



Department Source: City Utilities - Water and Light

To: City Council

From: City Manager & Staff

Council Meeting Date: February 6, 2017

Re: Apogee Interactive Contract

## Executive Summary

Staff has prepared for Council consideration a resolution authorizing the City Manager to execute an agreement with Apogee Interactive for customer engagement software for the electric utility. The software will allow electric utility customers to better understand the correlation between weather and their electric consumption.

## Discussion

As part of the fiscal year 2016 budget, the electric utility requested funds to contract with a company to engage customers on the impact of weather on electric usage. A request for proposal was released in May 2016 and proposals were received and evaluated in July 2016. Apogee Interactive was determined to provide the most comprehensive suite of functionality to engage customers.

This product allows a customer's utility information to be used to create personalized videos that explain changes in their monthly electric bill. In addition, customer service representatives will have information available to assist customers even if the customer hasn't elected to receive the personalized information. Final legal contract terms were completed in December 2016. Funds are available in the fiscal year 2017 to cover the costs.

## Fiscal Impact

Short-Term Impact: Total project cost for implementation and first year licensing is \$102,500.

Long-Term Impact: Annual licensing is \$79,000.

## Vision & Strategic Plan Impact

### Vision Impacts:

Primary Impact: Environment, Secondary Impact: Health, Social Services & Affordable Housing, Tertiary Impact: Education

### Strategic Plan Impacts:

Primary Impact: Operational Excellence, Secondary Impact: Social Equity, Tertiary Impact: Economy

### Comprehensive Plan Impacts:

Primary Impact: Environmental Management, Secondary Impact: Secondary, Tertiary Impact: Tertiary



# City of Columbia

701 East Broadway, Columbia, Missouri 65201

## Legislative History

Date	Action
NA	NA

## Suggested Council Action

Staff recommends Council approve a resolution authorizing the City Manager to execute an agreement with Apogee Interactive for customer engagement software.