



CALAVERAS COUNTY BOARD OF SUPERVISORS AGENDA SUBMITTAL

Short Name/Subject My Calaveras County Citizen Relationship Management	Board Meeting Date May 28, 2019	Agenda Number 29
Dept: Public Works Contact: Joshua Pack Phone: 209/754-6402	Supervisory District Number Countywide	Regular Agenda
Published Notice Required? No Public Hearing Required? No		Estimated Time: 30 Minutes
Type of Document? Informational Item PowerPoint Presentation Included? Yes Budget Transfer Included (Must be signed by Auditor)? No Complete Agreement Required? No Position Allocation Change? No		

RECOMMENDATION:

Receive a presentation on the My Calaveras County Citizen Relationship Management System.

DISCUSSION/SUMMARY:

In late 2018, the Department of Public Works expressed an interest to improve or replace its Citizen Relationship Management (CRM) software platform with a system that would allow customers improved access and opportunities to engage with staff, gain greater insight into neighborhood maintenance issues and requests, and improve transparency and accountability by allowing residents real-time access to submit, monitor, and provide feedback on service requests affecting themselves and their community.

Previously, the County utilized an existing software system primarily designed for cost and project accounting. The system allows staff to submit service request via customers and direct those requests to various departments as applicable. These requests would then be forwarded or assigned to employees as appropriate. Unfortunately, the previous system capabilities were somewhat limited to these basic functions. As a result, Public Works management and staff had a difficult time tracking and monitoring these requests.

In review of the previous software system, it became clear that the system could not come close to delivering the features that other off the shelf software solutions could deliver. As a result, staff conducted research on potential off the shelf software that could provide the following features:

- Allow customers to submit service requests through various electronic media, such as email, mobile devices (iPhones and Android Devices), laptops and tablets, etc.
- Allow customers an opportunity to include photos, videos, map links, and other useful information that allows staff to better identify the potential issues.
- Easily integrated into the County’s website.
- Customer friendly and County branded.
- Allow customers to track their request in real time and view other similar requests in their area.

- Allow automated responses to residents with status updates and completion information, etc.
- An easy to use employee monitoring and reporting system that allows staff to monitor service request status and performance benchmarks.
- Include a series of reports and alerts readily available to managers to track and monitor customer service performance. Reports would include average initial response times, average time to resolve requests, response times by employee, total requests, etc.
- Alerts would include calendar and emails alerts to inform users and management of delinquent requests, request milestones, etc.
- Easily searchable through a variety of searches to find valuable information (street, requestor, employee, date, etc.)

In early 2019, Public Works successfully entered into an Agreement with Accela to provide a comprehensive CRM software system that met all of the aforementioned requirements. Over the previous few months, staff has worked with Accela personnel to develop the framework for an updated CRM system. The Department of Public Works began testing and utilizing the system internally on April 22, 2019.

The CRM system has been branded “My Calaveras County” to allow for future expansion of the system to other interested departments and agencies. In fact, My Calaveras County may be utilized by any department interested in improving customer service or providing additional opportunities for citizen engagement. My Calaveras County is currently available to the public through the county’s website, and Public Works is currently working with Accela to release the My Calaveras County mobile app platform to the public through the Android and Apple App Stores.

My Calaveras County will be officially launched to the public on June 3rd, allowing residents to submit service requests and other questions online or through their smartphones or other online devices. My Calaveras County also links users to important county information through in-app tools, shows users nearby service requests, and provides quick access to Calaveras County’s main website. With My Calaveras County, residents now have new and improved options to engage with their government, gain greater insights into issues in their community, and quickly see how Calaveras County is working to solve their issues and concerns.

While no action is proposed at this current time, staff welcomes any feedback on My Calaveras County from the Board of Supervisors and members of the public.

FINANCING:

There is no impact to the County General Fund.

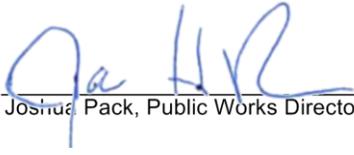
The County previously entered into a three-year Agreement in January 2019 for a maximum amount not to exceed \$34,308.99. My Calaveras County is currently funded by the road fund (10200760-5186).

ALTERNATIVES:

The Board of Supervisors could choose not to receive this presentation.

APPROVED BY:

My Calaveras County Citizen Relationship Management
May 28, 2019



Joshua Pack, Public Works Director

4/23/2019



Sarah DeKay

4/30/2019



Diane Severud, Deputy Clerk of the Board of Supervisors

5/10/2019



Christa Vo Latta, Deputy CAO

5/14/2019