

Report to Council

Report Title: Municipal Mobile Application Update

Prepared By: Sonya Watson, Chief Administrative Officer

Department: Administration

Date: February 8, 2022

Report Number: CAO2022-07 **File Number:** C11AD, F11

Attachments: Apptic Studios Contract Agreement

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number CAO2022-07 – Municipal Mobile Application Update, prepared by Sonya Watson, Chief Administrative Officer, for information purposes.

Report:

Background:

In March 2021, staff brought forward the Municipal Modernization Program – Intake II. The application was for digital modernization, service integration and alternative service delivery models. There were several projects included in the application, one of the projects was for funding for the Municipal Mobile Application.

In May 2021, staff also received notification that we had been approved through the Rural Economic Development (RED) Grant for the Municipal Mobile Application with 50% funding of the total cost over a three-year time period. Staff reviewed both applications and determined that the RED grant was better suited for this project and would provide greater financial support to the Municipality.

The purpose of this project is to reach a more diverse demographic of residents with timely, effective communication and respond to the broader community needs. As this app is intended to touch on more than one department, residents will be able to find the most sought out information within this application, including: instructions on paying bills- the potential of paying bills, municipal news, by-law complaint forms, hazardous waste days, local events and amenities, watch Council and more. With website integration, the app will be able to pull information from the website, centralize it and be assessable from anywhere.

Analysis:

As per the Purchasing and Procurement Policy staff have reviewed a number of providers and associated quotes for development and ongoing support for the APP. Staff also contact municipal users to discuss

associated functional ability of the APP's. Each provider offers varying levels of services, inclusions and functionality.

Upon review, staff will be proceeding with Apptic Studios. Apptic Studios can provide an APP that will provide the most benefit to the Municipality at a reasonable cost.

Apptic Studios: \$10,500 per year or the option for a three-year commitment at \$8,800 per year

We will be committing to a three-year contract for a total value of \$26,400 plus H.S.T. Staff are currently working through layout of the APP and updates to the website to allow for on-line payments and more efficient flow of information to support the successful launch of the App.

Staff are planning to launch the mobile application in early spring.

This purchase is within the purchasing approval of the Chief Financial Officer and is partially funded through the Red grant funds. This report is provided in accordance with the Purchasing and Procurement Policy for Council's information.

Strategic Action Plan Checklist:

What aspect of the Brockton Strategic Action Plan does the content/recommendations in this report help advance?	
• Recommendations help move the Municipality closer to its Vision	Yes
• Recommendations contribute to achieving Heritage, Culture, and Community	Yes
• Recommendations contribute to achieving Quality of Life	Yes
• Recommendations contribute to achieving Land Use Planning and the Natural Environment	Yes
• Recommendations contribute to achieving Economic Development	Yes
• Recommendations contribute to achieving Municipal Governance	Yes

Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

The Municipality received RED grant funding for this APP. Approved grants will be covering half the cost of the mobile application; remaining costs will be \$4,400 a year for three years. This will be a value-added communication tool for residents to engage in open and transparent government and provide a tool for ease of payment and complaints processing from any location at any time.

The Municipal Modernization Grant funding is being utilized with the other digital modernization projects included in the application which are currently in progress.

Reviewed By:



Trish Serratore, Chief Financial Officer

Respectfully Submitted by:

A handwritten signature in black ink, appearing to read 'Sonya Watson', with a stylized flourish at the end.

Sonya Watson, Chief Administrative Officer