



Meeting Name: Town Council Meeting
Meeting Date: August 26, 2025
Prepared By: C. Copeland-Rodriguez, MMC, Town Clerk
Item Title: Contract Non-Renewal: TextMyGov

DISCUSSION:

This memorandum is submitted regarding the potential non-renewal of the contract with TextMyGov which is set to expire on September 1, 2025. TextMyGov provides smart texting technology to allow citizens to ask questions and get immediate responses, find links to information on the agency's website, address problems, report any issues and upload photos.

Staff is evaluated whether or not to proceed with a renewal based on the following considerations:

- The service is currently experiencing low utilization.
- The removal of this service would result in an annual cost savings of \$4,200.
- Minimal impact on user engagement.
- The proposed website migration from CivicPlus may include a comparable feature that is already integrated into their website templates, known as Chatbot.

Please note that TextMyGov has been promoted on the Town's website and targeted email campaigns since September 2023. The widget was removed on July 2, 2025, as part of a test to assess whether its absence would prompt feedback or inquiries from residents or citizens.

TextMyGov incorporated a new basic survey tool as part of a three-year renewal agreement (attached), maintaining the same annual cost of \$4,200. However, the Town currently utilizes Polco for its survey services which is an annual cost of \$1,500.

The proposed regular two-year renewal agreement with TextMyGov, by contrast, reflects a \$500 increase, bringing the total annual cost to \$4,700.

RECOMMENDATION:

Staff recommends that the Town Council make a motion to approve the non-renewal of the contract with TextMyGov.

Attachment(s):

- Current TextMyGov Contract; and
- Proposed Three-Year Contract Renewal; and
- Proposed Two-Year Contract Renewal.