

MEETING DATE: 9/25/06

AGENDA ITEM: Authorization to enter into contract with Government Outreach Corporation of Pleasanton California for Citizen Request Management, (CRM) and Automated Code Enforcement Services.

ATTACHMENTS

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Attachment 1

The logo for the City of San Ramon, featuring the word "City" in a stylized, cursive font.

Western City Magazine, June 2005

Improve citizen contact, save money with “CRM” Systems

Many California cities are reaping the benefits of “Citizen Relationship Management” (CRM) systems, which greatly improve managing and responding to citizen requests for services and information.

The systems are typically web-based (meaning no hardware or software installation headaches), inexpensive (most systems are within staff approval limits), and highly reliable. Any citizen, employee, or public official with a Web browser can use the system, which processes online, telephone, and in-person citizen contacts.

Two cities with CRM systems report startling improvements in handling citizen contacts within just a few months of implementation:

- Tracy has doubled the number of citizen requests and comments received via the Web; almost **70%** of San Ramon's contacts are now sent online
- Half of San Ramon's requests are resolved within a day or less, with **93%** resolved within two weeks; this is significantly shorter than before CRM implementation
- Tracy has seen a **70%** decrease in the number of open requests vs. its previous system; this indicates that staff is able to respond much faster
- Over **90%** of San Ramon's contacts are completed within the city's optimal timeframe for service requests
- **95%** of those using the Tracy system report a positive experience with city staff

Cities also find that CRM systems are saving money and helping staff work more efficiently because:

- System pays for itself by allowing employees to work on non-administrative tasks, saving up to ½ FTE through increased productivity.
- Timely reports are delivered right to your email inbox.
- A survey feature is built into every contact.
- Allows others in department to know the status of a request when the primary employee is not available.

CRM systems are being used to make real-time capital improvement and maintenance decisions based on where services are needed versus a typical maintenance schedule,

representing significant savings. Waste haulers and cable companies are just two examples of how cities can manage contractor responsiveness.

Follow-up letters or emails to citizens can be automatically generated, letting them know the status of their service or information request. Internal requests are also managed through the system, including building maintenance, telephones, computers, sick leave, copiers, window cleaning, custodial, etc.

CRM systems have been an important business tool in the private sector for many years. With systems now available specifically for local governments, cities can easily put this great technology to work.

CRM Integrated Survey

http://user.govoutreach.com - Survey - Microsoft Internet Explorer

Satisfaction Survey - Request #: 19830 - Entered on 01/30/2006 4:16 PM

Below is the survey as filled in by the requestor

Please indicate your evaluation of our service.

	Superior	Good	Average	Below Average	Poor
Employee Effectiveness	☒	☐	☐	☐	☐
Time to Respond	☒	☐	☐	☐	☐
Employee Courtesy	☒	☐	☐	☐	☐

How were your expectations met?

☒ Exceeded Expectations ☐ Met Expectations ☐ Below Expectations

What did you like or dislike about our service?

Officer Jackson was extremely helpful and he displayed excellent communication skills. He was resourceful with his knowledge of the issue(s). We feel hopeful in resolving this problem now. Thank you Officer Jackson.
Tom and Nancy Lee

Done

Done Internet

CRM Survey Reports

Employee Effectiveness

Time to Respond

Employee Courtesy

Expectations Met

No answer

Exceeded

Met

Below

34 (37%)

44 (47%)

15 (16%)

Attachment 4



E-mail to city gets results

New online service answers questions, addresses problems

By Rick Brewer

Record Staff Writer

TRACY – Ruddy Sanez noticed that the street light in front of his home in the 400 block of West 10th Street did not work. Instead of driving to City Hall or calling the public works department to register a complaint, Sanez did the next best thing.

He logged onto the Internet and e-mailed the city. At 5 p.m. Oct 7, he filled out a questionnaire on the city's Web site. By 11:55 a.m. the next day, the street light was repaired.

"That was incredibly fast. This Web site is very useful," Sanez said. "I'm glad the city of Tracy is becoming a model city."

Tracy residents have fielded more than 100 similar requests since Oct. 1 to city employees under a new online customer- service program. Citizens can register their questions, comments or concerns through the city's Web site. Requests are routed to the appropriate city employee and are to be dealt with in a timely manner.

"It's a highly efficient way to communicate with city government," interim City Manager Zane Johnston said. "This basically allows us to be open 24 hours a day."

Interested citizens can go to www.ci.tracy.ca.us and click on the "Contact Us" link. A screen will pop up that shepherds the user through a series of questions and drop-down menus. After identifying the problem or question and providing an e-mail address, residents can click the send button at the bottom of the page and the customer-service request will be sent to the correct city staff person.

The vast majority of requests, said economic development analyst Linda Maurer, are split between public works and parks and community services. Sanez's request was sent to the city's engineering department.

"Basically, this is the best way we've yet found for the city to take requests in, disseminate them to the appropriate person and make sure that follow-through occurs," Maurer said. .

Tracy was the first municipality to purchase a \$15,000 yearly contract from Government Outreach, a Pleasanton firm that developed and maintains the software. Co-owner Kendall Smith said his partner, Steve Brozosky, is a Pleasanton City Council member with a background in customer-relationship management software. In his council post, Brozosky began to field several questions about city services and decided similar software could be tailored to fit municipal governments.

"In the past, Tracy had no way of sharing information across departments or no good way of tracking complaints. If you're a citizen, you might hear something back or you might not. Now, you will," Smith said. "All cities need a system that allows them to do more customer service with less money. This is a cost-effective solution, and the ultimate goal is to make citizens happier with their local government."

Maurer said online customer- service requests in September, when the city began the Web-based program, made up 19 percent of all requests handled by city agencies. Through Thursday, that figure had jumped to 33 percent.

"We're really pleased," Johnston said.

So is Sanez. He has now e-mailed the city for help with another neighborhood problem and said the city has given him a timetable as to when it will be addressed.

"That's another great thing about e-mail -- accountability," Sanez said. "If this is the normal experience from the Web site, then Tracy's got one over most other cities."

* To reach reporter Rick Brewer, phone **(209) 833-1141** or e-mail **rbrewer@recordnet.com**

Attachment 5

Desert Dispatch

The Desert Dispatch is a daily newspaper serving the communities of Barstow, Dagget, Fort Irwin, Hinkley, Lenwood, Newberry Springs and Yermo.

Tuesday, January 25, 2005

City complaint desk goes online

By KELLY DONOVAN/Staff Writer

BARSTOW -- From barking dogs to potholes, residents now have a place to file their complaints with City Hall without getting the runaround.

The city launched a new customer service feature on its Web site Monday, allowing residents to ask questions and register problems, complaints and compliments online. The system is designed to make sure residents' issues are handled in a timely fashion, and it allows residents to track the status of their requests.

"(The City Council) wanted the city to become more responsive to the residents," city spokesman John Rader said.

After submitting a request via a form on the Web site, residents will get a confirmation message that includes the deadline when they should expect to hear back from a city staff member. The deadline for most requests has been set at two weeks.

To keep the city staff on track with responding to requests on time, the system notifies the staff member responsible for handling a request as the deadline approaches, Rader said.

In the past, he said, a staff member might lose little notes on their desk about a resident's problem, or get busy and forget to get back to somebody. Now, he said, the software won't lose the information or forget about it.

"The system doesn't allow anything to fall through the cracks," he said.

The online customer service is available on the city's Web site, www.barstowca.org, by clicking on the "contact us" button in the "City News" box.

Attachment 6



CITY WEB SITE TAKES SERVICE TO NEW LEVELS SAN RAMON: SYSTEM ALLOWS CITIZENS TO COMPLAIN, COMMENT ONLINE, TRACK RESPONSES WITHIN GOVERNMENT

**By Scott Marshall
CONTRA COSTA TIMES**

SAN RAMON - During the day and even in the dead of night they e-mail, ultimately zeroing in on the computer screen of someone in San Ramon city government. They complain, comment, compliment and even wax eloquent on all manner of things, including - but not limited to - about 150 topics ranging from barking dogs to code enforcement to streets and public works. E-mailers can also create their own topic and go from there..

Residents, city staffers and even City Council members have embraced a two-way Web-based communication system with the city. This Citizen Request Management system has logged more than 3,300 requests over the past year.

"We try to please everybody," said Rosemary Co, the city's Web manager. From Jan. 1, 2005 through this past Jan. 19, the city received 1,871 requests from the public through the system, and all but 44 were "closed," or resolved. The system logged 1,462 internal requests from employees, City Council members and others .

The topics most frequently mentioned in e-mails to the request management system, both internally and from the general public, included building maintenance, miscellaneous public services, computer and tech support, street lights, park maintenance, custodial issues and sidewalk repairs.

The city closes most requests within a day; 93 percent are closed within two weeks. Since San Ramon's system was launched in 2004, it has helped shorten city response times to questions, according to Pleasanton-based Government Outreach, the company that created it.

More than 90 percent of the city's contacts are completed within the city-instituted time frame -- seven days. If a problem isn't resolved or a question isn't answered in seven days, the person responsible for resolving it gets a reminder and Co is notified. If resolution isn't achieved in 10 days, then a department head gets involved.

The system, operated remotely from Government Outreach's office in Pleasanton, costs about \$1,000. Development began in 2003 with detailed studies of how local governments could adapt technology long a mainstay of the private sector. The system has since spread to some 16 public entities, said GO founder and president Kendall Smith.

"Local governments and cities typically don't have a large IT staff, so they wanted something extremely easy," Smith said. "The systems that were typically being sold were expensive and large scale, they didn't have a really good citizen or public access point." .

San Ramon's IT staff monitors the city's Web site constantly to ensure that the CRM system is available and that requests are routed immediately to specific staff members. "It's Web-based, it doesn't require software to be installed on the citizens' or the cities' computers," which IT professionals prefer, Smith said. "We do all the hosting remotely." One of the key reasons for the program's success is that Co can talk directly with a requester by e-mail, while the request is pending, and city staff members can discuss a specific request among themselves .

"The system is evolving as we find other things we need the CRM to do," said Stephen Keagy, the city's information technology manager.

San Ramon residents have embraced the system because they have high expectations in communication with the city as they do when - for instance, shopping online or tracking a mail order. Co and Keagy can crunch the data on how city resources are used and how the city responds to specific problems, and department heads and the City Council review them. "Customer service is a big issue," said Scott Summerfield, a Government Outreach vice president. "They never got a call back, never knew if it was followed up on or if it was completed, which led to frustration," he said. "With this, people can track requests."

