



Allentown

435 Hamilton Street
Allentown, Pa. 18101

Minutes - Final

City Council

Wednesday, March 20, 2019

6:15 PM

Council Chambers

Contract Approval Meeting

Roll Call

Present: 7 - Candida Affa, Roger MacLean, Courtney Robinson, Cynthia Mota, Daryl Hendricks, Julio Guridy, and Ed Zucal

RESOLUTIONS FOR FINAL PASSAGE (To be Voted On):

[15-2839](#)

R20

Authorization for Engagement of Professional Services with ADMINS Inc. in the estimated amount of \$327,360 for the software license, support and additional services as needed - sole source, three-year contract.

Attachments: [R20 ADMINS Inc.](#)

Mr. Roger MacLean stated to the administration that it speaks for itself.

Ms. Jessica Bakaret stated that she doesn't have anything else to add.

Mr. Roger MacLean asked any questions from Council.

Mr. Courtney Robinson stated that he did have questions concerning the contract itself. If no one from IT is here, he doesn't know if he could get an answer.

Ms. Jessica Baraket stated that Joe is finishing up another meeting. If Council can let her know what their questions are she can get back to them.

Mr. Courtney Robinson asked about the system and if there are any other providers that can do similar work. He asked if the \$327,367 is per year or for the life of the contract.

Ms. Jessica Baraket stated that the city has been using the service dating back to the 1980s. While there are others servicers who do provide the service and it is not worth it for us to transition the service to them because the knowledge and information stored in the system for the longtime we have been using them.

Mr. Joseph McMahon stated that Admins is a software that the City of Allentown has been using for over 30 years. It is a legacy system. We can't just move away from it. Admins was the enterprise software for the city.

Ms. Jessica Baraket stated that it is \$109,120 annually for three year amount.

Mr. Julio Guridy asked about the three years and if we have to renew it or can we shop around. Are they in the Cloud?

Mr. Joseph McMahon stated that it goes back to 1980 - 82. They migrated to more model technology when they went to Eden. This is a legacy type software.

Mr. Leonard Lightner stated that in Community and Economic Development still uses that system because there is a lot of old data that is on there that was not transferred to Eden. He stated that Matt does want to transfer over, but they are trying to figure out cost savings and can we move all the information over.

Mr. Roger MacLean asked if there were any other questions from Council or the public.

Yes: 7 - Candida Affa, Roger MacLean, Courtney Robinson, Cynthia Mota, Daryl Hendricks, Julio Guridy, and Ed Zucal

Enactment No: 29777

[15-2840](#)

R21

Authorization for a change order - \$9,000 increase on a contract previously awarded to Faces, International, LLC on September 21, 2018 (ending December 31, 2019) for social media consulting services to support community engagement and digital outreach efforts for the Allentown Vision 2030 initiatives.

Attachments: [R21 Faces International](#)

Mr. Roger MacLean stated that he is always leery when they have Change Orders. He asked what is this one about?

Mr. Leonard Lightner stated that they are leery on Change Orders too. As they were going over Vision 2030 they originally established they were looking for this to be a short-term to get Vision 2030 launch, but as they start moving forward they had over 150 residents show up. Lehigh Valley Faces had over 500 Instagram Notices, 700 Facebook followers and 30,000 people looking at our information daily. They had 5,000 engagements on a monthly basis from people interacting. They had over

20,000 people view the information in videos on a monthly basis. There were 122,000 people engage in the first campaign and 100,000 engage in the the second campaign. They want to continue that effort.

Mr. Roger MacLean stated to continue on the social media sites.

Mr. Julio Guridy asked if there were any measurements on what a successful response will be.

Mr. Leonard Lightner stated that they didn't at the beginning. This was never done before. We never utilized social media. We have 150 people show up and we opened up a community hub. It seems to be working.

Mr. Julio Guridy asked if they were expecting to have an increase throughout the year.

