

Council Technology Application Committee Meeting

Wednesday, April 16, 2008

5:30 P.M. to 7:00 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 February 20, 2008 (Attached)
2. Lights Together Presentation
3. City Website Update
4. Discussion of Technology Strategic Planning
5. Member Comments

Distribution:

Mayor and City Council

City Manager

Assistant City Manager

Assistant to the City Manager

Community & Economic Development Director

City Attorney

City Clerk

Finance Director

Fire Chief

Human Resources Director

Library Director

Police Chief

Public Works Director

Technology Services Manager

Daily Review

Post

Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Interested persons must request accommodation at least 48 hours in advance of the meeting by contacting the Assistant City Manager at (510) 583-4302 or TDD (510) 247-3340

Council Technology Application Committee (CTAC)

Meeting Minutes of February 20, 2008

Council Members Present: Bill Ward, Olden Henson, Bill Quirk

Staff: Fran David and Clancy Priest

Others: None.

The meeting was called to order at 5PM.

Public Comments: None

I. Approval of Minutes

The Committee accepted the minutes of February 20, 2008.

II. Update on VoIP Project

The Technology Services Director, Clancy Priest gave an update on the VoIP project. The City Council approved the project and it went forward on September 11th. An RFP went out and a vendor was selected. Installation began in November 2007 and was completed in mid January. The conversion was originally scheduled to change over on January 18th. Due to some factors that were influenced by AT&T, on January 21st (Martin Luther King Holiday) when City Hall was closed, AT&T said they needed an extra two weeks to complete the conversion. The project was delayed a total of nine days, but, the conversion went smoothly on Monday, February 4th. Over the following few weeks there have been various problems (not with VoIP System) all the bumps have been AT&T problems. The City experienced rolling outages all over the map and it took AT&T approximately 3-4 days to fix the problems. Public Safety was affected in ways, but, no impact on the communication end, some fire stations were affected, but, it was only their phones for approximately one hour. Actual VoIP phone system was not having any problems, it was AT&T. Councilmember Ward asked how the vendor gets paid and if it's monthly, a flat monthly rate and if the City receive rebates or refunds. The Assistant City Manager, Fran David explained that these conversions don't work well with AT&T because once the conversion is done, we stop paying them a lot of money which includes plain old telephone service (POTS). All phone numbers with these three prefixes 293, 583 and 881 have been changed over. The City will also be looking at all the phone numbers and determining if they need all the numbers and eliminating the numbers that aren't needed. The Technology Services Director explained that Centrex requires in their contract that the City have least 50 active lines, so, the City kept 50 lines that are being used for the fax machines. There is also the possibility that the computer system can go down, therefore, eighty red princess phones were purchased. These phones have been connected to all the fax machines and in the event the computer system goes down, they can use one of these red phones to dial out as long as the Centrex system is running. The Assistant City Manager explained after paying the lease over the next three years, the City will save a half million dollars per year. The Technology Services Director reported that the project has been a success and he is in the process of finalizing all the documentation with the vendor and basically at this point has taken over the whole project. The vendor is not here anymore, but they are available remotely. Purchasing Department is working on getting the old phones auctioned off or possibly sold on Ebay.

III. EOC Point-to-Point Wireless Update

The Technology Services Director updated the committee on the project. The City Council approved a budget for revising our EOC, a portion of that budget went to Technology Services to help stabilize things or build redundant systems in case of an emergency. The new project started just after the New Year. The project is still ongoing and we have not yet done a final testing and configuration, that step still needs to be completed. Once this is in place and tested, should we lose all land lines in an emergency and AT&T goes away along with electricity and lose everything, we will still stay in communications with all our geographical sites. Every site that these radios and data routers are in place at

have generators and battery back-ups. This will not only carry our data it will carry our phones as well. We still have some work to do, but, almost there. By using Garin and Walpert Ridge we were able to do some realignment, we actually have some pathways that are longer than the actual Point-to-Point would be. Installation was very clean, did an excellent job. They mounted most of the radios at chest level and used coax to go to the antenna, so, if a radio needs to be replaced they don't need to go up the tower and our technicians can do the work. At Fire station 5 and 9, there are two wireless routers that use air cards, they get connectivity through the air card and then it routes to the building. Even though cell service is very difficult out there, your cell service and data service are separate services. Focusing on EOC that they have survivability in an emergency and that is the key with the wireless cards. Point-to-Point wireless is completely our system, so, were no dependent on anyone out there. One of the last pieces to complete is a direct wave satellite on the roof that gives us connectivity to the internet should we lose our internet connectivity. It's not a very large pipe and we will be investigating on how to improve that. There are some new systems that have emerged over the last couple of years since that was put in 3 years ago. Will work with the Fire Department to ensure that if the land lines are not working that the backup system is working.

