

3-1-1 MOBILE APP AND COMMUNITY ENGAGEMENT PLATFORM



Text Messaging and Community Engagement Budget Initiative



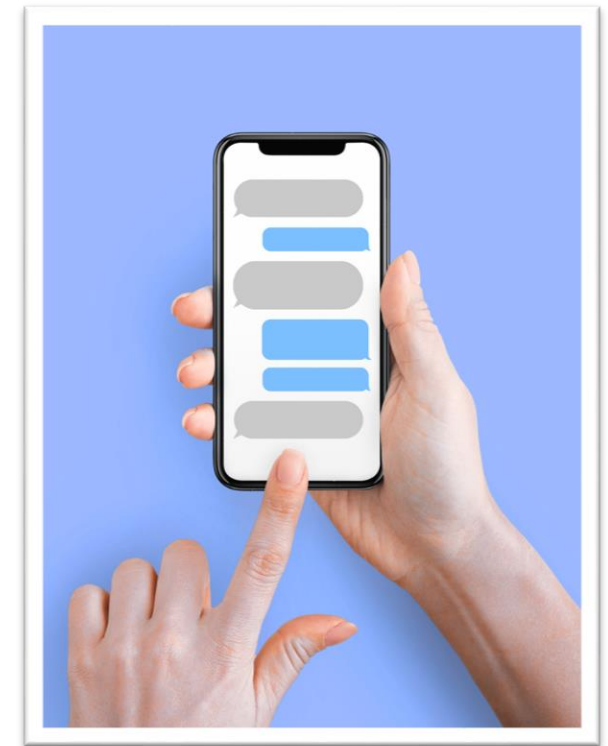
- FY25 Budget Initiative = \$300K
- The **industry best-practice** solution for a large government organization is a **Community Engagement Platform**.
- This tool will provide 2 things:
 1. A New 3-1-1 Mobile App
 2. Online Community Engagement Tools



Community Engagement Platform



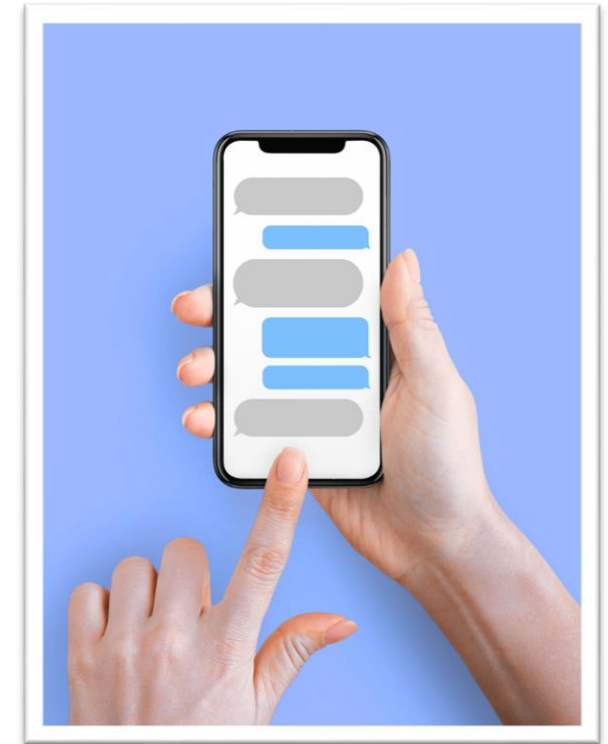
- A **Community Engagement Platform** is an online tool that allows city governments to connect with residents, gather feedback, and improve communication.
- These platforms offer various features, including:
 - Communication to targeted audience segments (for example, to people who are interested in a particular topic such as parks events)
 - Targeted text messages to community members
 - Targeted emails to community members
 - Ability to schedule "Drip Campaigns," automating multiple related emails and text messages sequenced over time.
 - Topical online surveys and forums
 - Topical event calendars
 - Advanced data analytics



311 Mobile App



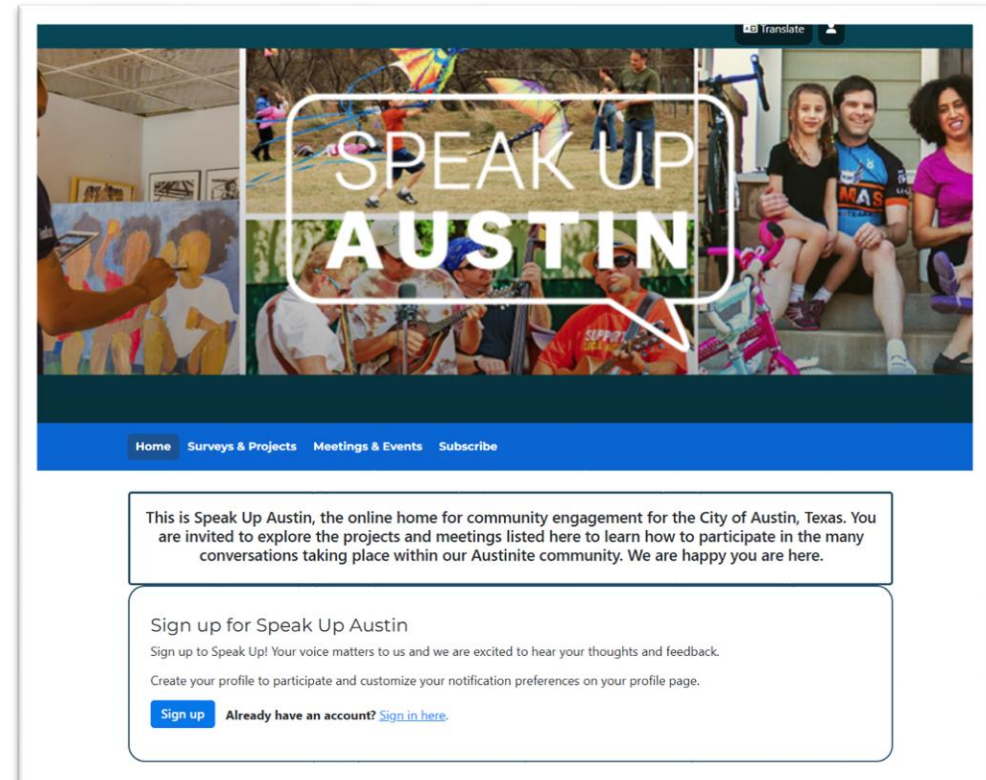
- The tool will include:
 - **New 311 App** - with improved user experience, simplifying the process for residents to submit service requests.
 - **Improved Address Recognition** – Offers geolocation features enabling precise identification of service request.
 - **Improved language Access** - supports **both English and Spanish**, allowing residents to submit requests in their preferred language.
 - **Seamless Photo Submission** – Allows residents to attach photos to service requests easily.
 - **Comprehensive Service Integration** - Improved back-end compatibility with Maximo and Infor.



