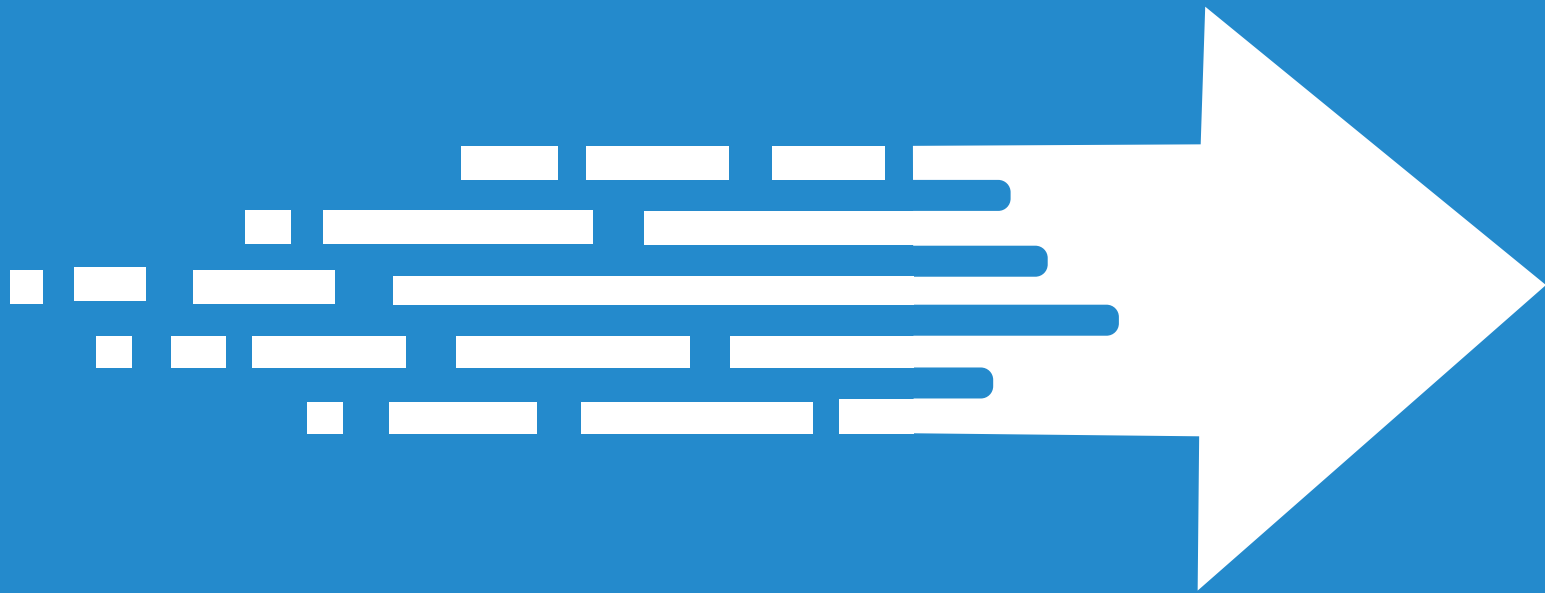


UPDATE BRIEFING: SMART CITIES & 311

CITY COUNCIL WORKSHOP | MAY 2, 2023



PRESENTER:

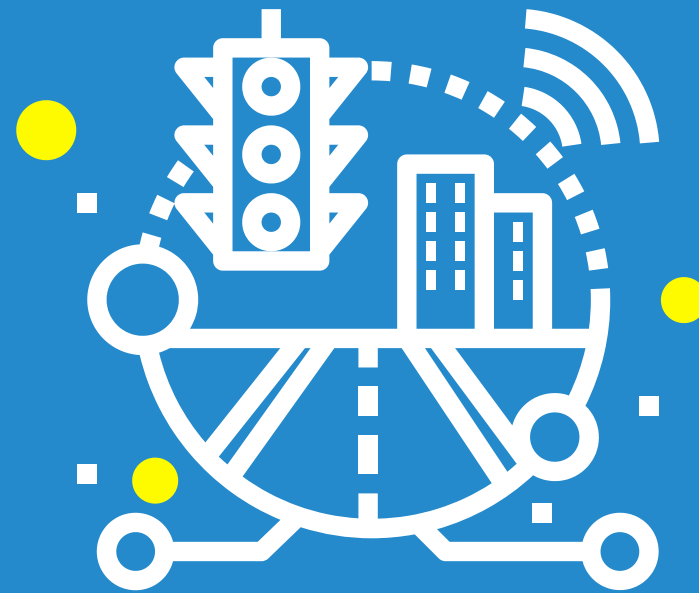
HOWARD W. WALDIE IV, MPA
CHIEF INNOVATION OFFICER



