



# CITY OF POMONA COUNCIL REPORT

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November 19, 2018

To: Honorable Mayor and Members of the City Council

From: Linda Lowry, City Manager

Submitted by: Darron Poulsen, Water Resources Director

Subject: **Approve a Sole Source Agreement with Social Media Platform Pros for Professional Social Media/Public Outreach Consulting Services, Not-to-Exceed \$30,000**

## OVERVIEW

### **Recommendations** - That the City Council:

1. Approve a sole source agreement with Social Media Platform Pros, not-to-exceed \$30,000;
2. Authorize the City Manager to execute an agreement with Social Media Platform Pros, subject to review and approval by the City Attorney, and any other documents required to effectuate the intent of the agreement.

**Fiscal Impact** – Funding for the recommended sole source agreement is available in the FY 2018-19 Water Operating Budget, not-to-exceed a total amount of \$30,000.

**Previous Council Action** – None.

## EXECUTIVE SUMMARY

The Water Resources Department (WRD) proposes to hire a consultant to develop a comprehensive social media/public outreach effort. These efforts are driven by a number of factors including the need to increase the City's water conservation outreach, to inform water customers about the investment and level of effort required to provide reliable Water/Waste Water services and to share information related to disaster preparedness. A utility rate increase is being proposed next year, and this social media/public outreach effort will serve to inform Water/Wastewater customers and establish a higher competency in the City's overall social media public information efforts.

## DISCUSSION

The WRD has a near term need to hire a consultant to develop a comprehensive social media/public outreach effort on a number of pressing concerns most importantly the necessary outreach to inform the community on the proposed new utility rates. Formally bidding the recommended services is not feasible due to the short timelines to accomplish some of the WRD's project deadlines. In accordance with Purchasing Code Section 2-977(a), sole-source requests for professional services over \$15,000 shall require approval by the City Council.

WRD and City Administration staffs met with Ms. Treasure Ortiz from Social Media Platform Pros, to discuss public outreach and how the WRD needs could be met through creating engaging social content on social media platforms including: Facebook, Instagram, Twitter, LinkedIn, Nextdoor, YouTube, Snapchat and Waze. In the meeting it was clear Ms. Ortiz is very knowledgeable and passionate about the subject. Her presentation was informative and on point. She described Pomona's demographics, and which social media platforms would be best to reach our customers. It was also discussed how Ms. Ortiz could provide guidance and training to City staff on how to best utilize different social media applications to reach the City's overall desired audience.

In a follow-up meeting Ms. Ortiz met with water conservation and engineering staff and discussed current projects being completed within the Department. She provided her understanding of what a social media program would look like and toured a couple facilities. On that tour, Ms. Ortiz took recordings and has since provided a sample video suitable for Water/Waste Water outreach. She also demonstrated how this type of product effectively delivers the desired message. The proposed Scope of Work includes the following:

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|----------------------|----------------------|-----------------------|
| • Videography        | • SM Platform        | • Recording, Live     |
| • Script Creation    | Management           | Streaming and Editing |
| • Video Editing      | • SM Platform        | Equipment Use         |
| • Graphic Design     | Advisement           | • Platform Analysis   |
| • Infographic Design | • Platform Contract  | • Employee Training   |
| • Web Design         | Evaluation           | • Communication       |
| • Live Streaming     | • Marketing          | Strategic Planning    |
| • SM Platform Set-up | • Branding           |                       |
|                      | • Event Coordination |                       |

Ms. Ortiz holds a BA and MA in Public Administration from Cal State San Bernardino, and is currently working on a doctorate in Public Policy with a field of study in Social Media in the public sector at the University of La Verne. Based on her qualifications, and the products provided by Ms. Ortiz, staff recommends approval of an agreement with Social Media Platform Pros to complete the proposed Scope of Work.