IV. Status of Microsoft Office 2007 Update

The Technology Services Director reported that we as an organization are signatories to a Master License Agreement with Microsoft, so, with that agreement we get our upgrades, operating and office Suite. Upgrading to Office 2007 basically is covered under our Master License Agreement and there is no new cost with that. With the new VoIP system, we migrated our voice mail away from Centrex and the new Exchange 2007 has voicemail built in it and is now part of our voicemail system. Installing the VoIP system at the same time saved us some money on the initial cost of the project because we didn't need to go out and buy a voicemail system. There are a number of desktop units that did not have the correct amount of memory, so, the Technology Services staff upgraded approximately 250 computers and there were some costs there. We held training classes through Human Resources, so, employees received training in Office 2007. They are deploying the system one area at a time and then going on to other areas after making sure everything is working fine. Folks are doing well and are adjusting to it, they gained a lot by using this system because it has a lot of functionality.

V. Status of Technology Strategic Plan

The Technology Services Director reported that the City Manager's Office has requested that he revise a very outdated Strategic Technology Plan and to have it ready for the new budget year. He met with departments and received an assessment on their needs in the department. Information was collected and is currently working on formulating a plan. The Assistant City Manager reported that the next CTAC meeting is in April and hopes to have the completed draft by then. If not, then the draft will be handed out at the June meeting or drafts may be handed out in pieces to the committee as he gets them done. Councilmember Quirk has a conflict with the June meeting, he has a 6:00 pm meeting on June 18th. Councilmember Ward suggested that the next meeting time be moved to 4:30pm on June 18th and all agreed.

VI. Member Comments

Councilmember Bill Quirk asked about accessing features from home. The Technology Services Director will send an email with the information out this week. The Assistant City Manager said that she has reviewed the request with the City Manager and the City Attorney to make sure there are no problems or issues with this request and received the okay to go ahead this past week. She will have the Technology Services Director get an email out this week. Councilmember Quirk asked about the Reverse 911 system. The Technology Services Director researched and it will be approximately a \$50,000 cost to upgrade. The Assistant City Manager said that they are looking into it along with the neighborhood initiative. Information will be coming to Council with the Budget process.

Councilmember Henson would like to review the City website again. The EOC just awarded a couple of Technology Awards to some Cities and one of them was Madison, Wisconsin. He looked at the site and the way they linked was really great. He would like the Technology Services Director to take a look at their website.

Meeting adjourned at 6:06 PM



DATE: April 16, 2008
TO: Council Technology Application Committee
FROM: Clancy Priest, Technology Services Director
SUBJECT: LightsTogether Social Network Site

RECOMMENDATION

That the committee discusses and comments on this report.

DISCUSSION

The LightsTogether social network system is a web based network that enables individuals and groups to share information, communicate and network through a single platform. This is a private network that is supported by advertising revenue that is shared with the enterprises it is affiliated with.

Government organizations at all levels have been greatly impacted by budgetary shortfalls and rising costs for public services. Agencies operating at the state and local levels are especially impacted by these negative economic trends and need revenue-producing innovations. There is particular emphasis on projects that deliver immediate efficiencies by leveraging technology to streamline services and ease deficits.

Many governments are keen on adopting innovations that can significantly generate income. A social network is one answer to this challenge. A social network can allow access to information on-line, while also providing on-line access to local politicians and businesses. The value of a social network for a governmental organization is generated through a combined advertising and subscription business model.

The challenges that have prevented government agencies from adopting strategies that incorporate social networks, have been focused around a lack of control – the inability to control the communications and dialogue taking place in the network; and, a lack of control of user functions and capabilities based on security levels and profiles. First generation social networks did not offer the level of privacy and security within the roles and relationships function to accommodate the needs of even modest government organization models. With this new communication tool, these deficiencies are addressed. LightsTogether, represents Web 2.0-3.0 functionally (2nd generation Social Networking) and fully accommodates the intricacies and complexities needed within government entities.

LightsTogether will present a demonstration, which according to their own description, will help the city of Hayward:

- Increase revenues
- Reduce City expenses (for example, Paper/Printing/Publishing expenses)
- Create a strong sense of community – “bring the city together into a well organized community”

The proposed website will be a public/private endeavor that will require both Council and legal review. The committee should consider the impact to the community and any legal and/or ethical questions that may arise.

