City of Culver City

Staff Report

File #: 23-527, **Version:** 1   **Item #:** A-4

---

(1) Receive a Report From Staff About the City's Software Acquisition Policy Regarding EHRAC's Request to Purchase a Canva Subscription For Use; and (2) Discuss the Alternative No-cost Graphics Programs Available for the Committee's use for Flyers and Announcements.

Meeting Date: January 24, 2023

Contact Person/Dept: Helen Chin/Human Resources

Phone Number: 310-253-5640

Fiscal Impact: Yes []   No [X]   **General Fund:** Yes []   No [X]

Public Hearing: []   **Action Item:**   [X]   **Attachments:** []

Public Notification: (E-Mail) Meetings and Agendas- City Council (01/19/2023); (E-Mail) Meetings and Agendas- Equity & Human Relations Advisory Committee (01/19/2023); (E-Mail) All City Staff (01/19/2023)

Department Approval: Dana Anderson, Human Resources Director (01/19/2023)

RECOMMENDATION

Staff recommends that the Equity and Human Relations Advisory Committee (EHRAC) receive a report from staff about the City's Software Acquisition Policy regarding EHRAC's request to purchase a Canva subscription for use and discuss the alternative no-cost available programs.

BACKGROUND/DISCUSSION

At the December 13, 2022 special meeting, the committee received a report from the Ad Hoc Communications Subcommittee about the subcommittee's work to create flyers to announce events, the creation of a database of community organizations and contact information, the exploration of communications vehicles, and for staff to consider the recommendation to purchase an annual Canva subscription for EHRAC use. Canva is an online graphic design tool with templates and images to create posters, flyers, social media posts, and more.

After some discussion, staff raised questions about the City's purchasing authority and software purchase and management policy. The committee requested that staff provide an update about the policies at the January 24, 2023 regular meeting.

The Human Resources Director reviewed City Policy VI-01 Computer Hardware and Software Acquisition with the IT Director. The policy provides that the IT Department must review and approve purchases of any software and hardware for the City. The IT Department also manages the administration of logins, access, and installation for all software and hardware. There are also no provisions to provide software or hardware to non-

City employees, including City Council members and members of commissions, boards, and committees.

The proposed annual subscription of Canva at $149.90 would only cover 2-5 logins. Logins cannot be shared across users. The next level of subscription to cover 10 users is $874.90.

Given the City's software acquisition, usage, and management policy and the additional costs of logins for 10 users, staff recommends that the committee consider using Canva's free plan, which includes 1,000,000+ photos and graphics, real-time collaboration, 5GB of cloud storage, 250,000+ templates, and other features. The committee can also consider using Adobe Express' free flyer maker which includes similar features of free templates, images, and fonts. Committee members with access to Microsoft Office can also use PowerPoint and Word templates to create flyers, brochures, and infographics. Maximizing the usage of these different design tools will provide members with a variety of free templates, graphics, images, and fonts to support the communications work.

FISCAL ANALYSIS

There are no costs associated with discussion of this item.

ATTACHMENTS

1. None.

MOTION

There is no Motion associated with this item.