

Authorization Form Prepared For:  
 City of Glendale, Arizona  
 5850 W. Glendale Ave.  
 Glendale, AZ 85301  
 United States

 Quote #: Q-434135-3  
 Date: 16-SEP-2024  
 Expires 23-AUG-2024  
 Prices quoted in USD  
 Account Executive: Jarret Bainbridge  
 Email: jarret.bainbridge@hootsuite.com

Item	Total Price
<ul style="list-style-type: none"> <li>• Hootsuite Business Plan includes:               <ul style="list-style-type: none"> <li>- Hootsuite Platform</li> <li>- 15 Users</li> <li>- 40 Social Profiles</li> <li>- Unlimited Boost Post Spend which automatically boosts top performing content and schedule boosted posts to reach new audiences in a single, secure campaign workflow</li> <li>- Access to Customer Success &amp; Support resources to help use Hootsuite to achieve business objectives on social</li> </ul> </li> <li>• Hootsuite Listening: Daily Sample Rate - 5 topics               <ul style="list-style-type: none"> <li>— Includes:                   <ul style="list-style-type: none"> <li>- Sampling on topics with 3000 mentions per day</li> <li>- Unlimited Quick Search on 30 days' data</li> <li>- Data saved per topic for 13 months rolling period</li> </ul> </li> </ul> </li> </ul>	USD 82,500.00

<b>Customer:</b> City of Glendale, Arizona <b>Contact Name:</b> Cece Romero <b>Phone:</b> (623) 930-2000 <b>Customer Billing Address:</b> 5850 W. Glendale Ave. Glendale, AZ 85301 United States	<b>Billing Schedule:</b> Annually <b>Payment Terms:</b> Payments are due within 30 days of invoice date  <b>Start of Initial Term:</b> 24-AUG-2024 <b>End of Initial Term:</b> 23-AUG-2029
<b>Primary Contact Email:</b> cromero2@glendaleaz.com <b>Billing Contact Name:</b> Cece Romero <b>Billing Contact Phone:</b> (623) 930-2000 <b>Billing Contact Email:</b> cromero2@glendaleaz.com	

**Additional Terms:**

This Authorization Form supersedes the Authorization Form issued by Hootsuite and executed by Customer on 28-SEP-2023.

For customer's internal purposes only:

 SubTotal: \$82,500.00  
 Tax Total: \$7,590.01  
 Annual invoice Total: \$18,018.00 \*Estimated tax of \$1,518.00.

Please note this is just an estimate, our Tax charges are applicable on CIT 2.90%, CTY 0.70% and STA 5.60% and that is applied to each item.

 By signing this Authorization Form, you agree to: (a) purchase the products and services pursuant to the terms and fees set forth herein; (b) pay the Total Price (and applicable sales and use taxes) and authorize Hootsuite to submit invoices for such payment; and (c) be bound by the terms and conditions published at <https://hootsuite.com/enterpriseterms> (the "Terms"). This Authorization Form will renew as set forth in the Terms, unless expressly stated otherwise herein.

**Name** \_\_\_\_\_**Signature** \_\_\_\_\_**Title** \_\_\_\_\_**Date of Signature** \_\_\_\_\_**Name** \_\_\_\_\_**Signature** \_\_\_\_\_**Title** \_\_\_\_\_**Date of Signature** \_\_\_\_\_