FISCAL IMPACT

Possible revenue generator.

PUBLIC CONTACT

None

SCHEDULE (or NEXT STEPS)

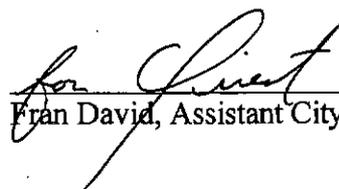
None

Prepared by:



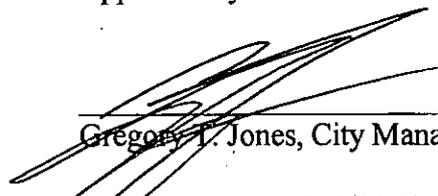
Clancy Priest, Technology Services Director

Recommended by:



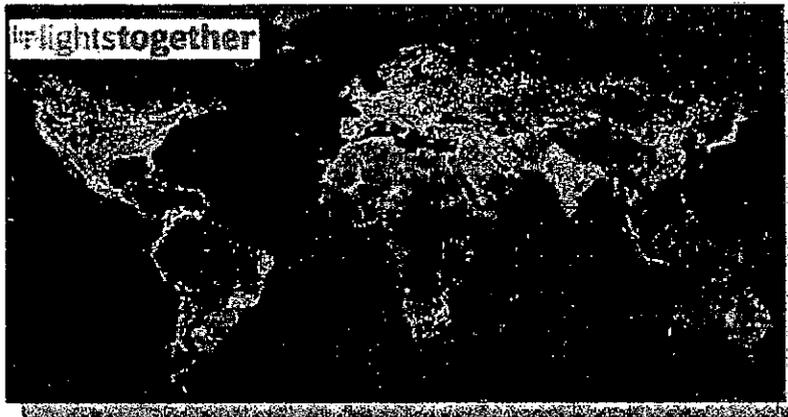
Fran David, Assistant City Manager

Approved by:



Gregory T. Jones, City Manager

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LightsTogether Executive Summary

THE EMERGING MARKETPLACE

Of the top 10 largest traffic sites on the web today, 4 are social networks: (*Alexa.com Jan '08*)

- # 6 My Space
- # 7 Facebook
- # 8 Hi5
- #10 Orkut

The next 10 largest traffic sites on the web today include:

- #15 Friendster
- #20 Skyrock

In October 2007, Microsoft paid \$240 million in October for a 1.6% stake in Facebook, valuing the startup at \$15 billion. Bill Gates stated at his keynote speech at CES, "*The second digital decade will be more focused on connecting people.*" (Jan '08). The *LightsTogether* technology provides a unique and strategic component in this overall technology transition of connecting people via a relational web experience.

THE *LightsTogether* OPPORTUNITY

Each of the sites above enables the *individual* to interact with other individuals, share their preferences, videos, blogs, notes, music etc. These first generation social network sites focus on the *individual* and the sharing of information (the informational web).

The next generation of social networking is about connecting individuals to a group for relational networking (the relational web)...the transition from *Me to We*. Entities as disparate as IBM, Rotary Clubs, Red Cross, and the Green Movement are seeking ways to develop stronger relationships with their customers and employees thru the power of a social network.

THE NEXT GENERATION WEB

LightsTogether represents the *next generation* of social networking whereby networks of individuals and groups are able to share information, communicate, build relationships, and coordinate functions within a single platform.

LightsTogether is a patent protected architecture and platform for *Group Centric Social Networking*. A Group Centric Social Network enables commercial entities and other organizations to exist on the web as communities by integrating and leveraging the power of social networks within an organizational structure. Organizations can extend their presence on the web beyond the current informational and transactional one-to-one model into the more engaging relational model – a one-to-many model - where direct relationships can be established between an organization and its' customers and members.

LightsTogether is about connecting people and resources in the context of relationships. The *LightsTogether* web software application can be customized for use by a wide range of commercial enterprises, associations, direct marketing organizations, affinity groups, special interest groups, educational systems and even churches, for which it was originally designed.

LightsTogether PATENTS

Good News Holdings LLC holds the following patents, provisional patents, and cluster patents with respect to Group Social Networking:

U.S. Provisional Patent Application 60/899,092

TITLE: Group-Centric Social Networking

Mechanism for creating relationships of different groups through handshake mechanisms enabling the formation of a social network specific to any type of organizational structure.

