

June 23, 2005

Honorable Mayor and Members of
the Hermosa Beach City Council

Regular Meeting of
June 28, 2005

E-NEWSLETTER

Recommendation:

That the City Council review the attached information received as a result of soliciting a request for proposal to provide the e-newsletter service; and that the City Council determine whether or not it wishes to continue with the e-newsletter service.

Background:

The City Council, at its meeting of March 22, 2005, reviewed the newsletter program and provided direction to staff to continue the e-newsletter for two additional months, with a request to subscribers to provide some feedback and for staff to issue a Request for Proposal seeking free administration of the e-newsletter.

The April newsletter carried the request for feedback and copies of the input that we received are attached. A total 11 of emails were received. A number of the ideas and suggestions provided have been taken into account and can be easily implemented.

Staff also issued a RFP to provide the service to the present provider and Leadership Hermosa. A copy of the RFP is attached. We did receive one proposal, which is from E-GovMail.com, the present provider of the service. There was some interest from Leadership Hermosa and after discussing this with John Stewart, President of Leadership Hermosa it appears that they are more interested in a supporting role both from helping with content and getting additional people signed as they are not set up to handle this type of ongoing program.

There was a certain amount of discussion at the March 22, 2005 meeting involving the number of sign ups that we had up to that point. The number has increased to over 1745 from 600 in March. It is felt that with some additional marketing the number will continue to grow. This may an area that Leadership Hermosa can help support the e-newsletter program.

The proposal received from E-Gov.com is to provide the service as outlined in their proposal at the cost of \$500.00 per month. This is the same amount that we have been paying for the trial program. This would have an annual cost of \$6000. The contract with E-Gov.com would remain a 30-day notice and be issued on Purchase Order consistent with the proposal. There was a total of \$3500 included in the budget for this purpose and, if approved, a transfer of \$2500 would be made from Prospective Expenditures to cover the full year.

Respectfully submitted,

Stephen Burrell
City Manager