



DATE: APRIL 30, 2019

FROM: MEDIA RELATIONS

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

SUMMARY:

The City of Los Angeles Harbor Department (Harbor Department) staff requests approval to enter into a three-year agreement with Cision US Inc. (Cision), headquartered in Chicago, Illinois, with offices in Los Angeles, to provide media monitoring and measurement services that will enable the Harbor Department to track and measure 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 2018-2022 Strategic Plan.

The cost of these services will be \$18,150 annually for three years, not to exceed \$54,450. The proposed agreement (Transmittal 1) represents a reduction of \$52,050, or 49 percent, compared to the previous agreement over the past three years. 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 Director of Environmental Management has determined that the proposed action is administratively exempt from the requirements of the California Environmental Quality Act (CEQA) under Article II Section 2(f) of the Los Angeles City CEQA Guidelines;

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2. 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 \$18,150, total not to exceed \$54,450;
3. Authorize the Executive Director to execute and the Board secretary to attest to the Agreement for and on behalf of the Board; and
4. 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 platform to monitor and collect news coverage and provide industry-standard metrics related to the news coverage. The Media Relations Division began using the Cision software package in 2010 under a three-year agreement. Under Agreement No. 16-3386, Board Resolution No. 16-7932, which will expire on May 20, 2019, the Harbor Department distributes Port news coverage to employees, Mayoral staff and board members on a daily basis.

Cision is a leading provider of media research, distribution, monitoring and evaluation services. 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. Cision’s services enable staff to provide Harbor Department management with a more comprehensive overview of the Port’s media footprint and measure the effectiveness of its impact.

Selection Process – To select a Media Relations Data Base/Clipping Service, Media Relations Division released a Request for Proposals (RFP) on February 8, 2019. The RFP was sent directly to five firms and posted on both the Port of Los Angeles website and on the City of Los Angeles Business Assistance Virtual Network. Three firms submitted proposals on March 4, 2019.

Staff utilized the Proposal Evaluation Score Sheet to complete evaluations of each consultant’s proposal (Transmittal 2). The responses were reviewed by three evaluators, two from Harbor Department Media Relations division staff and one from the Maritime Museum, Recreation and Parks Department. Based on the scores, Cision was selected.

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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. Therefore, the Director of Environmental Management has determined that the proposed action is administratively exempt from the requirements of CEQA in accordance with Article II Section 2(f) of the Los Angeles City CEQA Guidelines.

FINANCIAL IMPACT:

Approval of the proposed agreement would result in aggregate authorized expenditures of \$54,450 over a three-year term to provide media monitoring and measurement services. The proposed not-to-exceed amount of \$54,450 represents a \$52,050, or 49%, reduction relative to the current contract to provide these services. This reduction is the result of efforts within the Media Relations Division to build a proprietary database of aggregated, Port-relevant publications, which eliminated the need to purchase this same service from an outside vendor.

Funds are available within the Fiscal Year (FY) 2018/19 budget in Account 54290 (Miscellaneous Professional Services), Center 0250 (Media Relations), Program 000. Funds of \$18,150 have been proposed for inclusion within the Media Relations Division's FY 2019/20 budget, pending Board approval. Spending under the proposed agreement is expected to occur as follows:

FY 2018/19	\$ 4,537.50
FY 2019/20	\$ 18,150.00
FY 2020/21	\$ 18,150.00
<u>FY 2021/22</u>	<u>\$ 13,612.50</u>
Total	\$ 54,450.00

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 future fiscal years are contingent upon Board appropriation of funds for the purpose. Accordingly, anything 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 prepared and approved the proposed agreement as to form and legality.

TRANSMITTALS:

1. Agreement with Cision US Inc.
2. Evaluation Summary

FIS Approval: mps
CA Approval: gfb



PHILLIP SANFIELD
Director of Media Relations



ARLEY BAKER
Sr. Director Communications



DAVID LIBATIQUE
Deputy Executive Director

APPROVED:


FOR

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PS/jb