



Administrative Report

H.8., File # 23-7085

Meeting Date: 1/23/2024

To: MAYOR AND CITY COUNCIL
From: JOSEPH HOFFMAN, CHIEF OF POLICE

TITLE

APPROVE AN AGREEMENT WITH SPIDR TECH FOR CUSTOMER ENGAGEMENT SOFTWARE FOR A TOTAL AMOUNT NOT TO EXCEED \$108,579.40 AND THE TERM FEBRUARY 6, 2024 THROUGH FEBRUARY 5, 2029

EXECUTIVE SUMMARY

Approval of this Agreement will continue the Police Department's use of existing SPIDR Tech mobile survey analysis services for up to five additional years. SPIDR Tech's mobile survey software has been a highly valuable community engagement and citizen response tool.

BACKGROUND

The SPIDR Tech platform engages citizens that request services through the City of Redondo Beach Communications Center, provides immediate automated messaging specific to their issue, and conducts a mobile survey analysis. This platform provides immediate reporting party acknowledgment messages in most circumstances when a citizen calls the Communications Center and requests services. The Police Department has enabled certain types of calls and events that trigger the messages to be sent and all of the messages have been customized to provide information relevant to the specific incident or event the citizen is calling about. Approximately 80% of all call types have associated messages that can be sent with this platform. Information included in the text message provides confirmation of the request for service, case or incident number, contact information, how to follow up, and links to other useful information.

In addition to the auto response feature, the SPIDR Tech platform implemented a mobile survey feature that allows for reporting party surveys. These surveys provide the Police Department with valuable feedback and the ability to measure community interactions. This feature was enabled for the Police Department in June 2018. Since being enabled, thousands of surveys have been sent out. The surveys are only sent to citizens that have called the Communications Center, requested services, and received the previously mentioned reporting party acknowledgment message. The surveys are sent via text message shortly after the first message. Each survey consists of six multiple choice questions and a space for free comments.

On January 3, 2017, the City Council approved an agreement with SPIDR Tech for the purchase and installation of the SPIDR engage customer engagement platform. The extended time frame of initial set-up and implementation resulted in a first amendment to the SPIDR Tech subscription agreement being approved by City Council on March 6, 2018, allowing the platform to function fully. The second

amendment extended the term of the Agreement to January 4, 2024, which was approved by Council on February 5, 2019. Approval of this item would renew the subscription for five years beginning February 6, 2024 through February 5, 2029.

In 2022, SPIDR Tech enhanced their platform to allow for public engagement with crime victims to relay case status updates based to the victim's telephone number and/or e-mail address as provided upon completion of a police report. The Police Department Investigations Division has established the types of cases that that will relay updates to crime victims via text message or e-mail. The information relayed also includes the Case number, the assigned investigator, the date of the case status update and the action completed that activated the case status update to be sent. This enhancement also offers a victim survey for the public to complete similar to the Communications Center response.

SPIDR Tech, has been an effective partner for the Police Department in establishing a reliable customer engagement platform that puts the community in closer contact with the Department while providing valuable community insights that can be used to enhance Department performance.

COORDINATION

The Police Department coordinated this agreement with the City Attorney's Office.

FISCAL IMPACT

The total cost for the five 5-year Agreement will not to exceed \$108,579.40. Annual funding for the agreement is included in the Police Department's operating budget.

Year	Cost
2024	\$20,451.66
2025	\$21,064.67
2026	\$21,697.63
2027	\$22,347.71
2028	\$23,017.74

APPROVED BY:

Mike Witzansky, City Manager

ATTACHMENTS

- Agmt -SPIDR Tech
- Agreement - Original Agreement SPIDR Tech
- Insurance - SPIDR Tech, February 5, 2019