The system also can be used to spot trends by neighborhoods or problem areas, and the city can post updates and current information on the Web site.

The city is also setting up a system to route citizen requests through staff members to contractors who perform work, Co said.

Every e-mail is sent to someone, even when the topic is more esoteric than concrete. One e-mailer wrote to complain about motorists who talk on cell phones while they drive, Co recalled. "I thought that was kind of a policy question, so I sent it to Herb (Moniz, the city manager)," Co said. Not long afterward, city employees got a memo restricting cell phone use for driving on city business, except in emergencies.

Attachment 7



Thursday, November 3, 2005

Help window could go online If adopted, program would allow resident to track handling of complaints

By LEROY STANDISH/Staff Writer

APPLE VALLEY — Got a complaint that Town Hall might be able to help with? Try using the Internet.

If the Town Council gives its nod of approval, residents will be able to log on to the town's Web site (www.applevalley.org) to get their grievances handled. The Web-based "customer relations management software" will allow people to submit their problems — from code violations to pot holes — directly to the town employee responsible for correcting the situation. It will also allow residents to track the status of their complaint as it works its way toward resolution.

"They can submit any problems they have and it's cool," Kathie Martin, town spokeswoman, said. "It is going to be a real efficient way for us and citizens to get stuff taken care of, so we are excited. It makes sure no one falls through the cracks."

The computer software under consideration is produced by Government Outreach. Martin said the company is willing to install the software for free, but thereafter it will be a cost of \$750 a month for continued licensing.

If installed the system will provide residents who file a complaint a work order number. Using the number residents can check back at any time to find out the status of their complaint, Martin said.

Residents who do not have access to a computer can still call or write a letter to Town Hall. Their request will be inputted into the new system, and a staff person will either provide them with a tracking number over the phone or write them a response letter, Martin said.

"Right now our town manager's office has an Excel spread sheet," Martin said.

A resident's complaint is entered onto the spread sheet, a staff person is assigned to the problem, and they are required to respond as to how the problem was resolved or dealt with within 10 days.

The proposed new system "will put the request directly to the person assigned to handle it," Martin said. "It is just more efficient."

The same system is in use in Barstow.

"It provides the citizens with access to city hall 24-hours a day, 365 days a year," John Rader, spokesman for Barstow, said. "In the past, before we had the (customer relations management software) someone might call or send an e-mail or send a letter, and the employees may have had all the good intentions of getting back to the person but for whatever reason they fell through the cracks. That can't happen with this system."

Apple Valley officials expect the new software will also be used to track trends or allow town officials to input a single address and immediately pull up all town responses to that address. With the current system that would only be possible by laboriously going from town department to department checking and rechecking the one address.

An additional benefit to the proposed software is that the town will be able to notify residents of changes to services or new programs the town is offering that residents have shown past interest in. For example, everyone in the past who has inquired about adult sports leagues can be notified of new programs at the click of a mouse.

Town Council will consider the new software during its Tuesday night meeting at 7 p.m.

LeRoy Standish may be reached at 951-6277 or lstandish@vvdailypress.com.

Attachment 8



Manteca Web site makes city services more accessible

By Rhashad Pittman

Record Staff Writer

Published Wednesday, April 6, 2005

MANTECA -- Whether it's that pothole in the street or that burned-out light bulb on the corner, citizens in Manteca will be able to ask for service from the city easier and faster.

And they may get a reply sooner than expected.

The Manteca City Council on Monday approved a Web-based program that will allow residents to make requests, file complaints or ask questions online through the city's Web site. The City Outreach program will make it easier for city staffers to track citizens' requests and respond to them faster, officials said.

"It makes us more accessible," Assistant City Manager Karen McLaughlin said.

In the past few months, Tracy and San Ramon have started using the service, which was created by the software company Government Outreach. Once the Pleasanton-based company installs the service over the next couple of months, residents will be able to go to Manteca's Web site at www.ci.manteca.ca.us, click on an icon and type in a question, suggestion or complaint. Once it's entered, the request automatically will be forwarded to the appropriate department.

"Sometimes, the public doesn't know which department to go to," McLaughlin said. "It's really a great benefit to the public."

The program includes a feature that allows city officials to keep track of how fast requests are being handled. Citizens without Internet access can call city staffers, who will file the request online for the residents, officials said.

The program will cost the city \$1,000 a month to operate and a one-time setup fee of \$5,000. City officials will use funding from various departments to pay for the service, including money set aside for information technology equipment, officials said.

San Ramon staffers said their city's outreach program has run smoothly since it was installed in January. City employees use the system to make internal requests, including for computer and printer repairs, said Rosemary Co, San Ramon's Web manager. Residents and city employees have made 685 requests since it was installed, with nearly half coming from staffers, she said.

"It's a nice, interactive system for handling problems or complaints," said Stephen Keagy, San Ramon's information technology manager. "It kind of keeps everybody on the top of their game."

To reach reporter Rhashad Pittman, phone (209) 239-3324 or e-mail rpittman@recordnet.com

Attachment 9



Friday, November 4, 2005

City will launch online complaint system Hi-tech move seen as more efficient

By Graham Moes/Independent Staff Writer

The people who help run Clovis are so sure people like it here, they're making it easier to complain.

Come January, the city will launch a new, Web-based "Citizen Response System" following the City Council's unanimous approval Oct. 17.

Locals will be able to sound off cyber-style on a range of issues and problems including animal control, code enforcement, streets, landscaping, traffic, utilities, parks and more.

The system may be used anonymously in many cases, says City Clerk John Holt.

And if complaining isn't a person's style, it's OK to drop the city a line about what's good in the neighborhood instead.

Holt took the council and public on a walk-through using a conceptual prototype of what residents might see when logging on, including a pull-down menu system allowing users to pinpoint dozens of specific topics within city services and departments.

After leaving a comment through the system, users will be sent an e-mail receipt confirming the particulars and, when appropriate, a time frame in which to expect a reply.

The process should take minutes, depending on how much someone has to say.

Follow-up notification via e-mail, phone, or regular mail after the request has been dealt with will include work details or steps taken to address the issue.

And for the lower-tech majority out there, fear not. The system won't replace current phone, fax or face-to-face inquiries.

"There are those in the city who will never log onto the Web site to enter a complaint -- we know that," Holt said. "We will continue to serve them in whatever fashion they desire. They want to use the phone or they want to stop by and lodge the complaint, we will then input them [to the CRS] and route them appropriately."

Holt said the new system would also hold departments more directly accountable, sending automated notice to managers for open jobs yet to be addressed.

"As it stands right now, we receive inquiries that several different departments may be working on to resolve the same issue," Holt said. "A tool like this will help reduce the duplication of effort."

Future planning for problem areas receiving regular hits would be another benefit, he said.

"Fully a third of our employees are approaching retirement age. When they leave, they take a huge amount of information and history with them. Having a tool like this will help bridge the gap [with] a database the next generation can refer to," Holt said.

Council Member Jose Flores voiced privacy concerns for residents, wondering at the same time if responses could even be restricted to locals to keep merely "malicious" hit-and-run cranks from clogging the system.

Holt said the city wouldn't sell resident information to third parties and that the system could be configured to require user IDs for certain issues.

Council Member Lynne Ashbeck called it a fabulous way to streamline city/citizen communication.

"This is a huge leap forward that we've been trying to get to for some time," said City Manager Kathy Millison.

The manual-labor approach to fielding and distributing requests has become a burden on staff, given the city's growth in recent years, she said.

The city plans a soft launch of the system in January, with a full launch shortly after.

The city's Web site is www.ci.clovis.ca.us

E-mail Graham Moes at gmoes@clovisindependent.com.

City Forms - Contact Us - City of Santa Monica - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Mail Print Send To Favorites

Address <http://santa-monica.org/communication/cityforms/contactus.htm> Go

City of Santa Monica®

HOME VISITORS RESIDENTS BUSINESS CITY HALL CITY SERVICES QUICK INDEX 60
ADVANCED SEARCH | SITE MAP

[Home](#) / [City Forms](#)

Contact Us



FEEDBACK

CUSTOMER CONCERN RESPONSE SYSTEM

Click on the logo to enter your problem or concern

Your message will be automatically delivered to the correct city department or division and you will receive a reply and tracking number.

For general questions or comments, please click on the link above.

You will be able to direct your message to the department of your choice.

OR WRITE, CALL OR FAX US:

City of Santa Monica
1685 Main Street
Santa Monica, CA 90401
(310) 458-8411
(310) 917-6640 (Fax)
(310) 917-6626 (TTY)

For technical questions or comments regarding this website, please e-mail: webmaster.mailbox@smgov.net

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Attachment 11

GOVERNMENT OUTREACH PROFESSIONAL SERVICES AGREEMENT

THIS PROFESSIONAL SERVICES AGREEMENT (hereinafter "Agreement") is made and entered into by and between GOVERNMENT OUTREACH, a California Corporation (hereinafter "GO"), and the City of Culver City (hereinafter "CLIENT").

NOW THEREFORE, THE PARTIES MUTUALLY AGREE AS FOLLOWS:

1. **SCOPE OF SERVICES.** GO shall perform the services described in Exhibit "A" attached hereto and incorporated herein by reference. The services shall be performed by, or under direct supervision of, GO'S Authorized Representatives: Kendall Smith and Steve Brozosky.
2. **TIME OF PERFORMANCE.** Time is of the essence in the performance of services under this Agreement and any timing requirements set forth herein shall be strictly adhered to unless otherwise modified in writing in accordance with this Agreement. GO shall commence performance upon execution of this agreement and shall complete implementation and training services set forth in Exhibit "A" according to a schedule mutually agreed by both parties. Any services for which times for performance are not specified in this Agreement shall be commenced and completed by GO in a reasonably prompt and timely manner based upon the circumstances and direction communicated to GO.
3. **INDEPENDENT CONTRACTOR STATUS.** For services rendered, GO is an independent contractor and is solely responsible for all acts of its employees, agents, or sub-consultants, including any negligent acts of omissions.
4. **COMPENSATION.**
 - 4.1 GO'S fee for this Agreement is Not to Exceed \$9,000 for a one year subscription of the "Government Outreach GOCity CRM Service" and \$8,500 for one time implementation costs for implementation and training of CLIENT employees and CLIENT contractors for the GOCity CRM service and integration to CLIENTS LDAP service. CLIENT also agrees to the license terms of the Government Outreach User Agreement for GOCity which is attached as Exhibit C. One time Implementation fees are \$5,000 for GOCity and \$3,500 for integration to CLIENTS LDAP service. Additional services performed by GO not included in this agreement, will be billed at a time and expense basis. Additional services performed by GO must be approved and in writing by CLIENT prior to commencement of such work.
 - 4.2 GO shall submit an invoice for implementation expenses upon the successful completion to the CLIENT describing the services performed. CLIENT shall for pay the subscription service for the "Government Outreach GOCity and GOEnforce Services" in advance. Advance

payments can be made in 6 month or yearly installments at CLIENT'S choosing.

