



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Procurement
ACM: Christine Taylor
DATE: September 9, 2025

SUBJECT

Consider adoption of an ordinance of the City of Denton, a Texas home-rule municipal corporation, authorizing the City Manager to execute a contract with Zencity Technologies US, Inc., for a centralized community engagement and community sentiment software for the Marketing and Communications Department; providing for the expenditure of funds therefore; and providing an effective date (RFP 8852 – awarded to Zencity Technologies US, Inc., for one (1) year, with the option for four (4) additional one (1) year extensions, in the total five (5) year not-to-exceed amount of \$400,000.00).

STRATEGIC ALIGNMENT

This action supports Key Focus Area: Strengthen Community and Quality of Life.

INFORMATION/BACKGROUND

Staff recently issued a Request for Proposals (RFP) for a combined community engagement and sentiment analysis software. While the City currently utilizes a social media sentiment tool, expanding the scope and depth of data collection requires enhanced functionality – necessitating the issuance of an RFP.

The objective was to identify a software solution specifically designed to help local governments collect, integrate, and analyze resident sentiment in order to strengthen data-driven decision-making. By leveraging this type of platform, the City of Denton aims to significantly enhance its ability to understand, anticipate, and respond to community needs.

Key deliverables outlined in the RFP included:

- Full data integration
- Unlimited topic tracking
- Automated sentiment and media mention reports
- Statistically valid community sentiment surveys
- Expansion of the City's current engagement platform

A centralized platform that aggregates all possible channels of resident feedback would create a hub for collecting and analyzing community sentiment, allowing staff to see a holistic picture of community perspectives. This integrated approach would not only support the Marketing and Communications Department but would also provide critical insights to Executive Leadership. These insights will help ensure

that strategic decisions remain aligned with the City Council's priorities and the community's evolving expectations.

	FY 26-27	FY 27-28	FY 28-29	FY 29-30	FY 30-31	Total
Licenses	\$80,000	\$80,000	\$80,000	\$80,000	\$80,000	\$400,000

Request for Proposals was sent to 64 prospective suppliers, including 62 Denton firms. In addition, specifications were placed on the Procurement website for prospective suppliers to download and advertised in the local newspaper. Three (3) proposals were received, references were checked, and proposals were evaluated based upon published criteria, including project scope, past performance, experience, schedule, and price. Best and Final Offers (BAFO) were requested from the top firm. Based upon this evaluation, Stripe-A-Zone, Inc. was ranked the highest and determined to be the best value for the City.

NIGP Code Used for Solicitation:	208, 915, and 961
Notifications sent for Solicitation sent in IonWave:	1,231
Number of Suppliers that viewed Solicitation in IonWave:	66
HUB-Historically Underutilized Business Invitations sent out:	167
SBE-Small Business Enterprise Invitations sent out:	483
Responses from Solicitation:	3

RECOMMENDATION

Award a contract with Zencity Technologies US, Inc., for a centralized community engagement and community sentiment software for the Marketing and Communications Department, in a one (1) year, with the option for four (4) additional one (1) year extensions, in the total five (5) year not-to-exceed amount of \$400,000.

PRINCIPAL PLACE OF BUSINESS

Zencity Technologies US, Inc.
Wilmington, DE

ESTIMATED SCHEDULE OF PROJECT

This is an initial one (1) year contract, with the contract beginning on October 1, 2025, with options to extend the contract for four (4) additional one (1) year periods, with all terms and conditions remaining the same.

FISCAL INFORMATION

These products and services will be funded from Marketing and Communications Licenses account 106001.7804. A requisition will be entered into the Purchasing software system in the amount of \$79,820 at the beginning of FY 2025. The budgeted amount of this item is \$400,000.

EXHIBITS

Exhibit 1: Agenda Information Sheet
Exhibit 2: Pricing Evaluation
Exhibit 3: Ordinance and Contract

Respectfully submitted:
Lori Hewell, 940-349-7100
Purchasing Manager

For information concerning this acquisition, contact: Kayla Herrod, 940-349-7463.

Legal point of contact: Marcella Lunn at 940-349-8333.