



City of Austin

Recommendation for Action

File #: 25-1856, **Agenda Item #:** 35.

9/25/2025

Posting Language

Authorize a contract for an advisory subscription service for evaluating retail energy markets for Austin Energy with E Source Companies LLC/Esorce for an initial term of three years with up to two one-year extension options in an amount not to exceed \$1,900,000. Funding: \$380,000 is available in the Operating Budget of Austin Energy. Funding for the remaining contract term is contingent upon available funding in future budgets.

Lead Department

Financial Services Department.

Client Department(s)

Austin Energy.

Fiscal Note

Funding in the amount of \$380,000 is available in the Fiscal Year 2025-2026 Operating Budget of Austin Energy.

Funding for the remaining contract term is contingent upon available funding in future budgets.

Purchasing Language:

Sole Source.

MBE/WBE:

Sole source contracts are exempt from the City Code Chapter 2-9B (Minority-Owned and Women-Owned Business Enterprise Procurement Program); therefore, no subcontracting goals were established.

For More Information:

Direct questions regarding this Recommendation for Council Action to the Financial Services Department - Central Procurement at FSDCentralProcurementRCAs@austintexas.gov or 512-974-2500.

Council Committee, Boards and Commission Action:

September 8, 2025 - Recommended by the Electric Utility Commission on an 11-0 vote.

Additional Backup Information:

The contract will provide subscription-based access to proprietary research, benchmarking, advisory services, and data analytics essential for evaluating retail energy markets, customer preferences, and utility performance. Services include the Key Accounts Gap & Priority Survey that measures the satisfaction of large commercial and industrial customers; a 32,000-household proprietary survey that measures the satisfaction of residential customers; and comprehensive databases on demand response, rate cases, and utility benchmarking, which are critical for informed decision-making. These copyrighted tools align directly with Austin Energy's goals, driving improved performance, customer insights, and operational efficiency. Esorce is a vital tool for Austin Energy, providing actionable insights into customer behavior and preferences, enabling

the development of targeted campaigns, and supporting the evaluation of new products and services.

This is a new contract. Esource is the only provider of unique proprietary tools, such as benchmarking surveys and databases, that are copyrighted and not available elsewhere. These services are critical for the utility's objectives.

Contract Details:		
Contract Term	Length of Term	Contract Authorization
Initial Term	3 years	\$1,140,000
Optional Extension 1	1 year	\$380,000
Optional Extension 2	1 year	\$380,000
Total	5 years	\$1,900,000

Note: Contract Authorization amounts are based on the City's estimated annual usage.