

# TOWN OF DAVIE

## TOWN COUNCIL AGENDA REPORT

**TO:** Mayor and Councilmembers

**FROM/PHONE:** Russell C. Muniz, Town Clerk

**SUBJECT:** Resolution

**AFFECTED DISTRICT:** Townwide

**TITLE OF AGENDA ITEM:** A RESOLUTION OF THE TOWN OF DAVIE, FLORIDA AUTHORIZING THE EXPENDITURE OF FUNDS FOR THE PURCHASE OF CITIZEN RESPONSE MANAGEMENT SOFTWARE FROM BLUE FROG SOLUTIONS.

**REPORT IN BRIEF:** Recent discussions between Council and the Town Administrator, and the growth of our Town predicate the need for a method to efficiently monitor citizen interaction, and ensure their concerns are adequately addressed. Since September of 2001 the Town Clerk, under the direction of the Town Administrator, has been evaluating six different software packages that were designed with this specific goal in mind. After careful evaluation with consideration given to ease of use, price, and compatibility the package that would seem to be a best fit is that proposed by Blue Frog Solutions. The product is approved under a State Negotiated Approved Pricing Schedule (SNAPS) agreement which ensures competitive pricing and precludes the need for open bid.

**PREVIOUS ACTIONS:** N/A

**CONCURRENCES:** N/A

**FISCAL IMPACT:**

Has request been budgeted? No.

If no, amount needed: Not to exceed \$20,000

What account will funds be appropriated from:

Information Systems Capital Outlay Account

Additional Comments:

**RECOMMENDATION(S):** Motion to approve resolution.

**Attachment(s):** Resolution

Resolution \_\_\_\_\_

A RESOLUTION OF THE TOWN OF DAVIE, FLORIDA AUTHORIZING THE EXPENDITURE OF FUNDS FOR THE PURCHASE OF CITIZEN RESPONSE MANAGEMENT SOFTWARE FROM BLUE FROG SOLUTIONS.

WHEREAS, the Town of Davie seeks to have the concerns of its stakeholders addressed by its employees in a timely and efficient manner via the use of a computerized tracking system; and

WHEREAS, the Town of Davie has performed an evaluation of several software programs designed to administer communication from its stakeholders; and

WHEREAS, the evaluation resulted in the recommendation of the software program designed by Blue Frog Solutions.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF DAVIE, FLORIDA:

SECTION 1. The Town Council of the Town of Davie hereby authorizes the expenditure of funds, not to exceed \$20,000, from the Information Systems Capital Outlay Account for the purchase of citizen response management software from Blue Frog Solutions.

SECTION 2. This resolution shall take effect immediately upon its passage and adoption.

PASSED AND ADOPTED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2002

\_\_\_\_\_  
Mayor/Councilmember

ATTEST:

\_\_\_\_\_

APPROVED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_ 2002

# MEMORANDUM

## TOWN CLERK'S OFFICE

TO: Thomas J. Willi, Town Administrator

FROM: Russell C. Muniz, Town Clerk

DATE: January 29, 2002

SUBJECT: Citizen Response Software Evaluation

In September of 2001, I submitted an evaluation of the SuiteResponse Customer Relationship Management (CRM) software developed by JPH International, and the Civicall Citizen Response Software (CRS) developed by The Orcutt Group, Inc.

Subsequent to these evaluations four more products were submitted to my office for evaluation. The products are Online Complaints System developed by Blue Frog Solutions, Request Tracking from My Local Gov.Com, Project Management developed by HTE, and BetterPlace Online developed by the Florida League of Cities.

