



Staff Report Consent Item 5

TO: East Bay Community Energy Executive Committee Members

FROM: Annie Henderson, VP, Marketing and Account Services

SUBJECT: Approval of Amendment to Circlepoint Agreement for Community Outreach, Marketing, and Customer Notification Services

DATE: July 18, 2018

Recommendation

Approve an amendment to the Agreement with Circlepoint for Community Outreach, Marketing, and Customer Notification Services, to revise the scope of work, staffing, subconsultants, and schedule to provide for Phase 2 residential marketing and outreach and increase the contract amount by \$530,510.

Background and Discussion

Alameda County issued a request for proposals in December 2016 for Community Outreach, Marketing and Customer Notification services. Four proposals were received by the Community Development Agency's (CDA) Planning Department and were reviewed pursuant to the County's procurement process. On January 13, 2017, a County Selection Committee (CSC) panel of two Community Choice Aggregation (CCA) Steering Committee members convened to interview, score, and rank the proposals.

Alameda County selected Circlepoint as the successful proposer and entered into Alameda County Procurement Contract No. 14862 with a one-year term commencing on April 11, 2017 in an amount not to exceed \$627,800. The scope of work included preparing Phase 1 marketing and outreach plans, conducting market research, customer notifications, including without limitation, the opt out notices, and preparing a Phase 2 communications strategy.

At the March 2018 meeting, the Board of Directors found that because 1) Circlepoint was selected through a robust competitive process by Alameda County, 2) Circlepoint has not exhausted the funding allocated to Alameda County Procurement Contract No. 14862, and 3) Circlepoint has not completed the scope of work therein, it is in the best interest of EBCE to enter into a Professional Services Agreement with Circlepoint commencing upon the termination of the Alameda County Procurement Contract No. 14862 on April 11, 2018.

On April 12, 2018, EBCE entered into a Professional Services Agreement with Circlepoint to cover the remaining budget originally allocated to Alameda County Procurement Contract No. 14862. The agreement amount was \$295,000 with a term through June 30, 2019 and a scope of work to support the launch of Phase 1 and begin planning for Phase 2. Section 14.10 of the agreement allows for amendments made in writing and signed by each Party.

At this point EBCE staff requests that the Board approve an amendment to the agreement to expand the scope and budget for support of the Phase 2 launch.

- **Budget:** Increase budget by \$530,510 to a total of \$828,510
- **Scope:** Continue community outreach, marketing and customer notification services in support of Phase 2 program launch

Fiscal Impact

The costs in the amended agreement were included in the budget presented to and approved by the Board on June 20, 2018.

Attachment

1. Amendment to Agreement for Community Outreach, Marketing, and Customer Notification Services with Circlepoint