

**Department of Administration  
Purchasing Division**

**Waiver of Finance & Personnel Committee Approval  
For Sole Source Contract  
Contract #E0000019587**

**Background:**

<b>User Department:</b>	Department of Administration- Information Technology Management Division
<b>Purchasing Agent:</b>	Michelle Ojelo
<b>Contract Description:</b>	Vendor Service Contract for Social Pinpoint Professional Subscription
<b>Vendor Name and Location:</b>	Social Pinpoint, Inc. (Middletown, DE)
<b>Contract Term:</b>	From 04/25/2023 through 04/24/2026 with the option to extend for two (2) additional one (1) year periods upon mutual consent
<b>Requisition # and Date Received:</b>	0000021832 & 04/01/2026
<b>Original Contract Amount:</b>	\$54,648.48
<b>Expenditures to Date:</b>	\$54,648.48
<b>Current Contract Amount:</b>	\$54,648.48

**History of Contract Amendments:**

Date	Item	Term	Cost
05/24/2023	Original Contract: VSC for Social Pinpoint Professional Subscription  <b>Presented to F&amp;P Committee on: 05/24/2023</b>	04/25/2023 through 04/24/2026	\$54,648.48
Pending	<b>Amendment #1:</b> Increase contract total by \$120,127.59 from \$54,648.48 to \$174,776.07, execute two (2) options to extend for one (1) year periods and add and immediately execute three (3) options to extend.	04/25/2026 through 04/24/2031	\$120,127.59
<b>Total (including the pending amendment)</b>			<b>\$174,776.07</b>

**Purpose of Amendment:**

The purpose of this amendment is to modify the Department of Administration -Information Technology Division's Vendor Service Contract for Social Pinpoint Professional Subscription with Social Pinpoint, Inc. (Social Pinpoint). In accordance with vendor quote dated 04/22/2025 and vendor term and service level agreement, the contract total is increasing the value by a total of \$120,127.59 from \$54,648.48 to \$174,776.07 and extending the contract term from 04/25/2026 to 04/24/2031 by executing two (2) options to extend for one (1) year periods and adding and immediately executing three (3) one (1) year options to extend.

Given that this procurement was considering a five (5) year extension, a cross-departmental team including the Department of Public Works (DPW), the Department of City Development (DCD), and the Department of Administration (DOA) convened at the initiation of Purchasing to evaluate if a bid or RFP may be the appropriate procurement path. Purchasing sought input from all departments because each currently uses Social Pinpoint and their perspectives were needed to better understand how the platform is being utilized across operations. The discussion highlighted the platform's significant usage and value, including 100,000 public views in the past year, 68 active projects, and strong community participation through optional memberships and project subscriptions. It is used by departments for project management, survey tools, geographic mapping,

public communications and project updates, and multilingual support. Due to its ease of use, formal training has generally not been required, which has supported strong adoption across departments. The platform also provides unlimited users and projects, enabling expansion of use across DCD, DPW, and other departments at no additional cost to the City. Its user-friendly interface, customizable branding, and project management tools have streamlined workflows and supported broad staff engagement.

The team also considered the potential impacts of switching platforms, noting that a transition would require significant staff capacity for procurement, contract negotiation, migration planning, platform setup and customization, and coordination across DOA, DCD, and DPW. It would also require substantial time for transferring ongoing projects, communicating changes, and providing training for both staff and the public, along with managing adoption challenges among users already familiar with Social Pinpoint. Concerns were raised about potential loss of functionality, reduced accessibility, disruption to existing users, loss of established resident accounts, and a slowdown in engagement momentum and expansion of use. If the City proceeds with a bid or RFP process, it is highly unlikely that a new vendor will be able to match the current platform's ease of use, cost efficiency, and functionality. A transition to a new engagement platform would therefore likely require a significant investment of time and staff resources across DOA, DCD, and DPW, along with extended lead time for implementation and adoption, while also risking disruption to public engagement continuity and a decrease in current usage and momentum.

**Justification for Waiver:**

Social Pinpoint is an online community engagement platform that supports public participation in City planning and infrastructure projects. The platform was originally procured by the Department of City Development (DCD) in 2021 for long-range planning initiatives and by the Department of Public Works (DPW) for pedestrian and bicycle planning. It proved especially valuable during the height of the COVID-19 pandemic, when in-person meetings were not feasible, by providing a reliable and accessible way to maintain public engagement.

As of 2026, the need for these services has not only continued but expanded since 2023, as all departments have increased their use of digital engagement tools to support a broader range of projects and reach more residents. This growth reflects rising public expectations for online participation options, as well as the City's increased reliance on hybrid engagement strategies that combine in-person and digital methods. As a result, the platform remains an important tool for reaching residents who may not otherwise participate in traditional engagement formats, improving accessibility, and enabling more consistent, data-informed decision-making across departments. For these reasons, management determined that securing pricing for the next five (5) years is in the best interest of the City, its departments, and the public.

For this reason and in accordance with City Charter 16-05-4a, Finance and Personnel Committee approval is waived for services authorized by the Common Council.

DocuSigned by:

*Rhonda U. Kelsey*

6/1/2026

Date

City Purchasing Director...

**F&P Waiver Presentation Date: 06/18/2026**