

Sole Source Justification for Social Pinpoint

Canadian Operations

Social Pinpoint was incorporated in Canada in 1997 and maintains its headquarters in Vancouver, British Columbia, with staff located across the country. Half of Social Pinpoint's North American team is based in Canada, allowing us to provide hyper-local expertise and responsive support. All Canadian customer data is securely hosted within Canada, and we offer services that meet Canadian procurement, privacy, and security requirements.

Overview of Sole Source Justification

Social Pinpoint provides a digital platform for public engagement that serves organizations of all sizes and types across five countries. Tailored for public agencies to connect with their communities, it makes participation easier and more effective. Recognized in planning, transportation, and community engagement sectors, Social Pinpoint enhances interaction between communities and the organizations that serve them.

The demand for comprehensive online community engagement has surged recently, with effective communication, trust-building, and genuine engagement crucial for municipalities connecting with residents. Social Pinpoint fosters inclusive, adaptable participation, ensuring residents stay informed and involved in decision-making. It supports both broad engagement and targeted outreach from a single, secure platform, with advanced accessibility features, localized hosting, and rigorous data security standards.

Managing multiple digital tools for surveys, project updates, feedback collection, and contact management can be challenging for government organizations. Social Pinpoint addresses these challenges by providing a unified solution specifically designed for government use—enhancing participation, improving internal coordination, and strengthening public trust.

Why Social Pinpoint Qualifies as a Sole Source Provider

Social Pinpoint is the only platform that provides this full suite of digital community engagement features in one fully integrated product. No other solution offers Social Pinpoint's level of customization, breadth of tools, and real-time data insights. This integration allows users to manage engagement workflows within a single ecosystem.

Key points supporting sole source justification:

- A proprietary platform developed and maintained entirely in-house.
- Licensed software with no third-party access, modification, or redistribution.
- No other platform offers the same combination of features and services in a single solution.

What Social Pinpoint Delivers

- **Proprietary, Integrated Platform:** Developed entirely in-house, the platform is licensed for exclusive use. The source code is protected and not accessible or modifiable by users, ensuring security and platform integrity.
- **Broad Toolset:** Offers a suite of more than 40 interactive tools including 9 engagement tools for collecting public input such as surveys, interactive maps, and participatory budgeting projects plus over 30 content tools that present information in engaging ways using interactive hotspots, quick polls, video banners, and more.
- **Custom-Branded Portals:** Built to align with each government's brand and structure.
- **Seamless Migration:** Provides support in migrating current and previous projects from other public engagement software providers.
- **Accessibility, Translation, and Privacy:** Compliant with WCAG 2.2 AA standards, includes auto-translation, and is securely hosted on Amazon Web Services (AWS), a leading cloud infrastructure provider.
- **AI-Powered Reporting:** Delivers real-time analysis of participation metrics and qualitative input.
- **SLA and Support:** Guarantees 99.9% uptime and provides service level agreements with severity-based response times.
- **Analyst Services:** Offers custom reporting and support for engagement planning and performance analysis.
- **Domain Expertise:** Staffed by professionals with extensive experience in public sector engagement, offering practical guidance and support tailored to government needs.
- **Community and Peer Network:** Includes ongoing learning through webinars, resource libraries, and in-person meetups, creating a strong support network among users.
- **Secure Platform:** Audited to ISO 27001:2022 and SOC 2 Type II standards for security, availability, processing integrity, confidentiality, and privacy.

Our platform uniquely combines a high level of integration, customization, accessibility, and specialized support within a single solution.

Social Pinpoint is not simply software—it is a full-service digital engagement environment, purpose-built to meet the technical requirements, operational demands, and ethical responsibilities of modern government.

What Makes Social Pinpoint Unique

A Centralized Approach

Instead of directing participants to multiple sites for each survey or engagement, Social Pinpoint offers a single portal with access to all active and archived projects. Search and filter tools help users quickly find relevant opportunities, engage, and set update preferences.

Customization

Social Pinpoint uniquely designs engagement platforms to match partner organizations' branding. Unlike other solutions that offer generic third-party sites, we create customized platforms that feel like extensions of your website. We work closely with your team to develop a branding and design guide tailored to resonate with your participants.

