

Memorandum

**TO: Board of Administration for the
Police and Fire Department Retirement
Plan and the FCERS.**

FROM: Barbara Hayman

**SUBJECT: Amendment to Agreement with
Socialsellinator, Social Media Vendor**

Date: February 4, 2026

APPROVED:



DATE: February 9, 2026

RECOMMENDATION

Discussion and Action on authorizing the CEO to negotiate and execute a fourth amendment to the agreement with Socialsellinator, Social Media Vendor, to extend the term of the Agreement through June 30, 2027 at a monthly amount of \$1,800.00 (split 50/50) with a not to exceed total of \$60,000 for total duration of the Agreement per retirement plan.

BACKGROUND

In March, 2021, the CEO negotiated and executed an 18-month agreement with Socially Responsible Partnerships, a social media vendor in the amount of \$1557.50 per month, to meet the Boards goal of increasing communication and engagement with active and retired members using a variety of traditional and online tools. The monthly cost is shared 50/50 between the two retirement Boards. The Boards approved budget as part of the Fiscal Year 2022/2023 budget.

In September 2022, the Board approved a first amendment to the agreement to extend the term to June 30, 2024 at the same monthly rate. The Boards approved budget as part of the Fiscal Year 2023/2024 and FY2024/2025 budget.

In June 2024 the CEO negotiated and executed a second amendment to extend the contract through June 30, 2025 at a rate of \$1700.00.

In June 2025 the CEO negotiated and executed a third amendment to extend the contract through June 30, 2025 at a rate of \$1700.00.

ANALYSIS

The Boards have recently embarked on the development of a multi-year strategic plan. ORS is requesting continuation of the current service to allow sufficient time for the Boards to complete the strategic planning process and to incorporate an updated communications strategy as part of the plan.

Per Board policy regarding procurement authority, the CEO is authorized to execute contracts with a total value of up to \$50,000 per plan over the term of the contract. Contracts exceeding this threshold require Board approval. To date, the amount invoiced under the agreement has remained below the CEO approval threshold. The cumulative contract value of ORS’s agreement with Socialsellinator for social media services will exceed \$50,000; therefore, Board approval is required for the proposed extension.

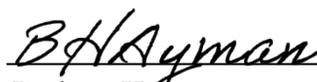
The proposed renewal increases the monthly rate by \$100 (split 50/50) compared to last year’s amount to cover increased operating and platform costs. The current not to exceed total for this contract is \$50,000 for total duration of the Agreement per retirement plan.

The table below shows the costs incurred since contract inception:

| Fiscal Year | Fed | PF | Total | Rate Per Month |
|------------------------------------|--------------------|--------------------|---------------------|----------------|
| FY20-21 | 2,336.25 | 2,336.25 | 4,672.50 | \$1,557.50 |
| FY21-22 | 9,345.00 | 9,345.00 | 18,690.00 | \$1,557.50 |
| FY22-23 | 5,451.25 | 5,451.25 | 10,902.50 | \$1,557.50 |
| FY23-24 | 9,345.00 | 9,345.00 | 18,690.00 | \$1,557.50 |
| FY24-25 | 10,200.00 | 10,200.00 | 20,400.00 | \$1,700.00 |
| FY25-26 (through 1/31/26) | 5,950.00 | 5,950.00 | 11,900.00 | \$1,700.00 |
| FY25-26 (projected from 2/1/ 2026) | 4,250.00 | 4,250.00 | 8,500.00 | \$1,700.00 |
| FY26-27 (projected) | 10,800.00 | 10,800.00 | 21,600.00 | \$1,800.00 |
| Total | \$57,677.50 | \$57,677.50 | \$115,355.00 | |

ORS is very satisfied with the services provided by Socialsellinator. Over the past year, the vendor has developed content targeted to both retirees in the San José region and beyond, as well as active employees. Socialsellinator has also focused on growing ORS’s community of followers on Facebook and X, publishing 151 posts on Facebook and 164 posts on X during the term.

Staff recommends authorizing the CEO to negotiate and execute a Fourth Amendment to the agreement with Socialsellinator to extend the term through June 30, 2027, at a monthly amount of \$1,800.00 (split 50/50) with a not to exceed total of \$60,000 for total duration of the Agreement per retirement plan.



 Barbara Hayman
 Deputy Director
 Office of Retirement Services