

EWEB Board Consent Calendar Request

For Contract Awards, Renewals, and Increases

The Board is being asked to approve a new contract with **Fluid Market Strategies, Inc.**, a non-profit organization, for program marketing and fieldwork to complete **Phase 2 of the Residential LED Pilot Program**.

Board Meeting Date: May 7, 2013
Project Name/Contract#: Residential LED Pilot Program Phase 2/PSC 2323
Primary Contact: Mark Freeman Ext. 7061
Secondary Contact: Roger Gray Ext. 7130
Purchasing Contact: Tracy Davis Ext. 7468

Action Requested:

Contract Award
 Contract Renewal
 Contract Increase
 Other

Contract Amount:

Original Contract Amount: \$47,000
Additional \$ Previously Approved: \$ N/A
Invoices over last approval: \$ N/A
Percentage over last approval: N/A %
Amount this Request: \$ N/A
Resulting Cumulative Total: \$47,000

Funding Source:

Budget
 Reserves
 New Revenue
 Bonding
 Other

Contracting Method:

Method of Solicitation: Sole Source
If applicable, basis for exemption: ORS279B.075 and EWEB Rule 3-0275
Term of Agreement: May 8, 2013 – December 31, 2013
Option to Renew? No
Approval for purchases "as needed" for the life of the contract Yes

Form of Contract:

Single Purchase
 Services
 Personal Services
 Construction
 IGA
 Price Agreement
 Other

NARRATIVE:

The Board is being asked to approve a new contract with **Fluid Market Strategies, Inc.**, a non-profit organization, for program marketing and fieldwork to complete **Phase 2 of the Residential LED Pilot Program**.

BPA, the Northwest Energy Efficiency Alliance (NEEA), the Energy Trust of Oregon, EWEB and other northwest utilities partnered in a regional CFL and showerhead retail/direct install program called "Simple Steps, Smart Savings" being implemented by Fluid Marketing Strategies, LLC.

As part of the Simple Steps partnership, EWEB engaged Fluid Market Strategies, LLC to provide fulfillment and data collection services for the EWEB LED Field Test or customer acceptance pilot. Phase 1 of this pilot was initial data collection and product distribution to 500 participants and was conducted in December 2012. Phase 2, scheduled for 2013, is to conduct the follow-up data collection and additional product distribution as communicated to the 500 Phase 1 participants. Fluid Marketing will use excess inventory from Phase 1 before ordering additional LED products (at negotiated Phase 1 prices) to fulfill Phase 2 product incentives.

ACTION REQUESTED:

Management requests Board approve a new Contract with **Fluid Market Strategies, Inc.**, a non-profit organization, for program marketing and fieldwork to complete **Phase 2 of the Residential LED Pilot Program**. Funds for these services were budgeted for 2013.

SIGNATURES:

Project Coordinator: _____

LT Manager: _____

General Manager: _____

Purchasing Manager: _____

Board Approval Date: _____

Secretary/Assistant Secretary verification: _____