

**CITY COUNCIL RESEARCH DIVISION
LEGISLATIVE SUMMARY**



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Bill Type and Number: Ordinance 2024-394

Introducer/Sponsor(s): Council President at the request of the Mayor

Date of Introduction: May 14, 2024

Committee(s) of Reference: NCSPHS, R, F

Date of Analysis: May 16, 2024

Type of Action: Appropriation; designation of oversight agency

Bill Summary: The bill appropriates \$1,054,030.28 from a long-term debt proceeds account for the purchase of a Salesforce Public Sector Platform for 311 CRM (customer relationship manager) and Case Management system. The Information Technologies Division is designated as the oversight agency for the project.

NOTE: the Legislative Bill Summary accompanying the ordinance references amending the 5-year IT System Development Plan to reflect the addition of this new project and changes to the funding amounts for several existing projects, which this bill does not do. That may need to be accomplished via an amendment of this bill in the committees or via separate legislation.

Background Information: The project will replace the current MyJax (630-CITY) system with a new Citizen Service Center system through a multi-year effort that will enable customers and employees to easily navigate, engage, update and complete service requests. It will service more citizens through new communication channels such as a mobile app, chatbot with artificial intelligence-enhanced self-service and relevant knowledge-based articles. It will leverage the Salesforce cloud-based platform to utilize critical case management functionality as requested by the Office of Economic Development and several other divisions through a phased approach. Current-year funding is for initial implementation of the 311 Customer Relationship Manager and Case Management system. The associated budget transfer also includes reducing budgets of other existing IT projects that no longer need funding, including Telecommunications PBX computer equipment, software and capital professional services and JFRD mobile data terminals refresh.

Policy Impact Area: Customer service and internal case management capabilities

Fiscal Impact: The bill appropriates \$1,054,030.28 from long-term debt proceeds

Analyst: Clements