

C-27

December 8, 2020

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager, or designee, to execute all documents necessary to amend Contract No. 35451 with Deloitte Consulting LLP, of San Diego, CA, for stabilization and enhancements post go-live of the Customer Relationship Management (CRM) software system, to increase the annual contract amount by \$240,000, with a 25 percent contingency in the amount of \$60,000, for a revised annual contract amount not to exceed \$300,000, with the option to renew for an additional one-year period to December 31, 2022, at the discretion of the City Manager. (Citywide)

DISCUSSION

City Council approval is requested to amend Contract No. 35451 with Deloitte Consulting, LLP (Deloitte), to increase the annual contract amount by \$240,000, with a 25 percent contingency of \$60,000, for a revised annual contract amount not to exceed \$300,000, for an emerging need for CRM system stabilization and enhancements post go-live.

On October 1, 2019, the City Council adopted Specification No. RFP TI18-063 and awarded a contract to Deloitte in the amount of \$1,650,000, with a 10 percent contingency in the amount of \$165,000, for a total amount not to exceed \$1,815,000, for a period of one year, with the option to renew for an additional one-year period, for services to design, develop, and implement the CRM system. The new Go Long Beach application software system, built atop the Salesforce platform, replaces the outgoing app, which was released in 2012. Deloitte and Salesforce, through its recommended reseller, Carahsoft Technology Corporation, were selected for implementation and software licensing, respectively. The proposed contract increase with Deloitte will support CRM system stabilization and enhancements post go-live.

Staff from the City Manager's Office and the Parks, Recreation and Marine, Public Works, and Technology and Innovation Departments kicked off the new Go Long Beach project with Deloitte in late 2019. Deloitte's work culminated in the September 28, 2020 launch of the new Go Long Beach application. The new app features a modern interface, conformance to the City's language access policy, integrations to back-end workorder systems, a rich knowledge base, and a host of other features.

The launch of the Go Long Beach application is a significant step towards providing the public greater access and transparency to City government, and towards dramatically improving outdated workflow procedures for staff. The extension of Deloitte's contract will enable continued growth and expanded usage of the Go Long Beach application. Specific tasks identified for Deloitte include:

- Adding new topics and associated electronic workflows. New topics, such as reporting homeless encampments and illegal fireworks, have been added to the product work plan. New topics require design, development, testing, and, in some cases, integration. Deloitte engineers have familiarity with the City's codebase and the Salesforce platform to facilitate new topic requests in a timely and efficient manner.
- Integrations with other back-end City systems. The new Go Long Beach application has sophisticated integrations with a number of back-end City systems to reduce manual data entry and human error. More integrations may be developed, particularly as new topic requests are fulfilled.
- User Interface/User Experience enhancements based on user feedback. The new Go Long Beach application went through several rounds of testing and demos, including outreach to community members. However, it is anticipated that a broad public launch will lead to reasonable requests to change the application's user interface to meet community needs.
- Bug fixes not found/addressed during testing and early release. Significant testing was conducted in the months leading to go-live, but support is required to address defects raised as a result of a broader public launch.

Additionally, Deloitte's continued engagement will enable greater knowledge transfer from the Deloitte technical staff to the City's technology team. Knowledge transfer took place prior to go-live but is not sufficient for City staff to gain mastery of the functionality developed by Deloitte's engineers over the course of a year.

This matter was reviewed by Deputy City Attorney Erin Weesner-McKinley on November 5, 2020, Business Services Bureau Manager Tara Yeats on November 2, 2020, and by Budget Management Officer Rhutu Amin Gharib on November 11, 2020.

TIMING CONSIDERATIONS

City Council action is requested on December 8, 2020, to ensure the amended contract is in place expeditiously and allow for ongoing CRM system stabilization and enhancements to proceed without interruption.

FISCAL IMPACT

The CRM system stabilization and enhancements costs provided by Deloitte will not exceed \$300,000 annually for each renewal year, which consists of the annual contract increase in the amount of \$240,000 and the 25 percent contingency in the amount of \$60,000. This contract increase was not included in the original critical needs in technology funding plan, but sufficient budget is available in the General Services Fund Group in the Technology and Innovation Department, offset by savings generated from other critical needs requests. The original cost to implement a new CRM system was included in the critical technology infrastructure needs presentation on December 5, 2017.

This recommendation is expected to require a minimal amount of additional staff hours beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



LEA D. ERIKSEN
DIRECTOR OF TECHNOLOGY AND INNOVATION

LDE/DTI

APPROVED:



THOMAS B. MODICA
CITY MANAGER