



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Therese W. McMillan, Executive Director
Brad Paul, Deputy Executive Director, LGS

DATE: 12/05/2022

FR: Jennifer Berg, Director, Energy Section

WI: 1721; FS 2307

RE: Second Amendment to Sole Source Authorization – Collective Strategies Consulting, LLC

The purpose of this memorandum is to amend the November 23, 2022 approved sole source authorization for Collective Strategies Consulting, LLC's strategic consultation and implementation services for the BayREN organization and its member agencies. This request for amendment increases the Calendar Year 2023 budget by \$25,000, for an annual total of \$175,000, to account for an increase in the consultant's billing rate.

Justification

In 2019, BayREN completed a third-party evaluation of our organizational structure as well as our performance in serving the needs of our local jurisdictions and complying with the California Public Utilities Commission (CPUC) mandates related to Regional Energy Networks. The report provided many recommendations for how BayREN can be more impactful on the local, regional and state level. In 2022, as directed by the CPUC, BayREN submitted an eight-year Business Plan identifying new programs, a greater focus on equity, and an increased budget.

Aleka Seville, owner of Collective Strategies Consulting, LLC, is the former Director of Climate Programs at the Regional Climate Protection Authority (RCPA), and in this role, was the Sonoma County BayREN member representative. After leaving RCPA in 2019, Aleka worked for BluePoint Planning, LLC, exclusively on BayREN related matters and more specifically with the BayREN member agencies. Aleka later formed her own company, Collective Strategies Consulting, LLC, a woman-owned small business.

Effective January 1, 2023, the hourly billing rate for Aleka will increase to \$160. To continue to allow for a level of support to BayREN that is consistent with prior years, staff recommend increasing the contract total by \$25,000, to a total of \$175,000, for calendar year 2023.

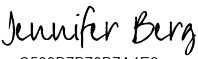
The original sole source authorization, dated July 27, 2020, established budget for calendar years 2021 and 2022 (\$150,000 each). An amendment to the sole source, dated November 23, 2022, established budget for calendar year 2023, also \$150,000. The November 23, 2022 amendment was erroneously routed and approved as the "Second Amendment to Sole Source Authorization" when in fact it was the first amendment. This second amendment seeks to increase the calendar year 2023 total by \$25,000, to a total of \$175,000.

Approval of this sole source justification will allow uninterrupted support to the BayREN organization as a whole and more specifically to the selected libraries in the pilot program and the 7 Bay Area CCAs.

Recommendation


I recommend approval of this amended sole source justification with Collective Strategies Consulting, LLC in the amount of \$175,000 for calendar year 2023, an increase of \$25,000 from the prior approved sole source amendment, based on the compelling business reasons highlighted above.

Submitted by:

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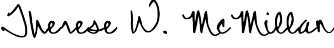
Jennifer Berg
Director
Energy Section

Concur Sole Source Request:

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Brad Paul
Deputy Executive Director,
Local Government Services

Approval of Sole Source Request:

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Therese W. McMillan
Executive Director