BRIEFING PURPOSE

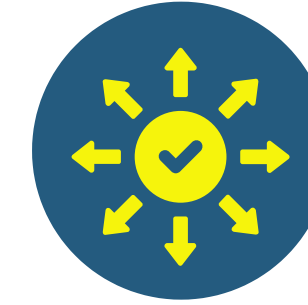
To provide an update on the progress of the Smart Cities Initiative, i.e., *The Digital Triangle*, as well as the proposed implementation of the 311 Office and corresponding CRM System.

THE DIGITAL TRIANGLE



PHASE I

(As presented on January 31, 2023)



Launch Internal
Smart Cities
Council

Complete Site Visit
to Peachtree
Corners, GA

Public Input &
Road Map
Development

Strategy Deployment
with Community
Partners

Next 6 Months

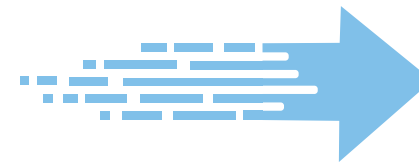


LAUNCH THE SMART CITIES COUNCIL

9 Departments



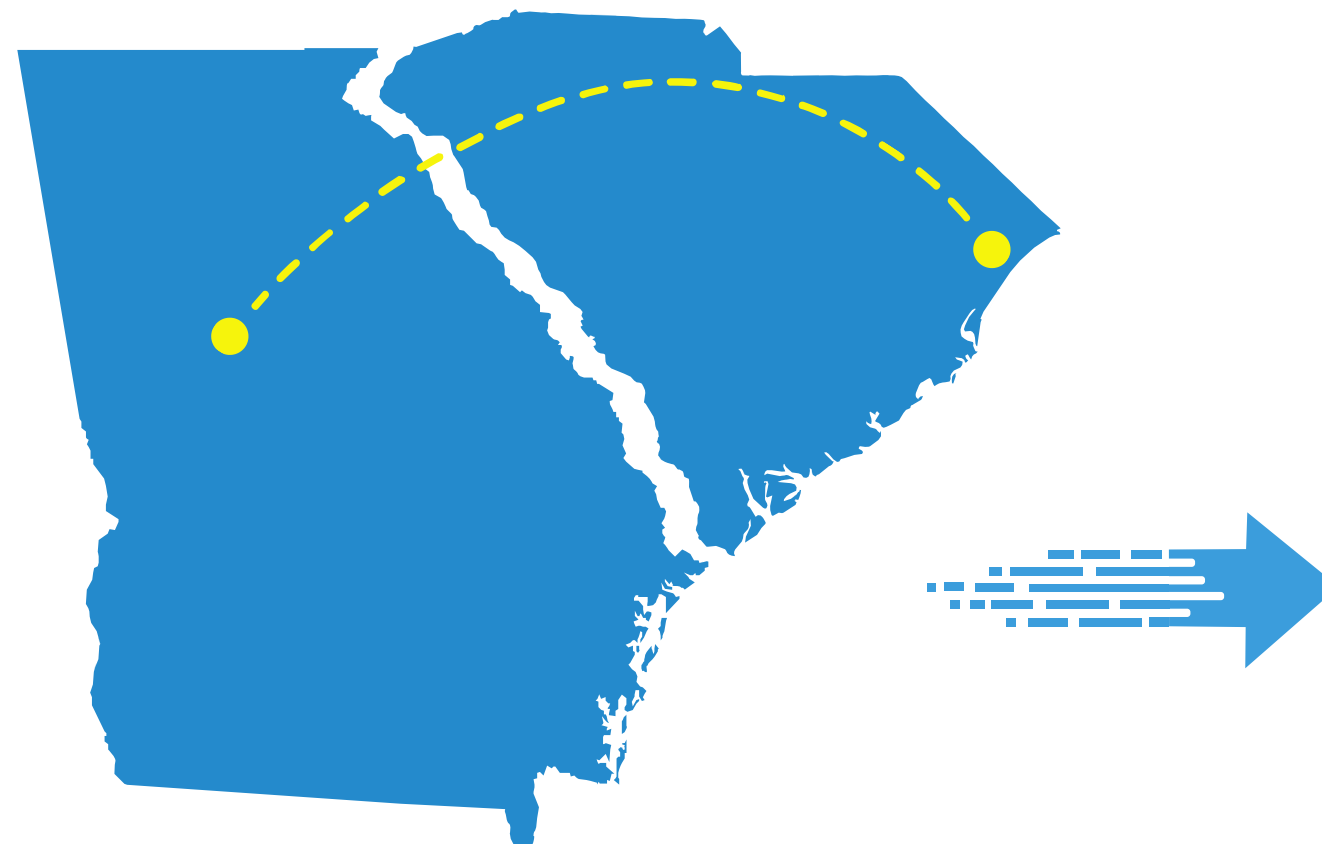
13 Members



- Member Orientation ✓
- 1st Meeting - April 28, 2023 ✓
 - Mission & Objectives
 - Road Map
 - Programming
 - Selection Process, Equity, Higher Ed, & MOUs/MOAs
 - Branding & Marketing



