

## Sole Source Justification – Hello Lamp Post

**Principle Justification** - There is only one supplier capable of providing the relevant goods, services due to genuine technical, artistic or copyright reasons.

### Provide details as to why the approach is justified.

We are specifically looking for community engagement that can physically take place within physical locations in the city and surrounding areas. This is as an alternative to traditional online platforms requiring people engage via the web. Traditional mediums such as virtual town halls (virtual and in person) and emails struggle to reach digitally excluded groups and other hard to reach audiences because these tools require a conscious decision for the citizen to engage and requires them to commit to taking action outside of their everyday routine. This encourages a select group of citizens to engage with our government which prevents us from truly meeting the needs of our entire community.

We require "in the moment" engagement, right at the heart of the community or within a specific location. We require engagement to be far more natural and impulsive and to attract a much broader audience.

We are aware of an innovative start up called Hello Lamp Post that brings physical street objects to life allowing conversations to take place with citizens via their mobile phone using their preferred messaging platform(text message, Facebook Messenger, WhatsApp). This is more inclusive as it allows us to increase our potential reach to 98% as anyone with a mobile phone can interact with the platform as they live their day to day lives.

Through Hello Lamp Post, we can capture citizens' thoughts and opinions and share information via 2-way conversations as they are visiting specific locations. Conversations are adaptable throughout the license term to allow for immediate and relevant communications.

In addition, Hello Lamp Post has AI functionality that understands citizen responses to guide the flow of a conversation which also allows for automated answering of citizen FAQ's. Changing content throughout the term of the license allows us to be sharing accurate and timely information according to local priorities.

Hello Lamp Post's unique features include bringing place-based objects to life without the need for sensors or phone apps, engagement via text message on a standard mobile phone, AI for intelligent conversation flows and automated FAQ answering, instant facilitation for multiple languages.

We were unable to find an alternative supplier offering these 4 key features or similar, to deliver on our specific project requirements.