

EWEB Board Consent Calendar Request

For Contract Awards, Renewals, and Increases

The Board is being asked to approve a new contract with **Good Works Consulting, LLC** for **Diversity, Equity, & Inclusion Consulting Services**, consistent and associated with the implementation of EWEB [Board Policy SD23](#).

Board Meeting Date:	May 6, 2025
Project Name/Contract #:	Diversity Equity and Inclusion Consulting Services / 25-007-PSC
Manager:	Bridget Otto Ext. 7359
Executive Officer:	Frank Lawson Ext. 7621

Contract Amount:

Original Contract Amount:	\$300,000
Additional \$ Previously Approved:	\$0
Spend over last approval:	\$0
Amount this Request:	\$300,000
% Increase over last approval:	NA
Resulting Cumulative Total:	\$300,000 (over 3-years, \$94,610 for 2025)

Contracting Method:

Method of Solicitation:	Formal Request for Proposals (RFP)
If applicable, basis for exemption:	NA
Term of Agreement:	3-Years (May 7, 2025 - December 31, 2027)
Option to Renew?	Yes, up to 5-years total
Approval for purchases “as needed”:	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Proposals/Bids Received (Range):	12 (\$90,600 to \$100,000 for 2025)
Selection Basis:	Highest Ranked Proposer
Narrative:	

Operational Requirement and Alignment with Strategic Plan

EWEB desires to enter into a professional services contract with Good Works Consulting, LLC to provide guidance in advancing EWEB Board Policy SD23 - Diversity, Equity, and Inclusion Policy, and EWEB’s 2025 Strategic Goals 4, 5, and 8 related to rate design work and customer programs.

While Management is requesting the Board approve a three-year contract, with an option to expand up to five years, the initial Scope of Work is for the first year only. Year one is intended to encompass the remainder of calendar year 2025, to align with EWEB’s preliminary objectives, strategic planning process and the development of annual organizational goals for the upcoming year. After year one, EWEB and consultant will review consultant performance and achievements to date, and if the contract is continued into year two, EWEB will work with the consultant to jointly develop a detailed Scope of Work. The new scope of work will then be added to the contract as an amendment. This process will continue for each subsequent year of work.

Specific work to be completed in 2025 includes the following:

1. Assess EWEB's Baseline: Assess performance in each of the four strategic areas outlined in SD23, to include Access to Products and Services, Workforce, Community Engagement, and Board of Commissioners, and identify action items to leverage to have the greatest impact in moving the organization forward along a maturity model and drive tangible progress.
2. Develop a multi-year work plan: Using the results of the assessment, build a work plan to support development of a comprehensive program to address the objectives outlined in SD23.
3. Identify Metrics and Key Performance Indicators (KPIs): Develop a set of key performance indicators/metrics associated with the multi-year work plan to track progress and ensure accountability.

Additionally, EWEB seeks consultant support to advise on equitable program and rate design by providing guidance and highlighting considerations impacting low-income and vulnerable populations, and other specific segments of EWEB's customer base. In 2025, EWEB will seek guidance related to these objectives specifically:

- Goal 4: "Enhance the impact of EWEB's limited income support programs, including existing programs such as EWEB Customer Care and new potential payment options such as Pre-Pay, in support of SD23 Diversity, Equity, and Inclusion Policy and rate re-design."
- Goal 5: "Consistent with EWEB's initiative to re-design rates, prepare to implement significant fixed/variable cost adjustments and residential demand charges."
- Goal 8: "Based on updated baseline information, including but not limited to demographic and stock assessments, customer awareness surveys and participation rates, and the results of the Demand Side Potential Assessment, develop and execute plans and actions designed to drive intentional outcomes, endorsed by the Board, of EWEB's energy efficiency programs within Eugene's rental stock segment."

Contracted Goods or Services

Good Works Consulting, LLC is new to contracting with EWEB, however, the firm has been in business continuously since October 2019. Since their inception, Good Works has worked with dozens of public-sector clients over the course of the last 5.5 years. This experience includes a variety of assessment, strategy, and development services, all tailored to the unique needs of public institutions, like EWEB.