PEACHTREE CORNERS SITE VISIT



- **Scheduling for May 2023** 🔄
 - In Progress
- **Small Group for Cost Savings**
- **Focus on the *Curiosity Lab***
 - Best Practices
 - Utilization & Programming
 - Assets & Layout
 - Interviews



INPUT & ROAD MAP

- **Meetings & Presentations to Date** ✓

- eMYRge
- Grand Strand Web3 Guild Leadership
- Horry County Council Admin. Cmte.
- Horry County Management Team
- HTC
- MBACC Leadership & PGS AAST Event
- Myrtle Beach Downtown Alliance
- Myrtle Beach Planning Commission
- Myrtle Beach Regional Econ. Dev. Corp.
- Santee Cooper
- Surfside Rotary
- Technology Advisory Group

- **Next Up** ↻

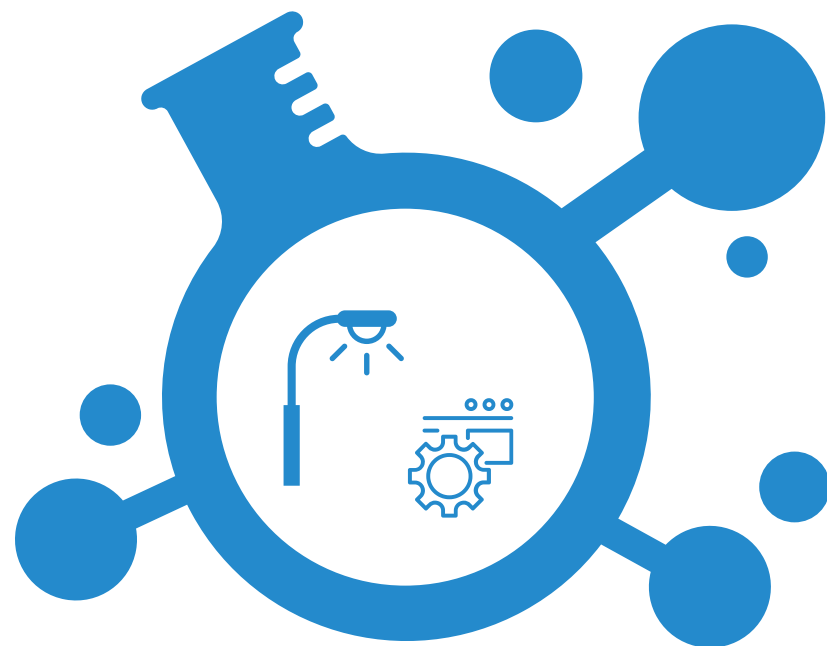
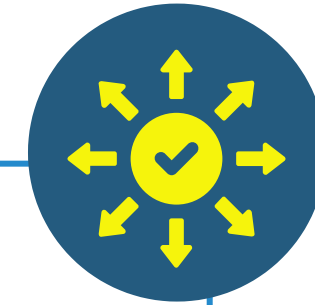
- Coastal Carolina University
- Horry-Georgetown Technical College
- Neighboring Municipalities
- And more!