4.3 Within thirty (30) days after the CLIENT'S receipt of invoice, CLIENT shall make payment to GO based upon services described on the invoice and approved by the CLIENT.

5. **TERMINATION.** Either party may terminate this Agreement by giving ten (10) days written notice. Upon termination, the CLIENT shall pay GO for all services satisfactorily performed in accordance with this Agreement, up to the date notice is given.

6. **ATTORNEY'S FEES.** In the event any legal action is commenced to enforce this Agreement, the prevailing party is entitled to reasonable attorney's fees, costs, and expenses incurred.

7. **INSURANCE.**

7.1 General. GO shall, throughout the duration of this Agreement, maintain insurance to cover CLIENT, its agents, representatives, and employees in connection with the performance of services under this Agreement.

7.2 Commercial General Liability coverage shall be maintained in an amount not less than \$1,000,000 general aggregate and \$1,000,000 per occurrence for general liability, bodily injury, personal injury, and property damage.

7.3 Professional Liability "claims made" coverage shall be maintained to cover damages that may be the result of errors, omissions, or negligent acts of GO in an amount not less than \$1,000,000 per claim.

8. **NOTICES**

a. All notices, demands, or other communications which this Agreement contemplates or authorizes shall be in writing and shall be personally delivered or mailed to the respective party as follows:

To CLIENT:

City of Culver City
9770 Culver Blvd.
Culver City, California
90232

To GO:

Kendall Smith
President
Government Outreach
2943 Victoria Meadow Ct.
Pleasanton, California
94566

b. Communications shall be deemed to have been given and received on the first of: (1) actual receipt at the address designated above, or (2) three working days following the deposit in the United States Mail of registered or certified mail, sent to the address designated above.

9. **MODIFICATIONS.** This Agreement may not be modified orally or in any manner other than by an agreement in writing signed by both parties.
10. **WAIVERS.** Waiver of a breach or default under this Agreement shall not constitute a continuing waiver or a waiver of a subsequent breach of the same or any other provision of this Agreement.
11. **SEVERABILITY.** In the event any term of this Agreement is held invalid by a court of competent jurisdiction, the Agreement shall be construed as not containing that term, and the remainder of this Agreement shall remain in full force and effect.
12. **JURISDICTION AND VENUE.** The interpretation, validity, and enforcement of the Agreement shall be governed by and construed under the laws of the State of California. Any suit, claim, or legal proceeding of any kind related to this Agreement shall be filed and heard in a court of competent jurisdiction in the County of Los Angeles.
13. **ENTIRE AGREEMENT.** This Agreement comprises the entire integrated understanding between the parties concerning the services to be performed for this project.
14. **SIGNATURES.** The individuals executing this Agreement represent and warrant that they have the right, power, legal capacity, and authority to enter into and to execute this Agreement on behalf of the respective legal entities of CLIENT and GO. This Agreement shall inure to the benefit of and be binding upon the parties hereto and their respective successors and assigns.

By: _____

Title: _____

Date: _____

By: Kendall Smith

Title: President

Date: _____

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3. **INDEPENDENT CONTRACTOR STATUS.** For services rendered, GO is an independent contractor and is solely responsible for all acts of its employees, agents, or sub-consultants, including any negligent acts of omissions.
4. **COMPENSATION.**
 - 4.1 GO'S fee for this Agreement is Not to Exceed \$4,200 for a one year subscription of the "Government Outreach GOEnforce Code Enforcement Service" and \$4,000 for one time implementation costs for implementation and training of CLIENT employees and CLIENT contractors for the GOEnforce Code Enforcement service. CLIENT also agrees to the license terms of the Government Outreach User Agreement for GOEnforce which is attached as Exhibit C. One time Implementation fees are \$4,000 for GOEnforce. Additional services performed by GO not included in this agreement, will be billed at a time and expense basis. Additional services performed by GO must be approved and in writing by CLIENT prior to commencement of such work.
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6. **ATTORNEY'S FEES.** In the event any legal action is commenced to enforce this Agreement, the prevailing party is entitled to reasonable attorney's fees, costs, and expenses incurred.

7. **INSURANCE.**

7.1 General. GO shall, throughout the duration of this Agreement, maintain insurance to cover CLIENT, its agents, representatives, and employees in connection with the performance of services under this Agreement.

7.2 Commercial General Liability coverage shall be maintained in an amount not less than \$1,000,000 general aggregate and \$1,000,000 per occurrence for general liability, bodily injury, personal injury, and property damage.

7.3 Professional Liability "claims made" coverage shall be maintained to cover damages that may be the result of errors, omissions, or negligent acts of GO in an amount not less than \$1,000,000 per claim.

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Pleasanton, California
94566

b. Communications shall be deemed to have been given and received on the first of: (1) actual receipt at the address designated above, or (2) three working days following the deposit in the United States Mail of registered or certified mail, sent to the address designated above.

9. **MODIFICATIONS.** This Agreement may not be modified orally or in any manner other than by an agreement in writing signed by both parties.
10. **WAIVERS.** Waiver of a breach or default under this Agreement shall not constitute a continuing waiver or a waiver of a subsequent breach of the same or any other provision of this Agreement.
11. **SEVERABILITY.** In the event any term of this Agreement is held invalid by a court of competent jurisdiction, the Agreement shall be construed as not containing that term, and the remainder of this Agreement shall remain in full force and effect.
12. **JURISDICTION AND VENUE.** The interpretation, validity, and enforcement of the Agreement shall be governed by and construed under the laws of the State of California. Any suit, claim, or legal proceeding of any kind related to this Agreement shall be filed and heard in a court of competent jurisdiction in the County of Los Angeles.
13. **ENTIRE AGREEMENT.** This Agreement comprises the entire integrated understanding between the parties concerning the services to be performed for this project.
14. **SIGNATURES.** The individuals executing this Agreement represent and warrant that they have the right, power, legal capacity, and authority to enter into and to execute this Agreement on behalf of the respective legal entities of CLIENT and GO. This Agreement shall inure to the benefit of and be binding upon the parties hereto and their respective successors and assigns.

By: _____

Title: _____

Date: _____

By: Kendall Smith

Title: President

Date: _____

MEETING DATE: 9/25/06

AGENDA ITEM: Authorization to enter into contract with Government Outreach Corporation of Pleasanton California for Citizen Request Management, (CRM) and Automated Code Enforcement Services.

ATTACHMENTS

	<u>Pages</u>
1. Western City Magazine June 2005	1-2
2. CRM Integrated Survey	3
3. CRM Survey Report	4
4. City of Tracy, The Record October 2004	5-6
5. City of Barstow, Desert Dispatch January 2005	7
6. City of San Ramon, Contra Costa Times January 2006	8-9
7. Apple Valley, Daily Press November 2005	10-11
8. Manteca, The Record April 2005	12
9. City of Clovis, Independent November 2005	13-14
10. GO Santa Monica web page	15
11. Professional Services Agreements	16-21

Attachment 1

The logo for the City of San Ramon, featuring the word "City" in a stylized, cursive font.

Western City Magazine, June 2005

Improve citizen contact, save money with “CRM” Systems

Many California cities are reaping the benefits of “Citizen Relationship Management” (CRM) systems, which greatly improve managing and responding to citizen requests for services and information.

The systems are typically web-based (meaning no hardware or software installation headaches), inexpensive (most systems are within staff approval limits), and highly reliable. Any citizen, employee, or public official with a Web browser can use the system, which processes online, telephone, and in-person citizen contacts.

Two cities with CRM systems report startling improvements in handling citizen contacts within just a few months of implementation:

- Tracy has doubled the number of citizen requests and comments received via the Web; almost **70%** of San Ramon's contacts are now sent online
- Half of San Ramon's requests are resolved within a day or less, with **93%** resolved within two weeks; this is significantly shorter than before CRM implementation
- Tracy has seen a **70%** decrease in the number of open requests vs. its previous system; this indicates that staff is able to respond much faster
- Over **90%** of San Ramon's contacts are completed within the city's optimal timeframe for service requests
- **95%** of those using the Tracy system report a positive experience with city staff

Cities also find that CRM systems are saving money and helping staff work more efficiently because:

- System pays for itself by allowing employees to work on non-administrative tasks, saving up to ½ FTE through increased productivity.
- Timely reports are delivered right to your email inbox.
- A survey feature is built into every contact.
- Allows others in department to know the status of a request when the primary employee is not available.

CRM systems are being used to make real-time capital improvement and maintenance decisions based on where services are needed versus a typical maintenance schedule,

representing significant savings. Waste haulers and cable companies are just two examples of how cities can manage contractor responsiveness.

Follow-up letters or emails to citizens can be automatically generated, letting them know the status of their service or information request. Internal requests are also managed through the system, including building maintenance, telephones, computers, sick leave, copiers, window cleaning, custodial, etc.

CRM systems have been an important business tool in the private sector for many years. With systems now available specifically for local governments, cities can easily put this great technology to work.

CRM Integrated Survey

3

http://user.govoutreach.com - Survey - Microsoft Internet Explorer

Satisfaction Survey - Request #: 19830 - Entered on 01/30/2006 4:16 PM

Below is the survey as filled in by the requestor

Please indicate your evaluation of our service.

	Superior	Good	Average	Below Average	Poor
Employee Effectiveness	☒	☐	☐	☐	☐
Time to Respond	☒	☐	☐	☐	☐
Employee Courtesy	☒	☐	☐	☐	☐

How were your expectations met?

☒ Exceeded Expectations ☐ Met Expectations ☐ Below Expectations

What did you like or dislike about our service?

Officer Jackson was extremely helpful and he displayed excellent communication skills. He was resourceful with his knowledge of the issue(s). We feel hopeful in resolving this problem now. Thank you Officer Jackson.
Tom and Nancy Lee

Done

Done Internet

CRM Survey Reports

Employee Effectiveness

Time to Respond

Employee Courtesy

Expectations Met

No answer

Exceeded

Met

Below

34 (37%)

44 (47%)

15 (16%)

Attachment 4



E-mail to city gets results

New online service answers questions, addresses problems

By Rick Brewer

Record Staff Writer

TRACY – Ruddy Sanez noticed that the street light in front of his home in the 400 block of West 10th Street did not work. Instead of driving to City Hall or calling the public works department to register a complaint, Sanez did the next best thing.

