Board Decision
Authorizing the Executive Director to Amend a Contract with Pollinate Media, LLC

February 3, 2010

Summary

Authorize the executive director to amend a contract to authorize more than $500,000 in expenditures, which exceeds the executive director's signing authority.

Background

- In November of 2008, Energy Trust issued a request for proposals (RFP) from consultants to provide for up to two years website development and design, and other web-related services. Five firms responded and Pollinate Media, LLC (Pollinate) was selected after an evaluation and interview process.
- In 2009, Energy Trust contracted with Pollinate for $300,000 to perform this work. In December, 2009, the contract was amended to add $45,000 for services through February, 2010.

Discussion

- Pollinate has fulfilled its current contract, delivering a redesigned Energy Trust website on schedule and with excellent post-launch technical support.
- The redesign process highlighted a number of additional website improvements. Staff believes Pollinate is uniquely suited to do this work. Tasks scoped for 2010 include:
    1. Maintenance and management
    2. Exploring the concept of my.energytrust.org, a customer-focused web space to allow tracking of incentive applications and assist in goal setting
    3. Refining business customer categories to market more directly to Industry and Agriculture and better accommodate the New Buildings Program
    4. Promoting Trade Allies through an improved search function
    5. Streamlining business processes by converting additional paper forms to online forms
- Staff proposes adding $240,000 to the Pollinate contract to accomplish the work identified in the redesign process, bringing the total contract amount to $585,000. This sum is included in the 2010 budget.
- Energy Trust would issue another RFP for similar services in the fourth quarter of 2010.

Recommendation

Authorize the executive director to sign a contract with Pollinate Media in an amount to exceed $500,000.

RESOLUTION 542

AUTHORIZE THE EXECUTIVE DIRECTOR TO AMEND A CONTRACT FOR MORE THAN $500,000 WITH POLLINATE MEDIA, LLC.

WHEREAS:

1. **In January 2009, Energy Trust chose Pollinate Media, LLC to perform website development and design work. The original, two-year contract was awarded in a competitive process, and involved $300,000 in Energy Trust expenditures. Another $45,000 was added to the contract in December, 2009, to perform tasks not included in the original statement of work.**

2. **In 2009, the Energy Trust organizational redesign process identified priority areas in which the Energy Trust website could better serve customers and trade allies. These tasks were not included in the original contract's statement of work.**

3. **Energy Trust wishes to extend Pollinate's contract through December 31, 2010, to accomplish these additional tasks, at a cost of $240,000. This additional expenditure would bring the total contract to $585,000, an amount above the $500,000 limit of the executive director's signing authority.**

4. **Any website work beyond 2010 will be solicited in a competitive process.**

It is therefore RESOLVED:

1. **That the Board of Directors of Energy Trust of Oregon, Inc., hereby authorizes the executive director to sign amendments to the Pollinate Media contract for expenditures above $500,000.**

Moved by: Seconded by:

Vote: In favor: Abstained:

Opposed: [list name(s) and, if requested, reason for "no" vote]