

CITY COUNCIL COMMITTEE

POLICY DEVELOPMENT AND INTERNAL OPERATIONS

Mayor Tim Grayson, Chair
Laura Hoffmeister, Committee Member

5:30 p.m.
Thursday, September 10, 2015

Wing A, Garden Conference Room
1950 Parkside Drive, Concord

ROLL CALL

STAFF PRESENT

MEMBERS OF THE PUBLIC WHO ADDRESSED THE COMMITTEE

PUBLIC COMMENT PERIOD

- 1. CONSIDERATION** –Civic Hero Replacement Recommendation. Report by Jeff Lewis, IT Director.
- 2. ADJOURNMENT**

In accordance with the Americans with Disabilities Act and California Law, it is the policy of the City of Concord to offer its public programs, services and meetings in a manner that is readily accessible to everyone, including those with disabilities. If you are disabled and require a copy of a public hearing notice, or an agenda and/or agenda packet in an appropriate alternative format; or if you require other accommodation, please contact the ADA Coordinator at (925) 671-3361, at least five days in advance of the meeting. Advance notification within this guideline will enable the City to make reasonable arrangements to ensure accessibility.

Distribution: City Council
Valerie Barone, City Manager
Jovan Grogan, Deputy City Manager
Mark Coon, City Attorney
Jeff Lewis, IT Director
Administrative Services

**REPORT TO COUNCIL COMMITTEE ON
POLICY DEVELOPMENT & INTERNAL OPERATIONS****TO HONORABLE COMMITTEE MEMBERS**

DATE: September 10, 2015

SUBJECT: CIVIC HERO REPLACEMENT RECOMMENDATION**Report in Brief**

This report recommends proceeding with replacing Concord's Civic Hero software program with Accela's Citizen Relationship Management (CRM) system. Accela has agreed to provide the City with licenses to use CRM at no cost for the current fiscal year (FY 2015-16). Beginning in FY 2016-17, there would be an annual ongoing cost of approximately \$13,125 for maintenance. This is 25% below their standard pricing. Staff proposes to build the maintenance cost into subsequent budgets.

Discussion

In January 2014, the City of Concord began working with Accela, Inc. to create a product that would allow the community to notify the City of maintenance items and submit requests for service. Such items could include reports of street lights that were out, requests to fill potholes, notification of graffiti, and more. The software application would then electronically route the item to the right person on City staff to address the problem. The result of this partnership was Concord Civic Hero, which launched in March, 2014. Concord was doing beta-testing for the Accela Civic Hero app, and was therefore receiving the benefits of using the product without paying an annual fee. During the testing phase of the system, the iPhone version of the application was operational; however, the vendor was unable to create a stable application for mobile phones that use an Android operating system.

Civic Hero was downloaded by over 400 community members and approximately 600 requests were submitted to the City. Civic Hero is currently being actively used by 80 community members. Together the active-users have submitted over 265 requests in the past year.

Civic Hero has multiple problems. These included:

- Accela's inability to make a stable App for the Android platform
- Inaccurate address locations
- Photos that do not open correctly
- Duplicate records, and

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- Incorrect filtering of request by department (i.e. the Code Enforcement Division in the Police Department would see requests that were intended for the Public Work's Department and vice versa)

On Wednesday May 27, 2015, staff received notice that Accela would be combining Civic Hero into a comprehensive CRM system with the two new systems Public Stuff and Government Outreach. Civic Hero still operates in a limited capacity. Accela does not plan any future corrections or updates to the product and it will ultimately cease to exist.

The two new systems Accela acquired, Public Stuff and Government Outreach, are stable in both the iPhone and Android markets, which thereby reaches over 97% of the smartphone market within the City. The two new systems currently serve over 300 local government agencies in the United States.

Accela provided demonstrations to an interdepartmental team of City Staff for both Government Outreach and Public Stuff. The team was impressed by the ease of use, stability of the products and functionality both products provide. The team was also impressed by the integration with Accela which will reduce the workload on City staff while increasing accuracy of information received from the public. Additionally, the staff evaluation team responded positively to the features, beyond those provided by Civic Hero, that are included with the annual maintenance fee and could be made available to the public if the City chose to do so, including:

- A Top Ten Questions List
- Important City Topics by Category
- Frequently Asked Questions
- Sign Up for City E-Newsletters
- Link the Council Agenda's
- List of Facilities
- Important City Phone Numbers

In return for the City of Concord's effort assisting Accela with testing their Civic Hero App, Accela is offering their new Accela CRM solution at no cost to the City in the current fiscal year. Ongoing maintenance in FY 2016-17 would be approximately \$13,125. Staff proposes to build the maintenance cost into subsequent budgets.

