

PUBLIC ENGAGEMENT PLATFORMS AND FEATURES

MARKET RESEARCH

PROJECT: Public Engagement/Feedback Platforms

BACKGROUND: The City is considering utilizing a web-based platform that allows feedback and comments from the public on various topics or areas of specific concerns to the community.

RESEARCH CONDUCTED: Procurement conducted an extension search on the internet to determine if any local or national companies provide a product or software that could be utilized with or without customization to solicit feedback. The search revealed that there are various platforms/software currently in the market that offers a public engagement component with a great degree of similarity. Some municipal governments, such as Miami Dade County, FL; City of Austin, TX; Raleigh, NC; Camden County, NJ, and others have been identified as users of some of the platforms listed.

RESULTS:

The following four platforms provide a public engagement platform with the most similarity in features:

<u>GOVPILOT</u>	<u>PUBLICINPUT</u>	<u>USEFULFEEDBACK</u>	<u>CITYGRADER</u>
<ul style="list-style-type: none"> • Detailed Accounts Forms prompt complainants to provide all relevant details and enable them to add attachments. A clear view of the issue makes for swift and sure resolution. • Mobile Accessibility With GovPilot, the public is always heard. Citizens can submit requests and complaints from their desktop, laptop, smartphone or tablet. • Real-Time Alerts Government is instantly alerted to new complaint form submissions, ensuring that problems are resolved in a timely manner. 	<ul style="list-style-type: none"> • Admin User Seats (Throughout the Organization) • New Project Pages • Monthly Consulting (In Addition to Training) • Prepaid Targeted Social Views • Survey Questions - (Quantitative, Qualitative, Map) • Open Ended Comments • Participants • Automated Sync with Facebook Posts • Printable Survey and Data Entry Screen • Realtime Results for Meetings • Hub Listing All Projects 	<ul style="list-style-type: none"> • Secure, enterprise-ready, on-demand complaint management system. • Secure cloud environment • Reporting and analytics to improve service and reputation • Tailored for your feedback case management needs, including the management of corporate complaints, member enquiries, statutory complaints as well as general feedback. • Scalable platform that delivers easy-to-use case management tools covering Parliamentary Questions, FOI requests, subject access requests, complaints, feedback. • Compliance-ready and designed to allow you to meet detailed 	<ul style="list-style-type: none"> • Searchable database of all U.S. counties and municipalities • Searchable database of public employees for designated counties and municipalities • Public webpage dedicated to each county and municipality contained in the CityGrader database • Public webpage dedicated to each public employee contained in the CityGrader database • Users can "suggest" employees that are missing or should be added to particular jurisdiction's database • A combined Grade-and-Review function that allows members to both grade and review any featured county or municipality using various metrics • A combined Grade-and-Review function that allows members to both grade and review any featured public employee using various metrics • A forum in which all grades, reviews, and comments are visible to the public • Users can follow other users and receive activity

