COUNCIL ACTION FORM

SUBJECT: AGREEMENT WITH SEECLICKFIX® FOR A CITIZEN REPORTING
APPLICATION

BACKGROUND:

Public Works staff explored different options to create and implement a citizen reporting application (app). Originally, staff was working to develop the app as a web-based tool and then convert it to a mobile application. Upon further discussion, it was determined it would be more efficient and would assure full functionality if it was developed as native app through a vendor. While the app initially will be configured as a tool for citizens to notify Public Works staff regarding infrastructure related issues, it was crucial that the company that is ultimately selected assures the ability to expand the reporting features for topics relevant to other departments without any additional costs to the City.

Three proposals were received and reviewed for the development, hosting, and management of the reporting app. **Staff recommendation is to utilize the services of SeeClickFix® at a fixed price of $14,948 per year for a term of 5 years with no initial set-up fee, after such time the agreement may remain on a year-to-year basis with cost increases not to exceed 5% per year.** This recommendation is based on several factors:

- *Branding:* The mobile app will be available in the iOS and Android app stores as a City of Ames branded application.
- *Scalability:* The recommended solution can be expanded to include report items for other City departments. There is no cost to add report items.
- *Integration:* The agreement includes the ArcGIS Connector module, at no additional cost, this will enable direct feeds into the City's existing GIS.
- *Administration:* The system can be configured easily by City staff. Controls for site moderation, user feedback and internal routing & secondary questioning, workflow management are included.
- *Features:* Both website and mobile app, location-based agency selection, location driven notifications, Facebook embedding, call-taker interface
- *Support:* Set-up and Implementation provided, web-based training included, ongoing app updating.
- *Market Share:* See Click Fix provides citizen reporting services to many Cities across the U.S. Notable clients include: Washington DC, Boston, MA; Minneapolis, MN; St. Paul; MN, Lincoln, NE; Topeka, KS; Shawnee, KS; Fort Dodge, IA; Mason City, IA; Atlantic, IA; and Humboldt IA.
- *Timing of Development:* Work will begin shortly after the contract is approved and development is estimated to only take 3-4 weeks.

ALTERNATIVES:

1. Approve entering into an agreement for services with SeeClickFix® at $14,948 per year for a term of 5 years. After such time the agreement will remain on a year-to-year basis with annual increases not to exceed 5%.

2. Reject the Agreement.

MANAGER'S RECOMMENDED ACTION:

Approving the agreement will allow staff to move forward with SeeClickFix to implement a citizen reporting tool for Ames. This will enable citizens to more easily notify City staff of issues they encounter with City infrastructure. Therefore, it is the recommendation of the City Manager that the City Council approve Alternative #1. Before this new service is unveiled, public input will be sought regarding a possible name for the new app.

💙 Partnership Proposal

SeeClickFix Inc
770 Chapel Street
New Haven, CT 06510

Prepared for:

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ORIGIN

SeeClickFix was founded in 2009 to empower citizens with tools to publicly document quality of life concerns in their neighborhoods. By radically improving the quantity and quality of data related to these concerns, SeeClickFix was quickly adopted by local governments as well — who needed a better way to receive information from citizens.

These partnerships began with some of the largest and most innovative cities in the country, including Houston, Albuquerque, Minneapolis, Oakland, and Boston. During the early years, SeeClickFix also helped to establish the Open311 standard used by many of the most progressive 311 centers.

To date, more than 2 million issues have been resolved via SeeClickFix. 500,000 users use SeeClickFix every month and we are working with more than 300 municipalities, counties and state agencies.

As we grew, we leveraged the knowledge and need of these partners. This customer development has pushed us further and further down the stack, from citizen input tools toward municipal work management. While we started as a citizen endpoint into a separate municipal platform, we are increasingly serving the role of a stand alone system, where municipalities can manage services from beginning to end.

PLATFORM

SeeClickFix connects local neighborhoods with government services. This engagement has both a tangible and emotional effect — improving infrastructure, increasing understanding and building trust.

At its core, SeeClickFix is a robust routing system built on top of a public platform — allowing for complex routing based on location and issue type. In addition to this, SeeClickFix Admin tools give service organizations an integrated platform for service request collection and work management.