**ATTACHMENT A - TECHNICAL REQUIREMENTS  
RFP 24-62 Social Media Management Software**

	Requirement	Available in Current Release (Y) or (N)	Modified/Alternative Available (Y) or (N)	Future Release (Provide Expected Date)	Not Provided (X)	Comments
1.00	Provide application architecture diagram					<p><b>NOTE: Please submit as a separate document Titled RFP 24-62 - Technical Requirements A1</b></p> <p>Shall include: originator of the connection</p> <ul style="list-style-type: none"> <li>o The device starting the connection, not the direction of data flow</li> <li>o Port Number</li> <li>o Critical Services</li> <li>o Web App and/or API URL</li> <li>o Location of service/daemon config files</li> <li>o Location of diagnostic logs</li> <li>o Hostname or IP</li> </ul>
1.01	Does application require Technology to be installed on a Windows machine?	No				We are a SaaS application that can be used on any modern we browser. It does not get installed
1.02	Technology has a web browser component	Yes				
1.03	Technology has a native Android app	Yes				
1.04	If yes, is it full-featured?	Yes				
1.05	Technology has a native iOS app	Yes				
1.06	If yes, is it full-featured?	Yes				


1.07	Application is fully supported on latest versions of Google Chrome, Firefox, Safari, and Edge Chromium	Yes					
1.08	Supports SSL encryption in transit	Yes					
1.09	Supports encryption for data at rest (database/file)	Yes					
1.10	Is FIPS (Federal Information Processing Standard) 140-2 Compliant - If YES, which level (e.g., 1, 2, 3, or 4)?	Yes					
1.11	Communicates via TCP/IP network protocol	Yes					
1.12	Database has the ability to archive data	Yes					
1.13	Database has the ability to restore archived data	Yes					
1.14	What frequency is the data archived?	Nightly					
1.15	What is the retention for archived data?	Length of contract, minimum of 7 years. Once social networks are connected to Hootsuite we					
1.16	Database has the ability to query archived data	Yes					
1.17	Database provides encryption of data at rest	Yes					
1.18	Provide a data dictionary with clear definitions, down to the column level, and entity-relationship diagrams available	Yes					
1.19	Describe the reporting tools (e.g., SSRS, SQL, Business Intelligence) delivered with your software, e.g. ad hoc, standard reporting tool, executive dashboard and level of integration with all modules	Hootsuite data can be delivered in many different formats					
1.20	Will the City have direct sql access to the application database (e.g., ETL, reporting, data quality tools)	No					

		Data from Hootsuite can be sent via SFTP into different platforms			
1.21	Explain how solution will support Data Warehousing	Yes			<a href="http://developer.hootsuite.com">http://developer.hootsuite.com</a>
1.22	Application offers a full featured API (Application Programming Interface) *If yes, provide documentation	No			
1.23	Other than an API, application has the capability to be configured, modified, or extended via Component Object Model interfaces, a vendor-supplied scripting language, or other such means acceptable to the City	Yes			
1.24	Vendor shall be required to apply all security and critical updates for all components of the proposed solution within 90 days of release	Yes			
1.25	Does the application support Active Directory or ADFS authentication?	Yes			
1.26	Describe the user login experience when Active Directory/ADFS authentication is enabled. Is passthrough supported?	Supported via Single Sign on			
<b>Hosted Environment (skip this section if on premise solution)</b>					
1.27	Which hosting service will be used (Ex. Azure/AWS)	AWS			
1.28	Will City data be stored outside of the United States?	Please visit <a href="https://trustcenter.hootsuite.com/">https://trustcenter.hootsuite.com/</a>			
1.29	City owns all data	Please visit <a href="https://trustcenter.hootsuite.com/">https://trustcenter.hootsuite.com/</a>			
1.30	Describe the process and timing for the City to retrieve a full copy of its data.	Please visit <a href="https://trustcenter.hootsuite.com/">https://trustcenter.hootsuite.com/</a>			