If the City chooses to accept Accela's offer, the current Accela CRM solution corrects the problems mentioned above and provides the opportunity to remarket the system with new functionality.

Fiscal Impact

There is no fiscal impact in the FY 2015-16. The Information Technology Budget for FY 2016-17 and 10-year forecast would need to be increased by \$13,125 for annual maintenance for the new Accela Citizen Relationship Management system.

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Had Accela moved into standard operations with Civic Hero as a mobile phone App, rather than eliminating it as a product they market, the City would have sustained similar costs to continue to deploy it as well.

Public Contact

Posting of the Council Agenda.

Recommended Action

Staff recommends that the subcommittee direct staff to proceed forward with replacing Civic Hero with Accela CRM.

If the Committee supports staff's recommendation, staff will proceed with transitioning from Civic Hero to Accela CRM and anticipates the transition to be complete by March 1, 2016.



Jovan Grogan
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Prepared by: Jeff Lewis
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ATTACHMENT: Accela PowerPoint Presentation



PUBLICSTUFF

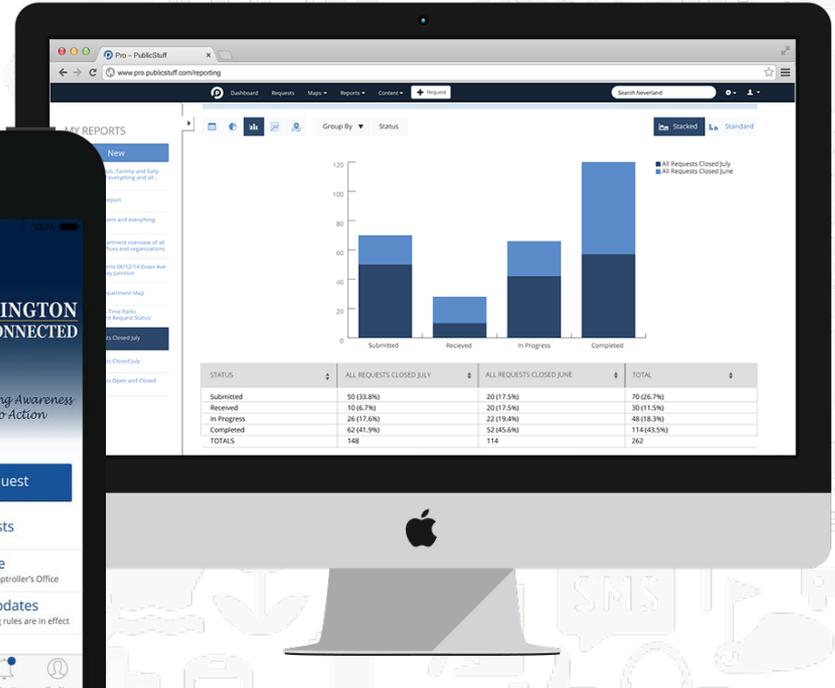
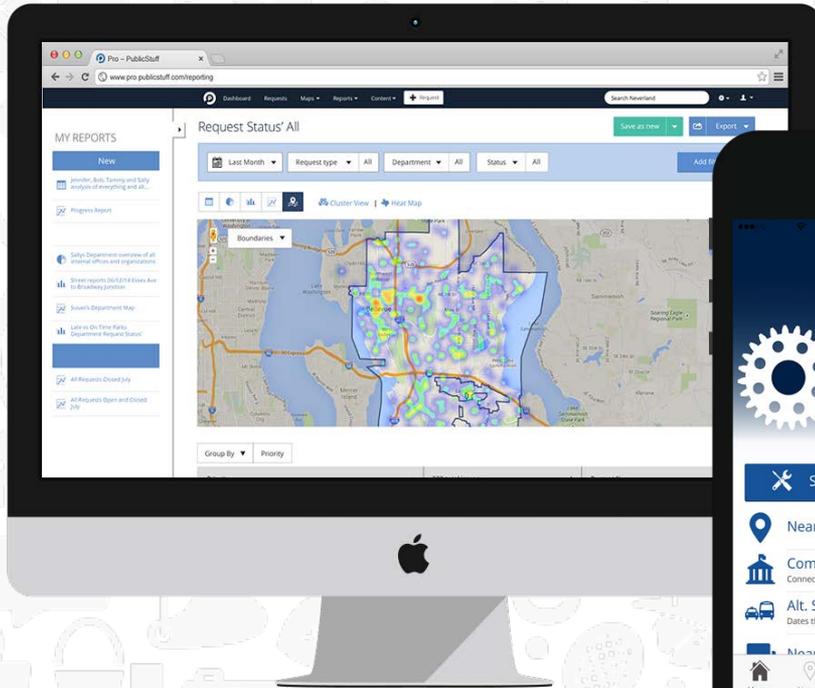
PLATFORM FOR : CONCORD, CA



