



**THE PORT  
OF LOS ANGELES**  
Executive Director's  
Report to the

Board of Harbor Commissioners

**DATE: APRIL 20, 2016**

**FROM: MEDIA RELATIONS**

**SUBJECT: RESOLUTION NO. \_\_\_\_\_ – AGREEMENT BETWEEN CISION  
US INC. AND THE CITY OF LOS ANGELES HARBOR DEPARTMENT  
FOR MEDIA MONITORING SERVICES**

**SUMMARY:**

The City of Los Angeles Harbor Department (Harbor Department) staff recommends to enter into a three-year agreement with Cision US Inc. (Cision), headquartered in Chicago, Illinois, with offices in Los Angeles, to provide a package of media monitoring and measurement services that will enable the Harbor Department to target, distribute, track, and measure regional, national and international news coverage about the Port of Los Angeles (Port) in the print, broadcast and social media categories. Results can be distributed daily via email in an easy-to-read format. The agreement calls for access to a wide range of data, thereby allowing the Media Relations Division to provide metrics on the effectiveness of its media outreach program in conformance with the Port of Los Angeles 2012-17 Strategic Plan 2014 Update. The agreement also includes access to CisionPoint, a media database subscription that will enable Media Relations Division personnel to identify key media outlets and pitch story ideas as part of maximizing the Port's positive news coverage.

The cost of these services will be \$35,500 annually for three years, not to exceed \$106,500. The proposed agreement (Transmittal 1) represents a reduction of \$39,600, or 27 percent, compared to the agreement over the past three years. This reduction is a result of Media Relation's efforts to reduce costs. Thus, some services, such as less editing of broadcast clips and manual access to metrics as opposed to automated reports, have been negotiated into the agreement to reduce costs and instead will be performed by existing staff as needed. The Harbor Department is financially responsible for payment of expenses under the proposed agreement.

**RECOMMENDATION:**

It is recommended that the Board of Harbor Commissioners (Board):

1. Find that the proposed action is exempt from the requirements of the California Environmental Quality Act (CEQA) under Article II, Section 2(f), of the Los Angeles City CEQA Guidelines as determined by the Director of Environmental Management;

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2. Find in accordance with Los Angeles City Charter Section 1022 that the scope of work of the proposed Agreement can be more economically and feasibly provided by an independent contractor than by Port employees;
3. Approve the proposed agreement between the City of Los Angeles Harbor Department and Cision US Inc. to provide media monitoring services for a three-year term, with an annual compensation of \$35,500, total not to exceed \$106,500;
4. Authorize the Executive Director to execute and the Board secretary to attest to the Agreement for and on behalf of the Board; and
5. Adopt Resolution No. \_\_\_\_\_.

**DISCUSSION:**

Background and Context – The Harbor Department’s Media Relations Division establishes and maintains relationships with local, national and international media, and strives for accuracy in resulting media coverage and Port messaging. Cision offers a comprehensive software package, providing in-depth media outlet information that enables the subscriber to distribute news releases, monitor industry news and evaluate coverage. The Media Relations Division began using the Cision software package in 2010 under a three-year agreement (Agmt. # 13-3111, Board Resolution No. 13-7457). Under this agreement, which will expire on April 8, 2016, the Harbor Department increased its media distribution list from 548 outlets to more than 4,000, about a seven-fold increase. The software also assists in locating and compiling the daily news reports that the Harbor Department distributes to employees, Mayor’s staff and board members on a daily basis.

Communications professionals from over 120,000 corporations, agencies and non-profits use Cision to access the world’s largest media and blogger database, measure social media activities and analyze the effectiveness of communications campaigns. It is a leading provider of media research, distribution, monitoring and evaluation services. It was the Cision software that allowed the Harbor Department in December 2015, to quickly track and measure the more than 500 stories and \$1 million of publicity value generated by the arrival of the CMA CGM Benjamin Franklin.

This system has replaced outdated and inefficient methods of media tracking which consisted of a staff person reviewing a limited pool of newspapers and periodicals and clipping out pertinent articles to be distributed to Management and all employees. Cision’s services enables staff to review thousands of media outlets and provide electronic news clips in a more timely and efficient manner. Additionally, Cision provides tools to enable Media Relations Division to target its distribution of press releases and provide tools to measure the effectiveness of this outreach. Cision’s services enable staff to provide Harbor Department management with a more comprehensive overview of the Port’s media footprint and additional tools that are not available in-house to target press releases and measure the effectiveness of their impact.

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Selection Process – To select a Media Relations Data Base/Clipping Service, Media Relations Division released a Request for Proposals (RFP) on October 5, 2015 (Transmittal 2). The RFP was sent directly to five firms and posted on both the Port of Los Angeles website and Diversity Exchange and on the City of Los Angeles Business Assistance Virtual Network. Three firms submitted proposals on October 29, 2015.

Staff utilized the Proposal Evaluation Score Sheet to complete evaluations of each consultant's proposal (Transmittal 3). The responses were reviewed by four evaluators, three from Harbor Department staff from Media Relations and one from the Maritime Museum, Recreation and Parks Department. Based on the scores, Cision was selected.

**ENVIRONMENTAL ASSESSMENT:**

The proposed action is approval to enter into a three-year agreement with Cision for media monitoring and measurement services of news coverage about the Port, which is an administrative activity. As such, the Director of Environmental Management has determined that the proposed action is exempt from the requirements of CEQA in accordance with Article II Section 2(f) of the Los Angeles City CEQA Guidelines.

**FINANCIAL IMPACT:**

The monthly cost of services will be billed quarterly at \$8,875, for a total of \$35,500 a year. The total cost for the three-year agreement not to exceed \$106,500.

Funding for the current fiscal year's cost of \$8,875 is available in the Media Relations Division budget in Account 54290 (Miscellaneous Professional Services), Center 250 (Media Relations), Program 000 (Base Budget). It is expected that \$41,650 of the \$43,700 budgeted for Fiscal Year 2015/16, will be spent by fiscal year end (\$32,775 from the existing agreement, and \$8,875 from the new agreement). Future fiscal year funding will be requested as part of the annual budget adoption process. The Harbor Department's obligations to pay any amount due for any Harbor Department fiscal years after the current fiscal year are contingent upon the legislative appropriation of funds for the purpose. The Harbor Department's fiscal year ends on June 30 of each calendar year. Accordingly, anything to the contrary notwithstanding, the Harbor Department may terminate any agreement and its future monetary obligations thereunder, effective as of the end of any fiscal year.

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CITY ATTORNEY:

The Office of the City Attorney has reviewed and approved the Agreement with Cision U.S., Inc. as to form and legality.

TRANSMITTALS:

1. Agreement with Cision US Inc.
2. Request for Proposal
3. Proposal Evaluation Score Sheet

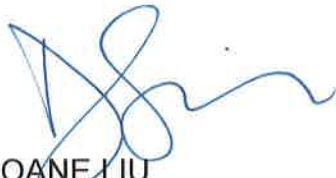
FIS Approval: MB (initials)  
CA Approval: g (initials)



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