

190793

**City to Negotiate with CRM Vendor
(Community Relationship Manager)
[Backup Presentation]**

January 16, 2020



AGENDA

- Recommendation
- Vision
- Background

recommendation

It is recommended that the City Commission:

1. Approve Invitation To Negotiate Award (ITN SIDX-190047-DM) to Rock Solid Technologies to create a CRM (Community Relationship Manager) platform for the City of Gainesville.
2. Authorize the City Manager to execute and procure all related documents, including contract, amendments, and extensions, subject to approval by the City Attorney as to form and legality.



THE IDEA

**Make it easier to live in the
City of Gainesville.**

Current Neighbor Experience

in-person

paper-based

slow

silos

Future Neighbor Experience

transparent

modern

delightful

connected



The CRM is the foundation of our Neighbor Portal.

CRM = **C**ustomer
Relationship
Manager

CRM = **C**ommunity
Relationship
Manager

Neighbors can easily:





Examples of how we can simplify Neighbor connections



Example of a Website Redesign Wireframe.

Gainesville RESIDENTS BUSINESS VISITORS GOVERNMENT ? [SEARCH] JACKIE


H. Spurgeon Cherry "Westside" Pool is closed until Feb 28 for refurbishment.

Photo of Gainesville

GRU Due Feb 15
\$125.62
[Pay Now](#)



Your Service Requests

Reminder
Sign up for Spring Break Camp by Feb 25


Tuesday
is your trash day


City Commission


City Directory


Press Releases

Topic Alerts!
[Environment](#)
[OpenData](#)

Happening Today - Tuesday, Feb 12, 2019 [Event Calendar](#)

- 2:00 PM Community Redevelopment Agency Agenda Review
- 5:00 PM City Commission Workshop Re: Gainesville Food Systems: A ...
- 5:30 PM City Beautification Board
- 5:30 PM Eastside Redevelopment Advisory Board
- 6:00 PM SHIP Affordable Housing Advisory Committee (SHIP-AHAC)
- 6:00 PM City related event
- 7:00 PM City related event
- 8:00 PM City related event


Feature Story About Topic You Indicated Interest In

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Tell us what you think



Topic #1 that we want to know what you think.
[3 new comments](#)



Topic #2 that we want to know what you think.
[17 new comments](#)



Topic #3 that we want to know what you think.
[6 new comments](#)



Affordable Housing Survey

footer stuff goes here

Personalized content when our neighbor has signed in.

We are here

Technical Foundation

ITN Covers Phase 1

Neighbor Centered Design

Process Improvement

PHASE 0 - Procurement (2019)

PHASE 1 - Contact Manager (2020)

- Aggregated Contact List
- Email Manager
- Surveys
- 311 Service Requests

PHASE 2 - Neighbor Portal (2021)

- Neighbor Sign In
- Personalized Information (Trash Day)

PHASE 3 - Connections & Integrations (2022)

- Engagement
- Transactions



Vendors Who Responded To ITN (Phase 1)



(Vendor withdrew during Presentation Phase)

Implementation
\$136,167

Annual License
\$97,132

5 Year Total
\$621,827



Implementation
\$151,200

Annual License
\$20,888-\$47,693

5 Year Total
\$255,640- \$389,665



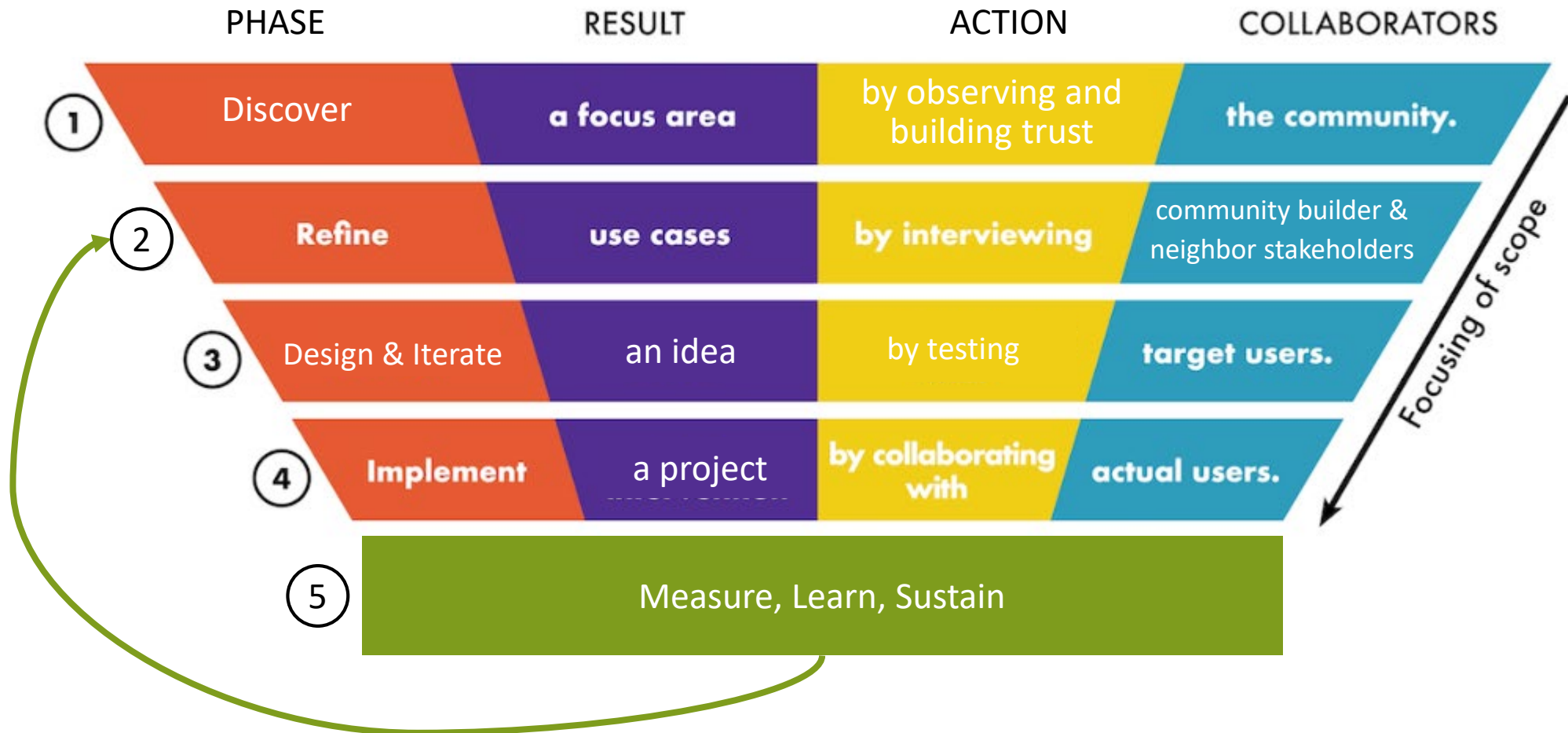
Implementation
\$52,650

Annual License
\$47,004

5 Year Total
\$287,670

PHASE 2

GNV Neighbor-Centered Design Process



myGNV

The Neighbor Portal