1.31	Will City data be hosted on a multitenant environment? If so, how is the data logically separated from the other tenants?	Please visit <a href="https://trustcenter.hootsuite.com/">https://trustcenter.hootsuite.com/</a>
1.32	What is your Incident Response Plan in the event of a data breach?	Please visit <a href="https://trustcenter.hootsuite.com/">https://trustcenter.hootsuite.com/</a>
1.33	What is your Business Continuity and Disaster Recovery Plan?	Please visit <a href="https://trustcenter.hootsuite.com/">https://trustcenter.hootsuite.com/</a>
1.34	Provide latest SOCII Report	Please visit <a href="https://trustcenter.hootsuite.com/">https://trustcenter.hootsuite.com/</a>
1.35	Does hosting party require a VPN connection	No
1.36	Does hosting party require a firewall?	No
<b>Hardware/Network Specifications</b>		
1.37	Attach Server/Workstation/Mobile Device Hardware/Network Specifications	Please visit <a href="https://trustcenter.hootsuite.com/">https://trustcenter.hootsuite.com/</a>
<b>Support</b>		
1.38	Provide the Technology deployment model	
1.39	Attach SLA Maintenance Contract	<a href="https://www.hootsuite.com/legal/enterprise-terms">https://www.hootsuite.com/legal/enterprise-terms</a>
1.40	Vendor shall supply all pertinent documentation in both printed and electronic forms for end-users, administrators, and information technology support personnel	Please visit <a href="https://trustcenter.hootsuite.com/">https://trustcenter.hootsuite.com/</a>
1.41	Provide a description of on-going product support and maintenance program(s).	Please visit <a href="https://trustcenter.hootsuite.com/">https://trustcenter.hootsuite.com/</a>

1.42	Describe the process for the City to request future product enhancements	You can submit product feedback to your assigned representative, who will log that in our product feedback management system, which is regularly reviewed by product leadership
1.43	Describe the technology to communicate standard and unplanned downtimes to the application users and administrators	Updates are sent via in app and email notifications for any planned downtime
1.44	How will the City be notified of an upcoming upgrade?	As a SaaS platform, these updates happen automatically. New product releases are emailed to clients ahead of time. A Customer Account Manager will also provide regular product and roadmap updates
1.45	How much notice will the City be given of an upcoming upgrade?	
1.46	What is the frequency and timing of standard maintenance windows?	As a SaaS Platform, upgrades will happen seamlessly <a href="https://www.hootsuite.com/legal/enterprise-terms">https://www.hootsuite.com/legal/enterprise-terms</a>
1.47	Describe the frequency and types of Software Upgrades included in Ongoing Maintenance	
1.48	Describe how upgrades will be applied to City's environment by Contractor staff.	As a SaaS platform, we regularly update the platform
1.49	Describe level of effort required by City staff for upgrades applied by Contractor staff.	As a SaaS platform, this will happen automatically
1.50	Will there be a "sandbox" environment available for City staff to test the upcoming upgrade?	No additional effort needed
City already has access to Hootsuite services and can test functionality or be shown demos of additional functionality not currently in solution		
<b>Social Media Technical Capabilities</b>		
1.51	Able to create customized content creation and scheduling capabilities	Yes
1.52	Software contains social media monitoring and listening tools	Yes
1.53	Allows collaboration and team management features and capabilities	Yes
1.54	Able to customize to fit our organization's branding and requirements	Yes

1.55	Supports multiple languages	Yes						
1.56	Incorporates each supported social networking site (Facebook, Twitter/X, Instagram, LinkedIn, YouTube) including private messaging.	Yes						
1.57	Provides integration with major social media platforms (e.g., Facebook, X (fka Twitter), Instagram, LinkedIn)	Yes						
1.58	Ingests all historical information provided by the APIs for each social networking account in real time.	Yes						
1.59	Captures all supported social media content in its native and authentic format, supporting video & photos.	Yes						
1.60	Captures new comments on existing posts in the history, across all supported platforms, regardless of how far back in the history the original post was	Yes						
1.61	Provides searchability across all archived social networking sites in a single search query.	Yes						
1.62	Provides Community Management functionality to accurately track incoming comments & questions and conversation history.	Yes						
1.63	Contains Content Planning view and scheduling planner functionality	Yes						

	<p style="text-align: center;"><b>City of Glendale</b> <b>Solicitation Number: RFP 24-62 / 42400084</b> <b>SOCIAL MEDIA MANAGEMENT SOFTWARE</b> <b>RESPONSE WORKBOOK</b></p>	<p style="text-align: center;"><b>CITY OF GLENDALE</b> <b>Procurement Division</b> <b>5970 West Brown Street,</b> <b>Suite 210</b> <b>Glendale, Arizona 85302</b></p>
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Offerors to complete this Response Workbook and submit with their response to this RFP.

