

RIVERSIDE PUBLIC UTILITIES

Board Memorandum

BOARD OF PUBLIC UTILITIES

DATE: JULY 9, 2018

ITEM NO: 8

SUBJECT: REQUEST FOR PROPOSAL NO. 1829 FOR A PROFESSIONAL CONSULTANT SERVICES AGREEMENT WITH CURT PRINGLE & ASSOCIATES OF ANAHEIM, CALIFORNIA, FOR THE DEVELOPMENT AND EXECUTION OF MULTI-FACETED PUBLIC AND GOVERNMENTAL AFFAIRS SERVICES FOR THE RIVERSIDE TRANSMISSION RELIABILITY PROJECT FOR A TERM TO JUNE 30, 2019, IN THE AMOUNT OF \$198,000

ISSUES:

Award Request for Proposal No. 1829 for a Professional Consultant Services Agreement for Public and Governmental Affairs Services for the Riverside Transmission Reliability Project with Curt Pringle & Associates, for a term to June 30, 2019, in the amount of \$198,000.

RECOMMENDATIONS:

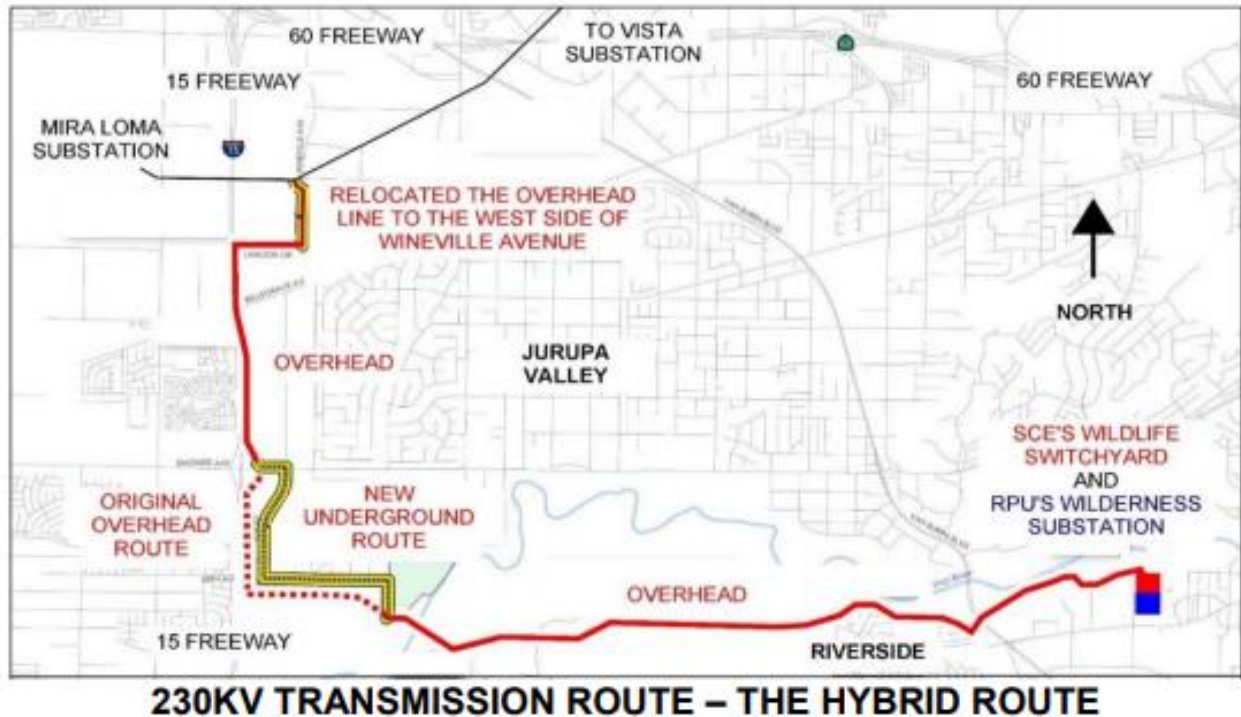
That the Board of Public Utilities:

1. Award Request for Proposal No. 1829 for a Professional Consultant Services Agreement for Public and Governmental Affairs Services for the Riverside Transmission Reliability Project with Curt Pringle & Associates, for a term to June 30, 2019, in the amount of \$198,000; and
2. Authorize the City Manager, or his designee, to execute the Professional Consultant Services Agreement with Curt Pringle & Associates, including making minor and non-substantive changes.