U.S. Patent Application No. 11/728,218

TITLE: Creation of Organizational Hierarchies in a Group-Centric Network via Handshake Mechanisms

Role and relationship-based security. Rights and entitlements are based on the relationship one has with the group and are based on the rules that each group sets.

Information viewed and functionality available that differs based on role and relationship to group: visitor, member, leader, manager, partner, etc.

U.S. Provisional Patent Application 60/959,019

TITLE: System and Method for Clustering of Group-Centric Networks

The creation of *private label social networks*, as well as the clustering of networks to form a single network: i.e. Sports, Food, Environment. The notion of being able to have multiple

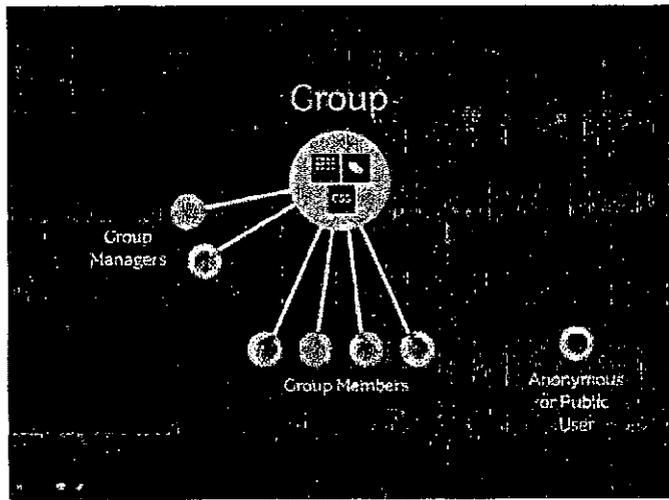
LightsTogether's within the Big Noah Environment. Each of the *LightsTogether* full social networks is a cluster of individual social networks and each one would have its own group type, its own profile extensions, and basically allow for a single private label social network around multiple areas. (See illustrations below.)

LightsTogether is founded upon Microsoft .Net2.0/3.0 framework.

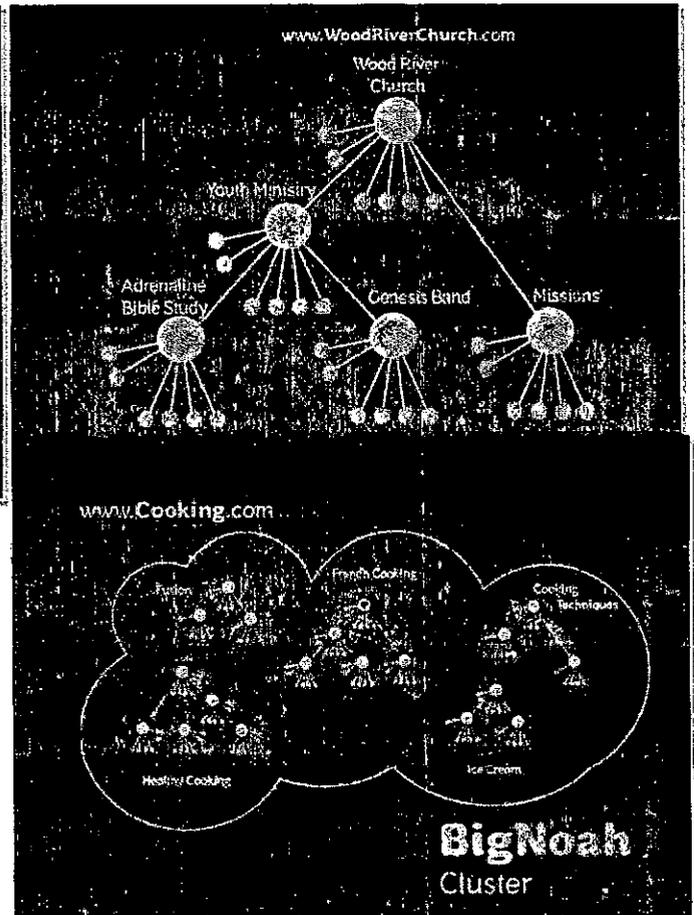
FROM ME to WE

Most social networks today are centered around individual users and their personal pages. Groups are frequently an afterthought whereby the Social Networks lack the necessary features to effectively represent real world organizations in a social network environment. The *LightsTogether Group Centric Social Network* is designed to allow complex organizations to exist in a social network environment as a network of interrelated groups. These groups are organized to support a groups-specific purpose and the individuals' overall passions.