Innovative Tools and Features

Social Pinpoint offers more than 40 interactive tools, including nine core engagement tools like mapping, participatory budgeting, surveys, and idea collection to gather valuable public input across diverse topics. Additionally, over 30 content tools present information in engaging, easy-to-understand ways—such as video banners, interactive hotspots, timelines, FAQs, and before and after renderings—to keep participants informed and encourage ongoing involvement.

Easy Information Sharing

Project details are often contained in PDF documents. Studies show that more clicks during engagement can reduce participation. To address this, Social Pinpoint includes tools that make content more accessible to interested parties. One effective feature is page tabs, which divide longer content into smaller, manageable sections. The dashboard also provides data on user engagement with your pages, such as session duration, tools used, and other relevant metrics.

Flexible Registration

Social Pinpoint's registration system offers optional sign-in and continuous human moderation, overcoming common participation barriers found in other engagement tools.

Migration Pathway

Many agencies have found other engagement platforms limiting. To support switching, Social Pinpoint offers a three-week migration pathway that preserves existing projects and data. Over 50 agencies have already made the switch. References are available upon request.

Accessibility

At Social Pinpoint, we go beyond compliance. Our goal is to increase access through strategic recommendations designed to engage diverse communities and all population segments. We adhere to WCAG 2.2 Level AA standards and provide previews of all tools and pages across various devices (mobile, tablet, and desktop) before launch.

AI-Based Reporting

Social Pinpoint provides multi-level reporting and automated analysis, offering a comprehensive view of project performance. Our analysis assistant uses AI to process large volumes of qualitative data in real time, instantly identifying sentiment, themes, and insights.

Private Projects/Engagements

For tailored feedback from smaller or specialized groups, Social Pinpoint allows projects to be restricted to an invitation-only cohort of interested parties.

Project Mapping

Helping participants find geographically relevant projects that interest them can be challenging. Social Pinpoint's mapping tool displays projects on an intuitive map. It uses lines and shapes to show the geographical impact, increasing visibility and engagement.

Market Proven Expertise

Social Pinpoint employs staff with deep experience in local government and community engagement. Our team is trained by the International Association for Public Participation (IAP2) and stays current with engagement practices to support effective interactions on the platform.

Additional Tools and Integrations

- **Consultation Manager:** Social Pinpoint integrates with Consultation Manager, our proprietary stakeholder relationship management system that tracks offline engagements like calls, emails, and meetings. It provides a clear view of interactions and is popular with public works and planning departments for resident contact.
- **Optional Preferred Vendors:** Municipalities can integrate third-party vendors with Social Pinpoint. Examples include using an SMS provider for project communication or embedding project links in a shared community calendar.

Cost Analysis

There are various affordable platforms on the market that offer tools to capture feedback. However, many of these platforms do not include the same functionality and accessibility features required for consistent and effective engagement.

We prioritize trust and capacity-building by investing resources to help you meet your objectives. Centralizing engagement saves municipalities time and resources on project-specific websites and tools. Social Pinpoint can complement in-person meetings, boosting participation by including those who cannot attend.

In Summary

These distinctive features align closely with emerging best practices focused on improving participation and civic satisfaction. Municipalities that partner with us consistently experience increased participation rates, drawing from a broader and more diverse pool of residents.

A key attribute of Social Pinpoint is our commitment to “closing the loop.” We do not merely collect feedback; we also demonstrate its impact. By presenting all gathered data in easily understandable visual formats, we enable its integration into engagement pages. Furthermore, our project-update feature ensures ongoing engagement by notifying participants via email and inviting them back to the platform at various stages of the engagement process.

Security, Compliance, and Hosting

Social Pinpoint exceeds industry expectations for security and reliability. The platform maintains the following certifications:

- ISO 27001:2022 for Information Security Management Systems
- ISO 9001:2015 for Quality Management Systems
- SOC 2 Type II for Operational Security, Availability, Integrity, Confidentiality and Privacy

The platform undergoes regular third-party audits to validate compliance and ensure it consistently meets evolving security, privacy, and operational standards.

Social Pinpoint is hosted locally on AWS infrastructure, providing high availability, low latency, and compliance with data residency requirements. Our Service Level Agreement guarantees 99.9% uptime and outlines detailed response protocols based on incident severity, ensuring that support is swift and effective.

