



**MEMORANDUM**

TO: Mayor Jones and Members of the Board

FROM: Kathleen Schmitz, Town Clerk

DATE: November 3, 2022

RE: Approval of Text Messaging Vendor--TextMyGov

**DISCUSSION:**

Attached is the proposal from TextMyGov, a vendor offering a platform which is specifically designed for communication between the citizens and government agencies. As follow-up to the Board's request to verify references, Staff sought feedback from various Colorado municipalities. Included in Exhibit B are three responses for review. Staff is seeking approval to move forward with onboarding the vendor and including the cost in the 2023 budget.

**ATTACHMENTS:**

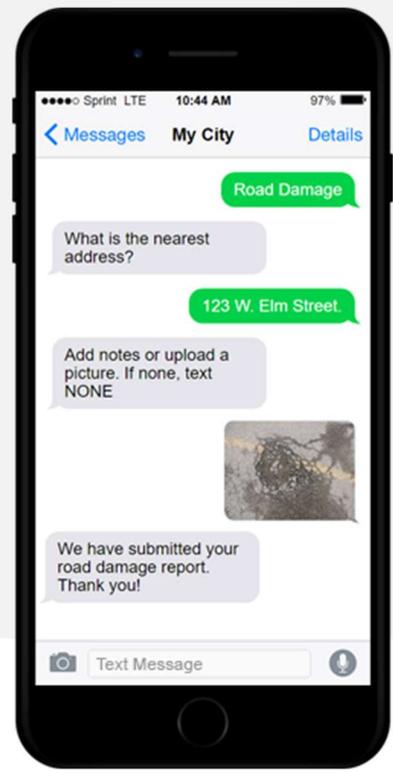
**Exhibit A** – TextMyGov Service Proposal

**Exhibit B** – TextMyGov References



TextMyGov  
P.O. Box 3784  
Logan, Utah 84323  
435-787-7222

# Partnership Proposal



## Introducing TextMyGov

TextMyGov was 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.

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.

According to the Pew Research Center, *97% of smartphone owners text regularly.*

The technology analysts at Compuware reported *that 80 to 90% of all downloaded apps are only used once and then eventually deleted* by users.

## TextMyGov Solutions: *Communicate, Engage, Boost Website Traffic, Track, and Work*

### Communicate

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, just to name a few.

### Engage

TextMyGov uses smart texting technology to engage with citizens. Citizens can easily report issues to any department, such as potholes, drainage problems, tall grass, junk cars. The issue reporting function can be customized for each department and their most commonly reported items. Agencies can engage citizens and ask specific guided questions regarding location, address, street name, and more. If your goal is to engage with citizens and get smart valuable data- You need TextMyGov.



## **Boost Website Traffic**

TextMyGov uses smart texting technology to maximize a city's website. Citizens can text in keywords like festival, parking, ticketing, meeting, sporting event, etc. The smart texting technology can answer the question or send a link from the city's website with additional information. Local government agencies spend thousands of dollars each year on their website. TextMyGov is the best way to benefit from that investment. If your goal is to benefit from your website investment- You need TextMyGov.



## **Track**

TextMyGov uses smart texting technology to track and record all the information that is sent in. Agencies can track the cell phone number, date, and time of every request. If your agency wants to be compliant with FOIA- You need TextMyGov.



## **Work**

Smart texting uses detailed information to track a citizen's request or create a work order. Work orders and requests can be generated and completed. Smart texting allows you to easily collect information like name, location, street address, and allows the user to upload a photo. If your agency wants to track real requests and real work orders submitted by a real cell phone number- You need TextMyGov.

# **Implementation**

## **Getting Started**

After the execution of the basic service agreement, a project manager will be assigned to assist the client through implementation. A local phone number will be obtained for use with TextMyGov.

## **Configuration**

The project manager will work with the client to customize interactive responses, create automation flows, and keyword lists. Training will be provided on how to quickly create and edit data.

## **Media Kit**

Advertising materials will be provided to the client, including an infographic for the website and downloadable flyer for social media and other communication methods used by the agency.

## **Unlimited Training and Support**

After initial implementation and training, unlimited on-going support is included. Our experts are available M-F 6am-5pm MST.

# Subscription Cost Breakdown

This quote represents a subscription to TextMyGov with an annual recurring charge for a period of one year. The agreement is set to automatically renew on the date of this agreement, after year one. See below for package price and other details.