He logged onto the Internet and e-mailed the city. At 5 p.m. Oct 7, he filled out a questionnaire on the city's Web site. By 11:55 a.m. the next day, the street light was repaired.

"That was incredibly fast. This Web site is very useful," Sanez said. "I'm glad the city of Tracy is becoming a model city."

Tracy residents have fielded more than 100 similar requests since Oct. 1 to city employees under a new online customer- service program. Citizens can register their questions, comments or concerns through the city's Web site. Requests are routed to the appropriate city employee and are to be dealt with in a timely manner.

"It's a highly efficient way to communicate with city government," interim City Manager Zane Johnston said. "This basically allows us to be open 24 hours a day."

Interested citizens can go to www.ci.tracy.ca.us and click on the "Contact Us" link. A screen will pop up that shepherds the user through a series of questions and drop-down menus. After identifying the problem or question and providing an e-mail address, residents can click the send button at the bottom of the page and the customer-service request will be sent to the correct city staff person.

The vast majority of requests, said economic development analyst Linda Maurer, are split between public works and parks and community services. Sanez's request was sent to the city's engineering department.

"Basically, this is the best way we've yet found for the city to take requests in, disseminate them to the appropriate person and make sure that follow-through occurs," Maurer said. .

Tracy was the first municipality to purchase a \$15,000 yearly contract from Government Outreach, a Pleasanton firm that developed and maintains the software. Co-owner Kendall Smith said his partner, Steve Brozosky, is a Pleasanton City Council member with a background in customer-relationship management software. In his council post, Brozosky began to field several questions about city services and decided similar software could be tailored to fit municipal governments.

"In the past, Tracy had no way of sharing information across departments or no good way of tracking complaints. If you're a citizen, you might hear something back or you might not. Now, you will," Smith said. "All cities need a system that allows them to do more customer service with less money. This is a cost-effective solution, and the ultimate goal is to make citizens happier with their local government."

Maurer said online customer- service requests in September, when the city began the Web-based program, made up 19 percent of all requests handled by city agencies. Through Thursday, that figure had jumped to 33 percent.

"We're really pleased," Johnston said.

So is Sanez. He has now e-mailed the city for help with another neighborhood problem and said the city has given him a timetable as to when it will be addressed.

"That's another great thing about e-mail -- accountability," Sanez said. "If this is the normal experience from the Web site, then Tracy's got one over most other cities."

* To reach reporter Rick Brewer, phone **(209) 833-1141** or e-mail **rbrewer@recordnet.com**

Attachment 5

Desert Dispatch

The Desert Dispatch is a daily newspaper serving the communities of Barstow, Dagget, Fort Irwin, Hinkley, Lenwood, Newberry Springs and Yermo.

Tuesday, January 25, 2005

City complaint desk goes online

By KELLY DONOVAN/Staff Writer

BARSTOW -- From barking dogs to potholes, residents now have a place to file their complaints with City Hall without getting the runaround.

The city launched a new customer service feature on its Web site Monday, allowing residents to ask questions and register problems, complaints and compliments online. The system is designed to make sure residents' issues are handled in a timely fashion, and it allows residents to track the status of their requests.

"(The City Council) wanted the city to become more responsive to the residents," city spokesman John Rader said.

After submitting a request via a form on the Web site, residents will get a confirmation message that includes the deadline when they should expect to hear back from a city staff member. The deadline for most requests has been set at two weeks.

To keep the city staff on track with responding to requests on time, the system notifies the staff member responsible for handling a request as the deadline approaches, Rader said.

In the past, he said, a staff member might lose little notes on their desk about a resident's problem, or get busy and forget to get back to somebody. Now, he said, the software won't lose the information or forget about it.

"The system doesn't allow anything to fall through the cracks," he said.

The online customer service is available on the city's Web site, www.barstowca.org, by clicking on the "contact us" button in the "City News" box.

Attachment 6



CITY WEB SITE TAKES SERVICE TO NEW LEVELS SAN RAMON: SYSTEM ALLOWS CITIZENS TO COMPLAIN, COMMENT ONLINE, TRACK RESPONSES WITHIN GOVERNMENT

**By Scott Marshall
CONTRA COSTA TIMES**

SAN RAMON - During the day and even in the dead of night they e-mail, ultimately zeroing in on the computer screen of someone in San Ramon city government. They complain, comment, compliment and even wax eloquent on all manner of things, including - but not limited to - about 150 topics ranging from barking dogs to code enforcement to streets and public works. E-mailers can also create their own topic and go from there..

Residents, city staffers and even City Council members have embraced a two-way Web-based communication system with the city. This Citizen Request Management system has logged more than 3,300 requests over the past year.

"We try to please everybody," said Rosemary Co, the city's Web manager. From Jan. 1, 2005 through this past Jan. 19, the city received 1,871 requests from the public through the system, and all but 44 were "closed," or resolved. The system logged 1,462 internal requests from employees, City Council members and others .

The topics most frequently mentioned in e-mails to the request management system, both internally and from the general public, included building maintenance, miscellaneous public services, computer and tech support, street lights, park maintenance, custodial issues and sidewalk repairs.

The city closes most requests within a day; 93 percent are closed within two weeks. Since San Ramon's system was launched in 2004, it has helped shorten city response times to questions, according to Pleasanton-based Government Outreach, the company that created it.

More than 90 percent of the city's contacts are completed within the city-instituted time frame -- seven days. If a problem isn't resolved or a question isn't answered in seven days, the person responsible for resolving it gets a reminder and Co is notified. If resolution isn't achieved in 10 days, then a department head gets involved.

The system, operated remotely from Government Outreach's office in Pleasanton, costs about \$1,000. Development began in 2003 with detailed studies of how local governments could adapt technology long a mainstay of the private sector. The system has since spread to some 16 public entities, said GO founder and president Kendall Smith.

"Local governments and cities typically don't have a large IT staff, so they wanted something extremely easy," Smith said. "The systems that were typically being sold were expensive and large scale, they didn't have a really good citizen or public access point." .

San Ramon's IT staff monitors the city's Web site constantly to ensure that the CRM system is available and that requests are routed immediately to specific staff members. "It's Web-based, it doesn't require software to be installed on the citizens' or the cities' computers," which IT professionals prefer, Smith said. "We do all the hosting remotely." One of the key reasons for the program's success is that Co can talk directly with a requester by e-mail, while the request is pending, and city staff members can discuss a specific request among themselves .

"The system is evolving as we find other things we need the CRM to do," said Stephen Keagy, the city's information technology manager.

San Ramon residents have embraced the system because they have high expectations in communication with the city as they do when - for instance, shopping online or tracking a mail order. Co and Keagy can crunch the data on how city resources are used and how the city responds to specific problems, and department heads and the City Council review them. "Customer service is a big issue," said Scott Summerfield, a Government Outreach vice president. "They never got a call back, never knew if it was followed up on or if it was completed, which led to frustration," he said. "With this, people can track requests."

The system also can be used to spot trends by neighborhoods or problem areas, and the city can post updates and current information on the Web site.

The city is also setting up a system to route citizen requests through staff members to contractors who perform work, Co said.

Every e-mail is sent to someone, even when the topic is more esoteric than concrete. One e-mailer wrote to complain about motorists who talk on cell phones while they drive, Co recalled. "I thought that was kind of a policy question, so I sent it to Herb (Moniz, the city manager)," Co said. Not long afterward, city employees got a memo restricting cell phone use for driving on city business, except in emergencies.

Attachment 7



Thursday, November 3, 2005

Help window could go online

If adopted, program would allow resident to track handling of complaints

By LEROY STANDISH/Staff Writer

APPLE VALLEY — Got a complaint that Town Hall might be able to help with? Try using the Internet.

If the Town Council gives its nod of approval, residents will be able to log on to the town's Web site (www.applevalley.org) to get their grievances handled. The Web-based "customer relations management software" will allow people to submit their problems — from code violations to pot holes — directly to the town employee responsible for correcting the situation. It will also allow residents to track the status of their complaint as it works its way toward resolution.

"They can submit any problems they have and it's cool," Kathie Martin, town spokeswoman, said. "It is going to be a real efficient way for us and citizens to get stuff taken care of, so we are excited. It makes sure no one falls through the cracks."

The computer software under consideration is produced by Government Outreach. Martin said the company is willing to install the software for free, but thereafter it will be a cost of \$750 a month for continued licensing.

If installed the system will provide residents who file a complaint a work order number. Using the number residents can check back at any time to find out the status of their complaint, Martin said.

Residents who do not have access to a computer can still call or write a letter to Town Hall. Their request will be inputted into the new system, and a staff person will either provide them with a tracking number over the phone or write them a response letter, Martin said.

"Right now our town manager's office has an Excel spread sheet," Martin said.

A resident's complaint is entered onto the spread sheet, a staff person is assigned to the problem, and they are required to respond as to how the problem was resolved or dealt with within 10 days.

The proposed new system "will put the request directly to the person assigned to handle it," Martin said. "It is just more efficient."

The same system is in use in Barstow.

"It provides the citizens with access to city hall 24-hours a day, 365 days a year," John Rader, spokesman for Barstow, said. "In the past, before we had the (customer relations management software) someone might call or send an e-mail or send a letter, and the employees may have had all the good intentions of getting back to the person but for whatever reason they fell through the cracks. That can't happen with this system."

Apple Valley officials expect the new software will also be used to track trends or allow town officials to input a single address and immediately pull up all town responses to that address. With the current system that would only be possible by laboriously going from town department to department checking and rechecking the one address.

An additional benefit to the proposed software is that the town will be able to notify residents of changes to services or new programs the town is offering that residents have shown past interest in. For example, everyone in the past who has inquired about adult sports leagues can be notified of new programs at the click of a mouse.

Town Council will consider the new software during its Tuesday night meeting at 7 p.m.

LeRoy Standish may be reached at 951-6277 or lstandish@vvdailypress.com.

Attachment 8



Manteca Web site makes city services more accessible

By Rhashad Pittman

Record Staff Writer

Published Wednesday, April 6, 2005

MANTECA -- Whether it's that pothole in the street or that burned-out light bulb on the corner, citizens in Manteca will be able to ask for service from the city easier and faster.

And they may get a reply sooner than expected.

