



CITY OF SALINAS

COUNCIL STAFF REPORT

DATE: **FEBRUARY 20, 2018**

DEPARTMENT: **ADMINISTRATION**

FROM: **RAY E. CORPUZ, JR., CITY MANAGER**

BY: **PATRICIA M. BARAJAS, CITY CLERK**
SOPHIA ROME, EXECUTIVE ASSISTANT

TITLE: **SalinasConnect (QALERT)**

RECOMMENDED MOTION:

No action required for this item. Receive report regarding SalinasConnect (QAlert).

RECOMMENDATION:

It is recommended that the City Council receive a report regarding SalinasConnect (QAlert), Community Request Management System.

EXECUTIVE SUMMARY:

The City of Salinas has contracted with QScend Technologies (QAlert) to assist with the development and implementation of a Community Request Management System city-wide. QScend Technologies has been working with a core team comprised of City staff to develop and implement streamlined business processes with respect to resident request for services. Implementation of QAlert's, web-based, mobile app (SalinasConnect), and call-center software will ensure the resident requests and concerns are addressed more efficiently through technology and thereby increasing transparency.

BACKGROUND:

Over the past year, the City of Salinas has received an increase in resident request for services across all departments. Calls for service relating to a barking dog, sidewalk repairs, tree maintenance, streetlight repairs, and abandoned vehicles, are a few of the requests the City receives on a regular basis. In efforts to minimize the duplication of service requests, ensure reasonable response times, and tracking of requests, the City Manager directed staff to research and implement a "Community Request Management" system.

Community Request Management System is a centralized software system which streamlines business processes and communications with internal and external customers by creating a more effective and efficient government through technology.

On December 2017, the City retained QScend Technologies, QAlert, to develop a web-based and mobile management application system for the City. QAlert software will allow all Departments to receive and maintain electronic records of all service requests and activities from creation of the request to final resolution. QAlert allows residents to place service requests via an app, a call, web or text. The system automatically processes the request and routes it to the appropriate staff or department to address. The request is then logged and when the issue is resolved, or updates are entered by staff, QAlert notifies the user as to the progress made on a service request. If a request is not addressed within the specific timeframes, an e-mail notification is generated and sent to the appropriate supervisor or director to address.

Additionally, as part of the service agreement with QAlert, the City will receive licenses for unlimited users for a large-scale deployment, a mobile management app (QAlert Mobile) to reduce inefficiencies and improve workflows in the field using an iPad, and a Salinas-specific branded mobile application for iPhone and Android. Residents will be able to submit service requests across all departments, view city news, check request status and more, directly from the Salinas application. The branded mobile application will replace the existing “MySalinas” application with “SalinasConnect” to include more robust features.

QAlert also features reporting tools for City staff to generate custom activity reports on an automatic schedule available for dissemination as needed. The reporting tool supports the decision-making process surrounding the allocation of resources, prioritization of projects, and justification of budget request-based data analysis.

As part of the implementation process, the project team comprised of Administration, Public Works (GIS), and Information Systems staff have worked collaboratively with all City departments to ensure QAlert and SalinasConnect addresses the workflow needs of all departments, and ultimately, the community. Staff training is scheduled for February 21-23 following a soft launch, marketing plan, and full launch and implementation by early April 2018.

CEQA CONSIDERATION:

Not a Project. The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378).

STRATEGIC PLAN INITIATIVE:

The implementation of SalinasConnect (QAlert) is in line with the City Council Goal of Effective, Sustainable Government. The Council identified Priority Initiatives/Objectives that included

customer service consistent and effective communication with the community via responsiveness and accountability to resident's service requests.

FISCAL AND SUSTAINABILITY IMPACT:

There are no fiscal impacts to the FY 2017/2018 Operating Budget. The existing Administration budget will support QAlert's implementation, annual licensing fees of \$34,500, and one-time fees of \$24,400 for implementation, TrackIT integration and on-site trainings.

ATTACHMENTS:

Scope of Work