Terms and conditions can be printed and attached as Exhibit A or viewed at [www.TextMyGov.com/terms](http://www.TextMyGov.com/terms)

**Prepared for:**  
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**Prepared by:**  
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Logan, UT 84323

Package	Package Price	Billing
<b>TextMyGov</b> Package includes: <ul style="list-style-type: none"><li>• TextMyGov Web-Based Software</li><li>• Local Phone Number</li><li>• Short Code Number (for outgoing messages)</li><li>• Unlimited Users</li><li>• Unlimited Departments</li><li>• Unlimited Support for Every User</li><li>• 10 GB Managed online data storage</li><li>• 25,000 Text Messages per year</li></ul>	\$3,000	Annual
Implementation/Setup Fee	\$1,500	One Time
<b>Total (First Year):</b>	<b>\$4,500</b>	<b>First Year</b>
<b>Total (Ongoing):</b>	<b>\$3,000</b>	<b>Annual</b>

**Notes:**

1. This is a one-year contract. After the initial year, the contract can be canceled by providing 60-day written notice.
2. After the initial one-year contract, the agreement will revert to a year to year.
3. Customer is required to put TextMyGov widget on the Agency's Web Home page.
4. This agreement and pricing were provided at the customer's request and are valid until November 1<sup>st</sup>, 2022.
5. Customer is required to provide copy of W-9
6. Invoices will be sent out January 1st, 2023. Terms of invoicing is net 30 days.

## Additional Services

TextMyGov provides additional applications and services that can be purchased as part of the TextMyGov solution. These can be added to the customer's annual\* cost, upon request.

<b>Enhanced Media &amp; Care Package</b> – Marketing materials and expert implementation to promote and optimize TextMyGov, see us here for additional information- <a href="https://textmygov.com/enhanced-media-care/">https://textmygov.com/enhanced-media-care/</a>	Price based on Population	Annual
<b>Additional Storage</b> – Each unit of storage contains an additional 100 GB.	\$250	Annual
<b>Additional text messages</b> – Additional text messages can be purchased at any time. (\$750 for 100,000), (\$550 for 50,000), (\$300 for 25,000)	Price based on amount of text messages	Annual

## Agreement Confirmation

### Implementation Team Information

Name:

Title:

Email:

Office Phone:

Cell Phone (Required):

### Implementation Team Information

Name:

Title:

Email:

Office Phone:

Cell Phone (Required):

### Billing Information

Billing Contact Name:

Title:

Email:

Office Phone:

Address:

(Please attach copy of W-9 or Tax Exemption form. Must include FEIN #.)

### Agreement Signature

Name:

Title:

Date:

Signature:

### Widget Contact

Name:

Title:

Email:

Phone:

(This person is responsible for placing the TextMyGov Widget (see options-<https://support.textmygov.com/widget/>) on the agency's website within 60 days of the signature. The TextMyGov widget will remain on the agency's website for the duration of the agreement. This agreement was discounted \$1000/annually so the agency understands that they are required to place and maintain the widget on the agency's website.)

## Twilio Contact Authorization

### Twilio Authorized Contacts

Employee Name (1):

Email:

Phone Number:

Job Position:

Business Title:

Employee Name (2):

Email:

Phone Number:

Job Position:

Business Title:

I confirm that my nominated authorized representatives agree to be contacted by Twilio.



**TextMyGov References**

<b>Questions:</b>	<b>Town of Blue River</b>	<b>City of Delta</b>	<b>Town of Kremmling</b>
How was the onboarding process?	Very quick and easy. They walk you through it and make sure you have all the options you need.	Very thorough. We had several virtual meetings with TextMyGov to make sure we understood how to use the tool. They were great. We have been live for several months and they are still quick to respond to our questions when they arise.	Onboarding was relatively easy, you just sign up for one of their media packages and they assign one of their company members to assist with setup.
Post onboarding do you have any feedback how much time is spent updating the platform?	I don't spend a lot of time on it. Usually it's if something comes up and I jump on and update it. They also check in every 6 months.	I check it a few times every day. Depending upon the question, it usually takes 2-3 minutes to respond if there isn't already an automated response in the system. I would say 20 minutes or so every normal day. (more if we have a power outage or something like that.)	It didn't take much time, maybe a month or two getting completely set up and up and running, they're extremely efficient.
How does staff feel about the service?	I'm the one that handles it so I'm happy 😊	It's a great way to communicate directly with residents. It is helpful for our Public Works department because of the connection to iWorQ. It streamlines work orders. We also have it set up so that we can send texts to employees who opt-in about holidays and events. It is pretty popular and easy to opt-in or opt-out of.	All the staff love it, it's a great way to send out info/alerts as well as get feedback from the town.

## Exhibit B

Questions:	Town of Blue River	City of Delta	Town of Kremmling
How do residents feel about the service?	We are seeing an increase in usage and people getting used to it.	The ones that use it seem to like it. We have used 2645 messages since about April.	The residents feel the same, unfortunately we haven't marketed it around town enough to have as high of a user volume as we would prefer just yet.
Any lessons learned that you wish to share?	I would just outline all the possible uses you would want with it and then marketing it to the residents. I'm working on a new approach for uses that I hope will bump my outreach numbers up.	None	Be prepared and market more so that you have more community members who are aware and using the platform, overall it's been great and easy to use and the staff member they assigned to help us has been extremely helpful and very flexible with his time in responding to us about issues or questions.