

22-0873



**TITLE:** Consider/Discuss/Act on a Resolution Authorizing the City Manager to Execute a Contract with FirstUp, Inc. of San Francisco, California to Provide Communications Software for the Communications and Marketing Department

**COUNCIL GOAL:** Operational Excellence  
(2B: Balance Available Resources to Accommodate the Growth and Maintenance Needs of the City, 2C: Identify opportunities for internal efficiencies and continuous improvement to effect a high-performing organizational culture)

**MEETING DATE:** September 20, 2022

**DEPARTMENT:** Communications and Marketing  
Procurement Services

**CONTACT:** CoCo Good, Director of Communications and Marketing  
Tonya Hall, Procurement Services Supervisor

**RECOMMENDED CITY COUNCIL ACTION:**

- Approval of Resolution

**ITEM SUMMARY:**

- This Resolution authorizes the City Manager to execute a contract for Communications Software.

**BACKGROUND INFORMATION:**

- The City issued a Request for Proposal (RFP), 22-39RFP for Communications Software on May 1, 2022.
  - Advertised in McKinney Courier Gazette
  - Posted on McKinney TV
  - 783 matching eBid Supplier Notifications, 31 were Historically Underutilized Business (HUB) suppliers

- Of the 783 supplier notifications, seven (7) submittals were received on June 2, 2022.
- A committee comprised of staff from Communications and Marketing reviewed and ranked the proposals based in the following criteria:
  - 35 Points - Complete Proposal Cost
  - 35 Points - User Experience & Functionality
  - 20 Points - Respondent's Background
  - 10 Points - Implementation Plan and Ongoing Vendor Support
- Of the seven proposals, the top ranked firm, FirstUp, Inc. of San Francisco, California was selected to participate in a demonstration for the Communication Software. The demonstration was then ranked on the following criteria:
  - 25 Points - User Experience & Functionality/Presentation
- Based on the results of the combined scores of the evaluated proposals and demonstrations, the evaluation committee is recommending the City move forward with awarding FirstUp, Inc. of San Francisco, California, the top ranked respondent, to provide Communications Software. The Resolution will authorize the execution of a contract with FirstUp, Inc. in the amount of \$102,600. This City was able to secure an additional 5% discount after negotiations.

**FINANCIAL SUMMARY:**

- Funding is available in account number 001-1251-413-8513.

**BOARD OR COMMISSION RECOMMENDATION:**

- N/A

**SUPPORTING MATERIALS:**

[Resolution](#)  
[Scoring Summary](#)