The Manteca City Council on Monday approved a Web-based program that will allow residents to make requests, file complaints or ask questions online through the city's Web site. The City Outreach program will make it easier for city staffers to track citizens' requests and respond to them faster, officials said.

"It makes us more accessible," Assistant City Manager Karen McLaughlin said.

In the past few months, Tracy and San Ramon have started using the service, which was created by the software company Government Outreach. Once the Pleasanton-based company installs the service over the next couple of months, residents will be able to go to Manteca's Web site at www.ci.manteca.ca.us, click on an icon and type in a question, suggestion or complaint. Once it's entered, the request automatically will be forwarded to the appropriate department.

"Sometimes, the public doesn't know which department to go to," McLaughlin said. "It's really a great benefit to the public."

The program includes a feature that allows city officials to keep track of how fast requests are being handled. Citizens without Internet access can call city staffers, who will file the request online for the residents, officials said.

The program will cost the city \$1,000 a month to operate and a one-time setup fee of \$5,000. City officials will use funding from various departments to pay for the service, including money set aside for information technology equipment, officials said.

San Ramon staffers said their city's outreach program has run smoothly since it was installed in January. City employees use the system to make internal requests, including for computer and printer repairs, said Rosemary Co, San Ramon's Web manager. Residents and city employees have made 685 requests since it was installed, with nearly half coming from staffers, she said.

"It's a nice, interactive system for handling problems or complaints," said Stephen Keagy, San Ramon's information technology manager. "It kind of keeps everybody on the top of their game."

To reach reporter Rhashad Pittman, phone (209) 239-3324 or e-mail rpittman@recordnet.com

Attachment 9



Friday, November 4, 2005

City will launch online complaint system Hi-tech move seen as more efficient

By Graham Moes/Independent Staff Writer

The people who help run Clovis are so sure people like it here, they're making it easier to complain.

Come January, the city will launch a new, Web-based "Citizen Response System" following the City Council's unanimous approval Oct. 17.

Locals will be able to sound off cyber-style on a range of issues and problems including animal control, code enforcement, streets, landscaping, traffic, utilities, parks and more.

The system may be used anonymously in many cases, says City Clerk John Holt.

And if complaining isn't a person's style, it's OK to drop the city a line about what's good in the neighborhood instead.

Holt took the council and public on a walk-through using a conceptual prototype of what residents might see when logging on, including a pull-down menu system allowing users to pinpoint dozens of specific topics within city services and departments.

After leaving a comment through the system, users will be sent an e-mail receipt confirming the particulars and, when appropriate, a time frame in which to expect a reply.

The process should take minutes, depending on how much someone has to say.

Follow-up notification via e-mail, phone, or regular mail after the request has been dealt with will include work details or steps taken to address the issue.

And for the lower-tech majority out there, fear not. The system won't replace current phone, fax or face-to-face inquiries.

"There are those in the city who will never log onto the Web site to enter a complaint -- we know that," Holt said. "We will continue to serve them in whatever fashion they desire. They want to use the phone or they want to stop by and lodge the complaint, we will then input them [to the CRS] and route them appropriately."

Holt said the new system would also hold departments more directly accountable, sending automated notice to managers for open jobs yet to be addressed.

"As it stands right now, we receive inquiries that several different departments may be working on to resolve the same issue," Holt said. "A tool like this will help reduce the duplication of effort."

Future planning for problem areas receiving regular hits would be another benefit, he said.

"Fully a third of our employees are approaching retirement age. When they leave, they take a huge amount of information and history with them. Having a tool like this will help bridge the gap [with] a database the next generation can refer to," Holt said.

Council Member Jose Flores voiced privacy concerns for residents, wondering at the same time if responses could even be restricted to locals to keep merely "malicious" hit-and-run cranks from clogging the system.

Holt said the city wouldn't sell resident information to third parties and that the system could be configured to require user IDs for certain issues.

Council Member Lynne Ashbeck called it a fabulous way to streamline city/citizen communication.

"This is a huge leap forward that we've been trying to get to for some time," said City Manager Kathy Millison.

The manual-labor approach to fielding and distributing requests has become a burden on staff, given the city's growth in recent years, she said.

The city plans a soft launch of the system in January, with a full launch shortly after.

The city's Web site is www.ci.clovis.ca.us

E-mail Graham Moes at gmoes@clovisindependent.com.

City Forms - Contact Us - City of Santa Monica - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Print Mail News RSS Feeds

Address <http://santa-monica.org/communication/cityforms/contactus.htm> Go

City of Santa Monica®

HOME VISITORS RESIDENTS BUSINESS CITY HALL CITY SERVICES QUICK INDEX 60
ADVANCED SEARCH | SITE MAP

[Home](#) / [City Forms](#)

Contact Us



FEEDBACK

CUSTOMER CONCERN RESPONSE SYSTEM

Click on the logo to enter your problem or concern

Your message will be automatically delivered to the correct city department or division and you will receive a reply and tracking number.

For general questions or comments, please click on the link above.

You will be able to direct your message to the department of your choice.

OR WRITE, CALL OR FAX US:

City of Santa Monica
1685 Main Street
Santa Monica, CA 90401
(310) 458-8411
(310) 917-6640 (Fax)
(310) 917-6626 (TTY)

For technical questions or comments regarding this website, please e-mail: webmaster.mailbox@smgov.net

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This page was last modified on 07/03/2006

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Attachment 11

GOVERNMENT OUTREACH PROFESSIONAL SERVICES AGREEMENT

THIS PROFESSIONAL SERVICES AGREEMENT (hereinafter "Agreement") is made and entered into by and between GOVERNMENT OUTREACH, a California Corporation (hereinafter "GO"), and the City of Culver City (hereinafter "CLIENT").

NOW THEREFORE, THE PARTIES MUTUALLY AGREE AS FOLLOWS:

1. **SCOPE OF SERVICES.** GO shall perform the services described in Exhibit "A" attached hereto and incorporated herein by reference. The services shall be performed by, or under direct supervision of, GO'S Authorized Representatives: Kendall Smith and Steve Brozosky.
2. **TIME OF PERFORMANCE.** Time is of the essence in the performance of services under this Agreement and any timing requirements set forth herein shall be strictly adhered to unless otherwise modified in writing in accordance with this Agreement. GO shall commence performance upon execution of this agreement and shall complete implementation and training services set forth in Exhibit "A" according to a schedule mutually agreed by both parties. Any services for which times for performance are not specified in this Agreement shall be commenced and completed by GO in a reasonably prompt and timely manner based upon the circumstances and direction communicated to GO.
3. **INDEPENDENT CONTRACTOR STATUS.** For services rendered, GO is an independent contractor and is solely responsible for all acts of its employees, agents, or sub-consultants, including any negligent acts of omissions.
4. **COMPENSATION.**
 - 4.1 GO'S fee for this Agreement is Not to Exceed \$9,000 for a one year subscription of the "Government Outreach GOCity CRM Service" and \$8,500 for one time implementation costs for implementation and training of CLIENT employees and CLIENT contractors for the GOCity CRM service and integration to CLIENTS LDAP service. CLIENT also agrees to the license terms of the Government Outreach User Agreement for GOCity which is attached as Exhibit C. One time Implementation fees are \$5,000 for GOCity and \$3,500 for integration to CLIENTS LDAP service. Additional services performed by GO not included in this agreement, will be billed at a time and expense basis. Additional services performed by GO must be approved and in writing by CLIENT prior to commencement of such work.
 - 4.2 GO shall submit an invoice for implementation expenses upon the successful completion to the CLIENT describing the services performed. CLIENT shall for pay the subscription service for the "Government Outreach GOCity and GOEnforce Services" in advance. Advance

payments can be made in 6 month or yearly installments at CLIENT'S choosing.

4.3 Within thirty (30) days after the CLIENT'S receipt of invoice, CLIENT shall make payment to GO based upon services described on the invoice and approved by the CLIENT.

5. **TERMINATION.** Either party may terminate this Agreement by giving ten (10) days written notice. Upon termination, the CLIENT shall pay GO for all services satisfactorily performed in accordance with this Agreement, up to the date notice is given.

6. **ATTORNEY'S FEES.** In the event any legal action is commenced to enforce this Agreement, the prevailing party is entitled to reasonable attorney's fees, costs, and expenses incurred.

7. **INSURANCE.**

7.1 General. GO shall, throughout the duration of this Agreement, maintain insurance to cover CLIENT, its agents, representatives, and employees in connection with the performance of services under this Agreement.

7.2 Commercial General Liability coverage shall be maintained in an amount not less than \$1,000,000 general aggregate and \$1,000,000 per occurrence for general liability, bodily injury, personal injury, and property damage.

7.3 Professional Liability "claims made" coverage shall be maintained to cover damages that may be the result of errors, omissions, or negligent acts of GO in an amount not less than \$1,000,000 per claim.

8. **NOTICES**

a. All notices, demands, or other communications which this Agreement contemplates or authorizes shall be in writing and shall be personally delivered or mailed to the respective party as follows:

To CLIENT:

City of Culver City
9770 Culver Blvd.
Culver City, California
90232

To GO:

Kendall Smith
President
Government Outreach
2943 Victoria Meadow Ct.
Pleasanton, California
94566

b. Communications shall be deemed to have been given and received on the first of: (1) actual receipt at the address designated above, or (2) three working days following the deposit in the United States Mail of registered or certified mail, sent to the address designated above.

9. **MODIFICATIONS.** This Agreement may not be modified orally or in any manner other than by an agreement in writing signed by both parties.
10. **WAIVERS.** Waiver of a breach or default under this Agreement shall not constitute a continuing waiver or a waiver of a subsequent breach of the same or any other provision of this Agreement.
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12. **JURISDICTION AND VENUE.** The interpretation, validity, and enforcement of the Agreement shall be governed by and construed under the laws of the State of California. Any suit, claim, or legal proceeding of any kind related to this Agreement shall be filed and heard in a court of competent jurisdiction in the County of Los Angeles.
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By: _____

Title: _____

Date: _____

By: Kendall Smith

Title: President

Date: _____

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3. **INDEPENDENT CONTRACTOR STATUS.** For services rendered, GO is an independent contractor and is solely responsible for all acts of its employees, agents, or sub-consultants, including any negligent acts of omissions.
4. **COMPENSATION.**
 - 4.1 GO'S fee for this Agreement is Not to Exceed \$4,200 for a one year subscription of the "Government Outreach GOEnforce Code Enforcement Service" and \$4,000 for one time implementation costs for implementation and training of CLIENT employees and CLIENT contractors for the GOEnforce Code Enforcement service. CLIENT also agrees to the license terms of the Government Outreach User Agreement for GOEnforce which is attached as Exhibit C. One time Implementation fees are \$4,000 for GOEnforce. Additional services performed by GO not included in this agreement, will be billed at a time and expense basis. Additional services performed by GO must be approved and in writing by CLIENT prior to commencement of such work.
 - 4.2 GO shall submit an invoice for implementation expenses upon the successful completion to the CLIENT describing the services performed. CLIENT shall for pay the subscription service for the "Government Outreach GOCity and GOEnforce Services" in advance. Advance

payments can be made in 6 month or yearly installments at CLIENT'S choosing.

