



**MEMORANDUM  
COUNTY EXECUTIVE OFFICE  
ADMINISTRATION  
County of Placer**

**TO:** Honorable Board of Supervisors **DATE:** September 12, 2023  
**FROM:** Jane Christenson, County Executive Officer  
**BY:** Melissa O'Neal, Management Analyst I  
Wendy Williams, Director of Communications and Public Affairs  
**SUBJECT:** Contract Renewal – Zencity Technologies US Inc

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**ACTION REQUESTED**

1. Authorize the County Executive Officer, or designee, to negotiate and execute an addendum to an agreement with Zencity Technologies US Inc, subject to Risk Management and County Counsel concurrence, in an amount not to exceed \$120,000 for the period of August 26, 2023 through August 26, 2026.

**BACKGROUND**

Since August 2021, the County has contracted with Zencity Technologies US Inc (Zencity). Zencity provides an online service that gathers data from online public social media platforms to track public opinion on county programs and services. Zencity also tracks broadcast news stories that populate in the social arena through online television news portal.

The Zencity database can be searched or filtered for specific topics or projects, or sorted by what topics are trending in our county. The platform also enables users to input projects and key initiatives for tracking purposes to determine how outreach efforts and strategic messaging are affecting the social media environment.

Staff recommend extending the annual agreement to three years, at a discounted rate of \$40,000 per year from the original rate of \$72,000, for a total amount over three years of \$120,000.

**FISCAL IMPACT**

The total cost of this action is \$120,000. Funding for this Addendum is available in the FY 2023-24 budget for CC10018 – Community and Agency Support. There is no additional impact to the General Fund.

**ATTACHMENTS**

None.

