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RESOLUTION NO. R-82-15

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COLTON, CALIFORNIA, FOR THE AWARD OF RFP FOR MARKETING SERVICES FOR PUBLIC BENEFIT FUNDED PROGRAMS IN THE ELECTRIC DEPARTMENT

WHEREAS, It is recommended that the City Council award the RFP for marketing services for the Electric Departments Public Benefit Programs to Green Acres Advertising Design in the amount of \$66,000, and authorize the City Manager to execute the contract documents; and

WHEREAS, In 2005, the California Legislature passed Senate Bill (SB) 1037 requiring publicly owned utilities (POU) to report kilowatt (kWh) savings to the California Energy Commission (CEC) annually. In 2006, Assembly Bill (AB) 2021 was approved requiring publicly owned electric utilities to identify, target and achieve all potentially cost-effective electricity savings. The Colton Electric Department (CED) currently offers a wide variety of residential and commercial energy efficiency rebate programs in an effort to achieve the mandated goals of AB 2021. In February of 2015 AB 1330 was passed requiring CED to establish an EE resource standard that would increase the amount of EE resources of the utility so that the total amount of incremental energy savings achieved in any given year amounts to not less than specified amounts; and

WHEREAS, Hiring a marketing firm that could provide strategic marketing for areas in brand planning and strategy, creative strategy, media planning, design and execution would be essential to accomplish the goals of the Energy Efficiency Division; and

WHEREAS, On January 07, 2015, CED issued a Request for Proposal #RFP-NM-CS100 for the professional services for a marketing plan for promoting energy efficiency. The RFP closed on January 27, 2015 at 2:00 PM. The City's Purchasing Manager received 4 proposals. The marketing companies that responded are as follows:

- Green Acres Advertising Design - \$66,000/12 months (submitted \$5,500 per month), included all the requirements described in the RFP.
- Green Media - \$310,050/12 months (submitted \$11,920 per 80 hours of work), included all the minimum requests in the RFP.
- Proforma - \$27,000/12 months (submitted \$2,250 per month retainer in addition to travel expenses and would be traveling from San Juan Capistrano), did not include the minimum request for branding, planning and strategy development.
- PSA Print - \$197,600+/12 months (submitted \$95.00 an hour with additional web consulting at \$125 an hour and Spanish translation of 0.35 per word. Described printing abilities in RFP rather than marketing management abilities; and

WHEREAS, After evaluating the RFP submittals, CED determined that the RFP submitted by Green Acres Advertising Design meets the RFP specification and is the most responsive and responsible marketing firm to perform the services requested; and

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STATE OF CALIFORNIA)
COUNTY OF SAN BERNARDINO) ss
CITY OF COLTON)

CERTIFICATION

I, **CAROLINA R. PADILLA**, City Clerk of the City of Colton, California, do hereby certify that the foregoing is a full, true and correct copy of **RESOLUTION NO. R-82-15**, duly adopted by the City Council of said City, and approved by the Mayor of said City, at its Regular Meeting of said City Council held on the **7th day of July, 2015**, and that it was adopted by the following vote, to wit:

AYES: COUNCILMEMBER Toro, Jorin, Navarro, González,
Bennett, Suchil and Mayor
DeLaRosa
NOES: COUNCILMEMBER None
ABSTAIN: COUNCILMEMBER None
ABSENT: COUNCILMEMBER None

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the City of Colton, California, this _____ day of _____, 20__.

CAROLINA R. PADILLA
City Clerk
City of Colton

(SEAL)