4.3 Within thirty (30) days after the CLIENT'S receipt of invoice, CLIENT shall make payment to GO based upon services described on the invoice and approved by the CLIENT.

5. **TERMINATION.** Either party may terminate this Agreement by giving ten (10) days written notice. Upon termination, the CLIENT shall pay GO for all services satisfactorily performed in accordance with this Agreement, up to the date notice is given.

6. **ATTORNEY'S FEES.** In the event any legal action is commenced to enforce this Agreement, the prevailing party is entitled to reasonable attorney's fees, costs, and expenses incurred.

7. **INSURANCE.**

7.1 General. GO shall, throughout the duration of this Agreement, maintain insurance to cover CLIENT, its agents, representatives, and employees in connection with the performance of services under this Agreement.

7.2 Commercial General Liability coverage shall be maintained in an amount not less than \$1,000,000 general aggregate and \$1,000,000 per occurrence for general liability, bodily injury, personal injury, and property damage.

7.3 Professional Liability "claims made" coverage shall be maintained to cover damages that may be the result of errors, omissions, or negligent acts of GO in an amount not less than \$1,000,000 per claim.

8. **NOTICES**

a. All notices, demands, or other communications which this Agreement contemplates or authorizes shall be in writing and shall be personally delivered or mailed to the respective party as follows:

To CLIENT:

City of Culver City
9770 Culver Blvd.
Culver City, California
90232

To GO:

Kendall Smith
President
Government Outreach
2943 Victoria Meadow Ct.
Pleasanton, California
94566

b. Communications shall be deemed to have been given and received on the first of: (1) actual receipt at the address designated above, or (2) three working days following the deposit in the United States Mail of registered or certified mail, sent to the address designated above.

9. **MODIFICATIONS.** This Agreement may not be modified orally or in any manner other than by an agreement in writing signed by both parties.
10. **WAIVERS.** Waiver of a breach or default under this Agreement shall not constitute a continuing waiver or a waiver of a subsequent breach of the same or any other provision of this Agreement.
11. **SEVERABILITY.** In the event any term of this Agreement is held invalid by a court of competent jurisdiction, the Agreement shall be construed as not containing that term, and the remainder of this Agreement shall remain in full force and effect.
12. **JURISDICTION AND VENUE.** The interpretation, validity, and enforcement of the Agreement shall be governed by and construed under the laws of the State of California. Any suit, claim, or legal proceeding of any kind related to this Agreement shall be filed and heard in a court of competent jurisdiction in the County of Los Angeles.
13. **ENTIRE AGREEMENT.** This Agreement comprises the entire integrated understanding between the parties concerning the services to be performed for this project.
14. **SIGNATURES.** The individuals executing this Agreement represent and warrant that they have the right, power, legal capacity, and authority to enter into and to execute this Agreement on behalf of the respective legal entities of CLIENT and GO. This Agreement shall inure to the benefit of and be binding upon the parties hereto and their respective successors and assigns.

By: _____

Title: _____

Date: _____

By: Kendall Smith

Title: President

Date: _____

MEETING DATE: 9/25/06

AGENDA ITEM: Authorization to enter into contract with Government Outreach Corporation of Pleasanton California for Citizen Request Management, (CRM) and Automated Code Enforcement Services.

ATTACHMENTS

	<u>Pages</u>
1. Western City Magazine June 2005	1-2
2. CRM Integrated Survey	3
3. CRM Survey Report	4
4. City of Tracy, The Record October 2004	5-6
5. City of Barstow, Desert Dispatch January 2005	7
6. City of San Ramon, Contra Costa Times January 2006	8-9
7. Apple Valley, Daily Press November 2005	10-11
8. Manteca, The Record April 2005	12
9. City of Clovis, Independent November 2005	13-14
10. GO Santa Monica web page	15
11. Professional Services Agreements	16-21

Attachment 1

The logo for the City of San Ramon, featuring the word "City" in a stylized, cursive font.

Western City Magazine, June 2005

Improve citizen contact, save money with “CRM” Systems

Many California cities are reaping the benefits of “Citizen Relationship Management” (CRM) systems, which greatly improve managing and responding to citizen requests for services and information.

The systems are typically web-based (meaning no hardware or software installation headaches), inexpensive (most systems are within staff approval limits), and highly reliable. Any citizen, employee, or public official with a Web browser can use the system, which processes online, telephone, and in-person citizen contacts.

Two cities with CRM systems report startling improvements in handling citizen contacts within just a few months of implementation:

- Tracy has doubled the number of citizen requests and comments received via the Web; almost **70%** of San Ramon's contacts are now sent online
- Half of San Ramon's requests are resolved within a day or less, with **93%** resolved within two weeks; this is significantly shorter than before CRM implementation
- Tracy has seen a **70%** decrease in the number of open requests vs. its previous system; this indicates that staff is able to respond much faster
- Over **90%** of San Ramon's contacts are completed within the city's optimal timeframe for service requests
- **95%** of those using the Tracy system report a positive experience with city staff

Cities also find that CRM systems are saving money and helping staff work more efficiently because:

- System pays for itself by allowing employees to work on non-administrative tasks, saving up to ½ FTE through increased productivity.
- Timely reports are delivered right to your email inbox.
- A survey feature is built into every contact.
- Allows others in department to know the status of a request when the primary employee is not available.

CRM systems are being used to make real-time capital improvement and maintenance decisions based on where services are needed versus a typical maintenance schedule,

representing significant savings. Waste haulers and cable companies are just two examples of how cities can manage contractor responsiveness.

Follow-up letters or emails to citizens can be automatically generated, letting them know the status of their service or information request. Internal requests are also managed through the system, including building maintenance, telephones, computers, sick leave, copiers, window cleaning, custodial, etc.

CRM systems have been an important business tool in the private sector for many years. With systems now available specifically for local governments, cities can easily put this great technology to work.

CRM Integrated Survey

http://user.govoutreach.com - Survey - Microsoft Internet Explorer

Satisfaction Survey - Request #: 19830 - Entered on 01/30/2006 4:16 PM

Below is the survey as filled in by the requestor

Please indicate your evaluation of our service.

	Superior	Good	Average	Below Average	Poor
Employee Effectiveness	☒	☐	☐	☐	☐
Time to Respond	☒	☐	☐	☐	☐
Employee Courtesy	☒	☐	☐	☐	☐

How were your expectations met?

☒ Exceeded Expectations ☐ Met Expectations ☐ Below Expectations

What did you like or dislike about our service?

Officer Jackson was extremely helpful and he displayed excellent communication skills. He was resourceful with his knowledge of the issue(s). We feel hopeful in resolving this problem now. Thank you Officer Jackson.
Tom and Nancy Lee

Done

Done Internet

CRM Survey Reports

Employee Effectiveness

Time to Respond

Employee Courtesy

Expectations Met

No answer

Exceeded

Met

Below

34 (37%)

44 (47%)

15 (16%)

Attachment 4



E-mail to city gets results

New online service answers questions, addresses problems

By Rick Brewer

Record Staff Writer

TRACY – Ruddy Sanez noticed that the street light in front of his home in the 400 block of West 10th Street did not work. Instead of driving to City Hall or calling the public works department to register a complaint, Sanez did the next best thing.

He logged onto the Internet and e-mailed the city. At 5 p.m. Oct 7, he filled out a questionnaire on the city's Web site. By 11:55 a.m. the next day, the street light was repaired.

"That was incredibly fast. This Web site is very useful," Sanez said. "I'm glad the city of Tracy is becoming a model city."

Tracy residents have fielded more than 100 similar requests since Oct. 1 to city employees under a new online customer- service program. Citizens can register their questions, comments or concerns through the city's Web site. Requests are routed to the appropriate city employee and are to be dealt with in a timely manner.

"It's a highly efficient way to communicate with city government," interim City Manager Zane Johnston said. "This basically allows us to be open 24 hours a day."

Interested citizens can go to www.ci.tracy.ca.us and click on the "Contact Us" link. A screen will pop up that shepherds the user through a series of questions and drop-down menus. After identifying the problem or question and providing an e-mail address, residents can click the send button at the bottom of the page and the customer-service request will be sent to the correct city staff person.

The vast majority of requests, said economic development analyst Linda Maurer, are split between public works and parks and community services. Sanez's request was sent to the city's engineering department.

"Basically, this is the best way we've yet found for the city to take requests in, disseminate them to the appropriate person and make sure that follow-through occurs," Maurer said. .

Tracy was the first municipality to purchase a \$15,000 yearly contract from Government Outreach, a Pleasanton firm that developed and maintains the software. Co-owner Kendall Smith said his partner, Steve Brozosky, is a Pleasanton City Council member with a background in customer-relationship management software. In his council post, Brozosky began to field several questions about city services and decided similar software could be tailored to fit municipal governments.

"In the past, Tracy had no way of sharing information across departments or no good way of tracking complaints. If you're a citizen, you might hear something back or you might not. Now, you will," Smith said. "All cities need a system that allows them to do more customer service with less money. This is a cost-effective solution, and the ultimate goal is to make citizens happier with their local government."

Maurer said online customer- service requests in September, when the city began the Web-based program, made up 19 percent of all requests handled by city agencies. Through Thursday, that figure had jumped to 33 percent.

"We're really pleased," Johnston said.

So is Sanez. He has now e-mailed the city for help with another neighborhood problem and said the city has given him a timetable as to when it will be addressed.

"That's another great thing about e-mail -- accountability," Sanez said. "If this is the normal experience from the Web site, then Tracy's got one over most other cities."

* To reach reporter Rick Brewer, phone **(209) 833-1141** or e-mail **rbrewer@recordnet.com**

Attachment 5

Desert Dispatch

The Desert Dispatch is a daily newspaper serving the communities of Barstow, Dagget, Fort Irwin, Hinkley, Lenwood, Newberry Springs and Yermo.

Tuesday, January 25, 2005

City complaint desk goes online

By KELLY DONOVAN/Staff Writer

BARSTOW -- From barking dogs to potholes, residents now have a place to file their complaints with City Hall without getting the runaround.

