

**REPORT/RECOMMENDATION TO THE BOARD OF SUPERVISORS
OF SAN BERNARDINO COUNTY
AND RECORD OF ACTION**

October 22, 2024

FROM

LUTHER SNOKE, Chief Executive Officer, County Administrative Office

SUBJECT

Amendment to Service Order with Sprout Social, Inc. for Social Media Management

RECOMMENDATION(S)

Approve **Amendment No. 1 to Agreement No. 24-151** with Sprout Social, Inc., to increase the number of licensed users, increasing the total agreement amount by \$33,660 for a total contract amount not to exceed \$168,660, effective March 30, 2024, through March 29, 2027.
(Presenter: Martha Guzman-Hurtado, Chief Communications Officer, 387-4193)

COUNTY AND CHIEF EXECUTIVE OFFICER GOALS & OBJECTIVES

Promote the Countywide Vision.

Operate in a Fiscally-Responsible and Business-Like Manner.

FINANCIAL IMPACT

Approval of this Amendment will not result in the use of additional Discretionary General Funding (Net County Cost). The additional \$33,660 cost associated with this Sprout Social, Inc. Agreement is included in the County Administrative Office's (CAO) 2024-25 budget and will be included in future recommended budgets. The San Bernardino County Fire Protection District (SBCFPD) will reimburse the CAO in the amount of \$20,300 for the cost of the licenses used by SBCFPD. SBCFPD is required to ensure there is adequate appropriation within its annual departmental budget.

BACKGROUND INFORMATION

The County communications team, comprised of representatives from various departments, uses social media to directly inform the public about County government news and services. This communication tool is critical to provide information, particularly during emergencies. Through Sprout Social, Inc. (Sprout Social), the County maintains more than 100 social media accounts across County departments on platforms such as Facebook, Instagram, YouTube, and X, formerly known as Twitter. More than half a million people follow the County's social media accounts.

The Sprout Social management tool allows the County to monitor and approve all social media content for all County departments in one location, study analytics to measure the effectiveness of outreach to the public, and to ensure social media is being used properly. Sprout Social has superior historical data on the County's media posts that allow detailed analytics of social media use. The platform also offers a robust workflow that allows approvals, which provides a structured review of content before posted. Sprout Social has grown to be an integral component of the County's communication strategy.

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On February 27, 2024 (Item No. 27), the Board of Supervisors approved a non-competitive Agreement No. 24-151 with Sprout Social, including non-standard terms, to license the social media management tool in the total amount of \$135,000 for a total contract period of three years, from March 30, 2024, through March 29, 2027, automatically renewing for three-year periods until notice of non-renewal is provided.

The recommended Amendment No. 1 to Agreement No. 24-151 will increase the number of licensed users by 10, for an additional cost of \$33,660, and a total contract amount not to exceed \$168,660, with no changes to the term of the Agreement.

PROCUREMENT

Not applicable.

REVIEW BY OTHERS

This item has been reviewed by County Counsel (Julie Surber, Principal Assistant County Counsel, 387-5455) on October 3, 2024; Purchasing (Ariel Gill, Supervising Buyer, 387-2070) on October 3, 2024; Risk Management (Loretta Acuna, Staff Analyst II, 386-9039) on October 4, 2024; Finance (Erika Rodarte, Administrative Analyst, 387-4919) on October 4, 2024; Fire District (Bertral Washington, Deputy Fire Chief, 387-5779) on October 3, 2024; and County Finance and Administration (Matthew Erickson, County Chief Financial Officer) on October 7, 2024.

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Record of Action of the Board of Supervisors
San Bernardino County

APPROVED (CONSENT CALENDAR)

Moved: Joe Baca, Jr. Seconded: Jesse Armendarez
Ayes: Col. Paul Cook (Ret.), Jesse Armendarez, Curt Hagman, Joe Baca, Jr.
Absent: Dawn Rowe

Lynna Monell, CLERK OF THE BOARD

BY  _____
DATED: October 22, 2024



cc: CAO - Hurtado w/agree
Contractor - c/o CAO w/agree
File - w/agree
CCM 10/24/2024