PublicStuff CRM, a part of the Civic Platform

**THE PUBLICSTUFF SYSTEM SPANS
THREE MAJOR PRODUCT CATEGORIES:**

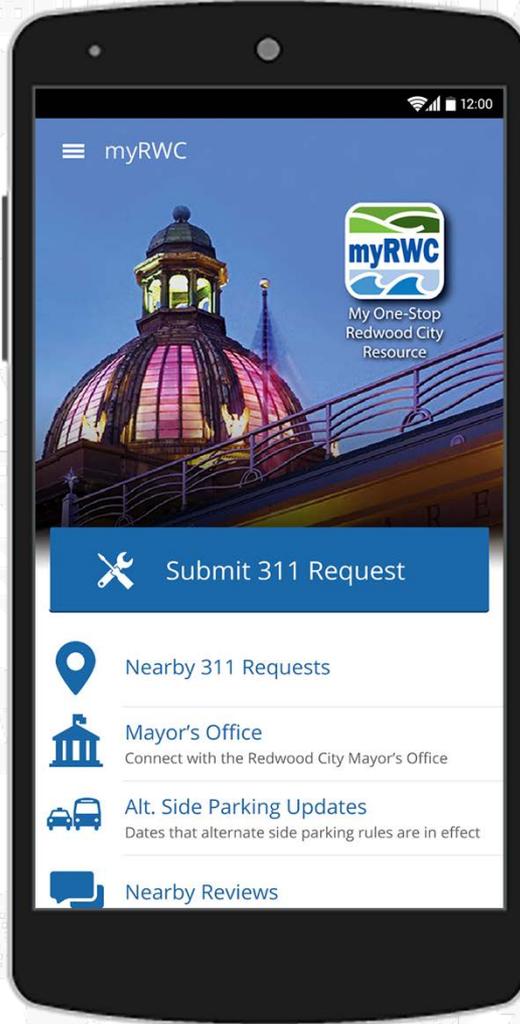
- Community Engagement Tools
- Customer Relationship Management (CRM)
- Reporting and Analytics



Community Engagement Tools

- Custom branded iOS, Android, and Windows apps allow residents:
 - To submit requests
 - Access general municipal information
 - Browse neighborhood issues
 - Receive notifications and communicate directly with their government

