



COUNTY OF SAN MATEO
Inter-Departmental Correspondence
County Manager



Date: February 12, 2016
Board Meeting Date: March 8, 2016
Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

From: Jim Eggemeyer, Director, Office of Sustainability

Subject: Agreement with Circlepoint to conduct outreach and communications services for the Peninsula Clean Energy program in San Mateo County

RECOMMENDATION:

Adopt a resolution authorizing an agreement with Circlepoint to conduct outreach and communications services for the Peninsula Clean Energy program in San Mateo County in an amount not to exceed \$325,000.

BACKGROUND:

On December 9, 2014 your Board authorized the Office of Sustainability (OOS) to explore the feasibility of Community Choice Aggregation (CCA) in San Mateo County. Your Board directed staff to conduct a focused outreach effort to educate and engage staff, City Managers and City Councils about CCA. In addition to these efforts, the OOS has conducted presentations to community councils, businesses, and other stakeholder groups.

On November 17, 2015, your Board passed a resolution authorizing the execution of a joint exercise of powers agreement which established the Peninsula Clean Energy Authority (PCEA) with the County as a charter member. Since that date, all 20 cities and towns in San Mateo County have passed similar resolutions to join PCEA as charter members.

On October 20, 2015, your Board authorized \$800,000 to the OOS for the purpose of completing Phase II of a three-phased project to form a CCA program, which includes extensive outreach to community residents, businesses, and cities.

DISCUSSION:

The OOS distributed a Request for Proposals (RFP) in January 2016 for outreach and communications services for the Peninsula Clean Energy program (PCE) in San Mateo

County. After evaluation of the five received proposals and in-person interviews with the finalist by a review committee, Circlepoint was selected as the preferred consultant, with InterEthica and Green Ideals working as the sole sub-contractors to the project. This determination was made on the basis of their experience running similar sustainability related campaigns; the completeness, depth, and breadth of their proposal; the experience of Green Ideals conducting similar work for other CCAs in California; the experience of InterEthica developing messaging and communications strategies for underserved, multicultural, and multilingual communities; the quality of their previous work and portfolio; and the cost-effectiveness of their proposal.

The OOS has negotiated a contract agreement with Circlepoint to complete the tasks outlined in the Scope of Work of the RFP starting March 8, 2016 through March 8, 2017 at a total cost not to exceed \$325,000. With the marketing campaign being initiated near the end of this current FY 2015-16, it is projected that a significant portion of the study efforts and costs will occur in FY 2016-17. Therefore, any of the unused \$325,000 appropriated for the current FY 2015-16 will be re-appropriated for use in FY 2016-17.

The Board is also being asked to authorize the Director of the Office of Sustainability or his/her designee to execute subsequent amendments which do not to exceed an aggregate of \$25,000.

Circlepoint has assured compliance with the County's Contractor Employee Jury Service Ordinance, as well as all other contract provisions that are required by County ordinance and administrative memoranda, including but not limited to insurance, hold harmless, non-discrimination, and equal benefits.

County Counsel has reviewed and approved the agreement and resolution as to form.

SHARED VISION 2025:

Conducting marketing and outreach services for Peninsula Clean Energy contributes to the Shared Vision 2025 outcome of a Collaborative Community by fostering relationships with all cities in the county, facilitating a regional solution to local energy needs, and providing information regarding more power procurement options for county residents. It also contributes to the outcome of an Environmental Conscious Community by communicating options for residents to reduce countywide GHG emissions through clean energy purchases.

FISCAL IMPACT:

The term of this Agreement is March 8, 2016 through March 8, 2017. The total obligation is \$325,000, all of which is funded by the General Fund. Appropriations have been included in the FY 2015-16 Budget. It is anticipated that upon successful launch of the program that these funds will be reimbursed by the PCEA.

Request for Proposals – Matrix

1	Where was the RFP advertised?	A list of 39 qualified vendors was provided to the OOS by similar programs in the state as well as research conducted by the OOS. All 39 vendors were sent the RFP directly. The RFP was also posted on the Peninsula Clean Energy website.
2	In addition to any advertisement, list others to whom the RFP announcement was sent:	The RFP announcement was sent electronically to 39 consulting firms.
3	State the total number of RFP's sent to prospective proposers:	39
4	How many proposals did you receive?	5
5	List in alphabetical order the names of the proposers (or finalists, if applicable) and the location:	Antenna – San Francisco, CA Artemia Communications, Inc. – San Francisco, CA Circlepoint – Oakland, CA MIG, Inc. – Berkeley, CA Singer Associates, Inc. – San Francisco, CA