BACKGROUND:

The Riverside Transmission Reliability Project (RTRP) is a joint project with Southern California Edison Company (SCE) to provide the City of Riverside with a second connection to the State of California's electric transmission grid addressing the capacity and reliability needs of Riverside. The Board of Public Utilities (Board) approved RTRP in January 2006 following Riverside Public Utilities' (RPU) application for the service in November 2004 and SCE's System Impact Study and Facilities Study in June and October 2005.

SCE is responsible for the total cost of the California Independent System Operator (CAISO)-controlled facilities once approval for RTRP is secured at the California Public Utility Commission (CPUC). CAISO manages the flow of electricity across high-voltage, long distance power lines that transmit power statewide. RPU is responsible for the total cost of the RTRP service facilities installed for the exclusive benefit of RPU.



RPU and SCE are continuing work on securing approvals from various local, state and federal agencies. The CPUC administrative law judge issued an order on August 15, 2017 directing SCE, RPU and CAISO to prepare a joint report addressing low-voltage alternatives to RTRP. SCE filed the report with the CPUC on January 12, 2018. The CPUC also recently published a Draft Subsequent Environmental Impact Report (SEIR) and circulated it for public review and comment. The Draft SEIR analyzes RTRP "hybrid route" proposed by SCE that undergrounds a portion of the power lines in Jurupa Valley (see above map).

The administrative approval process for the project is set to begin after the Final SEIR is published. As part of the administrative approval process, it is imperative that RPU keep all stakeholders associated with this project updated with accurate and timely information. This includes ongoing communications with municipalities impacted by the proposed project as well as the surrounding region.

In order to facilitate the necessary communication needs for the project, RPU is seeking a consultant/firm/team for the development and execution of multi-faceted public and governmental affairs services for RTRP. In June 2017, RPU requested that qualified bidders offer proposals for public relations and governmental relations services for this project. Three bidders responded and, in August 2017, RPU entered into a Professional Consultant Agreement with Curt Pringle & Associates for \$44,000.

RPU worked with Curt Pringle & Associates in developing its public and stakeholder communication strategy. They met with stakeholders and participated in coalition building, along with assisting in the development of collateral material and a website to use in outreach efforts. Their assistance with media monitoring has been important over the past year to ensure RPU is aware of the varied opinions of the project. Creating an approach that is both informative and responsive to RPU stakeholders while remaining conscientious of all perceptions and concerns is paramount. Curt Pringle & Associates has proven to be well qualified in developing appropriate responses to inquiries from the public about the project. They have also effectively advocated the need for the project in collaboration with RPU staff. With approval of this agreement, Curt Pringle & Associates will continue working with staff to implement the communication and outreach strategy.

DISCUSSION:

Request for Proposal No. 1829 was posted on the City's Online Bid System on May 16, 2018 and closed on June 1, 2018. The bidding system indicated that 12 prospective bidders downloaded the RFP packet;

however, only one vendor submitted a bid for the specified services. Since other agencies were seeking this type of work, staff reached out to those prospective bidders as to why they did not submit a proposal and the reasons varied from not having the staff to be competitive, to working on other projects at this time.

Staff evaluated the one bid received and deemed Curt Pringle & Associates, of Anaheim, California, as the qualified bidder to fulfill these services. The proposed project breakdown is as follows:

Project Breakdown	
Governmental Affairs, Public Affairs, Community Outreach, Evaluation Measurement Reporting, Media Relations, and Project Communications	\$138,000
CPUC Lobbyist	\$ 60,000
TOTAL:	\$198,000

The Purchasing Manager concurs that the recommended actions are in compliance with Purchasing Resolution No. 23256.

FISCAL IMPACT:

The total fiscal impact is \$198,000. Sufficient funds are available in Public Utilities Electric Capital Account No. 6130000- 470685.

Prepared by: George R. Hanson, Utilities Assistant General Manager/Energy Delivery
Approved by: Todd L. Jorgenson, Interim Utilities General Manager
Approved by: Al Zelinka, FAICP, City Manager
Approved as to form: Gary G. Geuss, City Attorney

Certifies availability
of funds: Laura M. Nomura, Utilities Assistant General Manager/Finance & Administration

Attachments:

1. Professional Consultant Services Agreement
2. Award Recommendation
3. Presentation