Single Mobile Front Door to City Hall



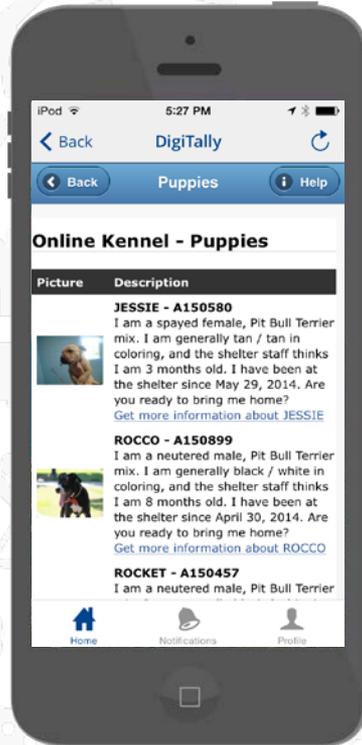
Go beyond Service Requests

Philadelphia, PA
Election Day



Created by
Tim Wisniewski

Tallahassee, FL
Online Kennel



Created by
DigiTally Dev

Tallahassee, FL
City Parks



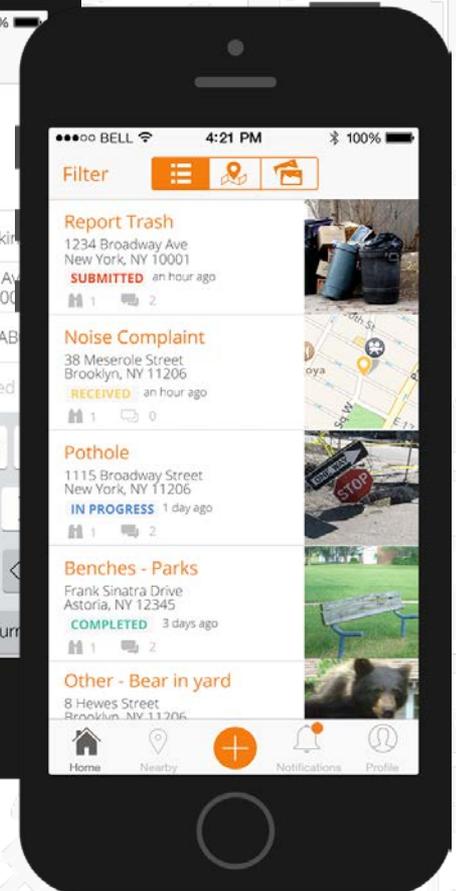
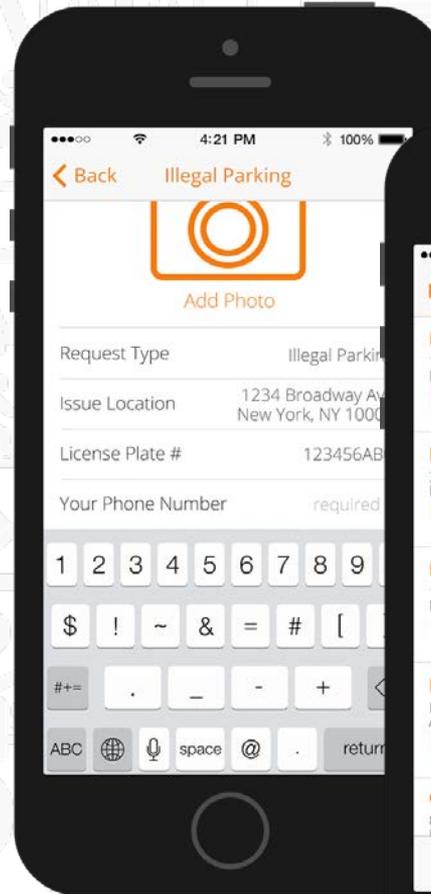
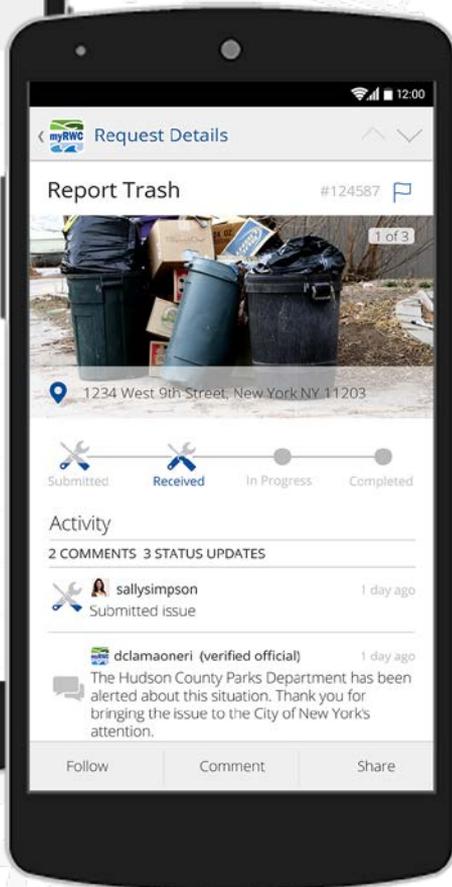
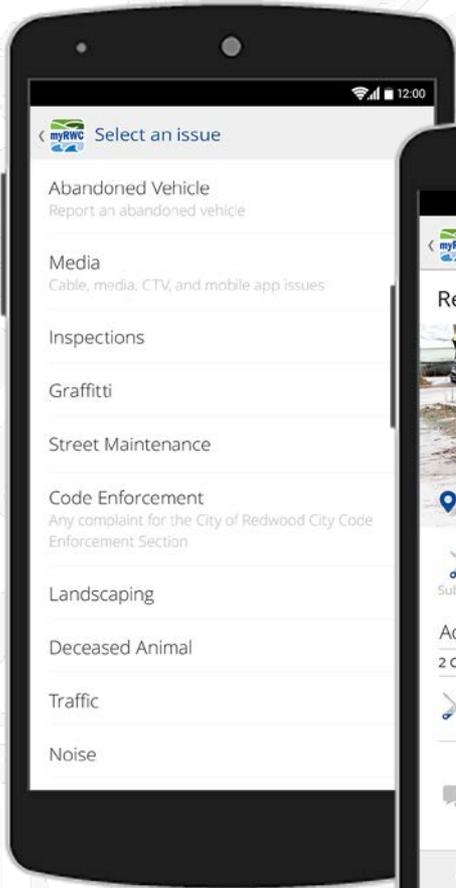
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Elk Grove, CA
Waste Pickup

