

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 09/25/05		Item Number: <u>A-8</u>	
AGENDA ITEM: Contract Award to Government Outreach Corporation of Pleasanton California for Citizen Request Management and Automated Code Enforcement Services.			
Contact Person/Dept.: John Richo / Information Technology		Phone Number: (310) 253-5950	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒	Attachments: ☒
Public Notification: E-Mail Master Notification List on 9/20/06. Kendal Smith, Government Outreach.			
Department Approval: John Richo (09/18/2006)		City Manager Approval: Jerry B. Fulwood (09/19/2006)	
City Controller Approval: Marlee Chang (09/19/2006)			

RECOMMENDATION:

Staff recommends the City Council authorize entering into contract with Government Outreach Corporation (GovOutreach) to provide Citizen Request Management (CRM) and Automated Code Enforcement Services.

BACKGROUND:

Building public trust in local government is a key priority. Citizen trust and satisfaction is cultivated or lost with each interaction city staff has with residents and businesses. Unfortunately, it's all too common for the mayor, council member, city manager or department head to learn that a complaint or inquiry has fallen through the cracks.

The Customer Relationship Management techniques used in private industry are well developed. Private sector CRM efforts focus on sales, marketing and customer service, supporting the corporate goals of increasing efficiency and customer satisfaction.

A desire to more effectively and efficiently serve their citizens has prompted many cities (listed in Attachment 1) to adapt CRM products for local government use. CRM technology enables cities to receive, process, and organize citizens' messages whether sent by the Internet, e-mail, postal mail, telephone or in person.

DISCUSSION:

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When done via the Internet, CRM allows residents to easily select the appropriate category for their complaint/inquiry and track their case through city hall. CRM technology also allows both the city and the citizen to see where the request lies within the organization. It also enables city officials to process and organize the information on internal databases and then analyze trends in the data to improve customer service. A user friendly web-based tool allows customers to log on to a city's website anytime and, after categorizing their request, submit it online. With a single click of the mouse, the inquiry is assigned a tracking identification number and routed to the appropriate city employee for response. When CRM is used to manage postal mail, telephone or walk-in complaints and inquiries, most of the same benefits apply. If a citizen has Internet access, they can track their case; if they don't, they can call and quickly find out the status of their concern.

The Benefits to Citizens of a CRM System include:

- Citizens often reap the following benefits when contacting a city that has a CRM program in place:
- City hall is accessible 24/7;
- Routing and tracking of an inquiry to the right person at the city improves the quality and timeliness of the city's response;
- Customized, instant feedback to a request informs the citizen of the next steps, the timeline for follow-up, whom to contact for more information and relevant information on the topic of the inquiry;
- Tracking numbers assigned to each inquiry allow the citizen to log in and see all of the activity related to the inquiry;
- CRM response reminders are automatically sent to city staff if citizens' requests are not responded to within designated time limits, ensuring prompt response;
- City staff can use the Internet portion of CMR to poll citizens on various topics.
- Levels of service, (i.e. response times), can be set, monitored, and analyzed. Feedback from citizens via a simple satisfaction survey also provides data for analysis that can be used to improve service. (Attachment 2)
- Reports are generated to monitor staff performance (Attachment 3)

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- Automated Code Enforcement

In the office or in the field, code enforcement officers can enter and track all contacts (including inspections, notices, letters, and photos), prepare all types of notices, and look up parcel ownership. We will also consider including Fire Inspections during the implementation phase. The system also includes built-in fee schedules, invoice generation, and automatic reminders of actions due and inspections required. The application is a complete case management system that provides all case notes in a single location which is available to the entire code enforcement staff. The system helps staff manage a full range of cases, from single-contact resolution to those that take months or years and include multiple violations and action due dates. It tracks every issue for a specific location so staff can spot recurring problems at the same house or business. The system even maps its reports so staff can quickly see problem areas; this information can help spot trends and provide feedback.

Recommended Vendor

The recommended vendor, GovOutreach, has an outstanding record of success over the last two years. Attachments 4-9 relate the experiences of the Cities of Tracy, Barstow, San Ramon, Apple Valley, Manteca and Clovis who have all implemented the Government Outreach solution over the last 2 years. Additionally, Santa Monica (Attachment 10) went live with the service on their website in July, and the City of Anaheim is scheduled to launch sometime in the late fall, or early winter.

Assuming IT resources are available, we hope to launch our CRM system with the launch of our new website in November/December. We will follow on with implementation of Automated Code Enforcement in January.

FISCAL ANALYSIS:

The following costs are associated with the first year of this proposed contract:

PRODUCT	ONE-TIME FEE	ANNUAL FEE
CRM	\$8,500.00	\$9,000.00
Code Enforcement	\$4,000.00	\$4,200.00
Totals:	\$12,500.00	\$13,200.00
Total Proposed Contract (one year):		\$25,700.00

Sufficient funds have been budgeted in FY 2006/07 in account 30724100.

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ATTACHMENTS:

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

MOTION:

That the City Council:

1. Approve an agreement with GovOutreach for CRM and Automated Code Enforcement services, in the amount of \$25,700.00.
2. Authorize the City Attorney to prepare the necessary documents and authorize the City Manager to execute the documents on behalf of the City.
3. Authorize the Information Technology Director to renew the annual license for three additional years for an amount not to exceed a 10% increase in license fee annually.