



Legislation Text

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File #: O-619-23, Version: 1

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Hootsuite Software  
Department of Communications  
Rachel Hart  
Revised

**Authorizing the expenditure of \$35,989.60 from the General Fund for Hootsuite Software to enhance the city's online communication and engagement efforts; authorizing the Mayor to enter into agreements using cooperative purchasing or state term contracts; waiving the competitive bidding requirements of TMC 187; and declaring an emergency.**

**SUMMARY & BACKGROUND:**

According to a Pew Research Study from 2021, 53% of US adults say they get the majority of their news from social media. In order to enhance the city's online communication and engagement efforts, this Ordinance authorizes the City of Toledo to purchase Hootsuite's social media management software, which provides more robust capability to measure impact and return on investment of messaging created by the city of Toledo, enhances situational awareness of rumors and disinformation across all social and other media channels, and streamlines two-way communication between the city and residents across social media platforms, integrating with Engage Toledo's ongoing CRM implementation project.

The software will be procured through SHI, an MBE vendor participating in the Sourcewell cooperative purchasing program, which has negotiated pricing for the software. The total cost of the three-year agreement is \$107,969, to be paid annually in the amount of \$35,989.60, subject to the availability of funds.

NOW, THEREFORE, Be it ordained by the Council of the City of Toledo:

SECTION 1. That the Mayor is authorized to enter into an agreement not to exceed three years with SHI International Corporation for the purchase of Hootsuite's social media management software upon such terms and conditions that shall be approved by the Director of Marketing and Communications, Director of Information Technology, and the Director of Law.

SECTION 2. That Council finds and determines that it is in the best interest of the City to waive the competitive bidding process as required under Chapter 187 of the Toledo Municipal Code for the procurement of Hootsuite's social media management software through SHI, based on negotiated pricing and immediate availability.

SECTION 3. That, subject to appropriation, an amount not to exceed \$35,989.60 annually is authorized for expenditure from General Fund Account Code 1001-10202-1143001STDADM for a total of three years, for the purposes identified in Section 1.

SECTION 4. That the Finance Director is authorized to draw their warrant or warrants for the above-authorized expenditures upon presentation of proper vouchers.

SECTION 5. That this Ordinance is declared to be an emergency measure and shall be in force and effect from and after its passage. The reason for the emergency lies in the fact that the immediate implementation of the social media management software is necessary to enhance the city's communication and engagement efforts, which are essential for the effective operation of city services and public communication.

Vote on emergency clause: yeas \_\_\_\_\_, nays \_\_\_\_\_.

Passed: \_\_\_\_\_, as an emergency measure: yeas \_\_\_\_\_, nays \_\_\_\_\_.

Attest: \_\_\_\_\_  
Clerk of Council

\_\_\_\_\_  
President of Council

Approved: \_\_\_\_\_

\_\_\_\_\_  
Mayor

I hereby certify that the above is a true and correct copy of an Ordinance passed by Council  
\_\_\_\_\_.

Attest: \_\_\_\_\_  
Clerk of Council