



Legislation Details (With Text)

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Title: CONSIDER A CONTRACT WITH A CONSULTANT FOR SOCIAL MEDIA SERVICES (CITY COUNCIL)

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Attachments: 1. Exhibit 1 - Trusted Messenger Marketing Summary Report dated Nov. 2018, 2. Exhibit 2 - Cid and Macedo, Inc Response to RFQ for Social Media Services, 3. Exhibit 3 - Klein Creative Media Response to RFQ for Social Media Services, 4. Exhibit 4 - Tripeppi Smith Response to RFQ for Social Media Services, 5. Exhibit 5 - Trusted Messenger Marketing Response to RFQ for Social Media Services, 6. Exhibit 6 - Trusted Messenger Marketing Executed Agreement, 7. Exhibit 7 - Resolution No. 18-173

Date	Ver.	Action By	Action	Result
12/4/2018	1	City Council		

Report to Mayor and City Council

Tuesday, December 04, 2018

Consent

SUBJECT:

CONSIDER A CONTRACT WITH A CONSULTANT FOR SOCIAL MEDIA SERVICES (CITY COUNCIL)

I. SUMMARY

The City has been consulting with Trusted Messenger Marketing for social media services for the past 5 months. During that time, the consultant increased the City's online presence on social media and consolidated multiple social media sites related to the City of Carson (Exhibit No. 1). The current contract between the City and Trusted Messenger Marketing expired November 30, 2018. Staff has conducted a request for qualifications (RFQ) for these services. Staff received four responses and recommends the City Council continue their working relationship with Trusted Messenger Marketing.

II. RECOMMENDATION

TAKE the following actions:

1. AWARD a two-year contract to Trusted Messenger Marketing to provide social media services for the period of December 1, 2018 through November 30, 2020;
2. AUTHORIZE the Mayor to execute the contract after approval as to form by the City Attorney, and
3. APPROVE Resolution No. 18-173 amending the City's FY 2018-19 budget in the Public Information Fund for a contract with a consultant for social media services.

III. ALTERNATIVES

The City Council may consider other consultants for social media services. However, doing so will reduce the momentum of the city's current social media program that has developed over the last five months with Trusted Messenger Marketing.

IV. BACKGROUND

The City has had limited experience with a social media services firm. During the last five months, staff has been working with a consultant to design a work program for a successful social media program. In June 2018 a 5-month contract was executed between the City and Trusted Messenger Marketing for social media services (Exhibit No. 6). Following the execution of the contract, a representative from Trusted Messenger Marketing met with City staff to complete a needs assessment in order to assist in identifying social media priorities and identify content for ongoing posting.

One of the responsibilities of the consultant was to assist City in increasing the City's online presence on social media (various activities that integrate technology, social interaction and posting content, such as Facebook, Twitter, Instagram, YouTube and LinkedIn), and well as a complete review of all of the City's multiple social sites and then recommend and assist in consolidating of those sites. Weekly and monthly status reports occurred between the consultant and staff. A final summary memo for the 5-month period has been prepared by the consultant and is included in this report as Exhibit No. 1.

In preparation for this RFQ, staff checked with surrounding cities to see if/whom they work with for social media services. From there, a RFQ was prepared and four firms responded; Cid and Macedo, Inc., Klein Creative Media, Tripeppi Smith and Trusted Messenger Marketing. Those responses are included as Exhibit No. 2, 3, 4, and 5.

<u>Consultant:</u>	<u>Rate:</u>
Cid and Macedo, Inc	\$ 10,000 per month
Klein Creative Media	\$ 4850 per month
Tripeppi Smith	\$ 3250 per month
Trusted Messenger Marketing	\$ 5000 per month

RECOMMENDATION:

The City Council is asked to consider awarding a two-year contract with Trusted Messenger Marketing. The proposed contract will expire on November 30, 2020. A request for qualifications was conducted and the responses are attached herewith.

The Carson Municipal Code Section 2611(c) discusses Professional and Personal Services Procurement. This section allows the Council to select of a consultant for professional services based on demonstrated competence, the professional qualifications necessary for satisfactory performance of the required services, and a fair and reasonable price. Staff reviewed all four of the bids and determined that Trusted Messenger Marketing would ultimately provide more services for the money when compared to the others. They have submitted the lowest acceptable quotation that best meets the needs of the City.

V. FISCAL IMPACT

The contract extension will be a net fiscal impact of \$35,000 to the General Fund. The General Fund Balance as of 12/4/2018 is \$16,500,376.

VI. EXHIBITS

1. Trusted Messenger Marketing Summary Report dated Nov. 2018. (pg. 4)
2. Cid and Macedo, Inc Response to RFQ for Social Media Services. (pgs. 5-10)
3. Klein Creative Media Response to RFQ for Social Media Services. (pgs. 11-19)
4. Tripeppi Smith Response to RFQ for Social Media Services. (pgs. 20-46)
5. Trusted Messenger Marketing Response to RFQ for Social Media Services. (pgs. 47-62)
6. Trusted Messenger Marketing Executed Agreement. (pgs. 63-94)
7. Resolution No. 18-173 amending the City's FY 2018-19 budget in the Public Information Fund for a contract with a consultant for social media services. (pgs. 95-96)

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