



EXECUTIVE DECISION DOCUMENT

GENERAL MANAGER APPROVAL: <i>Robert M. Pann</i> 8 March 2019		GENERAL MANAGER ACTION REQ'D:		
DATE: 3/5/2019		BOARD INITIATED ITEM: No		
Originator/Prepared by: Angie West Dept: Office of the CIO Signature/Date: <i>[Signature]</i> 3/8/19	General Counsel <i>[Signature]</i> 3/8/19 []	Controller/Treasurer <i>Chris Gan</i> 3/8/19 []	District Secretary []	BARC <i>[Signature]</i> 3/8/19 []

Salesforce License Expansion

PURPOSE:

To request that the Board authorize the General Manager to negotiate and execute a four-year license agreement with Salesforce, Inc., in an amount not to exceed **\$1,126,644**, to integrate Salesforce Email Studio software with its existing suite of Salesforce software including Salesforce Service Cloud and Salesforce Social Studio.

DISCUSSION:

The District is undertaking a strategic effort to improve and coordinate digital marketing and communications with more effective email and short messaging services (SMS) for customers. Currently, the District has multiple software platforms to manage and generate email and SMS messaging, including real-time delay and elevator status, BART news, BART project updates, contract and vendor updates, constituent lists, BARTable marketing messages, and more. Each system has multiple opt-in emails and SMS lists. There is no single place for customers to view all their BART email and SMS subscriptions, and the District is unable to coordinate message delivery effectively. The District currently maintains more than 100 separate opt-in email and SMS lists, each with as many as 42,000 subscribers. There are more than 300,000 total subscriptions in various systems, and the overall subscription rate is growing at approximately 14% a year.

The Salesforce Email Studio being procured under this action would provide a more holistic solution for email and SMS services that integrate with existing District platforms. The

BART Customer Services Department currently uses the Salesforce Service Cloud for case management and reporting. The Communications and Marketing teams use Salesforce Social Studio for social media engagement. The procurement of Salesforce Email Studio would integrate these existing solutions to provide a single, unified platform for promoting opt-in messaging services and sending important and timely messages to customers.

Ultimately, Email Studio will allow the District to communicate relevant messaging, at the right time, in the proper medium, to the correct audience.

The District has made an investment in improving Customer Relationship Management (CRM) by products offered through the Salesforce software platform. Since the District seeks a solution that is compatible with the District's existing licensed Salesforce products described above, staff has recommended the direct procurement of Salesforce Email Studio, which is the only compatible product on the market. Products from other vendors would not be compatible and would not effectively resolve the issues this software is intended to address.

The District's Non-Discrimination Program for Subcontracting is not applicable to Sole Source Agreements. Accordingly, the Office of Civil Rights did not set Minority Business Enterprise (MBE) and Women Business Enterprise (WBE) Availability Percentages for this Agreement.

FISCAL IMPACT:

The proposed agreement is for a four (4) year contract from April 1, 2019 – January 16, 2023, in an amount not to exceed **\$1,126,644**. Funds for this agreement will come from the Office of the Chief Information Officer operating budget using cost center 0802842 - Telecommunications Program, account 680230 - Repairs & Maintenance, as follows:

	Additional Funding	Currently Funded	Extended TOTAL
FY19*	\$36,252	\$116,252	\$152,817
FY20	\$195,000	\$120,062	\$315,062
FY21	\$200,850	\$123,664	\$324,514
FY22	\$206,876	\$127,374	\$334,250
Total	\$638,978	\$487,666	\$1,126,644
<i>*Funding is expected to begin 4/1/2019.</i>			

This table includes proposed new expenditures for Salesforce Email Studio, and current spending for the existing Salesforce licensing including Service Cloud, Sales Cloud Social Studio.

Funding for services in this Fiscal Year are included in the Department's existing operating budget. Funding for subsequent years will be included in the proposed annual operating budget, which is subject to Board approval. This action is not anticipated to have any Fiscal Impact on unprogrammed District reserves in the current Fiscal Year.

ALTERNATIVES:

Do not authorize the execution of this Agreement. This option will result in the continued use of fragmented systems and would not improve or coordinate email and short messaging services (SMS) for customers.

RECOMMENDATION:

It is recommended that the Board adopt the following motion:

MOTION:

The General Manager is authorized to negotiate and execute a four-year license agreement with Salesforce, Inc., in an amount not to exceed **\$1,126,644**, to procure Salesforce Email Studio software.