

C-20

May 18, 2021

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt a Resolution authorizing the City Manager, or designee, to execute a contract, and any necessary documents including any necessary amendments, with Zencity Technologies US, Inc., of Wilmington, DE, for a subscription and licensing agreement for the use of its online civic engagement platform for an annual amount of \$128,340, with a 30 percent contingency in the amount of \$38,502, for a total amount not to exceed \$166,842, for a period of one year, with the option to renew for two additional one year periods, at the discretion of the City Manager. (Citywide)

DISCUSSION

City Council approval is requested to enter into a contract with Zencity Technologies US, Inc. (Zencity), for a subscription and licensing agreement for its online civic engagement tool. Zencity's online civic engagement tool was specifically designed to assist local governments with understanding resident feedback pertaining to City services made available through public comments on social media, local media, and other online platforms. This annual subscription and licensing agreement will provide access to Zencity's software, a dashboard portal, statistically significant survey quarterly reports, and customized analysis of community trends and emerging civic-related topics.

The City originally procured a one-year subscription to Zencity's software in June 2020 as part of the COVID-19 pandemic response. Since onboarding Zencity, the use of the platform has expanded to 14 City departments and 92 users. Collectively, the City is using the Zencity tool to better understand a wide variety of City service priorities including the impact of COVID-19 vaccine messaging, recycling programs, parking, public safety, and homelessness assistance. Zencity has developed customized analysis, reports for the 2020 Census outreach strategies, and community feedback related to digital services accessibility.

Zencity is the only provider of its online platform, which is composed of proprietary technology currently used by over 200 U.S. cities and counties. The Zencity platform was specifically created for the use of local government organizations. The accessibility of online dashboards, compilation of summative online community feedback, periodic representative feedback from proactive surveys, and the ability to prepare customized analysis of resident sentiment allows the City to harness data analytics to help the City improve efficiency and efficacy in the way it communicates with residents.

HONORABLE MAYOR AND CITY COUNCIL

May 18, 2021

Page 2

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. Zencity is the only tool of its kind built and tailored specifically for state and local government, and no other platform provides Zencity's breadth of data sources and capabilities, effectively negating the need for other tools that provide only partial value and, as a result, no useful purpose would be served by advertising for bids and to do so would constitute an unnecessary expenditure of public funds.

This matter was reviewed by Deputy City Attorney Erin Weesner-McKinney on April 27, 2021, Business Services Bureau Manager Tara Mortensen on April 20, 2021, and by Budget Management Officer Rhutu Amin-Gharib on May 3, 2021.

TIMING CONSIDERATIONS

City Council action to adopt a Resolution and award a contract concurrently is requested on May 18, 2021, to ensure continuity in services received by the City.

FISCAL IMPACT

The total annual amount will not exceed \$166,842, inclusive of a 30 percent contingency. There is sufficient appropriation budgeted in the General Services Fund Group in the Technology and Innovation Department. Additional appropriation for future subscriptions will be requested through subsequent budget development processes. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



LEA D. ERIKSEN
DIRECTOR OF TECHNOLOGY AND INNOVATION

APPROVED:



THOMAS B. MODICA
CITY MANAGER

ATTACHMENT: RESOLUTION

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH AUTHORIZING THE CITY MANAGER TO EXECUTE A CONTRACT, AND ANY AMENDMENTS THERETO, WITH ZENCITY TECHNOLOGIES US INC., WITHOUT ADVERTISING FOR BIDS, FOR A SUBSCRIPTION AND LICENSING AGREEMENT FOR THE USE OF ITS ONLINE CIVIC ENGAGEMENT PLATFORM, IN AN ANNUAL AMOUNT OF \$128,340 FOR A PERIOD OF ONE YEAR, WITH THE OPTION TO RENEW FOR TWO ADDITIONAL ONE YEAR PERIODS

WHEREAS, in June 2020, the City procured a one-year subscription to Zencity's software as part of the COVID-19 pandemic response; and

WHEREAS, Zencity's online civic engagement tool was specifically designed to assist local governments with understanding resident feedback pertaining to city services made available through public comments on social media, local media, and other online platforms; and

WHEREAS, the City is using the Zencity tool to better understand a wide variety of City service priorities including the impact of COVID-19 vaccine messaging, recycling programs, parking, public safety, and homelessness assistance; and

WHEREAS, Zencity has developed customized analysis, reports for the 2020 Census outreach strategies, and community feedback related to digital services; and

WHEREAS, the accessibility of online dashboards, compilation of summative online community feedback, periodic representative feedback from proactive

1 surveys, and the ability to prepare customized analysis of resident sentiment allows the
2 City to harness data analytics to help the City improve efficiency and efficacy in the way it
3 communicates with residents; and

4 WHEREAS, Zencity is the only tool of its kind built and tailored specifically
5 for state and local government, and no other platform provides Zencity's breadth of data
6 sources and capabilities, effectively negating the need for other tools that provide only
7 partial value; and as a result, no useful purpose would be served by advertising for bids
8 and to do so would constitute an idle and useless act and an unnecessary expenditure of
9 public funds;

10 NOW, THEREFORE, the City Council of the City of Long Beach resolves as
11 follows:

12 Section 1. The above recitals are true and correct and are incorporated
13 herein.

14 Section 2. The City Manager is hereby authorized to enter a contract,
15 and any amendments thereto, with Zencity Technologies US Inc., for a subscription and
16 licensing agreement for its online civic engagement platform, in an annual amount of One
17 Hundred Twenty-Eight Thousand Three Hundred Forty Dollars (\$128,340), with a thirty
18 percent (30%) contingency of Thirty-Eight Thousand Five Hundred Two Dollars
19 (\$38,502), for a total annual contract amount not to exceed One Hundred Sixty-Six
20 Thousand Eight Hundred Forty-Two Dollars (\$166,842), for a period of one (1) year, with
21 the option to renew for two (2) additional one-year periods, at the discretion of the City
22 Manager.

23 Section 3. This resolution shall take effect immediately upon its adoption
24 by the City Council, and the City Clerk shall certify the vote adopting this resolution.

25 ///
26 ///
27 ///
28 ///

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
411 West Ocean Boulevard, 9th Floor
Long Beach, CA 90802

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of _____, 2021 by the following vote:

Ayes: Councilmembers: _____

Noes: Councilmembers: _____

Absent: Councilmembers: _____

Recusal(s): Councilmembers: _____

City Clerk