

INTEROFFICE MEMORANDUM

To: Jack P. Broadbent, Executive Officer/APCO

CC: Jean Roggenkamp, DAPCO
Jeff McKay, DAPCO
Brian Bunger, Legal Counsel

From: Lisa Fasano, Communications and Outreach Director

Date: August 18, 2010

Re: Sole source contract for Exact Target

Staff recommends the Executive Officer enter into a sole-source contract with vendor Exact Target for e-mail listserv management enterprise-level software in the amount of \$49,950.

BACKGROUND

The Air District currently relies on e-mail listservs to communicate Air District business to members of the public. Currently, the Air District does not have a unified email listserv management system.

Through an industry analysis and an informal bid process, staff considered services from three different vendors: Exact Target, Paddington Media and Lyris. After consultation with these vendors, staff determined that only Exact Target was able to meet needs of the Air District.

Staff recommends the APCO enter into a contract with Exact Target in the amount of \$49,950. This contract covers the purchase of the first annual subscription of the software as well as Exact Target's assistance in implementing the software.

Funding for this project has been encumbered out of Fiscal Year 2009-2010, budget program 301, Public Information.