Intellectual Property

The Social Pinpoint platform is entirely proprietary, with the company retaining ownership and control over all underlying code and infrastructure. This means that while clients license the software for their use, they do not have access to modify, redistribute, or replicate any part of the system. This approach safeguards the platform's integrity and security, ensures consistent quality and stability, and allows Social Pinpoint to deliver ongoing improvements and updates.

Platform Ecosystem and Community of Practice

Social Pinpoint is deeply embedded in the public sector engagement space. We actively support a growing network of users across the country through:

- Monthly webinars showcasing best practices and feature walkthroughs
- A 24/7 online resource library with guides, templates, and on-demand trainings
- In-person meetups and user conferences to share ideas and innovations
- Custom reporting services tailored to client goals
- Embedded service feedback tools so agencies can continuously improve their outreach

This robust community support structure distinguishes Social Pinpoint from generic digital tools and ensures long-term value for government clients.

Case Study: Municipality of Clarington, Ontario

With a population expected to double by 2051, the Municipality of Clarington needed a more effective way to connect with residents. Traditional engagement methods were no longer keeping pace with community needs.

"We had used another online engagement platform a few years back, but its limited functionality and poor reporting led us to phase it out after only a few projects. For years, we operated without an effective online tool," said Leanne Walker, Marketing and Engagement Supervisor.

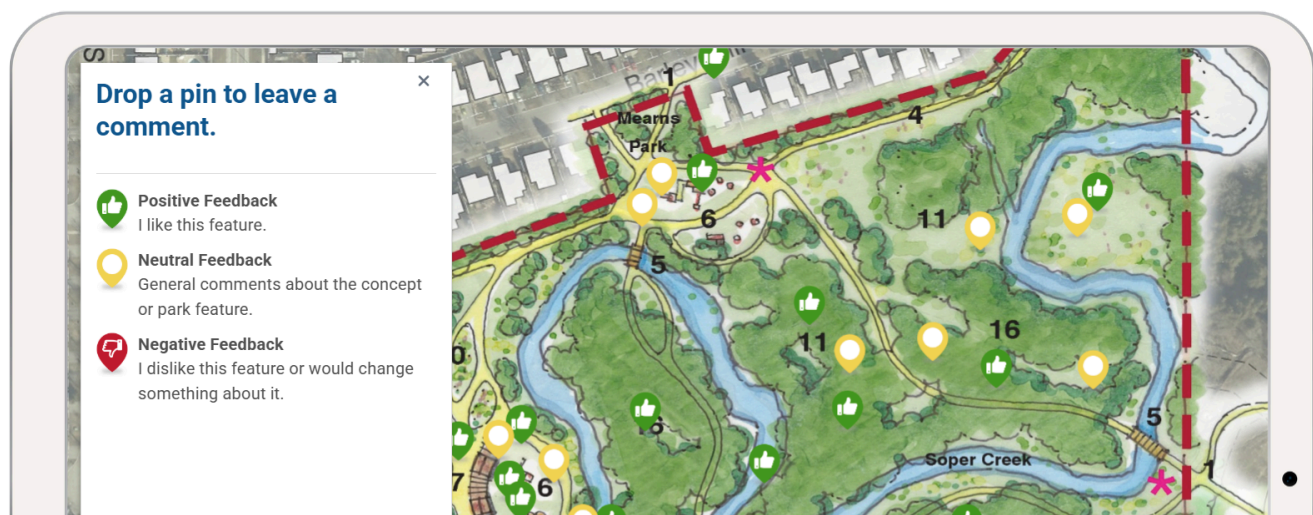
In 2023, Clarington launched *Clarington Connected* on Social Pinpoint. Tools like Hotspot, Quick Poll, and Social Map have transformed how residents participate in planning, from providing feedback on park design to pinpointing active transportation priorities. *"It's [Social Pinpoint] providing a level of specificity that general surveys and on-site visits can't even come close to matching,"* explained Melissa Westover, Manager of Communications.

Since launch, Clarington has:

- Attracted over 26,000 visits across eight projects
- Received 3,820+ online contributions
- Achieved significant cost savings compared to traditional engagement
- Built new trust with residents through visible, full-cycle engagement

"Since launching Clarington Connected, our projects have seen our highest public engagement levels to date." noted Melissa.

Clarington plans to continue expanding its use of Social Pinpoint, keeping community members engaged from start to finish and ensuring public input shapes both current initiatives and the municipality's long-term vision.



