



**HISTORIC TOWN OF EATONVILLE,
FLORIDA
TOWN COUNCIL WORKSHOP
TUESDAY, JANUARY 16, 2024, 6:30 PM
Cover Sheet**

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ITEM TITLE: Communication App Product Review

TOWN COUNCIL ACTION:

PROCLAMATIONS, AWARDS, AND PRESENTATIONS		Department: Administration
INTRODUCTIONS		Exhibits: <ul style="list-style-type: none"> • Product Information <u>TextMyGov</u> • TextMyGov Proposal • Product Information <u>Savvy Citizen</u> • Savvy Citizen Quote • Product Information <u>SeeClickFix</u>
CONSENT AGENDA		
COUNCIL DISCUSSION	YES	
ADMINISTRATIVE		

REQUEST: To introduce and discuss communication app options as potential communication tools to incorporate into the Town of Eatonville.

SUMMARY: The Town Council, residents, and staff have expressed the importance of effective communications and finding ways to close the communication gap. Product Information has been provided for three vendors to include TextMyGov, SeeClickFix, and Citizen Savvy.

TEXTMYGOV is an interactive communication tool developed to open lines of communication with local government agencies and citizens. The system works 24 hours a day and easily connects with your website and other communication methods. TextMyGov uses smart texting technology to communicate with citizens. Local government agencies can answer questions, send links to their website, and provide details on garbage pickup, utility payments, city news, events, office hours, road closures, community celebrations, safety issues, potholes, and animal control just to name a few. Using the regular messaging app on any smartphone, the smart texting technology allows the citizen to ask questions and get immediate responses, find links to information on the agency’s website, address problems, report any issues and upload photos. This company helps other cities improve citizen engagement and communication through our two-way, smart texting tool. We do this by: Cutting down phone calls, Sending mass text alerts, Customized, automatic responses to residents if they have questions or want to report an issue.

SAVVY CITIZEN, is an interactive communication tool that allows for Mass Notifications, Alerts, and Events to be pushed directly to residents in real time via their preferred method. Unlike social media and other communication methods, you can be assured that your message is received. Updates and mass

notifications can be sent to residents in less than a minute with no training required. Our features help you communicate quickly and save critical time. Residents can determine how they would like to be communicated with, making it convenient for everyone. It is a complete solution that includes team management, weather, and traffic integration critical event response teams, management, affordability, and much more, Savvy Citizen is designed to accommodate all your needs. Save valuable time delivering the right message to keep people safe, save lives, and stay informed. Give your citizens some peace of mind with the ability to provide updates and access to real-time information during any critical event, crisis, or emergency.

SECLICKFIX - is an interactive communication tool offering features to improve resident request management. SeeClickFix solution has been renamed to CivicPlus 311 CRM. It allow you to communicate with residents in real time, provides a convenient mobile interface to submit requests, provides a customizable experience for residents, and provides the status of every request — instantly. Features: Automated Issue Routing, route and assign service requests based on location and category; Duplicate Management, automatically detect duplicate requests before they're submitted; Omnichannel Inbox, receive and respond to resident feedback from a single, centralized hub; Two-Way Communications, respond to residents with status updates or follow-up questions; Internal Commenting, discuss resolutions internally with team members without public visibility; Report Card Monitoring, assess reported issues and how you're performing against service level agreements.

RECOMMENDATION: For Town Council to discuss for consideration the TextMyGov as potential communication tool.

FISCAL & EFFICIENCY DATA: Recommended budget line is the Contingency Account # 001-0511-511-5800 or choice budget line indicated by Town Council.

TextMyGov - \$4,500 (First Year Startup) and \$3,000 Annually after first year.

Savvy Citizen -	Monthly	Yearly
Base Rate	\$99	\$1,089
(Add-On) Plugins	\$20	\$240
(Add-On) Targeted Notifications	\$20	\$240

There is a one-time marketing/setup fee of \$300 that will be added to your first payment.

Choosing to pay yearly offers a discount of \$99 per year over the monthly plan.

SeeClickFix – Estimated \$7,500 (Per Year)