Good Works brings a wealth of experience in all four areas of EWEB's Strategic Board Policy SD23 to include:

Equitable access to essential products and services: Good Works' approach to inclusive product and service design is rooted in a deep understanding of the diverse needs of communities. Their proprietary Equity Impact Assessment rubric provides a structured methodology for evaluating public programs and services, ensuring measurable impact and accountability.

Workforce: Good Works' decades of combined experience lies especially in workforce management, with a focus on creating inclusive and equitable work environments. Their experience in this area includes recruiting, sourcing, transparent promotion criteria, training, and creating inclusive work environments.

Community Engagement: Good Works has developed comprehensive strategic frameworks and community engagement strategies, ensuring that all interest-holders, especially those from historically marginalized communities and limited-income customers, are engaged and help organization's they serve foster and support an external culture of inclusivity and equity.

Board of Commissioners: Good Works is also well-versed in policy review and leadership development related to governing Boards – including policy review, commissioner onboarding and education, and inclusive communication and public meeting design.

In addition to Strategic Board Policy SD23, EWEB is also looking for a firm with the ability to evaluate Strategic Goals 4, 5 and 8, and while Good Works has not designed rate structures specifically, they have used their Equity Assessment to advise organizations on setting rates that are equitable and affordable, ensuring that low-income

and vulnerable populations are not disproportionately burdened.

They also have extensive experience reviewing policies to ensure that practices (like those at EWEB related to disconnection, reliability, and safety of services) are fair and transparent, with clear, inclusive communication and support for customers facing financial challenges, while ensuring that their recommendations align with sustainable and equitable practices.

Purchasing Process

Staff issued a Request for Proposals (RFP) in March of this year. Twelve (12) firms responded with written proposals. These proposals were evaluated based on Tier 1 criteria established in the RFP, including: Understanding of Project / Project Approach (30%), Company & Key Staff Experience (30%), References from Past Clients (20%), and Pricing Proposal / Approach (20%). The three firms with the highest proposal scores were invited to interview with the evaluation committee, which included: EConorthwest, Good Works Consulting LLC, and Paradigm Public Affairs. These interviews were evaluated based on Tier 2 criteria established by the project manager and evaluation committee, to include: Ability to Complete Tasks 1-4 Effectively (60%), Ability to Manage Project Effectively (20%), and Ability to Build Relationships that Drive Intended Outcomes (20%). Good Works Consulting LLC was determined to be the highest ranked proposer by the evaluation committee, with these criteria.

Proposals/Bids Received

Vendor Name	City, State	Offered Price (Annual Rate for 2025)	Ranking (for RFPs)
Good Works Consulting LLC	Long Beach, California	\$94,610	1
EConorthwest	Portland, Oregon	\$99,658	2
Paradigm Public Affairs	Littleton, Colorado	\$97,340	3
The Avarna Group, LLC	Eugene, Oregon	\$100,000	4
iSuccess Consulting, Inc.	Portland, Oregon	\$90,600	5
Think Again Training and Consulting	Boston, Massachusetts	\$92,000	6
Tusk Consulting, LLC	Portland, Oregon	\$98,255	7
Roads Consulting Group	Boston, Massachusetts	\$100,000	8
Jordyne Blaise and Associates, LLC	Raleigh, North Carolina	\$100,000	9
Kearns & West	Portland, Oregon	\$99,968	10
MMG Earth, LLC	Chicago, Illinois	\$100,000	11
Empress Rules Equity Consulting	Gresham, Oregon	\$99,675	12

Prior Contract Activities

Good Works Consulting LLC has no prior relationship with EWEB. As part of the evaluation process, references were checked.

ACTION REQUESTED:

Management requests the Board approve a contract with Good Works Consulting, LLC for Diversity, Equity, & Inclusion Consulting Services. Approximately \$100,000 was planned for these services in the Human Resources 2025 budget of \$4.2 million. Variances will be managed within the budget process and Board policy.

BUDGET CATEGORY: Human Resources O&M, Professional and Technical Services, Consulting