- **Road Map** ↻

- Continues to be developed in partnership with stakeholders




RESEARCH, DEVELOPMENT, & DEPLOYMENT



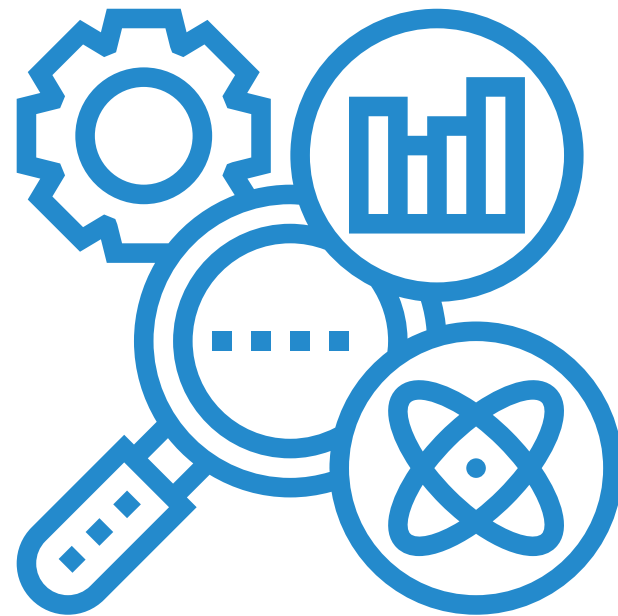
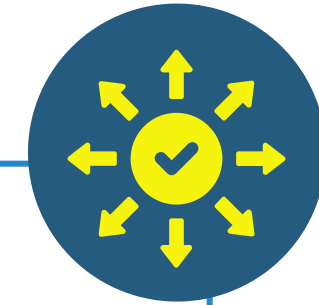
4 Companies



- **Living Lab** 
 - Working Towards our first two "Proofs of Concept"
 - Smart Poles
 - Wifi
 - 5G
 - RTC Program
 - Water/Beach Safety
 - SaaS

RESEARCH, DEVELOPMENT, & DEPLOYMENT

(Continued)



- **Funding Opportunities** 
 - EDA Grants
 - Energy Infrastructure Grants
- **Alternative Energies** 
 - Policy Analysis (Summer 2023)
 - Feasibility in A&I District
- **Smart Trash Bins** 
- **Automated Parking Systems** 
- **5G & Regional Fiber Ring** 

ONGOING IMPLEMENTATIONS





INFOR & M365

INFOR 🔄

- Complete Design - Target: June 2023
- Test Design - Target: June 2023
- UAT Testing - Target: July/August 2023
- Go-Live - Target: September 2023

M365 🔄

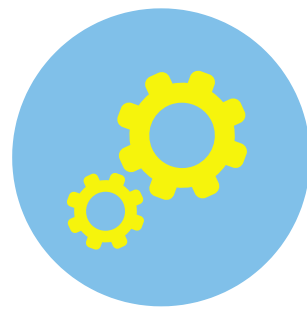
- Licenses Acquired - Complete
- IT Testing & Buildout - Ongoing
- Phase I Deployment - Target: July 2023

311

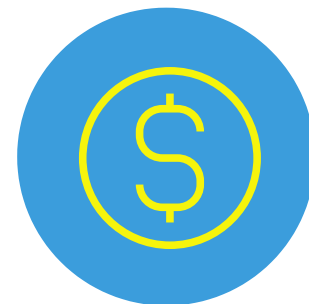


CRM SYSTEM: REQUEST FOR PROPOSAL (RFP)

(As presented at Council Budget Retreat)