Citizens submit requests via SeeClickFix mobile apps and website tools — city call takers enter phone calls, drop ins, emails and tweets into the SeeClickFix as well. From there, these requests are routed either manually or automatically based on location and request type, to the right person with the right information.

Then, city staff will be notified within SeeClickFix (or an external work order system via integration) that work has been assigned. As the work is updated and subsequently closed, the citizen will receive automatic updates. Through this process, SeeClickFix increases the total level of citizen participation as well as the perceived quality of these services. SeeClickFix also reduces the costs associated with these services by reducing phone calls, introducing automated responses and reducing the frictional costs of communication.

SeeClickFix is building the future of service management, with internal communication systems that are foundationally connected to public needs and interests.

COMMUNITY

The foundation of SeeClickFix is a free, public network for neighbors, community groups, and local governments around the world. We call this global network the SeeClickFix Community. Anyone can join the SeeClickFix Community and use these web and mobile tools to collaborate around solving neighborhood issues and improving communities.

REQUEST

SeeClickFix Request is an integrated solution to collect and manage public needs and requests. This begins with comprehensive input tools like mobile apps, web forms and a call-taker interface. From there, Request gives you internal communication tools to assign and track these issues to completion. Meanwhile, SeeClickFix Request keeps citizens in the loop on public and private issue pages where they are able to track the progress of issues and well ask questions, share with neighbors and thank the city.

WORK

SeeClickFix Work addresses the two primary needs of work management — Groups and Roles and Workflow Management — with a suite of internal communication tools. Now, crews can use SeeClickFix to manage field work. Customer service staff can use SeeClickFix as a direct connection and view into the progress of requests. Management can use SeeClickFix for a single view into the entire service operation.

ENGAGE

SeeClickFix Engage gives you tools to customize the brand and content of your mobile app and develop messaging and notification systems that further connect your community. SeeClickFix brings together some of the most passionate neighbors in your community. Engage allows you leverage this audience to promote new services, events and information.

ANALYZE

Organizations use SeeClickFix to measure the success of services and the health of neighborhoods. SeeClickFix Analyze offers dashboards, reports and interactive analytics to help organizations better access, understand and present data internally and to the public.

CONNECT

Integrate SeeClickFix with your current asset, work or task management, CRM, or ERP system. Bi-directional synchronization means no more double entry and all departments are up to date and in-sync.

Feature Layout

SeeClickFix Admin Tools

The SeeClickFix Admin tools are built around the four pillars of successful service delivery: Requests, Work, Engagement, and Analysis. Each module has been designed based on the needs of our government partners — who represent some of the most experienced and innovative government officials in the world.

Request

Your service organization needs a central system to collect data, route and assign requests and communicate with citizens so nothing gets lost.

SeeClickFix iOS and Android Apps	Request Management System	Digital and Printable Work Orders
Interactive Website Forms	Structured Request Categorization	Internal Comments
Facebook Application	Public Comments & Status Updates	**Priority and Re-categorization**
SeeClickFix iOS and Call Taker	Customizable Email Status Updates	Assignment and Email Routing
Public Issue Page and Watch Areas	Multi-Agency Routing	@Mention References

Work

Your workforce needs group controls and user permissions to manage communication, measure cost and increase efficiency.

- Roles and Permissions
- Workflow Stages
- Stage Escalations
- Scheduled Work

Engage

Your communications team needs a way to engage citizens and distribute information in a way that is simple and accessible.

- Custom iOS and Android Apps
- Geo-driven Email Notifications
- Mobile Content Management
- Native Push Notifications

Analyze

Your management team needs to measure success, identify risks and report to stakeholders in a way that is complete and concise.

- Insight Analytics Tool
- Customized and Recurring Exports
- Image, PDF, and Excel Exports
- Enhanced Dashboards

Connect

Integrate SeeClickFix with your asset, work or task management, CRM, or ERP system. Bi-directional synchronization means no more double entry!

Community

SeeClickFix will always offer a completely free platform for communities around the world to connect around problems in the public space.

