



City of Austin

Recommendation for Action

File #: 24-4087, **Agenda Item #:** 12.

3/21/2024

Posting Language

Authorize negotiation and execution of a contract for a community engagement survey platform with SHI-Government Solutions, Inc. d/b/a SHI, for a term of up to three years in an amount not to exceed \$700,000.

[Note: This procurement was reviewed for subcontracting opportunities in accordance with City Code Chapter 2-9B (Minority-Owned and Women-Owned Business Enterprise Procurement Program). For the services required for this procurement, there were no subcontracting opportunities; therefore, no subcontracting goals were established].

Lead Department

Financial Services Department.

Client Department(s)

Communications and Public Information Office.

Fiscal Note

Funding in the amount of \$239,000 is available in the Fiscal Year 2023-2024 Operating Budget of Communications and Public Information Office.

Funding for the remaining contract term is contingent upon available funding in future budgets.

Purchasing Language:

Multiple contractors within this cooperative purchasing program were reviewed for these services. The Financial Services Department and Communications and Public Information Office have determined this contractor best meets the needs of the Communications and Public Information Office to provide these services required for the City.

For More Information:

Direct questions regarding this Recommendation for Council Action to the Financial Services Department - Central Procurement at: FSDCentralProcurementRCAs@austintexas.gov or 512-974-2500.

Additional Backup Information:

This contract will continue to provide the City with the Zencity platform as well as the community engagement survey aspect of the platform. Zencity provides in-depth community social sentiment analysis to help measure the effectiveness of city messaging and community feedback benchmarking surveys with statistically representative samples across key demographics in Austin. The Zencity platform provides real-time, equitably representative data that helps City communicators understand how key messaging on priority policy initiatives is resonating with the public. The platform also provides early situational awareness of issues arising in community discourse (severe weather response, homelessness, public health, and safety), providing a critical opportunity to respond to, and address issues quickly and mitigate misinformation and negative sentiment.

The Texas Department of Information Resources is a cooperative purchasing association recognized under

Texas procurement statutes. Cooperative associations, themselves or using a lead government, competitively solicit and award contracts that are eligible for use by other qualified state and local governments. Due to their substantial volumes, larger than any one government could achieve independently, cooperative contracts routinely include superior terms, conditions, and pricing. Use of cooperative contracts also results in lower administrative costs and time savings.