



Madison 311: CCEC Update on 311 Implementation Project Organization Structure

Sarah Edgerton, CIO, City of Madison
July 6, 2022

Background

2022 Capital Improvement Plan Amendment: Project funded to hire a consultant to project manage and facilitate discussion to support the further development of a 311 roadmap for the City of Madison.

Scope of project

- Facilitating discussions with key stakeholders
- Reviewing all city agencies that would benefit from a streamlined service delivery currently provided as walk-in, phone, or on-line.
- Analyzing and assessing the impact of the existing structure to support a 311 CRM
- Assessing the City's website
- Assessing the current state of readiness for 311 implementation.
- Organizing and facilitating discussions
- Reviewing the 311 Envision Report/Roadmap and building upon its findings and recommendations.

RFP Evaluation Timeline

02/25/2022	Due date for proposals.
02/28/2022	Initial meeting with evaluation panel for kick-off
03/14/2022	Second evaluation panel meeting.
04/12/2022	Presentation by vendor to our evaluation panel members.
04/20/2022	Third evaluation panel meeting.
04/27/2022	Follow up conversation between IT and PCG.
05/03/2022	Fourth, and final evaluation meeting. Decision was reached.

RFP Evaluation Panel

Evaluation Panel:

- Building Inspection: Kyle Bunnow, New Construction Supervisor
- Common Council: Alder Foster
- Engineering: Kathy Cryan, Interim City Engineer
- Human Resources, ODE: Kara Kratowicz, Performance Excellence
- Information Technology, Sarah Edgerton, Director
- Metro: Mick Rusch, Customer Service Manager

RFP Scoring Criteria

	Score only 0-10	Weight	WA	Sum
Professional Firm Qualifications		15%	12.00	48.00
Proposed PM and SMEs qualifications and capabilities to meet the City's needs		30%	23.00	46.00
Prior client satisfaction/reference feedback		15%	5.25	21.00
Overall quality of submission		5%	3.75	45.00
Cost consideration		30%	30.00	
Local vendor preference		5%	0.00	
		100%	74.00	160.00

Public Consulting Group (PCG)

PCG has been a leader in the public sector for 35 years and has a strong mix of consulting, operations, and technology services. PCG have worked with large and small communities, States, counties, cities, and towns to address complex and growing challenges that impact their residents and community partners.

Team of Subject Matter Experts who have worked on the following:

- City of Atlanta, 311 Implementation, 2014-2021
- City of Pittsburgh, 311 Response Center *(2006 – Present)*
- WI eHealth Program EHR Implementation Services, DHS
- Contact Tracing and Call Center Management, NY/NJ/PA/WI *(2020 to Present)* Implementation

Key Deliverables

- Propose a list of City services that should be managed through a 311 system.
- Outline a governance model and organizational structure for a 311 system.
- Recommend an appropriate facility model for a 311 system.
- Determine the required technology infrastructure to support a 311 system.
- Assist in change management associated with a 311 system implementation.
- Communications on 311 system implementation.
- Facilitating discussions on the 311 business model.
- Produce a multi-year budget forecast and phased implementation timeline for a 311 system.

PCG Timeline

**Actual start times and dates shall reflect new award date*

Deliverable/Phase	Duration (Total 6 mos)	Estimated Completion	15 June - 15 November 2022					
			June	July	Aug	Sept	Oct	Nov
1. Propose a list of City services that should be managed through a 311 system.	75 Days	15-Aug-22	→					
2. Outline a governance model and organizational structure for a 311 system.	60 Days	1-Sep-22		→				
3. Recommend an appropriate facility model for a 311 system.	45 Days	1-Oct-22			→			
4. Determine the required technology infrastructure to support a 311 system.	45 Days	1-Sep-22		→				
5. Assist in change management associated with a 311 system implementation.	60 Days	1-Oct-22		→				
6. Communications on 311 system implementation.	90 Days	1-Nov-22	→					
7. Facilitating discussions on the 311 business model.	Various	30-Sep-22		→				
8. Produce a multi-year budget forecast and phased implementation timeline for a 311 system.	30 Days	15-Nov-22					→	
** Notes: Actual project start times and dates may vary based on actual contract award date. This estimate assumes a start date of 15 June 2022 **								



Next Update: September
2022