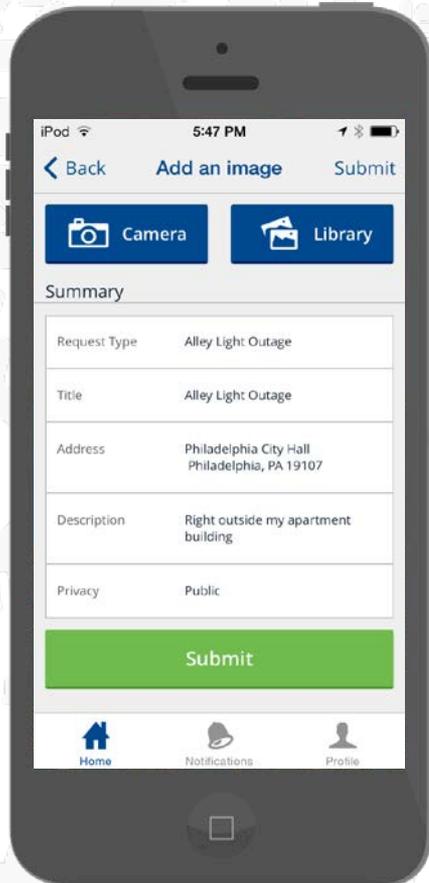


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Submit & Track Issues