**COVER SHEET**

OFFEROR NAME: Hootsuite Inc.

OFFEROR ADDRESS:

111 E 5th Ave,  
Vancouver, BC V5T 4L1  
Telephone: (604) 681-4668  
Fax: (888) 412-0295

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**OFFER SHEET (Must be printed, signed and returned upon completion)**

Offeror certifies that they have read, understand, and will fully and faithfully comply with this solicitation, its attachments and any referenced documents. Offeror also certifies that the prices offered were independently developed without consultation with any of the other Offerors or potential Offerors.

05/01 /2024  
Date

Hootsuite, Inc.  
Legal Company Name

Liam Surridge  
Printed Name (Authorized Signatory)

VP, Global New Business  
Job Title

Offeror Certifies it is a (check only one):     Proprietorship  Partnership  Corporation

jarret.bainbridge@hootsuite.com  
Email Address

111 E. 5th Avenue  
Mailing Street Address

1 (888) 350-5191  
Phone Number

Vancouver, BC, V5T 4L1  
City, State & Zip Code

**Questions regarding this offer should be directed to (if different from above):**

Leyla Bambury (604)209-9334  
Contact Name Phone Number

leyla.bambury@hootsuite.com  
Email Address

FEDERAL TAXPAYER ID NUMBER (Required): 98 064 0513

OFFEROR IS A MINORITY OR WOMEN OWNED BUSINESS:  Yes  No

**DO YOU HAVE AN ARIZONA TRANSACTION PRIVILEGE TAX (TPT) LICENSE?**

Yes, Number \_\_\_\_\_ Tax Rate: \_\_\_\_\_ **OR**  No, not required to have an Arizona TPT License

**CONFLICT OF INTEREST (SPECIAL NOTICES):**

No, I do not have a conflict of interest     Yes, I have a conflict of interest and response includes the disclosure required (see Exhibit 1, Item #3)

**ACKNOWLEDGEMENTS: *By signing this Offer Sheet and submitting the accompanying solicitation response, Offeror is certifying that they have read, understand, and agree to comply with all required terms and conditions provided in the EXHIBITS PACKAGE and checked off below. Failure to provide this acknowledgement will result in disqualification.***


Exhibit 1 – Special Notices

Exhibit 2 – RFP Standard Terms and Conditions

Exhibit 3 – Insurance Requirements

  
Liam Surridge (May 1, 2024 11:38 PDT)  
**Authorized Signature - Print this form and sign above**



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**REQUIRED RESPONSES:**

Offeror’s answers to the following questions will comprise the Offeror’s response to this RFP. It should be noted that all attachments or exhibits prepared by the City and referenced herein are incorporated by reference into the Offeror’s response and shall be included in a final contract with the successful Offeror. Information prepared by the Offeror and submitted with their proposal *may* be incorporated into a final contract (for example program offerings, curriculum, key personnel, or performance metrics).

**1. EXPERIENCE, PROVEN PERFORMANCE, AND QUALIFICATIONS**


- 1.1. Introduce your company, highlight your ability and willingness to meet or exceed the specifications and requirements of this RFP, and explain why your firm is most qualified. Please do include a brief history of your organization including the past performance on projects of similar scope and size, level of knowledge, reliability, flexibility and ability to meet project deadlines.

Hootsuite has been in business for 15 years - since 2008. Our journey began when we saw the opportunity to create a better social media experience for businesses. Armed with multiple rounds of funding, unrivaled integrations and a white house endorsement, Hootsuite soon became one of the social media world’s greatest success stories. At 4 years old, Hootsuite was responsible for sending 700 million messages across 6 million unique social profiles; today, Hootsuite is the most widely used social media management platform globally.

