



County of Monterey

Item No.

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: A 23-551

November 28, 2023

Introduced: 11/17/2023

Current Status: Agenda Ready

Version: 1

Matter Type: BoS Agreement

Approve and authorize the Contracts Purchasing Officer or designee to execute a non-standard Agreement with Meltwater, for media monitoring software subscription services, effective December 1, 2023 through November 31, 2025, not to exceed \$60,000.

RECOMMENDATION:

It is recommended that the Board of Supervisors approve and authorize the Contracts Purchasing Officer or designee to execute a non-standard Agreement with Meltwater, for media monitoring software subscription services, effective December 1, 2023 through November 31, 2025, not to exceed \$60,000.

SUMMARY/DISCUSSION:

Meltwater is a media intelligence software company empowering governments and organizations with a suite of high-level analytic solutions that spans media monitoring, journalist outreach, and social media management in a consolidated platform.

The application provides robust analytics in real-time that can help guide county messaging decisions, measure sentiment on any number of issues the County is facing, as well as provide highly strategic reporting that can help guide communications strategies across the organization. Services provided as part of this contract include global key-word searches, comprehensive monitoring, platform dashboards, custom alerts, newsletter platform, newsroom integration with website, media relations management, social media engagement management, mobile analytics, sentiment analysis, and consulting support.

Approval of the recommended action would secure services with the vendor for a two-year period through November 30, 2025, for a total contract amount of \$60,000.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed the agreement as to form. The Auditor-Controller's Office reviewed the agreement but does not agree to the non-standard payment provisions.

FINANCING:

There is no impact to the FY 2023-24 approved budget resulting from the approval of this action. Funding for FY 2024-25 will be prioritized as part of the budget process for that fiscal year

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The recommended action aligns with the Board's Administrative Initiative to promote an organization that practices efficient and effective resource management and is recognized for responsiveness, strong customer orientation, accountability and transparency.

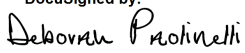
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- Economic Development
- Administration
- Health & Human Services
- Infrastructure
- Public Safety

Prepared by: Karina Bokanovich, Management Analyst

Reviewed by: Nicholas Pasculli, County Communications Director

Approved by: Debbie Paolinelli, Assistant County Administrative Officer

DocuSigned by:

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Attachments:

Non-standard Agreement with Meltwater

Exhibit A - Special Terms

Appendix A - County Standard Agreement