The city launched a new customer service feature on its Web site Monday, allowing residents to ask questions and register problems, complaints and compliments online. The system is designed to make sure residents' issues are handled in a timely fashion, and it allows residents to track the status of their requests.

"(The City Council) wanted the city to become more responsive to the residents," city spokesman John Rader said.

After submitting a request via a form on the Web site, residents will get a confirmation message that includes the deadline when they should expect to hear back from a city staff member. The deadline for most requests has been set at two weeks.

To keep the city staff on track with responding to requests on time, the system notifies the staff member responsible for handling a request as the deadline approaches, Rader said.

In the past, he said, a staff member might lose little notes on their desk about a resident's problem, or get busy and forget to get back to somebody. Now, he said, the software won't lose the information or forget about it.

"The system doesn't allow anything to fall through the cracks," he said.

The online customer service is available on the city's Web site, www.barstowca.org, by clicking on the "contact us" button in the "City News" box.

Attachment 6



CITY WEB SITE TAKES SERVICE TO NEW LEVELS SAN RAMON: SYSTEM ALLOWS CITIZENS TO COMPLAIN, COMMENT ONLINE, TRACK RESPONSES WITHIN GOVERNMENT

**By Scott Marshall
CONTRA COSTA TIMES**

SAN RAMON - During the day and even in the dead of night they e-mail, ultimately zeroing in on the computer screen of someone in San Ramon city government. They complain, comment, compliment and even wax eloquent on all manner of things, including - but not limited to - about 150 topics ranging from barking dogs to code enforcement to streets and public works. E-mailers can also create their own topic and go from there..

Residents, city staffers and even City Council members have embraced a two-way Web-based communication system with the city. This Citizen Request Management system has logged more than 3,300 requests over the past year.

"We try to please everybody," said Rosemary Co, the city's Web manager. From Jan. 1, 2005 through this past Jan. 19, the city received 1,871 requests from the public through the system, and all but 44 were "closed," or resolved. The system logged 1,462 internal requests from employees, City Council members and others .

The topics most frequently mentioned in e-mails to the request management system, both internally and from the general public, included building maintenance, miscellaneous public services, computer and tech support, street lights, park maintenance, custodial issues and sidewalk repairs.

The city closes most requests within a day; 93 percent are closed within two weeks. Since San Ramon's system was launched in 2004, it has helped shorten city response times to questions, according to Pleasanton-based Government Outreach, the company that created it.

More than 90 percent of the city's contacts are completed within the city-instituted time frame -- seven days. If a problem isn't resolved or a question isn't answered in seven days, the person responsible for resolving it gets a reminder and Co is notified. If resolution isn't achieved in 10 days, then a department head gets involved.

The system, operated remotely from Government Outreach's office in Pleasanton, costs about \$1,000. Development began in 2003 with detailed studies of how local governments could adapt technology long a mainstay of the private sector. The system has since spread to some 16 public entities, said GO founder and president Kendall Smith.

"Local governments and cities typically don't have a large IT staff, so they wanted something extremely easy," Smith said. "The systems that were typically being sold were expensive and large scale, they didn't have a really good citizen or public access point." .

San Ramon's IT staff monitors the city's Web site constantly to ensure that the CRM system is available and that requests are routed immediately to specific staff members. "It's Web-based, it doesn't require software to be installed on the citizens' or the cities' computers," which IT professionals prefer, Smith said. "We do all the hosting remotely." One of the key reasons for the program's success is that Co can talk directly with a requester by e-mail, while the request is pending, and city staff members can discuss a specific request among themselves .

"The system is evolving as we find other things we need the CRM to do," said Stephen Keagy, the city's information technology manager.

San Ramon residents have embraced the system because they have high expectations in communication with the city as they do when - for instance, shopping online or tracking a mail order. Co and Keagy can crunch the data on how city resources are used and how the city responds to specific problems, and department heads and the City Council review them. "Customer service is a big issue," said Scott Summerfield, a Government Outreach vice president. "They never got a call back, never knew if it was followed up on or if it was completed, which led to frustration," he said. "With this, people can track requests."

The system also can be used to spot trends by neighborhoods or problem areas, and the city can post updates and current information on the Web site.

The city is also setting up a system to route citizen requests through staff members to contractors who perform work, Co said.

Every e-mail is sent to someone, even when the topic is more esoteric than concrete. One e-mailer wrote to complain about motorists who talk on cell phones while they drive, Co recalled. "I thought that was kind of a policy question, so I sent it to Herb (Moniz, the city manager)," Co said. Not long afterward, city employees got a memo restricting cell phone use for driving on city business, except in emergencies.

Attachment 7



Thursday, November 3, 2005

Help window could go online

If adopted, program would allow resident to track handling of complaints

By LEROY STANDISH/Staff Writer

APPLE VALLEY — Got a complaint that Town Hall might be able to help with? Try using the Internet.

If the Town Council gives its nod of approval, residents will be able to log on to the town's Web site (www.applevalley.org) to get their grievances handled. The Web-based "customer relations management software" will allow people to submit their problems — from code violations to pot holes — directly to the town employee responsible for correcting the situation. It will also allow residents to track the status of their complaint as it works its way toward resolution.

"They can submit any problems they have and it's cool," Kathie Martin, town spokeswoman, said. "It is going to be a real efficient way for us and citizens to get stuff taken care of, so we are excited. It makes sure no one falls through the cracks."

The computer software under consideration is produced by Government Outreach. Martin said the company is willing to install the software for free, but thereafter it will be a cost of \$750 a month for continued licensing.

If installed the system will provide residents who file a complaint a work order number. Using the number residents can check back at any time to find out the status of their complaint, Martin said.

Residents who do not have access to a computer can still call or write a letter to Town Hall. Their request will be inputted into the new system, and a staff person will either provide them with a tracking number over the phone or write them a response letter, Martin said.

"Right now our town manager's office has an Excel spread sheet," Martin said.

A resident's complaint is entered onto the spread sheet, a staff person is assigned to the problem, and they are required to respond as to how the problem was resolved or dealt with within 10 days.

The proposed new system "will put the request directly to the person assigned to handle it," Martin said. "It is just more efficient."

The same system is in use in Barstow.

"It provides the citizens with access to city hall 24-hours a day, 365 days a year," John Rader, spokesman for Barstow, said. "In the past, before we had the (customer relations management software) someone might call or send an e-mail or send a letter, and the employees may have had all the good intentions of getting back to the person but for whatever reason they fell through the cracks. That can't happen with this system."

Apple Valley officials expect the new software will also be used to track trends or allow town officials to input a single address and immediately pull up all town responses to that address. With the current system that would only be possible by laboriously going from town department to department checking and rechecking the one address.

An additional benefit to the proposed software is that the town will be able to notify residents of changes to services or new programs the town is offering that residents have shown past interest in. For example, everyone in the past who has inquired about adult sports leagues can be notified of new programs at the click of a mouse.

Town Council will consider the new software during its Tuesday night meeting at 7 p.m.

LeRoy Standish may be reached at 951-6277 or lstandish@vvdailypress.com.

Attachment 8



Manteca Web site makes city services more accessible

By Rhashad Pittman

Record Staff Writer

Published Wednesday, April 6, 2005

MANTECA -- Whether it's that pothole in the street or that burned-out light bulb on the corner, citizens in Manteca will be able to ask for service from the city easier and faster.

And they may get a reply sooner than expected.

The Manteca City Council on Monday approved a Web-based program that will allow residents to make requests, file complaints or ask questions online through the city's Web site. The City Outreach program will make it easier for city staffers to track citizens' requests and respond to them faster, officials said.

"It makes us more accessible," Assistant City Manager Karen McLaughlin said.

In the past few months, Tracy and San Ramon have started using the service, which was created by the software company Government Outreach. Once the Pleasanton-based company installs the service over the next couple of months, residents will be able to go to Manteca's Web site at www.ci.manteca.ca.us, click on an icon and type in a question, suggestion or complaint. Once it's entered, the request automatically will be forwarded to the appropriate department.

"Sometimes, the public doesn't know which department to go to," McLaughlin said. "It's really a great benefit to the public."

The program includes a feature that allows city officials to keep track of how fast requests are being handled. Citizens without Internet access can call city staffers, who will file the request online for the residents, officials said.

The program will cost the city \$1,000 a month to operate and a one-time setup fee of \$5,000. City officials will use funding from various departments to pay for the service, including money set aside for information technology equipment, officials said.

San Ramon staffers said their city's outreach program has run smoothly since it was installed in January. City employees use the system to make internal requests, including for computer and printer repairs, said Rosemary Co, San Ramon's Web manager. Residents and city employees have made 685 requests since it was installed, with nearly half coming from staffers, she said.

"It's a nice, interactive system for handling problems or complaints," said Stephen Keagy, San Ramon's information technology manager. "It kind of keeps everybody on the top of their game."

To reach reporter Rhashad Pittman, phone (209) 239-3324 or e-mail rpittman@recordnet.com

Attachment 9



Friday, November 4, 2005

City will launch online complaint system Hi-tech move seen as more efficient

By Graham Moes/Independent Staff Writer

The people who help run Clovis are so sure people like it here, they're making it easier to complain.

Come January, the city will launch a new, Web-based "Citizen Response System" following the City Council's unanimous approval Oct. 17.

Locals will be able to sound off cyber-style on a range of issues and problems including animal control, code enforcement, streets, landscaping, traffic, utilities, parks and more.

The system may be used anonymously in many cases, says City Clerk John Holt.

And if complaining isn't a person's style, it's OK to drop the city a line about what's good in the neighborhood instead.

Holt took the council and public on a walk-through using a conceptual prototype of what residents might see when logging on, including a pull-down menu system allowing users to pinpoint dozens of specific topics within city services and departments.

After leaving a comment through the system, users will be sent an e-mail receipt confirming the particulars and, when appropriate, a time frame in which to expect a reply.

The process should take minutes, depending on how much someone has to say.

Follow-up notification via e-mail, phone, or regular mail after the request has been dealt with will include work details or steps taken to address the issue.

And for the lower-tech majority out there, fear not. The system won't replace current phone, fax or face-to-face inquiries.

"There are those in the city who will never log onto the Web site to enter a complaint -- we know that," Holt said. "We will continue to serve them in whatever fashion they desire. They want to use the phone or they want to stop by and lodge the complaint, we will then input them [to the CRS] and route them appropriately."

Holt said the new system would also hold departments more directly accountable, sending automated notice to managers for open jobs yet to be addressed.

