



City of Greensboro

Melvin Municipal
Office Building
300 W. Washington Street
Greensboro, NC 27401

Agenda Report

File Number: 2022-671

Agenda Item# G.7.

Agenda Date: 6/21/2022. **Department:** Transportation

Meeting Type: Council Meeting **Category:** Consent Agenda

Title: 2022 -671 Resolution Approving a Contract in the Estimated Amount of \$ 371,844.71 with Catalyst Consulting Group Inc for CRM Software

Council Priority: Place an 'x' in the box.

- ☐ Create an Environment to Promote Economic Development Opportunities and Job Creation
- ☒ Maintain Infrastructure and Provide Sustainable Growth Opportunities
- ☐ Promote Public Safety & Reduce Crime
- ☒ Exceptional Customer Service and a Diverse City Government Workforce
- ☐ Ensure Fiscal Stewardship, Transparency, & Accountability

Council District: ALL

Public Hearing: No

Advertising Date/By: N/A

Contact 1 and Phone: Hanna Cockburn, Ext 373-2861

Contact 2 and Phone: Bruce Adams, Ext 412-6237

PURPOSE:

The purpose of Customer Relations Management (CRM) software is to connect the various functions of Greensboro Transit Agency and move beyond the current manual system to one that offers quicker and more thorough responses to our riders and the public at large. This software will connect up to 30 staff contacts with the Public Transportation Division and our Operations/Maintenance Contractor to ensure comments, complaints, and any communications from the public will be addressed in a timely manner.

BACKGROUND:

The requested Customer Relations Management (CRM) software will allow GTA collect, analyze and respond to customer comments, complaints and concerns. The software will connect 30 staff in the Public Transportation Division and the Operations contractor RATP Dev to a single, seamless platform.

Procurement Services issued the Request for Proposal (RFP) to establish a three year contract for CRM Software on April 22, 2022 under Event Number 10633, using the Greensboro e-Procurement System (GePS).

The GePS solicitation was sent to 1844 vendors. Additionally, 102 M/WBE vendors were notified from a list provided by the M/WBE office and 2872 vendors were notified from the IPS website. The City received six (6) responsive bids for this service.

A selection committee reviewed the submitted responsive bids. The committee evaluated the bids on responsiveness to the specification criteria, qualifications, experience and costs. The Catalyst Consulting Group Inc. was selected as the best value.

BUDGET IMPACT:

Funding for this service is budgeted under various City account numbers, as needed in an estimated amount of \$371,844.71 for CRM Software.

ACCOUNT NUMBER:

564-4531-01.5429

RECOMMENDATION / ACTION REQUESTED:

It is recommended that City Council approve the contract in the Estimated Amount of \$371,844.71 with Catalyst Consulting Group Inc for CRM Software.