connie.Lindholm@we-energies.com

Section 3: Assumptions and Minimum Requirements That Must be Included in Your Proposal

Proposals submitted in response to this RFP must be as specific as possible concerning each of the areas identified herein. Each respondent must complete an application form and provide sufficient information to enable We Energies to understand the overall proposal, the purpose and desired outcomes, and the plan for public awareness and education. We Energies reserves the right to deem any proposal as non-responsive and to give it no further consideration. We Energies also reserves the right to request clarification and or additional information from any respondent.

All incentives applicants must be existing We Energies retail electric customers in Wisconsin.

Proposed renewable energy installation must be completed by a Focus on Energy designated *“Full Service Installer.”*

All applicants must be one of the following:

- Not-for-profit organization which is a 501c3 entity qualified by the IRS
- Not-for-profit school, college, university or other institute of higher learning
- Unit of government
- Special district or authority that defined as government under Wisconsin law.

All proposed renewable energy projects must be connected to the We Energies distribution system when installed and all products and components to be utilized must conform to the following:

- All installations must comply with Wisconsin Administrative Code Chapter PSC 119 for interconnecting distributed generation facilities.
- All renewable energy systems must be manufactured and installed in compliance with all requirements of the latest edition of the National Electric Code (American National Standards Institute/National Fire Protection Association-70).
- All installations must be permitted as required by law, certified by a licensed electrician and pass any applicable code inspections.

Section 4: Comprehensive List of RFP Proposal Components

1. [Application Form](#)
2. Transmittal Letter -- Please submit a transmittal letter signed by a party authorized to sign binding agreements for projects of the nature ultimately contemplated by this

RFP. The letter shall clearly indicate that the respondent has carefully read all the provisions in the RFP.

3. Project Team Qualifications – Please provide the following information
 - a) Identify the team leader for the proposed project, and his/her full contact information for both the applicant and contractor(s).
 - b) Identify each entity, person or firm involved in the project and their role e.g. design, installation, permitting, equipment supply by component, operations and maintenance.

4. Respondent Qualifications – Please Provide a complete profile of your organization, institution, or government, including
 - a) Year founded
 - b) Mission or statement of purpose
 - c) Describe your vision of how this project fits into your mission or purpose
 - d) Number of employees
 - e) Target customers/clients
 - f) Organizational structure
 - g) Resumes or bios of personnel to be directly involved with the development and operation of the proposed project
 - h) Financial statements or most recent audit letter
 - i) Describe how you will fund the proposed project e.g. taxes, grants, membership, etc.
 - j) Names of board members or other governing body
 - k) Describe how you will maintain this renewable energy project over its projected operating life.

5. Respondent Experience and References
 - a) Overview of your renewable energy and other relevant experience.
 - b) List any similar initiatives undertaken in the past five years.
 - c) List the role of public awareness and education in your operations
 - d) Has your organization, institution, or government or any of the executives, officers, or top leadership been a party to a lawsuit involving the organization, institution, or government? If so, please include a summary of the issues and the status of each lawsuit.

6. Renewable Energy Technology Description
Respondents shall:
 - a) State that their renewable energy system will comply with all of the requirements of Section 3.
 - b) Describe the technology that they are proposing for this project including at least the following information: description of technology and brand(s).
 - c) Provide evidence that the technology and equipment is commercially proven as evidenced by completed projects.

7. Respondents must have a site assessment completed preferably through the Wisconsin Focus on Energy Site Assessment Program, or its equivalent. The assessment must estimate the energy output of the project. A site assessment signed and dated by the assessor shall be included in the incentive application package.

If the non-profit grant is funded and the project completed, We Energies will also pay for the portion of the site assessment not covered by the Focus site assessment incentive. The grant application has a section for “site assessment reimbursement”, which will need to be filled out by the site assessor. A copy of the site assessor’s paid invoice and a copy of the Focus on Energy site assessment incentive payment should be submitted at the time of the grant application. Once the project is funded and completed, a check will be sent to the customer for the cost of the site assessment less the Focus incentive.

8. Costs – For the renewable energy system, please provide total estimated or projected installed system costs. At a minimum include capital costs and labor costs.