### EVALUATION

Recent discussions with Council, and the growth of our Town predicates the need for a method to efficiently monitor citizen interaction, and ensure their concerns are adequately addressed. All of these programs are designed with this specific purpose in mind. As such these six programs are more alike then they are dissimilar. The main features of most of these programs include:

- Time/Date Stamps every call
- Reports can be generated
- Customer databases can be easily installed or built one entry at a time
- Built in "Advisor" that guides user through the data entry process
- Ability to store policies, procedures, and "F.A.Q.'s" for enhanced user knowledge

The Online Complaints System developed by Blue Frog Solutions is a web based application that allows anyone who has internet access to log in to the Town's website and log in comments, questions, or complaints. The user receives a confirmation e-mail that indicates a tracking number, and when the issue is addressed a confirmation e-mail is sent. The software also creates an administrative site that allows Town employees to administer the e-mails. This proposal includes hosting on the firm's server's for one year thereby reducing network demands on our servers and the inevitable service issues that would arise. The program has limitations however, the only point of entry as currently proposed is via the web which excludes communications received by phone, or in person. Blue Frog has indicated that their software is entirely customizable and I would recommend if they are selected this issue be addressed.

Request Tracking by MyLocalGov.Com is a web enabled application that can be attached to the current Town website. This product is easy to use, and has a public function and private function. The public function allows stakeholders to introduce concerns via the web, while the private function allows employees to document calls and administer almost any Town issue through the use of reports and/or complaint follow-up. The company is an IBM e-business partner and would be responsible for all data back-up and maintenance of their servers unless the Town wished to perform this task. Another advantage of this software is that it can be merged with the Town's G.I.S. once it is brought online to facilitate addresses and locales in the stored databases.

The Complaint Management program developed by HTE utilizes the current AS400 server the Town has in place. This program is an additional module that would need to be purchased. A severe limitation of this application is that it is not web enabled although Information Systems Director Frank Apicella has been assured by HTE that the program will be web enabled in the very near future. Although the system is not as easy to use and graphic intense as some of the other programs a graphical user interface can be purchased for it that should enhance the ease of use of this product.

The BetterPlace Online product demonstration CD developed by the Florida League of Cities is a simplistic demo that does not adequately inform the user of all of the capabilities of the software. Apparently the product is web-enabled but it is not clear if employees are able to enter and track complaints or concerns from within the organization. The user utilizes an easy to use menu that allows them to enter all of the pertinent information needed to log their complaint/concern. Once submitted a tracking number is automatically issued which allows the citizen to track the progress of their concern. Reports can be generated by employees which can be generated by certain fields entered by the user.

**Recommendation:**

Price is an important factor in determining which product will eventually be selected; if any. For the sake of simplicity pricing was requested on an unlimited number of users. As submitted previously to equip all users within the Town of Davie with the system would cost \$57,500 for The Orcutt Group's product while JPH International's quote was \$50,856 but does not include their "professional services." The cost for Blue Frog Solutions product is slightly over \$17,000. The cost for MyLocalGov.Com's product is \$10,000 - \$15,000 with no maintenance or on-site training included + a \$500 activation fee, although the product in essence could be licensed for \$8,000 per year which would include all training, web-hosting, and maintenance. HTE's product is priced at \$4,350.

While it may appear that H.T.E.'s quote is the best value, I believe its limitations should exclude it from consideration. The quotes from JPH International and The Orcutt Group are cost prohibitive. The Florida League of Cities did not provide any pricing information so no recommendation can be made at this time. The remaining two firms Blue Frog Solutions, and MyLocalGov.Com have excellent products that should be able to more than adequately address our needs with a minimal cash outlay. I believe that the product submitted by MyLocalGov.Com is a more refined product than that proposed by Blue Frog Solutions. However, the price structure and questions about the availability of support from a relative newcomer causes me to question their ability to fully satisfy our needs. Therefore my recommendation is that the Town choose Blue Frog Solutions to provide their Online Complaints System for our citizen response tracking system needs. This recommendation is subject to the concerns relative to customizing the software to our exact requirements being addressed

Lastly, I would advise that prior to implementing this program or any other, that Information Systems be asked to evaluate this product to determine its compatibility with the Town's long term computer implementation plans. Additionally, key personnel such as the Aide to the Town Administrator should be solicited for an opinion

Please contact me at X1011 should you have any questions concerning these products.

