



CITY OF LONG BEACH

C-8

OFFICE OF THE CITY MANAGER

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January 22, 2019

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager, or designee, to execute an agreement, and any related documents, with Sprout Social, Inc., of Chicago, IL, to provide social media support services and tools, in an annual amount not to exceed \$25,000, for a period of two years, with the option to renew for additional one-year periods. (Citywide)

DISCUSSION

Social media continues to be a primary tactic and tool for engaging residents, businesses, and visitors. The City of Long Beach (City) continues to increase its social media presence and followers, and currently has nearly a half million followers across the City's primary and departmental accounts. The City Manager's Department, Office of Public Affairs and Communications has taken a leading role in social media strategy, training, and content generation.

Sprout Social, Inc., provides social media support services that will assist the City with its social media strategy across multiple platforms, including effective scheduling, streamlined customer service, and review and organization of data and analytics. Sprout Social, Inc., will provide the necessary tools to build, maintain, monitor, and optimize multiple social media platforms, across departments, all in one dashboard. Sprout Social, Inc., also offers customer service that includes training and strategic guidance on how to properly use the tools to help reach top City objectives through social media awareness.

This matter was reviewed by Deputy City Attorney Linda T. Vu and by Budget Management Officer Rhutu Amin Gharib on January 4, 2019.

TIMING CONSIDERATIONS

City Council action is requested on January 22, 2019, to enable the execution of the agreement so the City Manager's Office can begin utilizing the social media tool.

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FISCAL IMPACT

The annual contract cost will not exceed \$25,000, based on an annual subscription. Funds to support this activity are budgeted in the Special Advertising and Promotion Fund (SR 133) in the City Manager Department (CM). There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,


PATRICK H. WEST
CITY MANAGER