



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Lori Mitchell

SUBJECT: See below

DATE: April 27, 2026

Approved

Date:

5/5/26

COUNCIL DISTRICT: Citywide

SUBJECT: First Amendment to the Master Consultant Agreement with Brown Marketing Strategies, Inc., dba CENTRIC for Marketing and Communications Services

RECOMMENDATION

Adopt a resolution authorizing the City Manager or her designee to execute a First Amendment to the Master Consultant Agreement with Brown Marketing Strategies, Inc. dba CENTRIC to provide marketing, advertising, and public relations services for San José Clean Energy, to increase the maximum compensation by \$350,000, for a revised total agreement amount of \$700,000, through August 1, 2027, and extend the term for up to two one-year options through June 30, 2029, subject to the appropriation of funds.

SUMMARY AND OUTCOME

The Master Consultant Agreement with Brown Marketing Strategies, Inc. dba CENTRIC (CENTRIC) provides the Energy Department with professional marketing, advertising, and digital services to support San José Clean Energy (SJCE) customer programs, services, and initiatives. The requested amendment will increase the available funding under the agreement to support continued marketing and outreach activities that raise awareness of SJCE's 13 customer programs and services. Increasing participation in SJCE programs helps households and businesses adopt efficient electric technologies that reduce energy costs and improve long-term affordability. SJCE customer programs have already delivered more than \$25 million in customer savings to date.

Approving this amendment will allow the Energy Department to maintain continuity of marketing and communications support as SJCE expands programs and outreach initiatives.

BACKGROUND

On December 16, 2024, the City of San José entered into a Master Consultant Agreement with CENTRIC to provide marketing, advertising, and digital campaign services in support of SJCE programs and initiatives.

Under the agreement, the consultant provides integrated marketing services including:

- Development of marketing plans and campaign strategies;
- Creative concept development and asset production;
- Advertising and media planning, buying and placement;
- Program awareness surveys and market research;
- Public relations and communications support;
- Digital marketing, social media, and website content;
- Event and community outreach support; and
- Translation services to support multilingual outreach.

These services help increase public awareness of SJCE programs, improve customer participation in clean energy initiatives, and ensure outreach materials reach diverse communities across San José.

The agreement currently has a maximum compensation amount of \$350,000, which is nearing full utilization due to expanded marketing activities supporting SJCE program growth.

ANALYSIS

SJCE continues to expand customer programs that promote clean energy adoption, electrification, and energy affordability. Effective marketing and outreach are essential to ensure residents and businesses are aware of available programs and incentives. CENTRIC serves as a full-service marketing agency supporting the Energy Department with campaign development, creative design, media buying, analytics, and communications services.

The proposed amendment will increase the maximum compensation under the agreement by \$350,000, allowing staff to continue utilizing CENTRIC's services for program outreach, campaign development, and community engagement efforts through the remainder of the contract term. Without continued marketing support, awareness and participation in SJCE programs would decline, limiting customers' ability to access cost-saving incentives and slowing adoption of efficient electric technologies that help reduce energy bills and improve affordability.

The existing consultant agreement with CENTRIC is approaching its current funding limit due to expanded marketing activities supporting customer programs, public education campaigns, and community engagement. Without timely City Council approval to increase the agreement's maximum compensation, SJCE would experience a disruption in marketing and communications services that are essential for promoting affordability programs, electrification incentives, and customer participation initiatives. City Council approval will allow the Energy Department to maintain ongoing campaigns and outreach activities already underway and avoid delays in program promotion and customer engagement efforts.

EVALUATION AND FOLLOW-UP

No additional follow-up action with the City Council is expected at this time.

FISCAL IMPACTS

The recommended action would increase the maximum compensation under the Master Consultant Agreement with CENTRIC by \$350,000, bringing the revised total agreement amount to \$700,000.

Funding for services performed under this agreement is included in the Energy Department's Non-Personal/Equipment allocation and is subject to annual appropriation by the City Council.

COORDINATION

This memorandum has been coordinated with the City Attorney's Office and the City Manager's Budget Office.

PUBLIC OUTREACH

This memorandum will be posted on the City Council Agenda website for the May 19, 2026 Council meeting.

BOARD, COMMISSION, COMMITTEE RECOMMENDATION AND INPUT

No board, commission, or committee recommendation or input is associated with this action.

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Page 4

CEQA

Not a Project, File No. PP17-003, Agreements/Contracts (New or Amended) resulting in no physical changes to the environment.

PUBLIC SUBSIDY REPORTING

This item does not include a public subsidy as defined in section 53083 or 53083.1 of the California Government Code or the City's Open Government Resolution.

/s/
LORI MITCHELL
Director, Energy

For questions, please contact Kate Ziembra, Deputy Director, Energy Department, at (408) 535-4889.