



CITY OF RICHMOND

INTRACITY CORRESPONDENCE

DATE: September 19, 2023

TO: Rene Almaraz, Director of Procurement Services

FROM: Jen Worley, Procurement Analyst

SUBJECT: Office of Elections Procurement Violation

CONTRACTOR: Text My Gov

COMMODITY: Software Service (DIT approval was obtained)

USING AGENCY: Office of Elections

TOTAL AMOUNT: \$18,000.00

I believe that this violation stems from a misunderstanding of procurement processes and procedures in addition to Contractual signature authority.

After email communication to the Office of Elections as well as Teams meeting with Keith Balmer to talk through the process and educate on City policy, I am confident we will be able to fix this issue moving forward.

By working with a member of DPS for all procurements large and small, this will prevent future violations, however, it is important to note that the signed Agreement binds us to a 2nd year term. The total amount of \$18,000.00 only allocates funds for the 1st year of the Contract.

Jen Worley
Jen Worley, Procurement Analyst

09/19/2023
Date



DEPARTMENT OF PROCUREMENT SERVICES

INTRACITY CORRESPONDENCE

DATE: August 31, 2023

TO: Rene M. Almaraz, Director of Procurement Services

FROM: Keith Balmer
Office of Elections

SUBJECT: Procurement Violation

VENDOR: Text My Gov

COM/SERVICE: ELECTION MATERIALS AND EQUIPMENT

USING AGENCY: Office of Elections

TOTAL AMOUNT: \$18,000

Briefing: A web-based text messaging service used for Election purposes.

In this memorandum a briefing is being provided in accordance to Policy No. 43, Procurement Violations, Section 43-4.1 items (a) through (h). The following briefing will provide the Director of Procurement Services the following discussion topics:

1. Item A

- a. *Discussion of what occurred resulting in the procurement violation.*

The contract with this vendor was not reviewed by the City Attorney's Office and the Director of Procurement.

- b. *Plan of corrective measures to prevent a future procurement violation.*

Ask for guidance from the City Attorney's Office and the Director of Procurement before signing future agreements.

2. Item B

- a. *Individual who was responsible for the procurement violation.*

Keith Balmer

3. Item C

- a. *Statement and validation of available funding.*

I have the money in my budget to procure this service.

4. Items D

- a. *Determination of fair and reasonableness of the purchase in relationship to current market value*

In order to secure our services, Text My Gov was offered at a reduced rate.

5. Item E

- a. *Confirmation that goods and services have been provided to the City.*

This service has not yet been provided to the City.

6. Item F

- a. *Statement the contractor provided the items acted in good faith and that no collusion was evident to circumvent proper procurement procedures*

Text My Gov acted in good faith, and there was no collusion.



DEPARTMENT OF PROCUREMENT SERVICES

INTRACITY CORRESPONDENCE

Approved: _____

Rene M. Almaraz, Director of Procurement Services

Date: _____

9/20/23

Keith Balmer

9/19/23

IT Purchase Request Form

1. Requestor Information

Agency

Office of Elections

Contact Name:

Keith Balmer

Phone:

804-646-6486

2. Brief Description (What do you intend to purchase?)

Text My Gov is a text message service that will benefit voters that have questions about elections. This service will also allow the Office of Elections to send out alerts to registered voters.

This purchase will be made with our accounting string 0100-01701-7101222222-SV0603-1125. List of approvers for this string are Keith Balmer & Jerry Richardson.

3. Business Requirements (What is your justification for purchase? What is the intended use?)

The intended use of the service is to keep the community informed about elections in the City of Richmond.

4. Related Project

Is this Related to an IT Project? NO

If Yes, provide Project Number:

5. Supporting Documentation

Make sure to attach documentation in support of your planned requisition, such as quotes.