Case Study: Municipality of Grey Highlands, Ontario

With a population just over 10,000 spread across 882 square kilometers, Grey Highlands faced the challenge of engaging a dispersed and rural community. Municipal staff needed a platform that would support consistent, transparent communication and make it easier for residents to stay involved in local decision-making.

Previously relying on tools like SurveyMonkey and social media, the municipality was only reaching about 1% of its population—highlighting the need for a more effective and comprehensive solution.

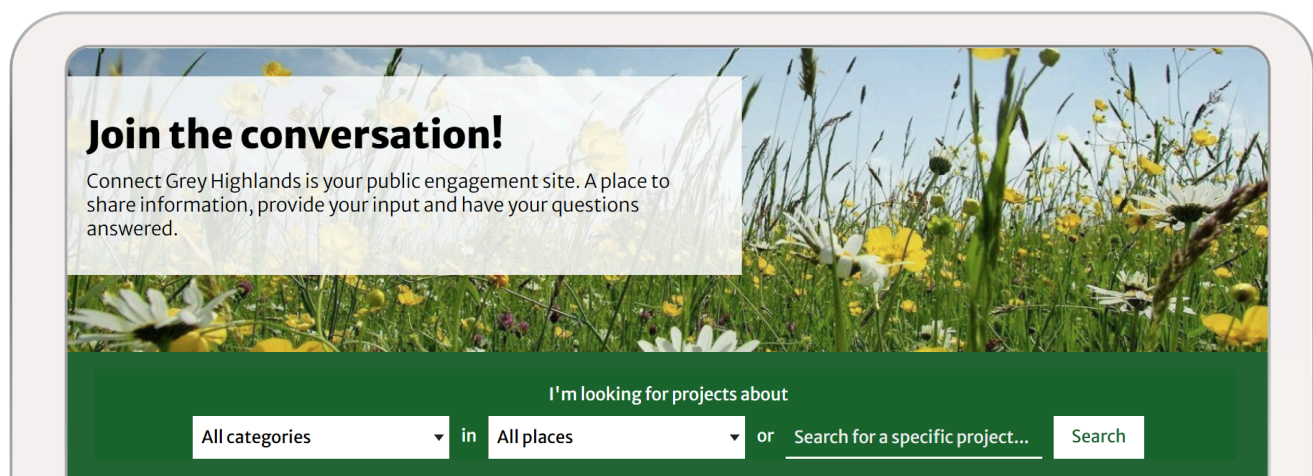
In 2022, Grey Highlands selected Social Pinpoint to power *Connect Grey Highlands*, providing residents with 24/7 access to information and participation opportunities. The platform's intuitive design, onboarding support, and customization options made it a perfect fit for the municipality's evolving needs.

“Launching an engagement platform may sound overwhelming. My advice is with the right platform, efficient onboarding, and exceptional support, it’s not as daunting as you may think. Any issues I had were taken care of right away... and I’m really picky,” said Jerri-Lynn Levitt, Manager of Communications and Corporate Strategy.

Since launch, Grey Highlands has:

- Established an engagement strategy across zoning, planning, and community initiatives
- Delivered high-impact projects like “Zone Grey Highlands,” encouraging public input
- Built trust and awareness through a platform that residents return to regularly

Success is measured not just by numbers but by sentiment. With growing participation and more constructive community dialogue, Grey Highlands has laid the foundation for a long-term culture of access and transparency.



Case Study: Comox Valley Regional District, British Columbia

Facing rising costs and declining value from their previous engagement platform, Comox Valley Regional District (CVRD) needed a more effective and flexible solution to support engagement across its diverse and aging population.

"We saw costs going up and value going down," said Ingrid Sly, Digital Advisor. "That was what initially triggered it. We were not seeing our current solution keeping up with the industry."

