



CITY OF POMONA COUNCIL REPORT

June 16, 2025

To: Honorable Mayor and Members of the City Council

From: Anita D. Gutierrez, City Manager

Submitted By: Chris Diggs, Water Resources Director

**SUBJECT: APPROVE A PROFESSIONAL SERVICES AGREEMENT WITH
TRIEPI SMITH & ASSOCIATES FOR MARKETING
SERVICES/WEBSITE SUPPORT**

RECOMMENDATION:

It is recommended that the City Council take the following actions:

- 1) Approve a professional services agreement with Triepi Smith & Associates for marketing services and website support for Pomona Choice Energy with a three-year term, with the option for two additional one-year, for the total amount of \$184,138; and,
- 2) Authorize the City Manager, or designee, to execute the agreement on behalf of the City and any subsequent documents or amendments subject to approval as to form by the City Attorney.

EXECUTIVE SUMMARY:

The proposed action approves a three-year sole source agreement with two additional one-year options (Attachment No. 1) to ensure proper marketing of Pomona Choice Energy to keep residents informed of new services and updates. Approval of the agreement will result in the consultant assisting City staff with providing the City with the maximum exposure Pomona Choice Energy has to offer.

SB1439/GOVERNMENT CODE §84308 APPLICABILITY:

☒ When this box is checked, it indicates the agenda item is subject to the Levine Act SB1439 requirements. Councilmembers are reminded to check their campaign contributions and determine whether they have received a campaign contribution of \$500 or more that would require disclosure and/or recusal from discussing or acting on this agenda item. Campaign contributions of \$500 or more made 1) by any person or entity who is identified in the agenda report as the applicant or proposer; or 2) on behalf of the applicant or participant, including a parent, subsidiary or otherwise related business entity; or 3) by any person who has a financial interest in the agenda item requires a councilmember to comply with SB1439.

FISCAL IMPACT:

The total fiscal impact of the Agreement with Tripepi Smith & Associates (Tripepi) is \$184,138. Funding for the first year is available within the proposed Fiscal Year 2025-26 Budget Pomona Choice Energy Authority in the amount of \$58,410 (551-8201-52285-00000). Funding for future year contract amounts will be included in future annual budget submissions.

PUBLIC NOTICING REQUIREMENTS:

None.

DISCUSSION:

The Water Resources Department recommends continued communication services and website support from Tripepi. Tripepi was instrumental in developing and launching the Pomona Choice Energy website in 2019 and currently providing said services. Part of the California Public Utilities Commission requirements is to keep Pomona Choice customers informed of heat events, rate increases, upcoming programs, and overall education on energy efficiency. Tripepi has set up an email-marketing tool called Constant Contacts for such notifications. Tripepi is uniquely qualified to provide community choice aggregation (CCA) marketing services to the City as they develop and marketing material for the existing California Choice Energy Authority (CalChoice) CCA agencies including but not limited to CalChoice, the City of Pomona, Rancho Mirage Energy Authority, Pico Rivera Innovative Municipal Energy, and Palmdale's Independent Choice website and marketing material.

Additionally, Tripepi works with Calpine, the consultant working with CalChoice, who provides the content for the opt-out portion of the website and the email addresses of Pomona Choice Energy customers. Finally, because Tripepi has an agreement with CalChoice, a reduced hourly rate is provided for their services to cities launching a CCA through Lancaster Choice Energy.

In accordance with Section 2-994 – Sole and Single Source Procurement. - A contract may be awarded as a sole or single source without competition upon review and verification and determined to be in the City's best interest. Sole or single source requests exceeding \$100,000 shall be review by the Procurement Officer, Finance Director and approved by the City Manager and approved by the City Council (Attachment No. 2).

Prepared by:

Anthony Ortega
Management Analyst

ATTACHMENTS:

Attachment: No. 1 – Professional Services Agreement
Attachment: No. 2 – Sole Source Letter