Is this Purchase funded in current Agency FY Budget?
If No, Please provide funding source:
Requestor's Signature: X Keith Balmer

The following sections are for DIT USE ONLY

6. Supplier Information

Name: TextMyGov

Commodity Code: 20811: Software

7. Request Reference Number (Please include this number in your RAPIDS requisition.)

SR9966823

8. Approvals

DocuSigned by:

X David Hanger
0F2C988FDFE428
 IT Manger - End User Services

DocuSigned by:

X Charles Richardson
3B2380A35816437
 IT Manger - Application Solutions

DocuSigned by:

X John Smith
E3D6E5458AF448D
 IT Manger - Infrastructure Services

TextMyGov

TextMyGov
P.O. Box 3784
Logan, Utah 84323
435-787-7222

Partnership Proposal

Introducing TextMyGov

TextMyGov was developed to open lines of communication with local government agencies and citizens. The system works 24 hours a day and easily connects with your website and other communication methods.

Using the regular messaging app on any smartphone, the smart texting technology allows the citizen to ask questions and get immediate responses, find links to information on the agency's website, address problems, report any issues and upload photos.

According to the Pew Research Center, **97% of smartphone owners text regularly.**

The technology analysts at Compuware reported **that 80 to 90% of all downloaded apps are only used once and then eventually deleted** by users.



TextMyGov Solutions:

Communicate, Engage, Boost Website Traffic, Track, and Work



Communicate

TextMyGov uses smart texting technology to communicate with citizens. Local government agencies can answer questions, send links to their website, and provide details on garbage pickup, utility payments, city news, events, office hours, just to name a few.



Engage

TextMyGov uses smart texting technology to engage with citizens. Citizens can easily report issues to any department, such as potholes, drainage problems, tall grass, junk cars. The issue reporting function can be customized for each department and their most commonly reported items. Agencies can engage citizens and ask specific guided questions regarding location, address, street name, and more. If your goal is to engage with citizens and get smart valuable data- You need TextMyGov.



Boost Website Traffic

TextMyGov uses smart texting technology to maximize a city's website. Citizens can text in keywords like festival, parking, ticketing, meeting, sporting event, etc. The smart texting technology can answer the question or send a link from the city's website with additional information. Local government agencies spend thousands of dollars each year on their website. TextMyGov is the best way to benefit from that investment. If your goal is to benefit from your website investment- You need TextMyGov.



Track

TextMyGov uses smart texting technology to track and record all the information that is sent in. Agencies can track the cell phone number, date, and time of every request. If your agency wants to be compliant with FOIA- You need TextMyGov.



Work

Smart texting uses detailed information to track a citizen's request or create a work order. Work orders and requests can be generated and completed. Smart texting allows you to easily collect information like name, location, street address, and allows the user to upload a photo. If your agency wants to track real requests and real work orders submitted by a real cell phone number- You need TextMyGov.

Implementation

Getting Started

After the execution of the basic service agreement, a project manager will be assigned to assist the client through implementation. A local phone number will be obtained for use with TextMyGov.

Configuration

The project manager will work with the client to customize interactive responses, create automation flows, and keyword lists. Training will be provided on how to quickly create and edit data.

Media Kit

Advertising materials will be provided to the client, including an infographic for the website and downloadable flyer for social media and other communication methods used by the agency.

Unlimited Training and Support

After initial implementation and training, unlimited on-going support is included. Our experts are available M-F 6am-5pm MST.

Subscription Cost Breakdown

This quote represents a subscription to TextMyGov with an initial TERM of two years. The agreement is set to automatically renew after the initial TERM. Support and services fees may increase in subsequent years, but will increase no more than 5% per year. See below for the package price and other details:

Terms and conditions can be printed and attached as Exhibit A or viewed at www.TextMyGov.com/terms

Prepared for:

City of Richmond Elections
2134 West Laburnum Avenue
Richmond, Virginia 23227

Prepared by:

TextMyGov
P.O. Box 3784
Logan, UT 84323

Package	Package Price	Billing
TextMyGov Package includes: • TextMyGov Web-Based Software • Local Phone Number • Short Code Number (for outgoing messages) • Unlimited Users • Unlimited Support for Every User • 10 GB Managed online data storage • 200,000 Text Messages per year	\$ 16,000	Annual
Implementation/Setup Fee	\$8,000 \$2,000	One Time
Total (First Year):	\$24,000 \$18,000	First Year
Total (Ongoing):	\$16,000	Annual

