

Request for Proposals: Brand Refresh
Orcas Power & Light Cooperative

Scope of Work

Goal: Refresh the logo, look and feel of Orcas Power & Light to reflect the co-op as it operates today and its vision for the future

Deliverables: 1) Three draft concepts for updated logo and tag line; 2) final logo and style guide

Budget: \$20K

Timeline: by March 31, 2020

To respond to this Request for Proposals, please submit:

1. Brief introduction to your company and project team
2. Overview of what you will provide for this project
3. Outline of your process
4. Fees and estimated project budget
5. Estimated timeline for project completion
6. Examples of relevant work
7. Three references

Submit via email to solson@opalco.com by January 20th at 4:30 pm.
Contact Suzanne Olson at 360-317-7203 for more information.

Background:

Orcas Power & Light Cooperative (OPALCO) is a rural electric cooperative that provides power and communication services to twenty remote islands in the Salish Sea region of the northern Puget Sound in Washington State. Established in 1937 as a part of the REA, the Co-op has grown to serve ~12,000 members with reliable, affordable power and, since 2015, also provides broadband services to a majority market share through its wholly-owned subsidiary, Rock Island Communications. OPALCO has offices (or crew station) on three of the ferry-served islands: Orcas (HQ), San Juan and Lopez (crew station only) and 51 FTE. As a member-owned non-profit (501c12) cooperative, OPALCO operates at the cost of service and strives to keep rates as low as possible for the membership, many of whom struggle to make ends meet. OPALCO gets its power from the Federal Columbia River Power System (by way of Bonneville Power Administration/BPA) through the Pacific Northwest Generating Cooperative (PNGC).

Audience:

- Members - 12,000 members scattered across 20 islands and all over the world.
- Peers – 900 sister electric cooperatives in the US; especially 14+ PNGC utilities in the PNW

Target Audience:

- Younger members who we can engage for the first time based on excitement for the vision, shared values

Why now?

Technology and climate change have completely changed the nature of our business. The prospects for a sustainable, healthy future for our island communities now depend heavily on OPALCO's mission, services, access to low-interest federal funding and strategic planning. OPALCO has a plan to meet the power and communication needs of the community into the future – including the newly mandated decarbonization of the industry. By 2040, up to 50% of our island power will be generated locally through renewable sources – with WSF electric ferries stopping to recharge and electric vehicles predominant throughout the islands. Members will actively participate in their energy usage, production and storage with multiple devices connected to every home; their energy usage behaviors following real time price signals. Local resiliency will be a shared value and the islands will be able to manage essential services during short-term mainland outages and rolling brown outs as the national infrastructure responds to climate change and capacity issues.

This vision is going to be expensive to realize and our members will pay their way through rates. We must build understanding for the problems and solutions before rates are affected. We must educate the next generation of co-op members who will own and operate the system of the future. We must inspire the next generation to participate in co-op issues and governance, become leaders and illustrate the benefits of being cooperatively owned. We need to shake things up to get our members' attention that things are really different.

Key Concepts:

- Co-op/Local
- Our Co-op has a plan for a healthy energy future
- OPALCO cares about the Salish Sea and all who live here
- Our Co-op keeps us powered up and connected
- Rugged cooperation – we have to work together to get there
- Anachronism (old school logger/island style meets seamless connection and entrepreneurship)
- Families thrive here
- Electricity and broadband are critical to our quality of life
- Pride of ownership: OPALCO and Rock Island

Learn more: www.opalco.com