

**Request for Legislation**

***A request for the additional legislative authority required under Ordinance No. 702-16 for an additional two-year renewal for the professional services contract with Brillieny, Inc. to provide an Online Consumer Engagement Program for the Division of Cleveland Public Power, Department of Public Utilities.***

---

---

**Background/Purpose:**

The Division of Cleveland Public Power (CPP) is currently under contract with Brillieny to administer an Online Consumer Engagement software program with interactive features that enable CPP customers to offer feedback on customer electricity matters as well as provide CPP with valuable data on the types of energy efficiency services and other programs that offer the most value to the consumer.

CPP customers can access the software program through MyCPP.org from any mobile device, tablet, or computer or through a link on the CPP website. Brillieny maintains the software and hosts the site for MyCPP.org. All programming upgrades, reporting functionality and data analytics are included in the services provided by the consultant and it's affiliates.

The information collected will enable CPP to measure the effectiveness of its consumer engagement program and with proper input and feedback from the customer, CPP and its customers may experience improved outcomes in the following areas:

- Access to information on issues that matter to the customer
- Household utility utilization
- Energy efficiency behaviors and education
- On-line bill payment and on-time payments
- Utility branding and loyalty
- Value added services in all market segments, and
- Overall customer service experience/satisfaction

**Scope of Work/Commodities/Services:**

This contract will not only provide the professional services identified in the Background/Purpose section of this request, it will enable CPP customers to have the value added features available through the Online Consumer Engagement portal and enable the utility to collect customer demographics that would enable CPP to offer additional programs tailored to satisfy both the utility and its consumer.

The resultant two-year renewal would continue under Contract No. PS2017-004

**Justification/Urgency:**

The current contract will expire December 8, 2018. As noted above, executing the additional two-year renewal of the contract in 2018 allows CPP to retain Brillieny, Inc. for the performance of professional services, and allows CPP to collect customer data using a secure online consumer engagement platform.

**Anticipated Costs and Funding Source:**

The estimated costs for the two-year option is \$80,000.00. The costs will be paid from CPP's general operating fund.

**Schedule or Term of Contract:**

Legislation will lead to an additional two-year option to the current contract available under Ordinance 702-16, for services to be provided to CPP.

**CSB Participation on Current Contract**

The Cleveland Small Business (CSB) goal on this contract is 10%. Brillieny, Inc. will continue to meet or exceed the OEO goal of 10% CSB participation.

**Current Contact:**

<b>Vendor Information</b>	<b>Services/Work performed (current contract)</b>	<b>Contract Info.</b>	<b>CSB Participation</b>
Brillieny, Inc 30100 Chagrin Blvd., Suite 120 Cleveland, Ohio 44124	Provide an online platform with consumer engagement features that entice CPP customers to return to the site again and again for continued interaction. The software also includes a program management component that facilitates ongoing dialogue with consumers as well as reporting capabilities for additional analysis.	<b>Contract No.:</b> PS2017-004 <b>Award Amount:</b> \$80,000.00 <b>Contract Expiration Date:</b> December 8, 2018	Goal: 10% Actual: 30%