



Citywide 311 System

**REQUEST FOR EXPRESSIONS
OF INTEREST (REI)**



City of Huntington Beach
Response Due Date:
October 31, 2022 by 4:00PM

A. Introduction

The City of Huntington Beach is in the pre-planning stages of developing and implementing a robust, citywide 311 System to centralize community requests, inquiries, information resources and engagements in one platform. Currently, the City engages the community through various means (e.g. countless phone numbers and email addresses, 911, dispatch, websites, call center of two staff members, online tools, MyHB app) rather than a “one-stop-shop” for all non-emergency inquiries and requests for services. The City believes that establishing this one portal has the potential to improve our community’s customer service experience and improve operational efficiencies.

At this point in time, the City is conducting preliminary research on 311 Systems that have been implemented successfully in other municipalities. Through this Request for Expressions of Interest (REI), the City strives to learn more about these systems’ functionality, features, costs, implementation timeline, and benefits, prior to the City refining a scope of work and releasing a Request for Qualifications (RFQ) from qualified firms with the capacity to develop and launch a System that is tailored to Huntington Beach.

B. The Opportunity

This Request for Expressions of Interest (REI) is soliciting responses from experienced firms that have developed and implemented citywide 311 Systems for cities and counties. REI responses are not intended to be lengthy or tailored like a response to an RFQ. Rather, the City is seeking readily available materials regarding your Systems, their features, costs, benefits, and other relevant information that will shape our vision for a 311 System in Huntington Beach. It will also allow us to become more knowledgeable of qualified firms that have the skills and capacity to undertake this project in the future.

Please note that this REI is a precursor to an RFQ to develop and implement a citywide 311 System in Huntington Beach. The RFQ is anticipated to be released in the first quarter of 2023. Furthermore, the City desires to launch its new 311 System before the end of 2023; however, this timeline is subject to change.

C. About the Project

A new 311 System should deliver more responsive customer service to our community. The 311 System should be user-friendly and easy to navigate. It should also be accessible via mobile app and text, web portal, and live call center to meet the diverse communication preferences of our community. In addition, a successful 311 System should ideally have the following features:

1. Receive service requests (i.e. trash, graffiti, trees)
2. Report issues (i.e. illegal fireworks) with an option to geotag relevant videos/photos
3. Online system to apply for Committee memberships, events, permits, etc.
4. Citywide surveys and commenting tools to solicit feedback on projects and programs
5. Integration or redirection to the City’s public records request system
6. Bill pay
7. Send news and emergency alerts
8. Connect to events calendars, news sites, and social media feeds
9. Opt in to mobile or email notifications for emergencies and non-emergencies

10. Cloud based and accessible by staff both onsite and offsite
11. Translatable into other languages (namely Spanish)
12. If possible, integrate with the City's work order system, City Works
13. Adaptable user-interface that is branded consistent with the City's branding standards
14. Comprehensive reporting capabilities
15. Pre-automated responses to requestors
16. "FAQ" area to provide informational and educational resources
17. Filter and sorting features for staff

The System should allow community members and City staff to track the progress of individual requests. The System should also have the capacity to generate informative reports from these individual requests that will help staff identify areas of highest need and modify its service delivery to be more effective, efficient and responsive. Lastly, the System must be easy to manage by multiple power users on staff, while remaining cost effective to update and maintain with each new iteration.

Ultimately, the System will improve our community's access to City services and information, resulting in greater responsiveness. It will also help divert non-emergency calls for City services away from 911 and to other departments that would directly respond to them.

D. Response Requirements

Please provide the following in your response to this REI:

1. Letter of introduction that includes your mission statement, a brief description of your firm and team, years of operation, current services, size and current location.
2. Listing of up to 5 past and current projects of similar scope, size, character and project requirements to demonstrate the capacity and quality of performance of your firm. If available, include features, cost, current status, data demonstrating performance, and link to the 311 system.
3. Brochures or marketing materials to illustrate your product(s)
4. Any other relevant information

All inquiries and responses to this REI MAY ONLY be posted electronically through PlanetBids by or before their respective deadlines. Firms must not contact any other staff, elected or appointed officials in the engagement of this REI. Firms that do not follow this guideline will not have their response considered.

Deadlines

October 7, 2022 by 5:00p	Deadline to submit requests for information (RFI)
October 13, 2022	Deadline for City to provide responses to RFIs
October 20, 2022 by 4:00p	Deadline to submit responses to this RFEI

Next steps

The City will review all responses and reach out to individual firms to learn more about their systems, as needed.

E. About the City of Huntington Beach

Huntington Beach is located along the Southern California coast in Orange County, 35 miles south of Los Angeles and 90 miles north of San Diego. The City is known best for its 8.5 miles of uninterrupted beaches, excellent year-round weather, and a surf culture that draws 4 million visitors annually. Beyond the shoreline, Huntington Beach is a full-service charter city guided by a Council-Manager form of government with its own fire and police departments, an extensive park and library system, robust investments in capital infrastructure, a diverse economic base, and an excellent education system.

The City is comprised of 200,000 civic-minded residents, 1,500 full-time and part-time City employees, and a diverse array of business owners, volunteers, community service organizations, and other major stakeholders who interact frequently with the City. In addition, Huntington Beach welcomes millions of visitors each year, particularly during major regional events like the Fourth of July Celebrations, Pacific Air Show, and U.S. Open of Surfing.

All of these community stakeholders rely on the City to provide vital services, up to date information, and leadership. As such, robust community engagement and customer service remain a top priority for the Huntington Beach City Council and play a key role towards the effective operations of our City.

F. Limitations

This REI does not constitute a solicitation for bids or solicitations at this stage. This request is merely seeking an expression of interest in participating in a future RFQ and learning about the various systems that are available on the market today.

A response to this REI does not automatically ensure that submitting companies will be selected to participate in the subsequent RFQ. The City reserves the right to modify, issue clarifications, or cancel the REI prior to the submission deadline. If you have any additional questions about this REI, please submit questions via the PlanetBids Q&A tab no later than October 7, 5:00pm for response. Answers to all questions submitted will be shared publicly.