C: Ken Cohen, Assistant Town Administrator

\_\_\_\_\_Approved    \_\_\_\_\_Denied    \_\_\_\_\_Hold for Discussion

Comments: \_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_    \_\_\_\_\_  
Date            Initials/reviewed by

# TOWN OF DAVIE PROCUREMENT AUTHORIZATION

**ACCOUNT NUMBER:** 052-0259-593-6400    **BUDGET ITEM & DESCRIPTION:** Information Systems Capital  
Capital Outlay Account    **APPROXIMATE COST:** \$20,000

**METHOD OF PROCUREMENT (check the one that applies)**

- Open Competitive Bidding  
 Piggyback on Contract Number F-364346616-001 (S.N.A.P.S. Vendor Number)  
 Sole Source  
 Request For Proposals

**SPECIFICATIONS & LIST OF VENDORS MUST BE ATTACHED**

Signed [Signature]  
Department Head

Have Funds been Reserved Yes. 25682

Date 1/31/02 Signed [Signature]

Signed [Signature]  
Town Administrator

<u>VENDOR</u>	<u>BIDS SUBMITTED</u>	<u>COST</u>
Blue Frog Solutions	Online Complaint Tracking System	\$17,436 + 1,836 (6 months hosting)
		\$19,272 - Total

Signed [Signature]  
Procurement Manager

**TOWN ADMINISTRATOR'S RECOMMENDATION**

<u>Vendor</u>	<u>Cost</u>
BLUE FROG SOLUTIONS	NOT TO EXCEED \$20,000.00

Signed \_\_\_\_\_  
Town Administrator

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**FLORIDA  
DEPARTMENT  
OF  
MANAGEMENT  
SERVICES**

JEB BUSH  
Governor

CYNTHIA A. HENDERSON  
Secretary

MyFlorida.com



State Purchasing  
4050 Esplanade Way  
Suite 350  
Tallahassee, Florida  
32399-0950

Telephone:  
850-488-8440

Fax:  
850-414-6122

Internet:  
[www.MyFlorida.com/dms](http://www.MyFlorida.com/dms)  
[www.MyFlorida.com](http://www.MyFlorida.com)

September 28, 2001

Suite 325

Mr. Shane Strum, Director of Marketing  
Blue Frog Solutions, Inc.  
555 South Andrews Avenue  
Pompano Beach, FL 33069

SUBJECT: SNAPS II No. 2522530-1  
Title: Internet Software

Dear Mr. Strum:

Enclosed is your copy of the executed State Negotiated Agreement Price Schedule (SNAPS II) form establishing an agreement between the State of Florida and your firm. Please review your agreement at [http://fcn.state.fl.us/oraweb/owa/snaps\\_menu.power](http://fcn.state.fl.us/oraweb/owa/snaps_menu.power) to determine if the online information is correct. If revisions are required, please call one of the telephone numbers below.

You are reminded of the Special Condition in the agreement titled "Vendor Surcharge Fee and Summary of Total Sales," paragraph 6, which imposes a 0.5% Vendor Surcharge User Fee on total sales and all associated fees except sales tax from this agreement. After receipt of payment from the agreement purchases, all fees shall be paid no later than 15 days after the end of each calendar quarter (December 31, March 31, June 30 and September 30). Amounts of \$50 or less may be carried over to the next quarter and forwarded to the State of Florida when the cumulative amount for the quarters is \$50 or greater.

The Vendor Surcharge Fee and agreement number should be noted on the check and remitted to:

State of Florida  
Department of Management Services  
P.O. Box 5438  
Tallahassee, FL 32314-5438

A *Vendor User Fee Report* is enclosed for your reporting requirements and you may copy as needed. Should there be no sales during the quarter, a negative report must be submitted.

Amendments to your agreement relating to additions and deletions of products or services must be submitted at least two weeks prior to the end of each calendar quarter. And if approved, will become effective at the beginning of the next calendar quarter. Amendements shall only be reviewed and processed if the "Vendor Surcharge Fee and Summary of Total Sales" reports on your agreement are current. Price reductions for products or services may be submitted at any time.

Failure to comply with these requirements may result in the unilateral cancellation of your agreement by State Purchasing.

Should you have any questions, please call 1.800.50.SNAPS (1.800.507.6277), 850.487.4197 or 413.0257.

Yours truly,

Gwen Baker  
SNAPS Administrator

GB:srt

Enclosure