Over the years, we have extended our product offerings through innovation and partnership to help thousands of businesses – both large and small – unlock the social advantage. Our clients can now access social analytics, social listening, social media security and many other components critical to maintaining a business in today’s tech-savvy world. Our unparalleled expertise, customer insights at scale and collaborative ecosystem enable people and organizations to succeed with social.

Hootsuite’s ecosystem includes more than 240 Enterprise integrations with best-of-breed technology partners, enabling us to build on a vision of seamless social connection and communication. Our open, extensible platform enables social media to become an integral part of every business process and system, across any social network.

Historically and moving forward, we are focused on growth of the business. As we continue to work with organizations to help drive true business value through social media as a communication channel, emphasis will remain on research and development, customer value realization and education. We remain acquisitive and

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open to partnering with solutions that complement social media activities and efforts. We will also continue to help our customers strategize, plan, implement and execute social media programs designed to have a measurable impact on business goals and initiatives.

Past work with team:

The City of Glendale, Arizona, has been using Hootsuite since August 2020 and using Hootsuite to achieve the following:

- Community Management and having the ability to respond and assign inbound messages.
- Publishing and scheduling content
- Workflow approvals to ensure content is on brand.
- Dive into analytics - setup tags to compare organic campaigns
- Social Listening & Crisis Monitoring
- Comprehensive Permissions for social channels

1.2. What sets your company apart from competitors in terms of social media strategy and execution?

Every day we strive to do better and more for our customers. Part of this is being able to do what others in the industry are not able to or failing to do well. There are four key areas in which we set ourselves apart from our competitors:

1) Ease of Use - Ease of use is top of mind at Hootsuite. Technology is technology at the end of the day, but, if it is not easy to use, not only is it a painful user experience, it also limits adoption. We understand that adoption is key to the success of any product rollout, and strive to make Hootsuite a friendly user experience. Our solution is intuitive and simple to use, in addition, we hold leadership positions with both Forrester and G2.

2) Best of Breed Approach - We know social really well, and that's why we are the most widely used social relationship platform (SRP). Along with this out-of-box functionality, we also believe in a best-of-breed approach and provide several key integrations and partnerships to support our customers' current infrastructure and landscape, as well as a combination of integrated workflows and use cases. We understand there are different solutions you are using internally so we ensure integration is possible. Whether it be for CRM, Marketing Automation, Customer Service - we integrate through our 250+ applications in our app directory, and through custom development through our available APIs.



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**Procurement Division**  
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**Suite 210**  
**Glendale, Arizona 85302**

3) Dedication to Customer Success - At the heart of everything we do here at Hootsuite is our customers' success. Your success. From your first day as an enterprise client, your Customer Success Manager will act as a trusted advisor for your business, helping you keep your social media strategy fresh with expert guidance. More than just an account manager, your CSM is a dedicated point of contact who can connect you to teams and resources (e.g. product development), keep you up to date on product updates with regular check-in calls; help you monitor your account health and industry trends; and provide strategic recommendations with quarterly business reviews.

4) Empowering You - We take pride in helping your team members grow and achieve more. From training and certification programs that enable your team to up-skill themselves, to giving them the ability to connect with knowledge experts, we offer ways for your team to grow and develop your online presence and stay at the cutting edge of this brand new social arena.