9. Provide an overview of your proposed renewable energy system’s output performance: typical expected output (kWh) annually and number of years of expected operation.

10. Provide a statement that you support the installation of a web accessible monitoring system of your facility and indicate your preference for a onsite computer unit or kiosk as well as why such a unit would be particularly beneficial from an education and/or awareness standpoint. Also, in this statement, provide an overall summary of how the proposed facility will enhance the public’s awareness and education of renewable energy resources.

Section 5: Evaluation Criteria

Projects will be evaluated based on factors including, but not limited to: project cost, project feasibility, energy generation, project visibility and public education/awareness, prior experience, expertise and the overall quality of the RFP response. We Energies will review all applications and respond to each applicant with a decision in writing regarding whether or not an incentive will be awarded and for the amount of the incentive. We Energies will strive to respond to each applicant within one (1) month from the date the application is received.

We Energies reserves the right, at its sole discretion, to accept a response that does not satisfy all requirements but which, in We Energies’ sole judgment, sufficiently demonstrates the ability to satisfy the major requirements set forth in this RFP. We Energies also reserves the right to request additional information from any or all

respondents to this RFP, or to ask for additional information or clarifications. We Energies expects to complete its evaluation process to select qualified proposals on schedule, but reserves the right to change key dates as the need arises. All decisions by We Energies are final and are not subject to review by the applicant. We Energies reserves the right, in its sole discretion to end this program at any time without prior notice or to not award any incentives if qualified proposals are not received.

Section 6: General Rules

1. **No Obligation** – This RFP does not obligate We Energies to establish eligibility for any respondents, or to issue any subsequent RFP or to enter into any agreements. We Energies reserves the right to cancel or re-issue this RFP at any time, and to solicit proposals through any other appropriate method.
2. **Rejection of Proposals** – We Energies may reject any response that it deems to be incomplete, unresponsive, or significantly inaccurate in its representation or which is unacceptable to We Energies in the context of this RFP. We Energies reserves the right, in its sole discretion, to reject any response without clarification and without review or notice.
3. **One proposal per Organization per Year** – Each non-profit organization, educational/academic institution, unit of government, or special district or authority defined as government under Wisconsin law may submit only one response to this RFP each calendar year.
4. **Substitutions** – Respondents may substitute or alter their responses subsequent to the submission date only if such changes are approved in writing by We Energies.
5. **Cost of Proposal and Non-Compensation** – Each respondent is solely responsible for all costs associated with responding to this RFP. We Energies will not in any event reimburse any respondent for any costs associated with this RFP.
6. **Delivery of Proposals** – Each respondent is solely responsible for assuring a timely submittal of its response. Late responses will not be accepted.
7. **Site Availability** – Respondents must be available at a mutually agreed upon time for a site evaluation.
8. **Disposition of Proposals** – All information submitted as a part of this RFP process becomes the property of We Energies upon submittal. Proposals shall be returned only at We Energies' sole discretion. From time to time, We Energies is requested by the Public Service Commission of Wisconsin or the Michigan Public Service Commission to provide information on proposals it receives.

9. **Proposal Rejection** – Respondents that have their proposals rejected shall be notified in writing and shall be given a brief summary of reasons for rejection.

10. **Incentive Award** – Respondents shall be notified in writing that they have been granted an incentive. The incentive amount and the project completion date shall be included in the notification. Project completion and interconnection is required by the stated completion date. If project is not completed on time, an extension must be requested and approved by We Energies or the incentive may not be paid.

11. **Application for Incentive Payment** – After the project is completed, the renewable generation is placed in service, and all project invoices are paid, the respondent may apply for incentive payment. All project invoices shall be included with the application for payment. Incentives will usually be paid within 30 days of receipt of the Incentives for Renewable Energy Generating Facilities Application and our confirmation by site inspection that the proposed equipment is operational and interconnected, whichever occurs later.

12. **Promotional Rights** – We Energies retains the right to promote the installation and use photos in any of its publications.

13. **Costs** – Respondents whose proposals are selected to receive an incentive will be responsible for ongoing costs of the project including, but not limited to, operation and maintenance costs and removal.

14. **Disclaimer** - Acceptance of an application by We Energies under this program does not constitute the warranty or guarantee of the applicant's renewable energy generating facilities.