Each group supports custom roles such as managers, members, customers and anonymous visitors. Each role has its respective permissions specified at the level of the group profile. Information which can and cannot be viewed as well as which functionality is enabled for that specific user as defined by the scope of each role. *LightsTogether Group Hierarchies* are capable of representing a multitude of roles included within even the most complex organizations.



Groups need to be able to network together in order to represent more complex organizations. The network is established through different types of relationships, which are created between groups via specific



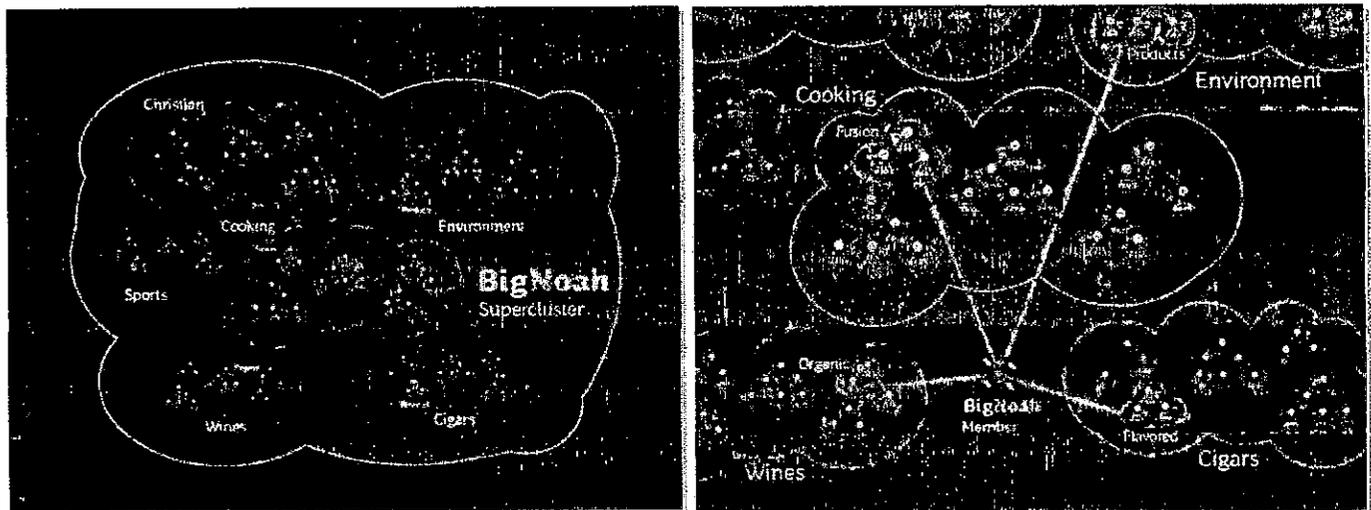
BigNoah
Cluster

handshake mechanisms thereby ensuring that the integrity of the network is maintained. The resulting network of groups can then represent an organization as a *functional community*, which is a far more effective presence on the web than an informational website. Each **Group Page** is highly customizable to communicate group identity and includes specific modules of functionality that the group defines as necessary to achieve its goals or purpose.

Communities can be clustered together, according to their affinities, creating a social network focused on a subject matter. The *LightsTogether Group Centric Social Network* is essentially a cluster of communities focused on specific subjects. For example, a *Group Centric Social Network* based on cooking may include complimentary social networks of people who have a passion for French Cooking, Fusion, Ice Cream, etc.

THE BIG PAYOFF

A Super Cluster hosts multiple subject-based social networks. Membership at the Super Cluster level allows selective association to specific areas of interest in different subject specific social networks. The **Globalized Architecture** allows for **Universal Profiles** to simplify updating and participating across different social networks or functional areas.



A well crafted Super Cluster ecosystem of subject specific social networks offers virtually unlimited licensing opportunities to organizations and interest groups. Universal membership at the Super Cluster level creates a compelling argument from a users perspective (i.e., manage all information in one place and distribute how accordingly...edit the profile once, update everything in a single click), and creates unique opportunities for profile based and behavior based targeted advertising.

DATABASES:

Roles – leaders and members within an organization are connected according to their roles and responsibilities, which allow for effective communication and coordination of functions and activities. Roles define an individual's responsibilities and permissions within the group.