Mr. Leonard Lightner stated that once you talk about the Comprehensive Economic Plan. Once we do the plan, when is the last time you hear anything after you do the plan. They want to do the implementation process. In January they want to implement the process and plan. Are we reaching the goals and milestones.

Mr. Julio Guridy stated that it sounds good, but he would like to see some measurement.

Mr. Roger MacLean asked to let Mr. Guridy know the length of this.

Mr. Leonard Lightner stated that it is going until September 31st. It is from last year until 2019.

Ms. Cynthia Mota stated that she knows they did not have anything to measure. The numbers are amazing. Getting the community engaged is not an easy thing. She stated that she hopes it continues. She wants to see the goal.

Mr. Courtney Robinson asked Mr. Lightner about the numbers and if they are individual separate engagements or those potentially those engaging multiple time. He asked about the split of residents as opposed to nonresidents.

Mr. Leonard Lightner stated that Lehigh Valley Faces could better answer that question.

Mr. Kevin Greene, COO - Faces International, stated that their goal is to drive engagement personally that the actually event. There will be four

events throughout the year. They want to develop a campaign. They started to connect with community leaders. They talked about why it is important to get involved with the city. He stated that they wanted to utilize the internet and social media to gain the impressions now. They want people to see the information more than once. They were able to see a very diverse crowd. The second event was diversity within age. They are working with the city in terms of strategy. How do we see people to engage online and offline.

Mr. Courtney Robinson asked if Mr. Greene knew how many people were residents versus nonresidents. He asked about something more than zip code data. He asked about the breakdown in the data. He stated that the push is getting people to come to the hub.

Mr. Kevin Greene stated that data is when we sign people in. They have seen a residents when they went to the Southside that they did not see in the first event. They want to collect zip code data. He stated that as Allentown moves the Lehigh Valley moves. He stated that they can tell by the IP. That can be skewed as well. He stated that they talked about a zip code since that is quick versus someone filling out an address. He stated that is the next layer of the push to extend out engagement to be in the community. He wants to take advantage of the traffic that goes by the space. The process is to change the face of how the city and the people that work and live in the city interact with the employees, but the municipality itself.

Mr. Julio Guridy asked how do you define engage.

Mr. Kevin Greene stated taking part and is multiple different levels. They want people to physically come and be a part and share their voice and empower people to have a voice.

Mr. Ed Zucal asked what was the initial amount that was budgeted. Did you have to spend any money on technology as a result of this increase.

Mr. Julio Guridy stated that \$25,000.

Mr. Kevin Greene stated that they were some unknown and unseen that were not laid out and seeing it until the end of the year. We don't want it to fall flat and we have seen great results. They are adding a nice component like the engagement HUB.

Mr. Leonard Lightner stated that the community engagement hub was not included in the original contract. They went through the process of developing the comprehensive economic plan and had their community

meetings some of the things they talked about is that they wanted the city staff to come out. We don't have the staffing to get out to the community. The community hub is an ideal spot. We are creating a space where people can come and engage with us. It wasn't included in the original contract.

Mr. Daryl Hendricks asked if the city is staffing that office Monday through Friday. He asked if it will go through November.

Mr. Leonard Lightner stated that the staff splits the schedule. Hanna and Jesse will be there Monday, Wednesday and Friday. The other staff that will accompany them Monday, Wednesday and Friday. In the spring we will have Saturday hours as well. he stated that they have to have everything finalized and drafted to Council by November.

Mr. Roger MacLean stated that it has nothing to do with the \$9,000 increase for this.

Mr. Leonard Lightner stated that the \$9,000 is strictly because he added things that they were not originally contracted to do.

Mr. Roger MacLean asked if there were any other questions from Council or the public.

Yes: 7 - Candida Affa, Roger MacLean, Courtney Robinson, Cynthia Mota, Daryl Hendricks, Julio Guridy, and Ed Zucal

Enactment No: 29778

ADJOURNED: 6:40 PM