- 1.3.** Provide 3 valid references from those who can confirm your experience in providing the services stated within this RFP. The reference may be from governmental agency, municipality, schools, or companies which the Offeror has provided similar services within the last five years. Reference information must include all the following: **Company Name, Contact Person and Title, Phone #, Email Address, Date of Service, Cost of Service, Description of successful campaigns or projects you have executed as described in this RFP.**

1. City of Boston
  - a. Contact Person with Title: Case Brown - Digital Engagement Strategist
  - b. Phone Number: (617) 635-2249
  - c. Email Address: casey.brown@boston.gov
  - d. Date of Service: 2/15/2022
  - e. Cost of Service: \$209,212.25
  - f. Successful Projects: Case Study in 2017
2. County of Fairfax, Virginia
  - a. Contact Person with Title: Greg Licamele - Director of External Communications
  - b. Phone Number: (703) 324-3194
  - c. Email Address: gregory.licamele@fairfaxcounty.gov
  - d. Date of Service: 1/23/2023
  - e. Cost of Service: \$162,240.00
  - f. Successful Projects: Case Study in 2017
3. City of Toronto, Ontario

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- a. Contact Person with Title: Francine Antonio Forte - Manager, Digital Communications at the City of Toronto
- b. Phone Number: (416) 397-5318
- c. Email Address: Francine.AntonioForte@toronto.ca
- d. Date of Service: 8/28/2023
- e. Cost of Service: \$105,641.56
- f. Successful Projects: Can be shared if successful with bid and a call with customer is coordinated

- 1.4. Offeror shall provide names and years of experience of key personnel and team members used and years of experience who will be working on our social media accounts.

The team is working with Jarret Bainbridge as your Senior Account Manager, who has over 7.5 years of experience working at Hootsuite in a variety of roles such as Sr. Customer Success Manager and Coaching. He is able to help guide your team through your social journey and make sure you have the right resources and information to get the most out of the Hootsuite platform.

- 1.5. How does your firm stay up to date with the latest trends and best practices in social media marketing?

Hootsuite is obsessed with going beyond just technology, and our focus is to ensure that we are delivering real value to our clients. For this reason, we conduct an annual social media trend analysis to provide insight on the top trends impacting brands. We also apply this research to Hootsuite's strategy to build out the best tool for social media marketers!


Based on our annual survey of thousands of markets, social end users, exhaustive research, and interviews with industry experts, and partners, we have identified three key social media trends for 2024.

**1. The AI Trend**

AI forces brands to redefine authenticity

Generative AI created a seismic shift when it broke into the mainstream in 2022 and sparked a whole range of emotions typically reserved for fellow humans.

Interest was so high that from 2022 to 2023, topics on learning about AI increased by 550%, according to an analysis we conducted of over 15,500 news articles and blogs.

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And social marketers have jumped on the bandwagon.

Organizations report that they’re planning to double their use of AI across various activities—even tripling or quadrupling it in some cases.

318% increase in how much organizations plan to use AI for customer support activities in 2024

260% increase in how much organizations plan to use AI for editing images in 2024

Source: Hootsuite Social Trends 2024 Survey

**2. The Platform Trend**

Strategic brands commit to their champion social platforms

Be where your audience is, they said. But when your audience is everywhere, that’s a tall order—and the average social media user logs into about seven platforms each month. Seven.

For brands, maintaining a presence on multiple networks is hard. In fact, it’s such a challenge for organizations, it’s emerged as the top ROI concern for social media.

**3. The ROI Trend - Entertainment fuels the social ROI engine**


Before you quit reading, we get it. Entertainment can be an intimidating word, especially if you work in a “serious” organization (let alone a regulated industry). Can you even connect entertainment to something quantifiable, like ROI?

But consumers are saying it loud and clear. After staying in touch with family and friends, **the top reason they use social media is to be entertained and to mentally unwind**, according to our Social Trends 2024 Survey.

You know what else they said? That they don’t like it when brands are too focused on self-promotion.

- 34% of consumers say “too much self-promotion” is a major turn-off in how they perceive brands on social
- 56% of consumers think that brands should be more relatable on social

Source: Hootsuite Social Media Consumer 2024 Survey You can find the full trends report at: <https://www.hootsuite.com/research/social-trends>

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**2. METHOD OF APPROACH AND CAPACITY OF OFFEROR**

- 2.1. Please describe how your firm compares different periods of time in reporting metrics.