Issues w/ Commenting and Voting	Watch Areas and Points of Interest	Public Place Page

In development, subject to change

Prepared for:
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SeeClickFix, Inc.
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Issue Date: **1/17/18**
Pricing Expires: **3/17/18**

Citizen Engagement Channels
- City of Ames branded mobile application, iOS and Android
  - Languages: English, Spanish, Malay, French, Portuguese, Arabic
- Embedded, interactive map/web portal for report submission via website
- Facebook web portal/reporting form (as needed) & Mobile web service

Citizen Relationship Management (CRM) Platform
- 20 user accounts
- Mobile app CMS tools (add/change the buttons in real time)
- Public service request categories & Internal- only reporting feature
- Internal routing & Secondary questions
- Service level agreement (SLA) tracking
- Custom, automated email templates to residents
- Robust workflow management features
- Dynamic mapping and data visualization tools
- Geo-based reverse 311
- API access

Call-Taker Interface (for handling service requests via phone call or walk-in)
- User-friendly data entry with dynamic call script
- Ability to include internal only questions for customer service team

Reporting for Managers/Supervisors
- Insight Analytics
- Performance reports & Data export features

Customer service
- Set-up & Implementation, web based training and User Guides
- Assigned Partnership Manager and Phone/Email support 9 am EST – 6 pm EST

ArcGIS Connector (BETA, included at no cost, must have access to ArcGIS Web Maps)
- Adds request data as Feature Service for your organization
- Auto updates to reflect current status of SeeClickFix data
- Edit parameters in ArcGIS Sync to filter data

For answers to additional questions, please see "Appendix A: Additional Clarification"

SUBSCRIPTION FEES

Total Annual Fees	$14,948.00
	(1 Year Due At Signing)

The undersigned agree to the following Terms and Conditions and have caused this Contract to be executed as of the date signed by the Customer which will be the Effective Date: http://legal.seeclickfix.com/terms-and-conditions/

SeeClickFix agrees to freeze our annual fee at $14,948 per year, for 4 additional 12 month terms beyond the initial 12 month term, provided there are no material changes to the agreed upon scope of services listed in this agreement.

SeeClickFix, Inc.

_____
Name

_____
Title

_____
Date

_____
Signature

City of Ames, Iowa

_____
Name

_____
Title

_____
Date

_____
Signature

SeeClickFix's W9 information is available here: https://drive.google.com/file/d/0BwW_zrHi8QH2anF0bEIKU3hSbFk/view

Appendix A: Additional Clarification

Below are answers to additional questions from the City of Ames.

"1) Clearly define our ability to add more departments/request items to the application at our discretion. Please spell out what if any modifications will need to be done on the iTunes/App Store side (i.e. do we need to republish the customized app or is it all controlled through admin interface)."

Answer: There is no added cost for adding additional content including new request categories or new department
ts to your SeeClickFix mobile application and CRM account. Content can be added dynamically at no extra cost via the administrative interface in the CRM.

"2) Please define costs for additional users should we need them at some point."

Answer: 20 total unique licenses/seats are included with this agreement. Additional licenses can be purchased at a cost of $30 per month ($360 annually) per license/seat.

"3) Briefly summarize our annual costs and administration of the iTunes store account. I realize this is largely up to Apple."

Answer: Currently the cost to obtain an Apple Developer's License needed to publish a City of Ames mobile application on the Apple App Store is $99 annually, which the city pays for directly to Apple, Inc. as is not included in this agreement. However, Apple recently announced the Apple Developer Program through which government agencies based in the US will have the opportunity to apply for membership to obtain an Apple Developer's License at no cost. However, SeeClickFix does not know if this program has been activated yet.

Here is the language directly from Apple:

"Apple Developer Program membership is now available at no cost for eligible organizations. Nonprofit organizations, accredited educational institutions, and government entities based in the United States that will distribute only free apps on the App Store can request to have their annual membership fee waived.

Eligibility: You can request to have the 99 USD annual membership fee waived if you're a nonprofit organization, accredited educational institution, or government entity based in the United States that will distribute only free apps on the App Store. Apple will review your request and contact you to let you know whether your request is approved."

Source: https://developer.apple.com/support/membership-fee-waiver/

"4.) Please provide a list of neighboring governments in Iowa that use the SeeClickFix platform."

Currently SeeClickFix (SCF) has active contracts with: Fort Dodge, Mason City, City of Atlantic and Humboldt within the State of Iowa. In addition SCF works with over 310 communities throughout the US and Canada. Regionally, our partner base includes Minneapolis, MN, St. Paul, MN Lincoln, NE, Topeka, KS, Shawnee, KS plus many others in Illinois, Wisconsin and Missouri.