**Determine Desired
CRM System
Requirements**



**Run RFP for 30 - 45
Calendar Days**



**Review Responses
& Determine Staff
Capacity for
Implementation**



**Report Back to
City Council with
Regular Progress
Updates**

Next 3 Months

**CRM Systems greatly vary in cost as licensing, maintenance, # of users, population size, and configuration requirements can impact the final contract. Based on rough estimates, the cost would range between \$30,000 and \$150,000 for one time implementation fees + annual subscription fees ranging from \$20,000 to \$60,000+*

CRM SYSTEM: REQUEST FOR PROPOSAL (RFP)

(Current Status)

AWAITING INFOR GO-LIVE

Two Options Under Consideration for Next Steps

Option 1:

Submit Request for Mid-Year FY24 Budget Adjustment in the Fall of 2023

- Run RFP November/December 2023
- Award Bid January/February 2024
- Phase I Implementation by July 2024

Option 2:

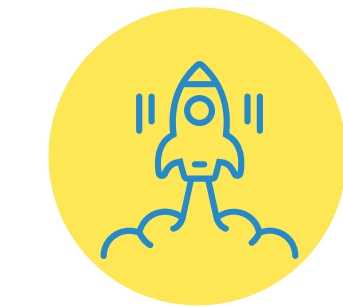
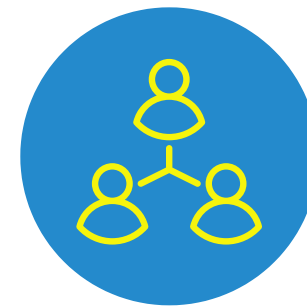
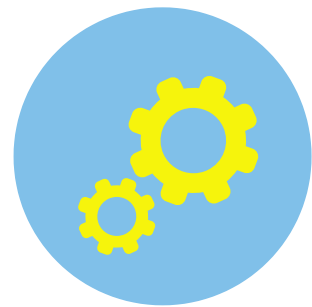
Include in City Manager's FY25 Recommended Budget

- Run RFP June 2024
- Award Bid July/August 2024
- Phase I Implementation by January 2025

**CRM Systems greatly vary in cost as licensing, maintenance, # of users, population size, and configuration requirements can impact the final contract. Based on rough estimates, the cost would range between \$30,000 and \$150,000 for one time implementation fees + annual subscription fees ranging from \$20,000 to \$60,000+*

ESTABLISH OFFICE UNDER EM

(As presented at Council Budget Retreat)



**Determine 311
Office
Operations**

**Finalize Staffing &
Equipment
Requirements***

**Recruit, Hire, &
Train Staff for the
311 Office**

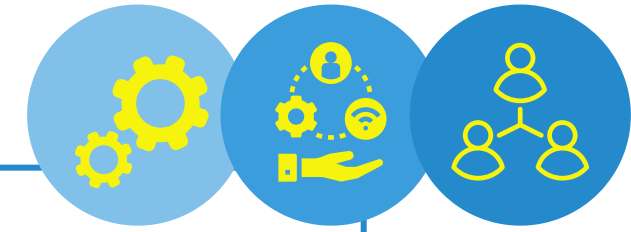
**Develop Public
Awareness
Marketing
Campaign**

**Launch
Campaign &
then the 311
Office**

Next 4 Months

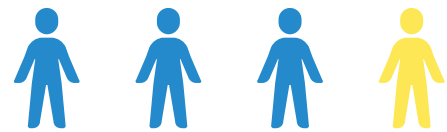
Next 6 - 8 Months

**Current Cost Estimate is about \$100,000 for a new FTE (for 1 Supervisor) + Equipment and the Reallocation of 3 FTEs (for 3 Call Takers) from within the organization.*



OFFICE STAFFING, TRAINING, & LOCATION

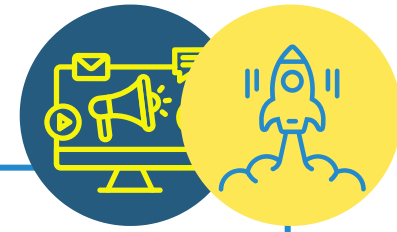
4 Postions



6 Months of Training



- **Staffing** 
 - 3 Customer Service Specialists
 - *Two Existing FTE Reallocations*
 - *One New FTE (Mid-Year FY24 Budget Adjustment)*
 - *Training - Target: July 2023*
 - 311 Operations Coordinator
 - *New FTE - Target Hire Date: July/August 2023*
 - *Use of Existing Vacancy Savings until expected request for Mid-Year FY24 Budget Adjustment*
 - Job Descriptions Complete 
- **Office Location - Fire Station #4 (EOC)** 

