

RESOLUTION 2016-209

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO AUTHORIZING THE CITY MANAGER TO EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH VOLER STRATEGIC ADVISORS (FORMERLY FORD & BONILLA) IN THE AMOUNT OF \$45,000 FOR ONE YEAR FOR SOCIAL MEDIA MANAGEMENT SERVICES WITH THE CITY MANAGER AUTHORIZED TO EXECUTE UP TO FOUR ONE-YEAR OPTIONS FOR A TOTAL CONTRACT COST OF \$225,000

WHEREAS, the following strategic policy initiatives are contained in the adopted FY 2015-17 Council Priority Workplan: (1) *Civic Engagement* and (2) *Community Outreach*; and

WHEREAS, upon recommendation of the City Manager, social media professional services are vital to enhance civic engagement and community outreach efforts for the San Pablo community on City activities, events, programs and services; and

WHEREAS, the City Manager is recommending retention of such professional social media services for FY 2016/17 based on the following performance achievements during FY 2015/16:

Facebook:

- Generated 302 new Likes for the page, resulting in 3,594 total Likes.
- Achieved a total of 458,548 impressions among the City of San Pablo Facebook community.
- Reached a monthly average of 27,412 unique Facebook users.
- Engaged 3,170 users with the City of San Pablo Facebook page, meaning they have clicked on, liked, commented on or shared one of the posts.

Twitter:

- Secured a total number of 2,919 followers for the City of San Pablo Twitter page, with the goal of continuing to use this as a vehicle to target media outlets and reporters.
- Achieved 23,246 total impressions.
- Reached a monthly average of 3,605 accounts.

WHEREAS, the City Manager will need to establish these specialized professional services in the amount of \$45,000 from FY 2016/17 City Manager Departmental Budget, Account #100-1310-43600 for the period July 1, 2016 through June 30, 2017; and

WHEREAS, competitive bidding requirements may be dispensed if the public interest is better served by doing so, as where competitive bidding would not produce an advantage. (*Graydon v. Pasadena Redevelopment Agency* (1980) 104 Cal.App.3d 631; *Los Angeles Dredging Co. v. Long Beach* (1930) 210 Cal.348.) The exception may be invoked where the product or service contracted for is of unique value and may not be

obtained elsewhere (*Hodgeman v. City of San Diego* (1942) 53 Cal.App.2d 610,618);

WHEREAS, although the City's Purchasing Guidelines indicate that three written quotes or an RFP process is appropriate for engaging professional services, that was not done in this situation because of this consultant's history and experience with the San Pablo community and expertise in social media services. The City Manager, therefore, requests approval of this contract without the typical competitive process.

NOW, THEREFORE, BE IT RESOLVED the City Council of the City of San Pablo authorizes the City Manager to dispense with competitive bidding/proposal requirements and to execute a professional services agreement in the amount of \$45,000 for FY 2016/17 for social media professional services with Voler Strategic Advisors, effective July 1, 2016;

BE IT FURTHER RESOLVED that the City Manager is authorized to execute up to four (4) additional one-year terms subject to funding availability authorized by the City Council in the applicable fiscal year, for a total potential cost of \$225,000 if all four extensions are authorized; and

BE IT FURTHER RESOLVED that the foregoing recitations are true and correct, and are included herein by reference as findings.

ADOPTED this 20th day of June, 2016, by the following vote:

AYES:	COUNCILMEMBERS:	Chao Rothberg, Morris, Calloway, Valdez and Kinney
NOES:	COUNCILMEMBERS:	None
ABSENT:	COUNCILMEMBERS:	None
ABSTAIN:	COUNCILMEMBERS:	None

ATTEST:

APPROVED:

/s/ Ted J. Denney
Ted J. Denney, City Clerk

/s/ Rich Kinney
Rich Kinney, Mayor