Hootsuite has access to social media platform analytics and the [full list of metrics supported can be found here](#). Clients are able to compare metrics across social networks to different time periods to compare month over month results and measure success.

Hootsuite metrics are reported in GMT time and are added to Hootsuite as soon as the social network is authenticated. Data backfills depend on the social network API (Application Programming Interface) and [more details can be found here](#). The city of Glendale, Arizona has already been using Hootsuite for 4 years and historical data of social networks is already in the platform for this period!

- 2.2. What is your firm’s approach to developing a social media strategy tailored to the client's goals and target audience?


Hootsuite is able to conduct a free Social Maturity Assessment annually. The social media maturity model is a framework that categorizes an organization’s current social media maturity into five distinct levels. It serves as a hierarchical structure highlighting how well-developed and advanced your social media ecosystem is as well as identifying gaps and opportunities for improvement.

Our team will also have regular meetings with the City of Glendale team to ensure we are aligned with your changing goals.

- 2.3. What tools or methodologies do you use to conduct research and gather insights for strategy development?

Our vision is to revolutionize communications; our purpose is to champion the power of human connection. We are on a mission to be at the forefront when it comes to helping businesses innovate, increase revenues and margin, and improve the overall consumer experience. Historically and moving forward, our focus is on the growth of our business.

We remain motivated by helping companies realize the value and opportunities that social media can provide within their chosen industry. Since inception in 2008, our strategy has been to extend our product offerings through innovation and partnership. We help thousands of businesses – both large and small – unlock the social advantage

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through social analytics, social listening, social media security and many other components critical to maintaining a business in today's tech-savvy world.

As we continue to work with Enterprise clients to help drive true business value through social media as a communication channel, emphasis will remain on research and development, customer value realization and education. We remain acquisitive and open to partnering with solutions that complement social media activities and efforts. We will also continue to help our customers strategize, plan, implement and execute social media programs designed to have a measurable impact on business goals and initiatives. Hootsuite also utilizes best-in-class software (business intelligence tools) in its capability planning and strategy development.

- 2.4. How do you handle community engagement and interactions on social media platforms?


Hootsuite provides your team with the tools for you to manage community engagement and interactions on social media platforms. Our Inbox section allows you to see direct messages and comments from Facebook, Instagram, X (formerly Twitter), LinkedIn (some steps required to enable), and more.

- 2.5. What strategies do you employ to address customer inquiries, comments, and complaints in a timely manner?

You will have access to your Customer Account Manager (CAM) who will partner with you to understand your goals and ensure you succeed. Our CAMs are your single point of contact for your every question, need, and resource.

Behind every CAM is a wealth of knowledge, experience and skills that your CAM can call upon to help you reach your goals. This includes, depending on the project requirements, access to our business value consultants, solution consultants, and training specialists who can help you achieve success on social media. At each check-in with you, our CAM will see how you are doing, what you need and address all of your concerns by calling in additional resources to make things happen.

In addition we have a global Customer Support team that is available to you Monday to Friday during business hours to help you with any product issues you may be experiencing. If you need to contact Customer Support, please refer to <https://www.hootsuite.com/en-gb/need-help> for a complete list of resources and contact options available to you. We aim to address enterprise customer support requests within 1 business day or less.

	<b>City of Glendale</b> <b>Solicitation Number: RFP 24-62 / 42400084</b> <b>SOCIAL MEDIA MANAGEMENT SOFTWARE</b> <b>RESPONSE WORKBOOK</b>	<b>CITY OF GLENDALE</b> <b>Procurement Division</b> <b>5970 West Brown Street,</b> <b>Suite 210</b> <b>Glendale, Arizona 85302</b>
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- 2.6. How frequently do you provide reports, and what level of detail do these reports typically include?

Clients can create a wide variety of reports in Hootsuite Analytics with templates that can be adjusted to your needs. These metrics can be as detailed as post by post metrics to annual metrics such as follower growth, reach, impressions, and more.

