

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

RESOLUTION NO. RES-21-0048

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3 A RESOLUTION OF THE CITY COUNCIL OF THE
4 CITY OF LONG BEACH AUTHORIZING THE CITY
5 MANAGER TO EXECUTE A CONTRACT, AND ANY
6 AMENDMENTS THERETO, WITH ZENCITY
7 TECHNOLOGIES US INC., WITHOUT ADVERTISING FOR
8 BIDS, FOR A SUBSCRIPTION AND LICENSING
9 AGREEMENT FOR THE USE OF ITS ONLINE CIVIC
10 ENGAGEMENT PLATFORM, IN AN ANNUAL AMOUNT OF
11 \$128,340 FOR A PERIOD OF ONE YEAR, WITH THE
12 OPTION TO RENEW FOR TWO ADDITIONAL ONE YEAR
13 PERIODS
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15 WHEREAS, in June 2020, the City procured a one-year subscription to
16 Zencity's software as part of the COVID-19 pandemic response; and

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

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

24 WHEREAS, Zencity has developed customized analysis, reports for the
25 2020 Census outreach strategies, and community feedback related to digital services;
26 and

27 WHEREAS, the accessibility of online dashboards, compilation of
28 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.

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I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of May 18, 2021 by the following vote:

Ayes: Councilmembers: Zendejas, Allen, Price, Supernaw, Mungo, Uranga, Austin, Richardson.

Noes: Councilmembers: None.

Absent: Councilmembers: Saro.

Recusal(s): Councilmembers: None.



City Clerk