



City of San Antonio

Agenda Memorandum

File Number:

Agenda Item Number: 6

Agenda Date: October 20, 2022

In Control: City Council A Session

DEPARTMENT: Finance Department

DEPARTMENT HEAD: Troy Elliott

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Social Media Archiving

SUMMARY:

This ordinance authorizes a contract with ArchiveSocial, Inc. to provide a Social Media Archiving platform for the Communications & Engagement Department for an estimated amount of \$17,988.00 annually; estimated total amount of \$89,940.00 over a 5-year contract term. Funding for this contract in the amount of \$17,988.00 is available from FY 2023 General Fund Budget. Funding for subsequent years is contingent up on City Council approval of the annual budget.

BACKGROUND INFORMATION:

Submitted for City Council consideration and action is a proposal submitted by ArchiveSocial, Inc. to provide the City of San Antonio a Social Media Archiving platform for resident engagement and media relations within the City. This contract managed by the Communications & Engagement (C&E) department will allow for an unlimited number of linked social media accounts and users as C&E begins to scale the solution to an enterprise-wide platform.

This platform will allow the archiving of multiple social media channels in one place. It will also archive, easily report, and provide analytics of all social media outlets throughout the City and

allow departments to maintain autonomy.

The City issued a Request for Competitive Sealed Proposal (RFCSP) for “Social Media Archiving Tool” (RFCSP 22-016, 6100014639) on February 4, 2022, with a submission deadline of March 18, 2022. The RFCSP was advertised in the San Antonio HartBeat, TVSA channel, the City’s Bidding & Contracting Opportunities website, the San Antonio e-Procurement System, and an email notification was released to a list of potential Respondents. One proposal was received. ArchiveSocial, Inc. is recommended for contract award based on the City’s standard RFCSP evaluation process.

The evaluation committee met on March 30, 2022, to evaluate the one proposal response received. The evaluation committee consisted of representatives from the Communications & Engagement (C&E) Department, Information Technology Services Department, City Attorney’s Office, Human Resources Department and Center City Development and Operations Department. The Finance Department, Purchasing Division assisted by ensuring compliance with City procurement policies and procedures. The proposal was evaluated based on the firm’s experience, background, qualifications, proposed plan, and price schedule. Additional categories of consideration included references and financial qualifications. After committee review and evaluation, ArchiveSocial, Inc. was recommended for award by the evaluation committee based on consensus scoring.

The initial term of the agreement shall be upon City Council award and continue in full force and effect for a three-year period. Two additional one-year renewals at the City's option, shall also be authorized by this ordinance.

ISSUE:

This contract will provide a Social Media Archiving platform for the City of San Antonio for resident engagement and media relations within the City. This contract, managed by the Communications & Engagement (C&E) Department, will allow for an unlimited number of linked social media accounts and users as C&E begins to scale the solution to an enterprise-wide platform.

This contract will be awarded in compliance with the Small Business Economic Development Advocacy (SBEDA) Program. The Goal Setting Committee applied the Small Business Economic Development Advocacy (SBEDA) Program with ten (10) SBE Prime Contract Program evaluation preference points awarded to a vendor if they are certified as SBE located within the San Antonio Metropolitan Statistical Area and ten M/WBE Prime Contract Program evaluation preference points awarded to a vendor if they are certified as M/WBE located within the San Antonio Metropolitan Statistical Area. However, ArchiveSocial, Inc. was not eligible to receive any preference points.

This award is an exception to the Local Preference Program.

The Veteran-Owned Small Business Preference Program does not apply to non-professional service contracts, so no preference was applied to this contract.

ALTERNATIVES:

Should this contract not be approved, City departments would each continue to manage their own social media presence which creates a dilution of engagement efforts and does not allow for proper archiving of any social media posts.

FISCAL IMPACT:

This ordinance authorizes a contract with ArchiveSocial, Inc. to provide a Social Media Archiving platform for the Communications & Engagement Department for an estimated amount of \$17,988.00 annually; estimated total amount of \$89,940.00 over a 5-year contract term. Funding for this contract in the amount of \$17,988.00 is available from FY 2023 General Fund Budget. Funding for subsequent years is contingent upon City Council approval of the annual budget.

RECOMMENDATION:

Staff recommends approval of an ordinance for acceptance of a contract with ArchiveSocial, Inc. to provide a contract for a Social Media Archiving platform for the Communications & Engagement Department for resident engagement and media relations for an estimated amount of \$17,988.00 annually for an estimated total amount of \$89,940.00 over a 5 year contract term.

This contract was procured by means of a Request for Competitive Sealed Proposal and a Contracts Disclosure Form is required.