Profile – includes both private and public information as defined by user and group

Web Parts – functionality specific to that individual and/or group

Relationships - relationships establish how the group and individual are connected within the organizational structure to other groups and individuals. Relationships may be line relationships, lateral relationships, staff relationships, functional relationships, group membership relationships, and individual membership relationships.

ENGINES:

Security – contains three levels of access for viewing information: public, members, and leaders.

Accounts – maintains data for each account (e.g. individual and organization) on the network

Messaging – enables communication within the organization and between organizations. Messaging engine includes handshakes to establish relationships, authorization, and activation.

Accounting - maintains accounting and billing information for each organization

Propagation – distributes information upwards, downwards, and laterally throughout the organizational structure as defined by the group

Alerts Module – provides alerts to individuals and groups throughout the organization

BUSINESS CONSIDERATIONS

Issues and Functionality addressed for next generation of business social networks

- Enables Groups and Subgroups to **retain their own visual identity** with each page fully customized in look and feel while being connected to larger/other groups.
- Role and Relationship-based Security – **Privacy settings** have granularity and are at the level of the profile information and the components of each page to **reflect the business rules** of the specific group.
- Profile management that is **selective** and unique depending upon individual relationship within Groups and Subgroups.
- Information in the **social networks feed into each other** – horizontally and vertically – such as organizational calendars, notes, blogs, etc.
- Sophisticated advertising engine provides **selective advertising** based on individual member profile.
- Groups and Subgroups can be **connected together even after** they have been individually created.
- Private label cluster social networks that **integrate multiple social networks** into a single network, such as Food, Sports, Environment.
- Private label that can be **owned and controlled by a business** – developing an asset – an industrial strength private label network.



CITY OF
HAYWARD
HEART OF THE BAY

DATE: April 16, 2008
TO: Council Technology Application Committee
FROM: Clancy Priest, Technology Services Director
SUBJECT: Demonstration of the City Website Update

RECOMMENDATION

That the committee discusses and comments on this report.

BACKGROUND

The City has had a web presence since the mid 1990's. The City Manager's Office poled numerous Cities' to establish a content format that would be similar to what was, at that time, an industry standard. The website was hosted and maintained by an outside vendor until 2002 when it was brought in-house and the City established a Web Specialist position to maintain both our inter and intranet sites.

In 2003, the City redesigned the website to modernize the content and to give it a more user-friendly interface. The City implemented content management through eVison from Tele-works to assist the deployment of e-services and allow content to be standardized throughout the website.

DISCUSSION

The City's website is again in need of updating and modernization, as well as realignment with the City Manager's Initiatives, particularly being more oriented toward the user, and less structured along internal lines of organization. The goal is to make the website reflect functions and services sought by end-users rather than departments. The content and design revisions to the website were implemented by the City Manager's Office in conjunction with Technology Services. The Assistant to the City Manager, Millie Saad, and Joseph Ochinerro, the City's Web Specialist, did extensive research and implemented a new design using website best practices.

The goal of the new website design was to make the contents user friendly and allow for greater ease of navigation. By placing Cascading Style Sheets (CSS) driven navigation, the site is able to insert all primary and secondary links to the website. This virtually gives the user a "one-stop-shopping" access to the site and it's most used features.

The new design also lends itself to a more legible and easier to follow design for the new user, and the frequent visitors. This is achieved by using a minimalist approach, notably placing the content with a "box" and eliminating almost all of the graphical cues. Also site descriptions are kept to concise, familiar words, reducing user scan time and quickening the click response to relevant links.

By the nature of the design, our website easily adheres to the W3C/ADA compliancy as well as opening the design to Web 2.0 and AJAX (Asynchronous JavaScript and XML) standards. This allows "legacy" users to access the website and helps to bridge the digital divide. .

FISCAL IMPACT

Continual staff time to ensure content and design remains up-to-date. The City Manager's office reviews and implements content along with Technology Services maintenance of the hardware and software. The design is maintained by the City's web specialist.

NEXT STEPS

Continue updates as required, maintain design revisions and ensure website best practices in the future.

Prepared by:



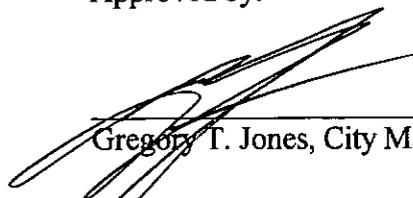
Clancy Priest, Technology Services Director

Recommended by:



Fran David, Assistant City Manager

Approved by:



Gregory T. Jones, City Manager

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