Other Texas Cities



- Other Texas cities have Community Engagement Platforms, including:
 - Engage Houston
 - Speak Up San Antonio
 - Tap In Dallas
 - Speak Up Austin
- 23 Texas Cities that use the Granicus Mobile App for 311, including:
 - San Antonio, Texas
 - Arlington, Texas



Goals & Benefits



- Improve the user interface and functionality of the 311 App.
- Build opt-in subscriber database to supplement communications.
- Supplement grassroots engagement efforts with modern technology tools.
- Increase resident awareness and participation.
- Support decision-making with valuable data on important issues.
- Enhance City transparency and accountability.
- Streamline communication and provide more information to the community.
- Meet Federal CAN-SPAM laws governing electronic communications.



Legal Requirements



- The Federal Government requires that companies follow the Federal CAN-SPAM Act.
- This law requires that companies engaging in mass electronic communications, such as text messaging and email communication, follow certain rules, including:
 - People must opt-in to receive each kind of electronic communication. For example, a resident must opt-in to receive text and/or email.
 - We can only send them the information they have requested. For example, if they have signed up to receive press releases, we cannot send them information about a Parks & Recreation event.
 - There must be a link included in each communication for a person to opt-out of communication easily. For example: "Unsubscribe" and Text STOP

Cost Breakdown



Current 311 Solution		Current Cost		Estimated Annual Cost if Continued		
Tools		FY25	FY26	FY27	FY28	
Salesforce		\$ 171,850.00	\$ 177,006.18	\$ 182,316.37	\$ 187,785.86	
Incapsulate		\$ 86,040.23	\$ 89,076.48	\$ 92,194.15	\$ 95,420.95	
Total for Current 311 Solution		\$ 257,890.23	\$ 266,082.66	\$ 274,510.52	\$ 283,206.81	\$ 1,081,690.22
New 311 Solution + Community Engagement Tools						
Tools		FY25	FY26	FY27	FY28	
Granicus (Year 1 + Year 2)		\$ 288,495.44		\$ 165,541.56	\$ 177,129.47	
Granicus - One-time Implementation Fee		\$ 32,567.93				
Total for New Solution		\$ 321,063.37		\$ 165,541.56	\$ 177,129.47	
Total for Solution		\$ 578,953.60		\$ 165,541.56	\$ 177,129.47	
Additional Cost or Savings from Technology Change		\$ (321,063.37)	\$ 266,082.66	\$ 108,968.96	\$ 106,077.34	\$ 160,065.59

Why Not Use ReverseAlert?



- Adhering to the Law
 - Federal CAN-SPAM law requires that organizations only send electronic messages for the purpose for which the user has signed up.
 - Sending educational messages to people who had signed up for emergency alerts would violate the law.

Why Not Use ReverseAlert?



- It is best practice for organizations to reserve their Emergency Communications Systems for emergencies only.
- The distinction is crucial for ensuring the effectiveness of emergency alerts and maintaining public trust.
 - Prevent alert fatigue and desensitization – if residents routinely receive marketing/education messages through the same system designed for emergency alerts they become desensitized.
 - Preserving the trust and credibility of the Emergency Alert System.

Business Processes & Guidelines



- As part of the implementation, Communications is in the process of creating appropriate business processes and guidelines to govern the City's use of the new tool.
- Examples include:
 - Adherence to Federal Law
 - Purpose is for City-Service-Centered Communication (Not a Political Tool)
 - Best Practices for Mass Email and Text Communications

Phased Implementation



Phase/Activity	Estimated Implementation Timeframe
Phase 1: Purchase a 1-Year Subscription to a Small Interim Software Solution for the Email & Text Messaging Components.	October – December 2024 - COMPLETE
Phase 2: Implement Opt-in Program.	Began October 2024 - ONGOING
Phase 3: Develop Business Processes and Guidelines for Usage of the Software.	IN PROGRESS
Phase 4: Evaluate and Purchase Community Engagement Platform and 311 App.	January - June 2025
Phase 5: Begin Sending Emails and Text Messages on Small Scale.	June – October 2025
Phase 6: Configure and Implement the Community Engagement Platform.	June – December 2025
Phase 8: Configure and Implement the New 3-1-1 App.	June – December 2025
Phase 7: Education Campaign to Make Community Aware of New Options	Begin in July – Ongoing

THANK YOU.
QUESTIONS?