Notes:

1. This is a two-year contract. After the initial two years, the contract can be canceled by providing 60-day written notice.
2. After the initial two-year contract, the agreement will revert to a year to year.
3. Customer is required to put Text My Gov widget on the Agencies Web Home page.
4. This agreement and pricing were provided at the customer's request and is valid until 05/19/2023.
5. Customer is required to provide copy of W-9
6. Invoices will be sent out July 1st, 2023. Terms of invoicing is net 30 days. Future invoices will also be sent on July, 1st.

Additional Services

TextMyGov provides additional applications and services that can be purchased as part of the TextMyGov solution. These can be added to the customer's annual* cost, upon request.

Enhanced Media & Care Package – Marketing materials and expert implementation to promote and optimize TextMyGov, see us here for additional information- https://textmygov.com/enhanced-media-care/	Price based on Population	Annual
Additional Storage – Each unit of storage contains an additional 100 GB.	\$250	Annual
Additional text messages – Additional text messages can be purchased at any time. (\$750 for 100,000), (\$550 for 50,000), (\$300 for 25,000)	Price based on amount of text messages	Annual

Agreement Confirmation

Implementation Team Information

Name: **Keith Balmer**

Title: **Director of Elections**

Email: **keith.balmer@rva.gov**

Office Phone: **(804) 646-5950**

Cell Phone (Required): **(804) 898-5388**

Implementation Team Information

Name: **Jerry Richardson**

Title: **Deputy Director**

Email: **jerry.richardson@rva.gov**

Office Phone: **(804) 646-5950**

Cell Phone (Required): **(804) 615-4399**

Widget Contact

Name: **Keith Balmer**

Title: **Director of Elections**

Email: **keith.balmer@rva.gov**

Office Phone: **(804) 646-5950**

Cell Phone (Required): **(804) 898-5388**

(This person is responsible for placing the TextMyGov widget (see options - [Widget | TextMyGov Support](#)) on the agency's website within 60 days of the agreement signature. The TextMyGov widget will remain on the agency's website for the duration of the agreement. If the widget is not placed on the City/County website within 60 days, the Agency agrees to pay an additional \$1,000 towards setup costs (this is to cover TextMyGov's time).

Billing Information

Billing Contact Name: Keith Balmer

Title: Director of Elections

Email: Keith.Balmer@rva.gov

Office Phone: (804) 646-6486

Address: 2134 W. Laburnum Ave / Richmond, VA 23227

(Please attach copy of W-9 or Tax Exemption form.)

Agreement Signature

Name: Keith Balmer

Title: General Registrar / Director of Elections

Date: 5/19/23

Signature: Keith Balmer

Twilio Contact Authorization

Twilio Authorized Contacts

Employee Name (1): Jerry Richardson

Email: Jerry.Richardson@rva.com

Business Title: Deputy Director

Job Position: Deputy Director

Phone Number: 804-646-5954

Employee Name (2): Adriene Davis

Email: Adriene.Davis@rva.com

Business Title: Senior Accountant

Job Position: Accounts Payable

Phone Number: 804-646-5954

☒ I confirm that my nominated authorized representatives agree to be contacted by Twilio.



Requisitions Search

Enter search criteria and press the Go button to find the requisitions.

Requisition Created By

☐ Include people from all organizations

Requisition Created

Any Time

Requisition Number 240002691

Order Number

☐ Spot Buy Requisitions

Go Clear

Requester

☐ Include people from all organizations

Requisition Status

All Statuses

Requisition Description

Supplier

Item Number

Select requisition:

Copy To Cart

Cancel Requisition

Change

Complete

Select Requisition

240002691

Description

TextMyGov-a web based text messaging service use for election purposes.

Total

18,000.00 USD

Quantity

18000

Qty Delivered

0

Qty Cancelled

0

Open C