



## Recommendation for Action

**File #:** 21-2132, **Agenda Item #:** 74.

7/29/2021

### **Posting Language**

Authorize negotiation and execution of a contract with Adisa Public Relations d/b/a Adisa Communications (MBE), to provide community outreach for evaluation and recommendations on certain Austin Energy energy efficiency programs and equity goals, in an amount not to exceed \$210,000.

(Note: This solicitation was reviewed for subcontracting opportunities in accordance with City Code Chapter 2-9C Minority Owned and Women Owned Business Enterprise Procurement Program. For the services required for this solicitation, there were no subcontracting opportunities; therefore, no subcontracting goals were established. However, the recommended contractor identified subcontracting opportunities).

### **Lead Department**

Purchasing Office.

### **Client Department(s)**

Austin Energy.

### **Fiscal Note**

Funding in the amount of \$35,000 is available in the Fiscal Year 2020-2021 Operating Budget of Austin Energy. Funding for the remaining contract term is contingent upon available funding in future budgets.

### **Purchasing Language:**

The Purchasing Office issued a Request for Proposals (RFP) 1100 EAL3016 for these services. The solicitation issued on November 23, 2020 and it closed on January 12, 2021. Of the six offers received, the recommended contractor submitted the best evaluated responsive offer. A complete solicitation package, including a log of offers received, is available for viewing on the City's Financial Services website, Austin Finance Online. Link: [Solicitation Documents](https://www.austintexas.gov/financeonline/account_services/solicitation/solicitation_details.cfm?sid=134830)

[<https://www.austintexas.gov/financeonline/account\\_services/solicitation/solicitation\\_details.cfm?sid=134830>](https://www.austintexas.gov/financeonline/account_services/solicitation/solicitation_details.cfm?sid=134830).

### **For More Information:**

Inquiries should be directed to the City Manager's Agenda Office, at 512-974-2991 or [AgendaOffice@austintexas.gov](mailto:AgendaOffice@austintexas.gov) <<mailto:AgendaOffice@austintexas.gov>>

NOTE: Respondents to this solicitation, and their representatives, shall continue to direct inquiries to the solicitation's Authorized Contact Person: Liz Lock, at 512-322-6251 or [Liz.Lock@austintexas.gov](mailto:Liz.Lock@austintexas.gov) <<mailto:Liz.Lock@austintexas.gov>>.

### **Council Committee, Boards and Commission Action:**

June 21, 2021 - Recommended unanimously by the Electric Utility Commission on a 6-0 vote, with Commissioner Reed off the dais and Commissioners Funkhouser, Trostle and Wray absent, and one vacancy.

**Additional Backup Information:**

The contract will provide outreach to traditionally underrepresented populations who cannot afford or easily access Austin Energy programs. The goal is to make energy conservation programs such as demand response and solar more widely recognized, understood, and adopted throughout the Austin Energy service area.

Adisa Public Relations d/b/a Adisa Communications will work with Austin Energy, the Equity Office, and community stakeholders to generate feedback and develop new or enhanced approaches for increased participation producing social outcomes, including; higher quality home comfort, energy savings, and reduced utility bills.

This is a new contract. The recommended contractor is a City certified Minority-Owned Business Enterprise (MBE) African American firm, a Historically Underutilized Business, and is located in Austin, Texas.

An evaluation team with expertise in this area evaluated the offers and scored Adisa Public Relations d/b/a Adisa Communications as the best to provide these services based on experience, project concept and strategy, price, local preference, and service-disabled veteran business enterprise.

**Strategic Outcome(s):**

Government That Works for All.