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CITY COUNCIL AGENDA ITEM

Date: 1/22/2018

To: Mark F. Miller, City Manager

From: Thomas Darling, Financial Services Director
            Frank Nastasi, Police Chief
            Kristin Dayag, Emergency Management Specialist
            Gert Paraskevin, IT Director

Subject: Report and Communication – CodeRed and MyCivicApp update

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On November 12, 2019 City Council approved a contract for a cloud based emergency notification system, CodeRed, from ONSOLVE, LLC and a mobile civic engagement application, MyCivicApp, from CIVIC, LLC. This memo serves to provide an update on the state of implementation of these new systems.

As soon as the CodeRed contract was officially executed ONSOLVE started gathering contact information for Troy residents and businesses from all of their sources. Here is a summary of the current contact count:

Total Database Counts as of 1/22/2019

Type	Devices
Business: 7,580	Phones: 37,892
Residential: 30,287	Texts: 13
	Emails: 14

They have also established a specific website for the City to allow the public to sign up for notifications. Before we provide access to that site, training on use of the system has to be completed for at minimum Police Communication. This would ensure that in the event of an emergency CodeRed could be utilized to send notifications. Training is underway and should be completed by the end of February.

CIVIC, LLC completed a "First Look" version of MyCivicApp for the City. They incorporated content from the website showcasing different ways to present the information. This version of the app was shared with the committee that recommended MyCivicApp, and who will continue to assist in finalizing the content. A subcommittee was formed to review the app in detail and develop the content. IT staff has been trained to use the content management system to update the app and is working with CIVIC, LLC to resolve any questions or issues to finish the content.

To complete the implementation of these systems the next steps are:
1. Finish the content of MyCivicApp and share with the full committee for feedback and to finalize.
2. Make the app available in both Google Play and iTunes.
3. Launch a soft opening for the app inviting a select group including City Council to download and review. This will provide additional feedback and ensure everything is in place and working as expected.
4. Finalize a marketing plan to promote the City of Troy MyCivicApp, and encourage residents and businesses to download it. The marketing strategy will promote access to sign up for CodeRed emergency notifications, as well as to future survey tools to provide an avenue for increased citizen engagement.
5. Launch the full marketing plan and open to the public.

The current full launch date is expected to be around the end of February 2019.