

Legislation Text

File #: #19-151, **Version:** 1

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DATE OF MEETING: 04/15/19

SUBJECT:

CITY COUNCIL AUTHORIZATION TO DIRECT THE CITY MANAGER TO PROCEED WITH ISSUANCE OF A REQUEST FOR PROPOSALS FOR CONTRACT SERVICES FOR ENHANCED SOCIAL MEDIA NETWORK SERVICES FOR ALL CITY INFORMATIONAL, MARKETING, AND PROMOTIONAL PROGRAMS FOR FY 2019/20

CITY MANAGER RECOMMENDATION

Minute Order to authorize issuing the Request for Proposals

COMPLIANCE STATEMENTS

Enhance Community Resilience - Civic Engagement are adopted policy items under the FY2019-21 Council Priority Workplan, effective March 1, 2019.

CEQA Compliance Statement

This agenda item is not subject to CEQA.

BACKGROUND

Since FY 2012/13, the City of San Pablo (City) has maintained social media network contract services for the City's community outreach programs, which has been instrumental in the dissemination of City information, marketing and promotional programs for all City activities, projects and services.

On June 20, 2016, the City entered into contract services with Voler Strategic Advisors (VSA) to manage the content and information for the City's official Facebook® social media platform at an annual cost of \$48,000, which is budgeted under the adopted FY 2018-21 Quadrennial GF Operating Budget through June 30, 2021. On June 5, 2017, a First Amendment for said services was executed by the City Manager through June 30, 2018, and a Second Amendment dated May 14, 2018 executed by the City Manager for said contract services through June 30, 2019. On April 4, 2019, the City Manager notified VSA that said contract services would not be extended beyond June 30, 2019 while the City proceeds with development and issuance of a new Request for Proposals (RFP) for enhanced scope of services being solicited for FY 2019/20.

FY 2019-20 Contract Services - Enhanced Scope of Services

For the upcoming FY 2019/20 period, due to increased City operational requirements, the City Manager is soliciting professional services from qualified individuals or firms to expand the City's community outreach programs through the effective use of enhanced social media marketing and communications services using the versatility of all current available social media network platforms. It is anticipated through this RFP process that the successful proposer will propose a community outreach model that will maximize engagement and interaction with constituents throughout the

community by employing multiple social media platforms, including the ability to measure engagement across all social media platforms.

Scope of Services Being Solicited

At a minimum, the proposed community outreach model must be designed to enhance the City's current community outreach efforts, as follows:

- (i) Consolidate and use the City's infrastructure to disseminate information to the public to ensure that the messaging and implementation is effective to achieve the desired outcome or set of outcomes; and
- (ii) Assist with content development for the City's website, City eNews Community list-serve, and all current City social media networks and platforms designed to inform San Pablo residents of important City initiatives and programs; and
- (iii) Allow for the creation of effective public information campaigns that focus exclusively upon a given outcome or set of outcomes; and
- (iv) Include community outreach approaches to reach San Pablo's diverse and multi-cultural population.

RFP Development

A FINAL DRAFT Request for Proposals (RFP) has been developed by the City Manager's Office outlining the contract services being solicited, timeline for evaluation, and selection process by the City (see attachment). For transparency purposes, the City Manager requests the City Council authorize the City Manager to proceed with final RFP development and issuance with authority granted to the City Manager and City Attorney to make changes to the draft document if warranted.

Proposed Contract Term

The City Manager desires to secure contract services from July 1, 2019 through June 30, 2020. However, the City's Consulting Services Agreement to be attached to the RFP will contemplate, at the City's sole direction, that the City Manager may exercise up to four additional one-year options subject to funding availability authorized by the City Council in the applicable fiscal year, but in no event shall the term be longer than five years from the original effective date. The multi-year contract term being contemplated by the City Manager will require future City Council action by Resolution prior to execution for FY 2019/20.

FISCAL IMPACT

There is no fiscal impact associated with this agenda item other than staff time spent preparing the RFP and soliciting bids. The contemplated contract services being solicited will be evaluated for budget impact for FY 2019/20. A total of \$48,000 is currently budgeted on an annual basis in the FY 2018-21 Quadrennial GF Operating Budget. Based on enhanced scope of services being solicited, the City Manager believes that proposals may exceed current approved budget levels for the FY 2019/20 and FY 2020/21 periods. Therefore, at time of contract award/approval, the City Manager will address any required supplemental funding to augment said contract services for formal City Council approval during those fiscal years.

Attachments:

- 1) Final DRAFT Request For Proposals (RFP) for Contract Services for Enhanced Social Media Network Services for all City informational, marketing and promotional programs (with attachments)