



Agenda Report

18-607

Agenda Date: 6/12/2018

REPORT TO COUNCIL

SUBJECT

Consider an Agreement with Essense Partners, Inc. to Provide Support Marketing, Outreach, Printing and Public Relations Services

BACKGROUND

Independent survey results indicate that the City's customers rank Silicon Valley Power (SVP) at or near the top of all California utilities. Satisfaction surveys also show that customers are looking for SVP to increase communication and information via methods accessible on mobile devices.

Maintaining high customer satisfaction, trust and value requires constant effort to provide information and transparency and to create regular opportunities for customer engagement. The challenge of meeting our increasingly difficult energy efficiency goals requires competing for our customers' attention to raise awareness. To address our communication needs in a changing marketplace, SVP requires specific marketing and public relations support that will emphasize new communication approaches in social media and digital messaging, produce crisp and tailored messaging, and deliver a focused sustained effort that proactively leverages available media outlets.

In October 2016, SVP issued a Request for Proposals (RFP) for Marketing & Communications Services including requirements unique to SVP such as the assignment of full responsibility for 3rd party printing costs and question and answer management of the printing process on several deliverables, as well as the addition of strategic/proactive Public Relations support-a year-after-year proven benefit to the utility. Essense Partners Inc. was selected in this RFP process, and on May 9, 2017, the City Council approved a Call Agreement and Call No. 17-1. Under Call No. 17-1, Essense Partners, Inc. undertook a brand audit and developed a new style guide and brand strategy for SVP, as well as began development of new program materials.

DISCUSSION

This new agreement, Call No. 18-1 (Attachment 1), with Essense Partners, Inc. will continue to implement the brand strategy and communications plans implemented under Call No. 17-1 to provide a new approach to promote SVP programs, such as energy efficiency and SVP Fiber Enterprise, as well as increase awareness of these programs among SVP customers.

The scope of work for the attached contract includes the following elements:

- Public Relations Strategy and Monitoring
- Brand Campaigns
- Advertising through various venues to reach Business, Residential, and Dark Fiber customers

ENVIRONMENTAL REVIEW

This action being considered does not constitute a “project” within the meaning of the California Environmental Quality Act (“CEQA”) pursuant to CEQA Guidelines section 15378(a) as it has not potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment.

FISCAL IMPACT

Call No. 18-1 is not to exceed \$305,000. Sufficient funds are available in Electric Department Contractual Services Not Classified will be appropriately split between Electric Operating Grant Trust Fund (Public Benefits Charges), (\$76,250), Fiber Enterprise, (\$76,250), Key Accounts, (\$76,250), and Capital Project 2111 - Implementation of Advanced Metering Infrastructure (AMI), (\$76,250).

COORDINATION

This report has been coordinated with the Finance Department and City Attorney’s Office.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City’s official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City’s website and in the City Clerk’s Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk’s Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

Approve Call No. 18-1 with Essense Partners Inc. for Professional Services to Support Marketing, Outreach, Printing and Public Relation Services in an amount not-to-exceed \$305,000.

Reviewed by: John C. Roukema, Chief Electric Utility Officer

Approved by: Deanna J. Santana, City Manager

ATTACHMENTS

1. Essence Call No. 18-1