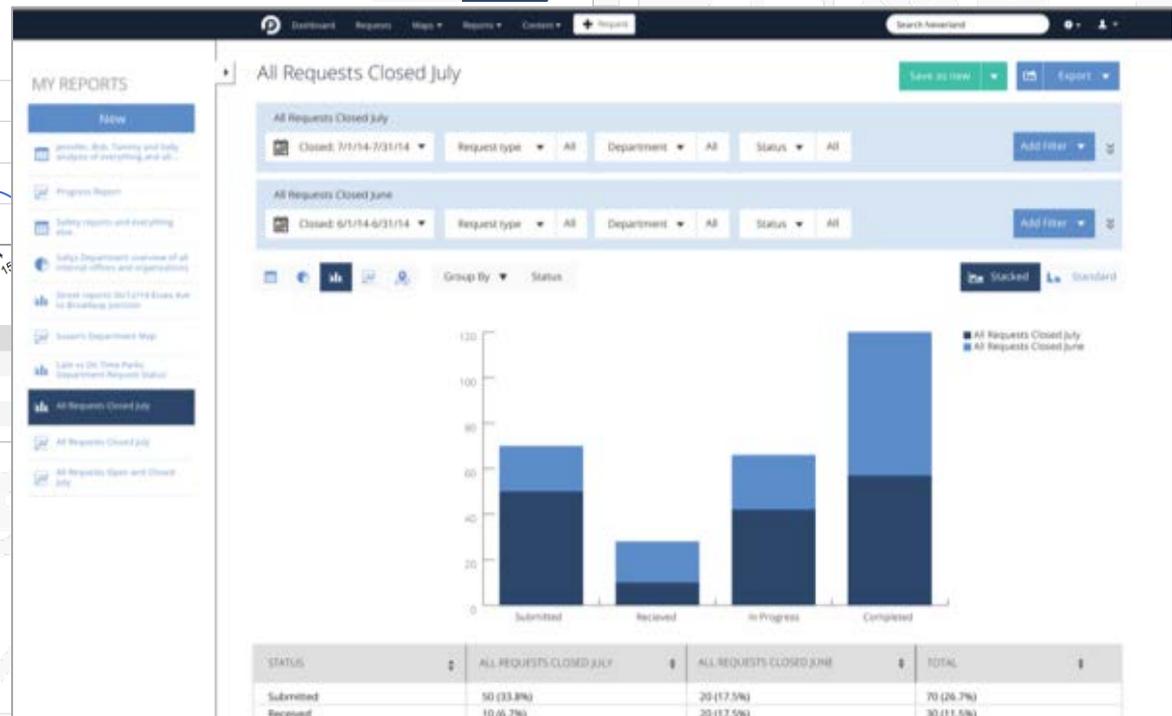
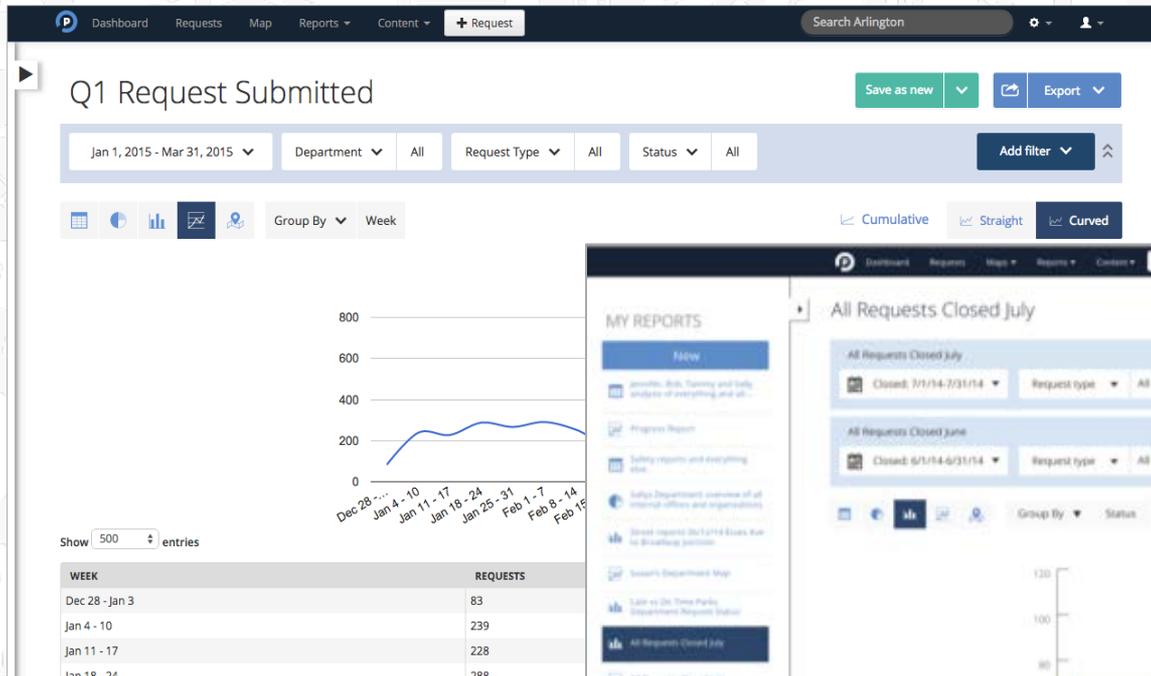
Span Languages with Instant Translations



