

April 4, 2023

C-12

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager, or designee, to execute a contract, and any necessary documents including any necessary subsequent amendments, with Sprout Social, Inc., of Chicago IL, to provide social media support services and tools, in a total annual amount not to exceed \$40,000, for a period of two years, with the option to renew for additional one-year periods, at the discretion of the City Manager. (Citywide)

DISCUSSION

City Council approval is requested to enter into a contract with Sprout Social, Inc., to provide social media support services and tools. Social media continues to be a primary strategic tactic for engaging residents, businesses and visitors, and the City of Long Beach (City) continues to increase its social media presence, followers, and engagement. Currently the City has nearly half a million followers across its primary and departmental accounts. The City Manager's Office, Office of Public Affairs and Communications, oversees the City's social media strategy, policy, training, content generation, and community engagement for the City's primary social platforms while providing guidance to departments.

Sprout Social, Inc., is a social media managing tool that provides social media support services that will continue to assist the City with its social media strategy across multiple platforms, including effective scheduling, streamlined customer service, collaborative content calendars, and review and organization of data and analytics. As an all in one dashboard, Sprout Social Inc., has provided the necessary tools to build, maintain, monitor and optimize multiple social media platforms across departments since 2019. Sprout Social, Inc., also offers internal customer service that includes training and strategic guidance on how to properly use the tools that support the strategic focus areas, goals and objectives as set forth in the City's Communication Strategic Plan. Since the authorization of the previous agreement with Sprout Social, Inc., in 2019, the City has grown its social media presence, developed more effective methods of communication, and plans to continue maximizing efficiency and effectiveness through the support of the vendor.

City Charter Section 1801 requires that contracts for City purchases be awarded to the lowest responsible bidder after a competitive bid process but allows for awards without a competitive bid process when authorized by a Resolution adopted by the City Council.

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This matter was reviewed by Principal Deputy City Attorney Richard F. Anthony on February 27, 2023, Purchasing Agent Michelle Wilson on February 17, 2023, and by Budget Operations and Development Officer Rhutu Amin Gharib on February 24, 2023.

TIMING CONSIDERATIONS

City Council action to authorize the City Manager to award the contract to Sprout Social Inc., is requested on April 4, 2023 to ensure the contract is in place expeditiously.

FISCAL IMPACT

The annual contract cost will not exceed \$40,000, based on an annual subscription. Funds to support this activity are budgeted in the Special Advertising and Promotion Fund Group in the City Manager Department. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with City Council priorities. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



THOMAS B. MODICA
CITY MANAGER