"As it stands right now, we receive inquiries that several different departments may be working on to resolve the same issue," Holt said. "A tool like this will help reduce the duplication of effort."

Future planning for problem areas receiving regular hits would be another benefit, he said.

"Fully a third of our employees are approaching retirement age. When they leave, they take a huge amount of information and history with them. Having a tool like this will help bridge the gap [with] a database the next generation can refer to," Holt said.

Council Member Jose Flores voiced privacy concerns for residents, wondering at the same time if responses could even be restricted to locals to keep merely "malicious" hit-and-run cranks from clogging the system.

Holt said the city wouldn't sell resident information to third parties and that the system could be configured to require user IDs for certain issues.

Council Member Lynne Ashbeck called it a fabulous way to streamline city/citizen communication.

"This is a huge leap forward that we've been trying to get to for some time," said City Manager Kathy Millison.

The manual-labor approach to fielding and distributing requests has become a burden on staff, given the city's growth in recent years, she said.

The city plans a soft launch of the system in January, with a full launch shortly after.

The city's Web site is www.ci.clovis.ca.us

E-mail Graham Moes at gmoes@clovisindependent.com.

City Forms - Contact Us - City of Santa Monica - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Print Mail News RSS Feeds

Address <http://santa-monica.org/communication/cityforms/contactus.htm> Go

City of Santa Monica®

HOME VISITORS RESIDENTS BUSINESS CITY HALL CITY SERVICES QUICK INDEX 60
ADVANCED SEARCH | SITE MAP

[Home](#) / [City Forms](#)

Contact Us



FEEDBACK

CUSTOMER CONCERN RESPONSE SYSTEM

Click on the logo to enter your problem or concern

Your message will be automatically delivered to the correct city department or division and you will receive a reply and tracking number.

For general questions or comments, please click on the link above.

You will be able to direct your message to the department of your choice.

OR WRITE, CALL OR FAX US:

City of Santa Monica
1685 Main Street
Santa Monica, CA 90401
(310) 458-8411
(310) 917-6640 (Fax)
(310) 917-6626 (TTY)

For technical questions or comments regarding this website, please e-mail: webmaster.mailbox@smgov.net

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This page was last modified on 07/03/2006

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Attachment 11

GOVERNMENT OUTREACH PROFESSIONAL SERVICES AGREEMENT

THIS PROFESSIONAL SERVICES AGREEMENT (hereinafter "Agreement") is made and entered into by and between GOVERNMENT OUTREACH, a California Corporation (hereinafter "GO"), and the City of Culver City (hereinafter "CLIENT").

NOW THEREFORE, THE PARTIES MUTUALLY AGREE AS FOLLOWS:

1. **SCOPE OF SERVICES.** GO shall perform the services described in Exhibit "A" attached hereto and incorporated herein by reference. The services shall be performed by, or under direct supervision of, GO'S Authorized Representatives: Kendall Smith and Steve Brozosky.
2. **TIME OF PERFORMANCE.** Time is of the essence in the performance of services under this Agreement and any timing requirements set forth herein shall be strictly adhered to unless otherwise modified in writing in accordance with this Agreement. GO shall commence performance upon execution of this agreement and shall complete implementation and training services set forth in Exhibit "A" according to a schedule mutually agreed by both parties. Any services for which times for performance are not specified in this Agreement shall be commenced and completed by GO in a reasonably prompt and timely manner based upon the circumstances and direction communicated to GO.
3. **INDEPENDENT CONTRACTOR STATUS.** For services rendered, GO is an independent contractor and is solely responsible for all acts of its employees, agents, or sub-consultants, including any negligent acts of omissions.
4. **COMPENSATION.**
 - 4.1 GO'S fee for this Agreement is Not to Exceed \$9,000 for a one year subscription of the "Government Outreach GOCity CRM Service" and \$8,500 for one time implementation costs for implementation and training of CLIENT employees and CLIENT contractors for the GOCity CRM service and integration to CLIENTS LDAP service. CLIENT also agrees to the license terms of the Government Outreach User Agreement for GOCity which is attached as Exhibit C. One time Implementation fees are \$5,000 for GOCity and \$3,500 for integration to CLIENTS LDAP service. Additional services performed by GO not included in this agreement, will be billed at a time and expense basis. Additional services performed by GO must be approved and in writing by CLIENT prior to commencement of such work.
 - 4.2 GO shall submit an invoice for implementation expenses upon the successful completion to the CLIENT describing the services performed. CLIENT shall for pay the subscription service for the "Government Outreach GOCity and GOEnforce Services" in advance. Advance

payments can be made in 6 month or yearly installments at CLIENT'S choosing.

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a. All notices, demands, or other communications which this Agreement contemplates or authorizes shall be in writing and shall be personally delivered or mailed to the respective party as follows:

To CLIENT:

City of Culver City
9770 Culver Blvd.
Culver City, California
90232

To GO:

Kendall Smith
President
Government Outreach
2943 Victoria Meadow Ct.
Pleasanton, California
94566

b. Communications shall be deemed to have been given and received on the first of: (1) actual receipt at the address designated above, or (2) three working days following the deposit in the United States Mail of registered or certified mail, sent to the address designated above.

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By: _____

Title: _____

Date: _____

By: Kendall Smith

Title: President

Date: _____

GOVERNMENT OUTREACH PROFESSIONAL SERVICES AGREEMENT

THIS PROFESSIONAL SERVICES AGREEMENT (hereinafter "Agreement") is made and entered into by and between GOVERNMENT OUTREACH, a California Corporation (hereinafter "GO"), and the City of Culver City (hereinafter "CLIENT").

NOW THEREFORE, THE PARTIES MUTUALLY AGREE AS FOLLOWS:

1. **SCOPE OF SERVICES.** GO shall perform the services described in Exhibit "A" attached hereto and incorporated herein by reference. The services shall be performed by, or under direct supervision of, GO'S Authorized Representatives: Kendall Smith and Steve Brozosky.
2. **TIME OF PERFORMANCE.** Time is of the essence in the performance of services under this Agreement and any timing requirements set forth herein shall be strictly adhered to unless otherwise modified in writing in accordance with this Agreement. GO shall commence performance upon execution of this agreement and shall complete implementation and training services set forth in Exhibit "A" according to a schedule mutually agreed by both parties. Any services for which times for performance are not specified in this Agreement shall be commenced and completed by GO in a reasonably prompt and timely manner based upon the circumstances and direction communicated to GO.
3. **INDEPENDENT CONTRACTOR STATUS.** For services rendered, GO is an independent contractor and is solely responsible for all acts of its employees, agents, or sub-consultants, including any negligent acts of omissions.
4. **COMPENSATION.**
 - 4.1 GO'S fee for this Agreement is Not to Exceed \$4,200 for a one year subscription of the "Government Outreach GOEnforce Code Enforcement Service" and \$4,000 for one time implementation costs for implementation and training of CLIENT employees and CLIENT contractors for the GOEnforce Code Enforcement service. CLIENT also agrees to the license terms of the Government Outreach User Agreement for GOEnforce which is attached as Exhibit C. One time Implementation fees are \$4,000 for GOEnforce. Additional services performed by GO not included in this agreement, will be billed at a time and expense basis. Additional services performed by GO must be approved and in writing by CLIENT prior to commencement of such work.
 - 4.2 GO shall submit an invoice for implementation expenses upon the successful completion to the CLIENT describing the services performed. CLIENT shall for pay the subscription service for the "Government Outreach GOCity and GOEnforce Services" in advance. Advance

payments can be made in 6 month or yearly installments at CLIENT'S choosing.

4.3 Within thirty (30) days after the CLIENT'S receipt of invoice, CLIENT shall make payment to GO based upon services described on the invoice and approved by the CLIENT.

5. **TERMINATION.** Either party may terminate this Agreement by giving ten (10) days written notice. Upon termination, the CLIENT shall pay GO for all services satisfactorily performed in accordance with this Agreement, up to the date notice is given.

6. **ATTORNEY'S FEES.** In the event any legal action is commenced to enforce this Agreement, the prevailing party is entitled to reasonable attorney's fees, costs, and expenses incurred.

7. **INSURANCE.**

7.1 General. GO shall, throughout the duration of this Agreement, maintain insurance to cover CLIENT, its agents, representatives, and employees in connection with the performance of services under this Agreement.

7.2 Commercial General Liability coverage shall be maintained in an amount not less than \$1,000,000 general aggregate and \$1,000,000 per occurrence for general liability, bodily injury, personal injury, and property damage.

7.3 Professional Liability "claims made" coverage shall be maintained to cover damages that may be the result of errors, omissions, or negligent acts of GO in an amount not less than \$1,000,000 per claim.

8. **NOTICES**

a. All notices, demands, or other communications which this Agreement contemplates or authorizes shall be in writing and shall be personally delivered or mailed to the respective party as follows:

To CLIENT:

City of Culver City
9770 Culver Blvd.
Culver City, California
90232

To GO:

Kendall Smith
President
Government Outreach
2943 Victoria Meadow Ct.
Pleasanton, California
94566

b. Communications shall be deemed to have been given and received on the first of: (1) actual receipt at the address designated above, or (2) three working days following the deposit in the United States Mail of registered or certified mail, sent to the address designated above.

9. **MODIFICATIONS.** This Agreement may not be modified orally or in any manner other than by an agreement in writing signed by both parties.
10. **WAIVERS.** Waiver of a breach or default under this Agreement shall not constitute a continuing waiver or a waiver of a subsequent breach of the same or any other provision of this Agreement.
11. **SEVERABILITY.** In the event any term of this Agreement is held invalid by a court of competent jurisdiction, the Agreement shall be construed as not containing that term, and the remainder of this Agreement shall remain in full force and effect.
12. **JURISDICTION AND VENUE.** The interpretation, validity, and enforcement of the Agreement shall be governed by and construed under the laws of the State of California. Any suit, claim, or legal proceeding of any kind related to this Agreement shall be filed and heard in a court of competent jurisdiction in the County of Los Angeles.
13. **ENTIRE AGREEMENT.** This Agreement comprises the entire integrated understanding between the parties concerning the services to be performed for this project.
14. **SIGNATURES.** The individuals executing this Agreement represent and warrant that they have the right, power, legal capacity, and authority to enter into and to execute this Agreement on behalf of the respective legal entities of CLIENT and GO. This Agreement shall inure to the benefit of and be binding upon the parties hereto and their respective successors and assigns.

By: _____

Title: _____

Date: _____

By: Kendall Smith

Title: President

Date: _____