



City of Waukesha
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Committee: Information Technology Board	Date: 2023-07-18
Common Council Item Number: 23-7292	Date: 2023-08-02
Submitted By: Chris Pofahl	City Administrator Approval: Gina Kozlik
Finance Department Review: Joseph P. Ciurro	City Attorney's Office Review: Brian Running
Subject: Review and Act on approving the service terms for Little Green Light CRM software.	

Details:
Waukesha Parks Recreation and Forestry Department would like to engage with Little Green Light to implement a cloud-based customer relations management (CRM) program.

The CRM program would convert more leads, provide better engagement and help grow revenue through better lead, contact management. automation and accurate reports.

Options & Alternatives:
Staff recommendation: To enter into a monthly agreement with Little Green Light. WPRF reviewed Constant Contact, currently being used by the city in another capacity but found the lead generation and CRM pricing to be cost prohibited (Starting at \$449 a month). Little Green Light will manage our relationships and interactions with customers and donors at \$40.50 a month and Little Green Light can be integrated with Constant Contact for mass marketing purposes.

Financial Remarks:
Little Green Light CRM Software will be paid out of other professional services 5990.52190 at the annual cost of \$486 (\$40.50 monthly).
Pricing is based on constituent records \$486 (up to 2,500 constituents) and offers free Training and support.

There are no cancelation fees - software can be discontinued (month by month service) and no set up fees.
Terms of service have been reviewed by the City Attorney.

Executive Recommendation:

Recommend approval of terms between the City of Waukesha and Little Green Light and authorize WPRF to enter into this service agreement.