



## Staff Report for Committee of the Whole Meeting

Date of Meeting: November 20, 2024

Report Number: SRCFS.24.027

Department: Corporate and Financial Services

Division: Information Technology

**Subject: SRCFS.24.027 - Renewal and Support Services with Salesforce for CRM**

---

### Purpose:

The Information Technology Division (IT) is seeking Council approval for a non-competitive acquisition greater than \$100,000, in accordance with the Procurement By-law 116-13.

### Recommendation(s):

- a) That staff report SRCFS.24.027 be received;
- b) That the sole source renewal of the City Customer Relations Management (CRM) System hosting license, maintenance and support be awarded non-competitively to Salesforce Corporation (Canada) for a contract duration of five (5) years and a cost not exceeding \$695,000, exclusive of taxes, pursuant to Appendix "B" Part I, Section (c) of the Procurement By-law No. 113-16 in order to ensure compatibility with existing Salesforce Corporation (Canada) software used and maintained by the City of Richmond Hill staff.
- c) That the Commissioner of Corporate and Financial Services, and upon the recommendations of the Chief Information Officer, be authorized to execute any necessary documentation to affect the contract(s).

### Contact Person(s):

- Calin Armenean, Supervisor, Application Services, [calin.armenean@richmondhill.ca](mailto:calin.armenean@richmondhill.ca)
- Bankole Akingbade, Manager Application Services, [bankole.akingbade@richmondhill.ca](mailto:bankole.akingbade@richmondhill.ca)
- Rob Jones, Chief Information Officer, [rob.jones@richmondhill.ca](mailto:rob.jones@richmondhill.ca)
- Sherry Adams, Commissioner of Corporate and Financial Services, [sherry.adams@richmondhill.ca](mailto:sherry.adams@richmondhill.ca)

## **Page 2**

### **Report Approval:**

All reports are electronically reviewed and/or approved by the Division Director, Treasurer (as required), City Solicitor (as required), Commissioner, and City Manager. Details of the reports approval are attached.

## Page 3

### Background:

The City of Richmond Hill started its journey with Salesforce Corporation (Canada) in 2017, to improve customer service, efficiency, and effectiveness. Salesforce CRM is a critical tool for engaging with residents and enabling excellent customer service delivery, and as such, must be maintained.

### Discussion:

Procurement By-law No. 113-16, Appendix “B”, Part I - Sole Source Acquisition clause (c) stipulates that sole source acquisitions may be made:

- To ensure compatibility with existing products, to recognize exclusive rights such as patent, copyright, or license, or to maintain specialized products that must be maintained by the manufacturer or its representative.

Staff are recommending that a new contract be awarded non-competitively pursuant to Appendix “B” Part I, Section (c) of the Procurement By-law No. 113-16 Salesforce Corporation (Canada) as a direct partnership to support business continuity for the City’s CRM.

Maintaining a transparent operational relationship with Salesforce Corporation (Canada) enables the City to operate its CRM system in an efficient manner. The sustainment of the CRM enables staff to deliver a variety of valuable digital services and communicate effectively with members of the public bolstering the City’s digital and web presence.

By working directly with Salesforce Corporation (Canada), the City continues to follow industry best practices, by maintaining a proactive approach towards IT Software Maintenance, Capital Planning and Forecasting, avoiding unnecessary expenditures such as re-training staff, re-developing multiple integrations with various enterprise business systems, and changing established processes and procedures. This will also enable the City to expand its CRM footprint in the future and contribute to the execution of the City's Customer Service Strategy.

## Page 4

### Financial Implications:

The total of the proposed five (5) year award to Salesforce Corporation (Canada) in the amount of \$695,000, exclusive of taxes, breaks down in accordance with the following table:

**Proposed Five-Year Forecast**

<b>Component</b>	<b>2025</b>	<b>2026</b>	<b>2027</b>	<b>2028</b>	<b>2029</b>
Annual Hosting, Maintenance and Support	\$109,000	\$109,000	\$109,000	\$109,000	\$109,000
Growth	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
<b>Total</b>	<b>\$139,000</b>	<b>\$139,000</b>	<b>\$139,000</b>	<b>\$139,000</b>	<b>\$139,000</b>

### Relationship to Strategic Plan 2024-2027:

Working directly with Salesforce Corporation (Canada) allows the City to adhere to the “Strengthening Foundations” pillar by focusing on quality customer service and a continuous improvement mindset to support innovation and be responsive to residents.

## Page 5

### Report Approval Details

Document Title:	SRCFS.24.027 - Renewal and Support Services with Salesforce for CRM.docx
Attachments:	
Final Approval Date:	Nov 3, 2024

This report and all of its attachments were approved and signed as outlined below:

**Rob Jones - Nov 1, 2024 - 9:50 AM**

**Gigi Li - Nov 1, 2024 - 1:29 PM**

**Sherry Adams - Nov 1, 2024 - 4:16 PM**

**Darlene Joslin - Nov 3, 2024 - 9:56 AM**