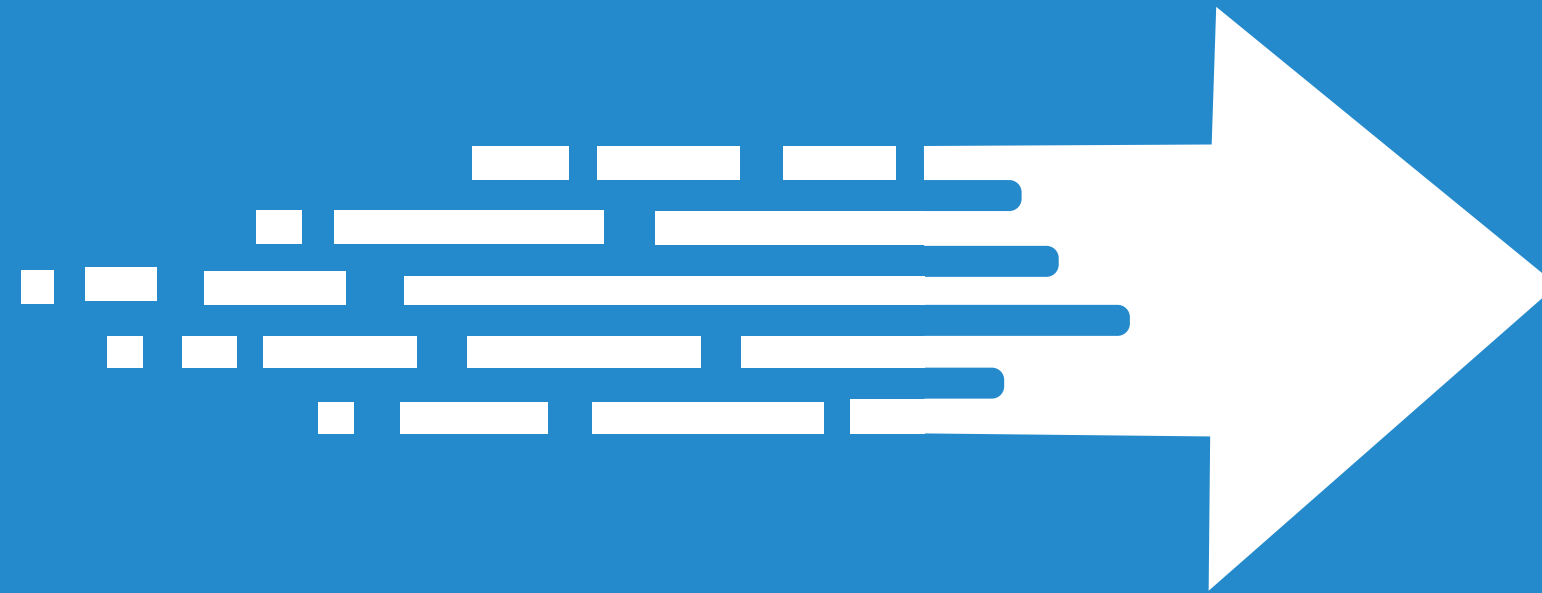


AWARENESS CAMPAIGN, SET-UP, & LAUNCH



- **Awareness Campaign** 🔄
 - Planning: August - September 2023
 - Content Development: October - November 2023
 - Campaign Launch: December - January 2024
- **Temporary Intake & Tracking System** 🔄
 - Pilot via Bulk Item Pickup System: Target July 2023
 - Discovery & Design: September - November 2023
 - System Testing & UAT: December - January 2024
 - Go Live: January/February 2024
- **Equipment Set-Up - Target: August 2023** 🔄
- **Office Launch - Target: January/February 2024** 🔄

QUESTIONS & DISCUSSION



CITY COUNCIL UPDATE BRIEFING | SMART CITIES & 311 | 05.02.2023

