

## **FOR CONSIDERATION**

May 18, 2022

**TO:** The Board of Trustees

**FROM:** Thomas Falcone

**REQUEST:** Consideration of Approval of the Selection of a Vendor to Provide Brand Strategy and Related Communication Assets and Messaging Services

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### **Requested Action**

The Board of Trustees (the “Board”) of the Long Island Power Authority (“LIPA”) is requested to approve a resolution, attached hereto as **Exhibit “A,”** authorizing the Chief Executive Officer, or his designee, to engage Monigle to provide brand strategy and related communication assets and messaging services (“Brand Strategy Services”) for a term not to exceed five (5) years.

### **Background**

LIPA Staff has identified a need for brand strategy and related communication and messaging services. LIPA’s brand strategy will be research-based and align with our organization’s values, culture, and objectives. LIPA’s brand strategy and actions, along with communications and collateral derived from it, will reflect an in-depth understanding of customer and key stakeholders’ perceptions and needs, as well as our role in providing electricity for our service territory. Through this project, LIPA will create a revised brand strategy, identity, and action/communication templates to be used across key touchpoints with the brand.

### **Discussion**

On April 8, 2022, LIPA issued an RFP for experienced firms to Brand Strategy Services. On or before May 2, 2022, LIPA received timely proposals from 10 firms. Responses were evaluated according to the criteria set forth in the RFP by members of LIPA’s Communication and External Affairs team, while LIPA’s Procurement Department, as required by State law, ensured compliance with Minority/Women Based Enterprise (MWBE), Service-Disabled Veteran-Owned Business (SDVOB) solicitation opportunities, as well as cost aspects of the proposals.

LIPA Staff recommends that Monigle be awarded the contract for Brand Strategy Services and that such fees, as provided for in the RFP, were determined to be reasonable for the services provided. The recommendation resulted from an assessment of the firm’s experience and qualifications, rates, proposed changes to LIPA’s standard consulting contract, and proposals to comply with state requirements.

### **Attachment**

**Exhibit “A”** Resolution

**RESOLUTION AUTHORIZING THE ENGAGEMENT OF A FIRM TO PROVIDE BRAND STRATEGY AND RELATED COMMUNICATION ASSETS AND MESSAGING SERVICES**

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**NOW, THEREFORE, BE IT RESOLVED**, that consistent with the attached Memorandum, the Chief Executive Officer or his designee be, and hereby is, authorized to engage the firm so designated in the Requested Action to provide Brand Strategy Services for the Long Island Power Authority for a term not to exceed five (5) years.

Dated: May 18, 2022