Your team can also conduct free annual Social Maturity Assessments with your Senior Account Manager Jarret to identify opportunities to grow your organization's social maturity level.

- 2.7. Provide a project plan outline and timeline that describes the steps as defined in **Section 3.2.**

Because the City of Glendale, Arizona has been using Hootsuite for the past 4 years your organization is already onboarded and has full access to the platform! This means you will be able to save time and resources maintaining your existing solution. Should any new members need to be onboarded, we have extensive training resources available such as Group Training, on-demand resources, help guides, and more.


- 2.8. Please describe your approach to managing issues, issue tracking and maintenance to your solution.

Patches and bug fixes are applied depending on severity - security patches are fixed immediately, and product bugs are prioritized once identified as a bug. Typically, there are no scheduled downtime periods for product releases, as all deploys maintain a rolling upgrade process, and any distributed new feature is tested before use in production on a small subset of users. Deploys occur multiple times per day, and as such communication of each release is not required. Key new features and functionality will always be communicated through marketing channels, or your dedicated Customer Success Manager.

In the rare event that downtime is needed, your CAM would notify customers of any issues that may impact service operations. Hootsuite maintains SLAs for product uptime. Please see the following link for more details: <https://hootsuite.com/legal/enterprise-service-level-agreement>.

- 2.9. Describe how you handle potential crises or negative publicity on social media platforms? Please provide an example?

Hootsuite provides your team with the necessary tools to monitor and identify crisis or negative publicity early with Hootsuite Insights! With this tool, you can create

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custom alerts that will email stakeholders when the number of conversations around a key topic is over a certain threshold (such as 30% more than usual).

The City of Glendale, Arizona has been using this solution since 2020 and has been able to monitor key topics and social media conversations.

Hootsuite has further been investing in social listening and crisis management by being set to acquire Talkwalker in 2024. Talkwalker is a leader in AI-powered social listening. This will help bolster Hootsuite's listening capabilities.

**3. TECHNICAL REQUIREMENTS (ATTACHMENT A)**

Offeror shall respond to questions on Attachment A and submit with the “**RFP 24-62 Technical Requirements – A1**”

**4. VENDOR EXCEPTIONS:**

Per Exhibit 2.2, Offeror shall note any exceptions to the solicitation documents in this section using the example below:

**Document Name:** Exhibit 3 – Insurance Requirements  
**Section:** 1.a.i. Commercial General Liability – General Aggregate \$5,000,000  
**Exception:** Vendor’s General Aggregate is only \$3,000,000

(If there are any exceptions, Offeror shall list here)  
 No Exceptions - as the City of Glendale is an existing customer please refer to the [Trust Center](#).

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**5. ADDENDUM RESPONSES AND ACKNOWLEDGEMENT:**

Attach addendum response(s) and acknowledgement(s) here.  
 No Addendums.

**6. CONFLICT OF INTEREST STATEMENT:**

If Offeror indicated they have a conflict of interest on the Offer Sheet, Offeror must provide details here. Please refer to the CONFLICT OF INTEREST section within Exhibit 1 for required information to be included here.

(Offeror to include response here)  
 No conflict of interest.

By signing this Authorization Form, you agree to: (a) purchase the products and services pursuant to the terms and fees set forth herein; (b) pay the Total Price (and applicable sales and use taxes) and authorize Hootsuite to submit invoices for such payment; and (c) be bound by the terms and conditions published at <https://hootsuite.com/enterpriseterms> (the "Terms"). This Authorization Form will renew as set forth in the Terms, unless expressly stated otherwise herein.

City of Glendale,  
an Arizona municipal corporation

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By: Kevin Phelps  
Its: City Manager

ATTEST:

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Julie K. Bower (SEAL)  
City Clerk

APPROVED AS TO FORM:

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Michael D. Bailey  
City Attorney

Hootsuite, Inc.

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By:  
Its: Authorized Representative