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<ul style="list-style-type: none"> ● Automated Workflows Custom workflows automate submission, task assignment and other critical processes for optimum efficiency. ● Streamlined Communication Complainants are automatically informed of case developments. ● GIS Capabilities GovPilot’s GIS map helps you to visualize issues and analyze trends. <p style="margin-top: 10px;">- Entities listed:</p> <p>City of Raleigh, NC Hopkinsville, KY Camden County, NJ Jackson County, MI</p>	<p>and Initiatives</p> <ul style="list-style-type: none"> ● Comment Tagging, Translation, and Sentiment Analysis ● Dashboard Summary Statistics - “Mayor Mode” ● Email Lists + Outreach ● Visual Analysis Tools ● Participant Management - Segmentation and Replies ● Event Management - Calendar, Kiosk and Data Tracking ● Demographic Analysis Compared with Census Data <p style="margin-top: 20px;">Entities listed:</p> <p>Austin, TX North Carolina Dept. of Transportation City of Raleigh, NC</p>	<p>regulatory requirements and at the same time enhance the customer experience.</p> <ul style="list-style-type: none"> ● Software may be applied to deliver high quality complaint management against regulatory requirements in a broad range of sectors, including utilities, food and beverage, property, telecoms, law enforcement, legal and retail. ● Core functionality includes: Minimal training required - powerful tools delivered to those staff regularly handling correspondence and a simple email and web form based interface for all other staff less frequently involved in complex processes. ● Easy to use contact management interface – giving staff the tools to quickly and efficiently capture correspondence and track progress on behalf of a customer ● Automated case assignment – customer cases are automatically routed to relevant team for prompt handling and resolution ● Intelligent workflow – prompting case handlers to carry out the right action at the right time ● Root cause analysis – comprehensive and industry-specific root cause classifications supported by threshold alerts are included allowing you to quickly 	<p>alerts related to those users</p> <ul style="list-style-type: none"> ● A Public Partner level of membership available exclusively to public entities ● An ability for Public Partners to respond to or flag member content ● An ability for Public Partners to view metrics related to content posted on their jurisdiction's public page ● An extension of the main platform that allows Public Partners to run an Abbreviated version of the Grade-and-Review function on devices located within Public Partne front-line offices, i.e. CityGrader GO ● An ability for Public Partners to create customized survey questions and feedback request via the CityGrader GO platform ● A smart, omni-search feature that allows users to search for jurisdictions and employees by name, place name, title, department, or some combination thereof ● Individual municipal and county (jurisdiction) pages that feature the grades, review, comments and other information about the jurisdiction ● A dual-option grade function that allows users to give an employee or jurisdiction one overall grade, i.e. a “quick grade,” or several categorical grades that allow users to grade based on categories ● Employee grade categories that are as follows: Helpfulness, Friendliness, Integrity and Knowledge ● Jurisdiction grade categories that are as follows: Safety, Entertainment and Culture, Cleanliness, Family Friendliness, Traffic, and Parks ● A grade-point-average algorithm that measures jurisdiction grades differently from employee and department grades so as to ensure an overall jurisdiction GPA that accurately reflects the aggregate user impression of the jurisdiction overall
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		<p>understand and address underlying causes</p> <ul style="list-style-type: none"> • Geodata options – cases can be linked, using a map interface, to a specific location – providing a wealth of opportunities for improved management of area-based case loads and better understanding of customer issues. • Elected Members Portal - Managing complaints logged by elected officials on behalf of their constituents. Useful Feedback includes an integrated Elected Members Portal that allows elected members to submit and track complaints and enquiries. For further information on the integrated Members Portal, contact us. <p>Entities listed: Miami-Dade County</p>	<ul style="list-style-type: none"> • An ability for users to “follow” jurisdictions, employees, or departments of interest. Following ensures that content related to the entity being followed is featured on the feed of the following user • An ability for users to “follow” other users. Following ensures that content created by the user being followed is featured on the feed of the following user • A notifications feature that alerts users to any new relevant activity • An ability for users to sort grades and reviews by category • An ability for users to edit past reviews • A safeguard that allows users to register only one grade per entity at any given time, whereby if a user grades an entity multiple times, it is only the most recent grade that is factored into the entity’s GPA., and by extension the jurisdiction’s GPA if the graded entity is an employee or department • An ability for regular users to sign up and log in through either a username and password, or via Facebook or Twitter • An ability for users to share and link to their CityGrader content on Facebook or Twitter. 												
<p><u>Estimated Cost</u></p> <p>\$3,500 - \$4,500 (basic package)</p>	<p><u>Estimated Cost</u></p> <p>\$14,500</p>	<p><u>Estimated Cost</u></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Total users</td> <td style="width: 50%;">Cost per</td> </tr> <tr> <td>user</td> <td></td> </tr> <tr> <td>1-50 users</td> <td>US\$ 900 per</td> </tr> <tr> <td>power user per year</td> <td></td> </tr> <tr> <td>51-100 users</td> <td>US\$ 750 per</td> </tr> <tr> <td>power user per year</td> <td></td> </tr> </table>	Total users	Cost per	user		1-50 users	US\$ 900 per	power user per year		51-100 users	US\$ 750 per	power user per year		<p><u>Estimated Cost</u></p> <p>\$12,000</p>
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		101-200 users power user per year	US\$ 600 per	
		201-300 users power user per year	US\$ 450 per	
		301+ users power user per year	US\$ 375 per	

**Some of these platforms cite the ability to offer customizations to fit specific government needs.*

OTHER:

BASICGOV – Utilized primarily in the areas of planning and zoning, permitting, inspections, enforcement, and compliance.

RECOMMENDATION/FINDINGS: It was determined that multiple options are available that can capture the type of feedback and comments offered by the community. Research has revealed that Citygrader, while the sole source of their own product, is not the only product in the market that can capture and track public comments. There are similar products in the market that are structured toward offering a government and public engagement platform.