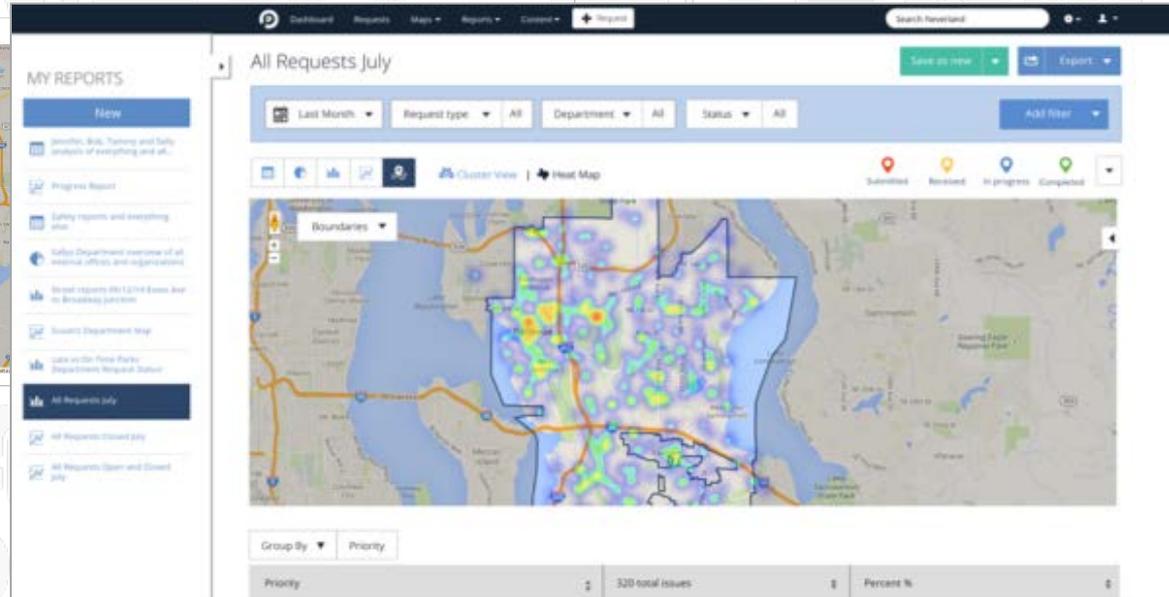
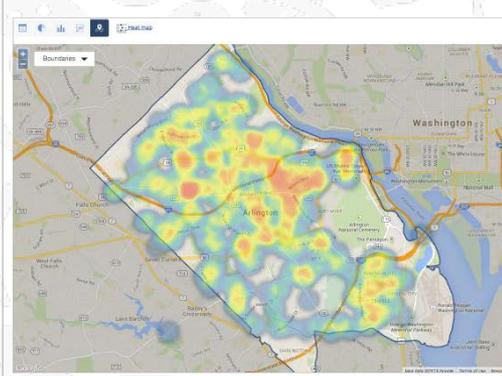
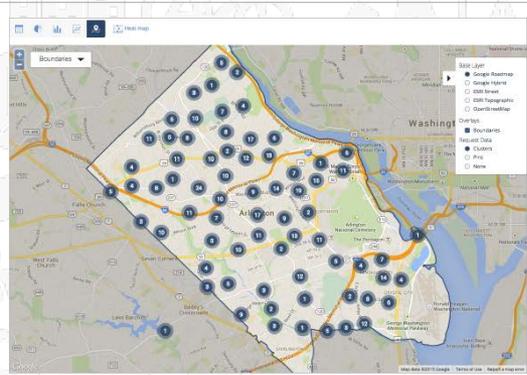
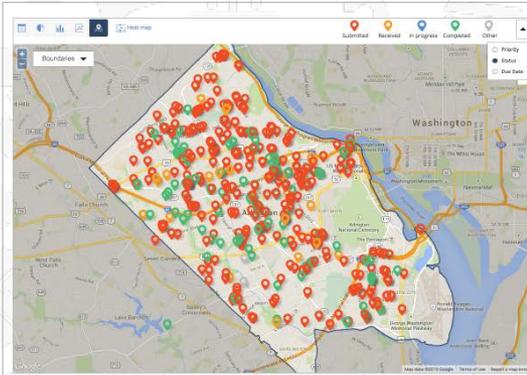
Instant translations between staff and residents reduces the burden for multi-lingual staffing many cities face

Reporting in PublicStuff

Reporting in PublicStuff Pro is meant to **help staff make data-driven decisions** by better enabling the City to **identify trends, prioritize resources and optimize processes.**



Rich, Configurable Visualizations



Deep Integration into the Civic Platform

