

## **Council Technology Application Committee Meeting**

Wednesday, June 21, 2006

4:30 P.M. to 6:00 P.M.

Hayward City Hall

777 B St. Hayward

Conference Room 4A

Hayward, CA 94541

### **AGENDA**

**Public Comments:** (Note: For matters not otherwise listed on the agenda. The Committee welcomes your comments under this section but is prohibited by State Law from discussing items not listed on the agenda. Your item will be taken under consideration and referred to staff.)

- 1. Minutes of March 15, 2006**
- 2. On-Line Surveys**
- 3. Posting Biographical Information About Councilmembers**
- 4. Safety Spectrum and Digital Cities**
- 5. Member Comments**

#### **Distribution:**

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**Council Technology Application Committee  
Meeting Minutes of March 15, 2006**

**Members Present:** Olden Henson (Chair), Bill Quirk, Jesús Armas, Perry Carter, Clancy Priest, and Millie Saad.

**Others:** Holly Brock-Cohn – City Human Resources Director, Vin Coniglione (Hayward Adult School), Pierrot Couch (resident), Mike Frandy (resident), Rick Hart (Hayward Educational Wireless Network - HEWN), Patrick Simond (Hayward Unified School District).

**I. Public Comment:** None.

**II. Approval of Minutes**

The Committee accepted the minutes of September 27, 2005.

**III. Wi-Fi Developments Affecting Municipalities**

Clancy Priest presented an overview of the development of Wireless Fidelity (WiFi) and related issues. Hayward now offers free WiFi service in the downtown area through a City owned and operated system. At this time, there are no plans to expand that system. Private companies have also stated an interest in install and operate WiFi networks, which could present opportunities for the City to expand its WiFi coverage.

Most recently MetroFi of Mountain View started a 6-month pilot WiFi project in Concord establishing a one square mile WiFi zone in the downtown. It will allow anyone with a wireless-enable computer to access the internet for free. MetroFi gets its revenue from selling advertising space on the one-inch top screen banner. Staff recommended that the City contact MetroFi for a proposal to create a WiFi zone for Hayward, with the end result being free internet access city-wide.

Councilmember Henson had questions about city-owned WiFi's. City Manager Armas shared that to date the largest ten cities are looking at having their own WiFi's. San Francisco is looking at models that will not put public funds at risk.

Councilmember Quirk asked about the technical aspects of what MetroFi offers. Technology Services Director Priest said that it is a mesh routed system which deals with heavy user situations. It is accessible to anyone with a wireless card and a laptop. Eleven (11) channels are available for transmission. MetroFi uses mature technology that has already been piloted. The speed is DSL is not better.

Rick Hart had concerns about pending legislation that could stop municipal WiFi. His concern is that all Hayward students get free WiFi access. City Manager Armas commented that the HUSD model is different and not in conflict with what the City is proposing.

Staff will do additional research and come back to CTAC with that information at a later date.

#### **IV. Demonstration of Human Resources Applicant Tracking System**

HR Director Holly Brock-Cohn presented an overview of the new online employment application and applicant tracking system. The service is available on the City's home page through a contract with CalOps.

Prospective job applicants (external and internal) can now do a number of transactions online: apply for jobs, file an interest card for future job openings, and have their application reviewed online by the City hiring department. In addition, the system also keeps a variety of statistical data (Affirmative Action, how applicant heard about the job, etc.)

The online system is not only beneficial for job applicants, but has enabled Human Resources to process job applications and related transactions faster, with savings in phone calls, postage and time.

Councilmember Henson recommended that a similar presentation be made before the Personnel Committee.

#### **VI. Next Meeting**

The next Committee meeting will be Wednesday, June 21, 2006.

Councilmember Quirk requested that the meeting be convened earlier at 4:30pm to accommodate a scheduling conflict.

Councilmember Henson asked to give a report regarding his attendance at the Public Safety Spectrum and Digital Cities event.



**CITY OF HAYWARD  
STAFF REPORT**

AGENDA DATE 6/21/06  
AGENDA ITEM \_\_\_\_\_

**TO:** Council Technology Application Committee  
**FROM:** City Manager  
**SUBJECT:** On-line Survey

**Background/Discussion:**

One of the projects that staff is working on for the upcoming fiscal year is a community or resident survey. The survey, as currently envisioned, will seek residents opinions as to their level of satisfaction with the delivery of city services and also what services should be offered by the City. In the past, such surveys have been done by a consultant and consist of person-to-person interviews usually conducted at a shopping mall or some other high traffic area such as the downtown. The Committee has had some discussion with respect to such surveys in general and the question was asked could the City's web site be used to conduct on-line surveys. Such on-line surveys might replace traditional surveys or as an additional tool to gain information with respect to resident concerns and opinions regarding various City issues.

In view of the Committee's interest in using the City's web site and technology capabilities to conduct on-line surveys, staff thought it would be useful to bring this topic to the Committee for its review and discussion. More specifically, the Committee may wish to explore the various types of on-line surveys that might be conducted, different on-line survey applications that can be purchased, survey topics, targeted audiences, and other survey options. As the Committee has touched on, there are several advantages to conducting "in-house" on-line surveys. For example, cost can be kept to a minimum. Also, surveys could be developed relatively quickly, allowing the City to address current topics of interest to Hayward residents. Finally, being able to conduct on-line surveys would provide the City with yet another tool to help assesses resident concerns.

If the Committee is interested in pursuing on-line survey's, and depending on the Committee's direction, staff could return at a later date with additional information regarding applications available on the market, cost and operational considerations.

Prepared by:

A handwritten signature in black ink, appearing to read "Perry H. Carter".

Perry H. Carter, Acting Assistant City Manager

Approved by:

  
Jesús Armas, City Manager



**CITY OF HAYWARD  
STAFF REPORT**

AGENDA DATE 6/21/06  
AGENDA ITEM \_\_\_\_\_

**TO:** Council Technology Application Committee  
**FROM:** City Manager  
**SUBJECT:** Posting Biographical Information about Council members

**Background/Discussion:**

During recent budget work sessions, Council raised the issue of posting biographical information of council members on the City's web site. It was noted that many cities have biographical information. The concern was raised, however, that the amount and type of information presented varies. The consensus of the Council was that the matter would be referred to the Council Technology Application Committee for discussion. Consequently, this item has been placed on the Committee's agenda to discuss posting biographical information of Council members.

Some areas or guidelines that the Council may wish to consider are the amount of information included, content, i.e. education, work experience, accomplishments, and pictures. Based on the Committee's direction, staff will prepare report to go to the full City Council.

Prepared by:

Perry H. Carter

Perry H. Carter, Acting Assistant City Manager

Approved by:

Jesús Armas

Jesús Armas, City Manager



**CITY OF HAYWARD  
STAFF REPORT**

AGENDA DATE 6/21/06  
AGENDA ITEM \_\_\_\_\_

**TO:** Council Technology Application Committee  
**FROM:** City Manager  
**SUBJECT:** Public Safety Spectrum and Digital Cities

**Background/Discussion:**

At an earlier CTAC meeting Committee member Olden Henson indicated that he would like to make a report to the Committee regarding the Public Safety Spectrum and Digital Cities. Accordingly, this item has been placed on the agenda and Committee Member Henson will make a report to the Committee.

Prepared by:

Perry H. Carter

Perry H. Carter, Acting Assistant City Manager

Approved by:

Jesús Armas

Jesús Armas, City Manager