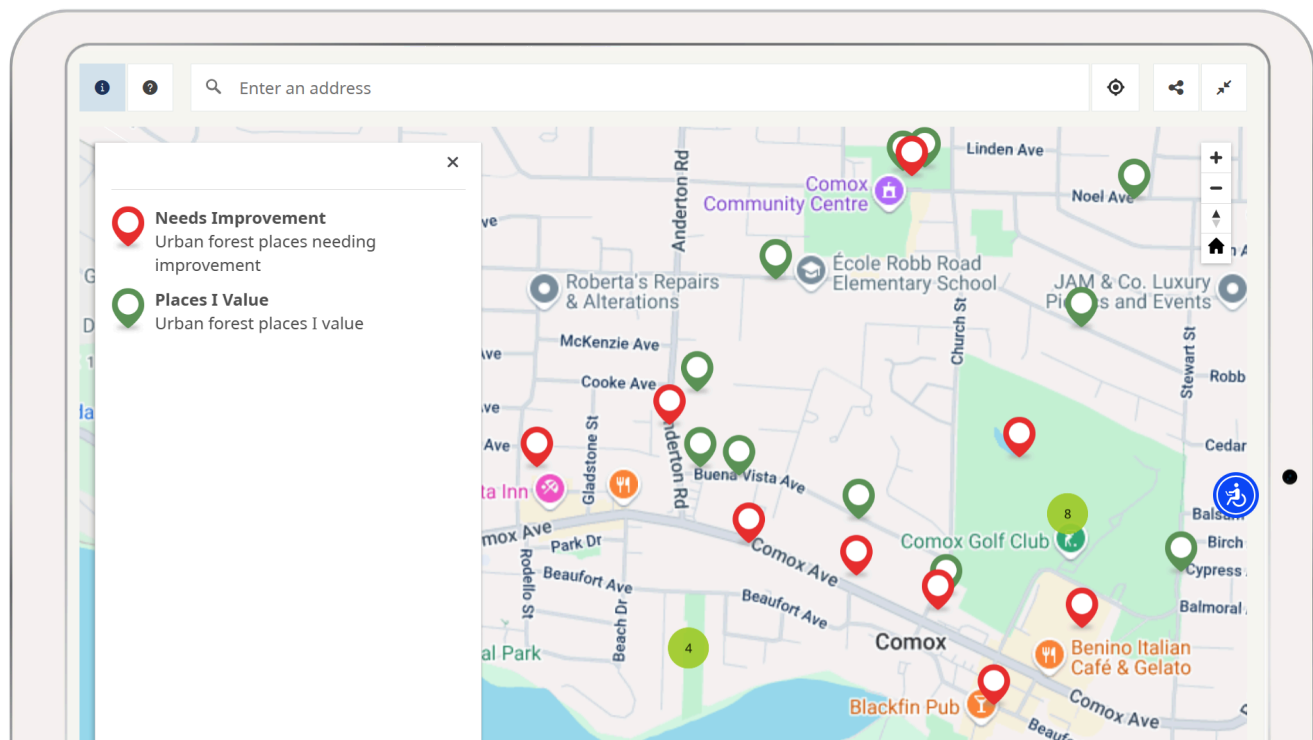
CVRD transitioned to Social Pinpoint, gaining a modern, scalable platform that supports hybrid engagement, department-level self-service, and community-wide access through a centralized hub. The migration process was seamless, and ongoing support exceeded expectations.

"We could not have asked for a better experience, to be perfectly honest," said Ingrid. "And that continues with the help that we receive day to day. It's excellent. Top tier."

Since launch of Engage Comox Valley, CVRD has:

- Improved participation
- Established a single destination for engagement across multiple jurisdictions
- Supported regional identity with project filtering by location

Social Pinpoint's flexibility enables CVRD to reach individuals with limited digital access, while offering tools that align with its long-term vision for regional collaboration and inclusion.



Business Information

Entity

Social Pinpoint Software Inc. (C Corporation, Subsidiary of Social Pinpoint Pty Ltd.)

Canadian Incorporation Date

June 6, 1997

Canadian Business Number

887316438

Registered Office and Mailing Address

1006 – 1166 Alberni St., Vancouver, BC V6E 3Z3

Canadian Operations

Employs Canada-based staff and invoices Canadian customers for all products.

Conclusion

Social Pinpoint qualifies as a sole-source provider due to its unmatched integration of functionality, accessibility, security, support, and government-focused innovation. Public agencies that procure the platform are not purchasing off-the-shelf software—they are investing in a tested, trusted infrastructure for building community trust and civic capacity.

No other vendor delivers the same comprehensive suite of tools, secure architecture, demonstrated results, and dedicated professional support tailored exclusively to the public sector. For these reasons, Social Pinpoint stands as the sole-source provider of digital community engagement technology.