



AGENDA MEMORANDUM

Action Item for the City Council Meeting June 17, 2025

DATE: June 17, 2025

TO: Peter Zanoni, City Manager

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Text Messaging, 3-1-1 Mobile App, & Community Engagement Platform

CAPTION:

Motion authorizing execution of Amendment #1 to the cooperative service agreement with Carahsoft Technology Corporation, of Reston, Virginia, through the Texas Department of Information Resources, in the amount of \$321,063.37, to upgrade and enhance the Granicus community engagement platform to add text messaging and emails to residents and increase the 3-1-1 mobile app capabilities, plus professional services and continued support, with FY 2025 funding of \$300,000.00 from the General Fund and \$21,063.37 from the Information Technology Fund.

SUMMARY:

The City is committed to strengthening its connection with residents and improving service delivery. To achieve this, we propose the strategic implementation of a Community Engagement Technology Platform. This platform will provide citizens with convenient and accessible channels for communication and participation, including text messaging, email, online forums, and surveys. Leveraging proven technology, as evidenced by its successful adoption in leading Texas cities like Houston, Dallas, San Antonio, and Austin, will empower the City to enhance community engagement, increase communication, and modernize its 3-1-1 online services. Furthermore, the proposed platform will enable the development of an advanced 3-1-1 Call Center Mobile App, offering enhanced features and functionality while reducing the overall annual operating costs compared to the current system.

BACKGROUND AND FINDINGS:

The City currently employs a Customer Relationship Management (CRM) software application for its 3-1-1 Call Center service request management and Mobile App. To enhance operational efficiency and modernize citizen engagement methods, we have identified a replacement product that offers significant advantages. This new solution will deliver comparable 3-1-1 online functionalities at a reduced cost while simultaneously introducing advanced online community engagement capabilities.

These enhancements to communication and community engagement include:

- Ability for residents to receive communication via text messaging.
- Ability for residents to receive communication via email.
- A robust online community engagement platform similar to “Speak Up San Antonio,” “Engage Houston,” “Tap in Dallas,” and “Speak Up Austin.”
- Ability for residents to participate in robust online surveys in order to provide input and share feedback.
- Robust data analytics about resident feedback to support informed City decision-making.

For the 3-1-1 Call Center, the new software will feature:

- A redesigned Mobile App with an intuitive user interface, simplifying service request submissions.
- The app will incorporate advanced address recognition.
- The app will be available in both English and Spanish to better serve our diverse community.

This strategic upgrade will supplement existing grassroots engagement efforts, fostering increased resident participation and awareness. By expanding communication channels and enhancing transparency, the City will not only meet all federal legal requirements for electronic communications but also align with best practices observed in leading municipalities.

PROCUREMENT DETAIL:

This procurement is through the Texas Department of Information Resources. Contracts awarded through the DIR Cooperative have been competitively procured in compliance with the Texas Local and State procurement requirements.

The City of Corpus Christi currently has a service agreement with Carahsoft Technology Corporation for Granicus community engagement platform, professional services and support.

ALTERNATIVES:

To keep current system in place at a higher long-term cost with no implementation of a community engagement platform.

FISCAL IMPACT:

The fiscal impact on the General Fund in FY 2025 is \$300,000.00, and for the Information Technology Fund is \$21,063.37. Future years will be budgeted through the annual budget process.

FUNDING DETAIL:

Fund: 1020 – General Fund
Organization/Activity: 11470 – Public Information
Department: 30
Project # **(CIP Only)**: n/a
Account: 530000 – Professional Services
Amount: \$300,000

Fund: 5210 – Information Technology Fund
Organization/Activity: 40470 – IT Enterprise Applications
Department: 23 – Information Technology
Project # **(CIP Only)**: n/a
Account: 520105 – Computer Software
Amount: \$21,063.37

RECOMMENDATION:

Staff recommends approval of this amendment with Carahsoft.

LIST OF SUPPORTING DOCUMENTS:

Agreement