



# REPORT TO COUNCIL

## City of Sacramento

915 I Street, Sacramento, CA 95814-2671  
[www.CityofSacramento.org](http://www.CityofSacramento.org)

CONSENT  
 June 12, 2007

Honorable Mayor and  
 Members of the City Council

**Title: Sacramento City 311 Program (AB85) – Software Implementation**

**Location/Council District:** Citywide

**Recommendation:** Adopt a **Resolution:** 1) Transferring \$300,000 from the Department of General Services (DGS) Fiscal Year 2006/07 operating budget to the 311 Call Center project (AB85); 2) authorizing the City Manager to execute a software license agreement with Tier1 Innovation for the purchase of Tier1 Innovation “One City” software license in an amount not to exceed \$175,000; and 3) authorizing the City Manager to execute a professional services agreement with Tier1 Innovation for software implementation services for the 311 Call Center Project in an amount not to exceed \$311,128.

**Contacts:** Gina Knepp, 311 Call Center Manager, Business Operations, 808-8333;  
 Reina J. Schwartz, Director, Department of General Services, 808-7195

**Presenters:** Not applicable

**Department:** General Services

**Division:** Business Operations

**Organization No:** 3114

**Description/Analysis:**

**Issues:** Approval of the attached resolution will authorize the City Manager to execute a professional services agreement to initiate the following activities:

- Project management, design, installation, configuration, testing, training and deployment of Siebel Customer Relationship Management (CRM) software for 32 users. This software was previously purchased through the City's Electronic Cost Accounting and Payroll System (eCAPS) project; and
- Purchase of Tier 1 Innovation “One City” software, a municipal government software solution that compliments and enhances the Seibel system tailoring it for use as part of a municipal 311 system.



**Policy Considerations:** Moving forward with the implementation and integration of a CRM system is consistent with City Council's vision of making Sacramento the most livable city in America, providing its customers with easy access to government services in the most streamlined fashion possible. Approval supports Resolution 2007-081 adopted by Mayor and City Council on February 6, 2007 directing staff to move forward with implementation of 311 services for the City of Sacramento.

**Environmental Considerations:** This report concerns administrative activities that will not have a significant effect on the environment, and does not constitute a "project" as defined by the California Environmental Quality Act (CEQA) [CEQA Guidelines Sections 15061(b) (3); 15378(b) (2)].

**Commission/Committee Action:** Not applicable

**Rationale for Recommendation:** A Request for Proposal for 311 software, implementation and integration services was issued in June 2006. Proposals were evaluated and scored in accordance with City guidelines. Final vendor selection was not completed until Mayor and City Council direction was received to proceed with 311 services for the City of Sacramento, in February 2007. In the intervening period, the City of Sacramento was able to successfully procure a portion of the 311 software solution at a discounted rate by leveraging the City's eCAPS project. Subsequently, the City of Sacramento was able to negotiate costs with Tier1 Innovation, the preferred vendor by the 311 software evaluation team, for implementation and integration services. Implementation of a comprehensive 311 program provides data to facilitate process improvement efforts which should reduce expenses in the future. Approval of the proposed tasks will produce the following benefits:

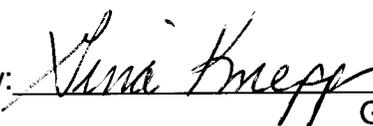
- Customer centered approach to government services;
- Simplified access to the City of Sacramento available via one easy to remember number;
- Consistent delivery of information about City services and programs housed in a single software solution ensuring accuracy and consistency;
- Increased communication with our customers; and
- Ability to track data to evaluate operations and improve service.

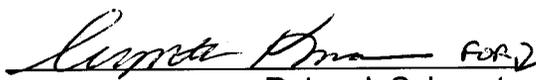
**Financial Considerations:** The recommended transfer of \$300,000 from the DGS FY2006/07 operating budget to AB85 is funding previously set aside by City Council for use in the 311 Call Center project. Upon completion of this transfer there will be sufficient funding in AB85 to execute the recommended agreements with Tier1 Innovation for FY 2006/07 software licensing and software implementation services not to exceed \$486,128. The licensing cost of \$175,000 is included in the total cost of \$486,128 and is a one-time expense.

On February 6, 2007, staff was directed by City Council to include the first full year of 311 Call Center implementation (\$1.2 million) in the FY2007/08 budget. This includes additional software implementation services from Tier1 Innovation which will require a supplemental agreement between the City and Tier1 Innovation in an estimated amount of \$186,597. DGS staff will return to the City Council for approval of the supplemental agreement, as well as updates on the project, future phasing, and associated costs.

An itemization of the specific costs associated with the software implementation services from Tier1 Innovation for FY2006/07 and FY2007/08 are shown in Attachment 2.

**Emerging Small Business Development (ESBD):** Tier 1 Innovation is not an ESBD firm. The Department of General Services works diligently to exceed the City’s ESBD goals. Through the third quarter of FY2006/07 the Department of General Services has achieved an overall ESBD participation of 65%.

Respectfully Submitted by:   
Gina Knepp  
311 Call Center Manager

Approved by:  FOR  
Reina J. Schwartz  
Director, Department of General Services

Recommendation Approved:

  
Ray Kerridge  
City Manager

**Table of Contents:**

Report	Pg 1
<b>Attachments</b>	
1 Background	Pg 4
2 Detailed Cost Estimates	Pg 5
3 Resolution	Pg 6

**Attachment 1**

**BACKGROUND INFORMATION:**

- The Mayor and City Council adopted a Strategic Plan (January 2005) requesting staff pursue development of a citywide call center with 311 access.
- In March 2005, during the State of the City address, Mayor Fargo expressed a desire to consider a 311 center for non-emergency calls 24/7 to reduce 911 calls.
- In September 2005, Council approved Guiding Principles for a 311 program.
- The City already has in place a successful 24/7 City Operator program which will represent the core of an expanded 311 program.
- This initiative has the potential to vastly improve frontline customer service to the citizens and visitors of Sacramento, making Sacramento a leader in excellent government service. The following points illustrate support for this initiative and are based upon other national 311 implementations studied by the City of Sacramento:
  - Using statistical data provided by the 311 software, City leaders will be able to be more proactive in forecasting initiatives of interest and areas requiring improvement.
  - A fully implemented 311 program will reduce call volume of non-emergency calls to the 911 Center. National implementations have demonstrated a reduction in call volume to 911. The percentage of reduction varies from city to city and often is dependent upon the degree of coordination between agencies and the type of services each municipality chooses to offer via 311.
  - Via elimination of entry level questions across City departments, departmental staff would be afforded more time to focus on areas requiring greater subject matter expertise, increasing efficiency and productivity.
  - A 311 program will offer the citizens of Sacramento a single point of contact, available 24 hours per day, with the added convenience of speaking with a “person” versus an automated system.
  - Using a common database, a 311 program will provide the ability to track customer issues and report business processes in a global fashion, from start to finish.
  - Allows the City of Sacramento to remain in alignment with Sacramento County 311 efforts.
- On February 6, 2007, City Council adopted Resolution 2007-081 directing staff to bring to the City Council for approval an initial software purchase and implementation contract funded from existing resources and include the first year of implementation of a 311 program in the development of the FY2007/08 budget.

Attachment 2

**DETAILED COST ESTIMATES FOR 311 IMPLEMENTATION SERVICES  
WITH TIER1 INNOVATION**

Function	Cost	Implementation Strategy	
		<u>FY2006/07</u>	<u>FY2007/08</u>
<b>Total</b>	<b>\$ 672,725</b>	<b>\$ 486,128</b>	<b>\$ 186,597</b>
<b>Base "One City" System</b>			
"One City" License	175,000	175,000	
Configuration to meet RFP requirements	135,317	135,317	
<b>Work Flows &amp; Assignment</b>			
Manager Rules	53,930	26,965	26,965
Knowledge Base	19,415	19,415	
Smart Script Development	17,258	8,629	8,629
<b>Integrations</b>			
Training	12,944	6,472	6,472
Dispatch Board	17,257	17,257	
Advanced search capabilities	9,707		9,707
Audit Trail	9,707		9,707
<b>Citizen Portal</b>	<b>34,515</b>		<b>34,515</b>

**RESOLUTION NO. 2007-XXXX**

Adopted by the Sacramento City Council

**May 29, 2007**

**TRANSFER \$300,000 FROM THE DEPARTMENT OF GENERAL SERVICES FISCAL YEAR 2006/07 OPERATING BUDGET TO THE 311 CALL CENTER PROJECT (AB85); AUTHORIZE THE CITY MANAGER TO EXECUTE A SOFTWARE LICENSE AGREEMENT AND A PROFESSIONAL SERVICES AGREEMENT WITH TIER 1 INNOVATION FOR THE 311 CALL CENTER PROJECT IMPLEMENTATION SERVICES**

**BACKGROUND**

- A. In February 2007, the Mayor and City Council adopted Resolution 2007-081 directing staff to bring to the City Council for approval an initial software purchase and implementation contract funded from existing resources and include the first year of implementation of a 311 program in the development of the FY2007/08 budget.
- B. Council previously set aside \$300,000 of the Department of General Services operating budget for use in the 311 Call Center project. This funding shall be transferred to the 311 Call Center project (AB85).
- C. Upon completion of the transfer of the previously set aside funds from the operating budget to the Capital Improvement Project (AB85) there will be sufficient funding available within the 311 Call Center project (AB85) to execute the software license agreement and the professional services agreement with Tier 1 Innovation.

**BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:**

- Section 1. The transfer of \$300,000 from the Department of General Services FY2006/07 operating budget to the 311 Call Center project (AB85) is hereby approved.
- Section 2. The City Manager is authorized to execute a software license agreement with Tier1 Innovation for the purchase of Tier1 “One City” software licenses for the 311 Call Center project in an amount not to exceed \$175,000.
- Section 3. The City Manager is authorized to execute a professional services agreement with Tier1 Innovation for software implementation services for the 311 Call Center project in an amount not to exceed \$311,128.

