

# Council Technology Application Committee Meeting

Wednesday, November 18, 2009

4:00 P.M. to 5:30 P.M.

Hayward City Hall

777 B St. Hayward

Conference Room 2A

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 Wednesday, June 10, 2009 (Attached)
2. Review and comment on the submitted PEG Report
3. Discussion of the status of Access Hayward (CRM)
4. Discussion on the status of the CAD/RMS Implementation Process
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

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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

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CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Council Technology Application Committee (CTAC)**

**Meeting Minutes of June 10, 2009**

**Members Present:** Michael Sweeney, Olden Henson and Bill Quirk

**Staff:** Greg Jones, Fran David, Michael Lawson, Clancy Priest, Ron Ace, Cindy Waters, Desi Calzada

**Guest:** Andy Wilson, Simon Wong, Craig Nelson, Charlie Baptista

**Public Comments:**

Andy Wilson resides at 31438 Greenbriar Lane, Hayward/Fairway Park neighborhood – stated he is familiar data validation concepts and asked if it had been tested in court. He asked what the scope of work for the project is, when does maintenance start and are software version upgrades included.

**1. Approval of Minutes:** Approved

**2. Review of the Public Safety Computer Aided Dispatch/Records Management System (CAD/RMS) Replacement report:**

Technology Services Director, Clancy Priest spoke to the Public Safety Computer Aided Dispatch/Records Management System (CAD/RMS) Replacement report submitted to the committee. The City Attorney discussed the subject of procuring the system through the piggyback of the City of Berkeley's process. The City Manager discussed how the City will fund the project. The Police Chief discussed the need for a modern system with improved technology for information gathering and control and how this would improve service to the community. The Chief considers this the biggest single issue outside of staffing. The Communication Manager highlighted how well a modern system will improve Public Safety. The vendor addressed how well the system will integrate with our other existing database system through MSSQL.

**3. Member Comments:**

Councilmember Quirk asked about cost and whether it is worth the expenditure, Chief Ace relayed that it was well worth it. Councilmember Quirk asked the Chief if he would rather have this system or staff. The chief replied that he would always want full staff but if he had to give up staff this system would be what he would want.

The Mayor stated he felt we should proceed and the Chief stated this is something that is needed. The Mayor asked about training. The vendor relayed that the training will be customized to the organization.

Councilmember Henson asked for details on training. The vendor highlighted the section by section approach that will be done and the customization of the training to each group as well as how the groups will be trained then given the system. Councilmember Henson spoke to how this would improve Public safety and their ability to service the public. It will create efficiencies for the department and assist with making the department modern. He suggests this is long overdue.

The Communication Manager spoke of the ability of the proposed system to fully integrate with the City's Geographical Information System (GIS).

The Technology Services Director agreed and also pointed out that the existing Fire records management system will be integrated into the new system by the vendor. The Fire Department would have the ability to change RMS in the future if it is deemed needed.

The Mayor moved that this be put to the full Council, Councilmember Quick seconded, Councilmember Henson agreed.

Councilmember Quirk asked about web pages on the City's website that concerned HPD and were different. The Technology Services Director explained that his department was in the process of reviewing and changing the website for the CRM project and would ensure continuity of paged through this process.

Councilmember Henson requested that we report on technology grant funding at our next meeting.

**Next Meeting: September 16, 2009 @ 4:00pm**

**Meeting adjourned at 4:56pm**



**DATE:** November 18, 2008  
**TO:** Council Technology Application Committee  
**FROM:** Clancy Priest, Technology Services Director  
**SUBJECT:** Public/Education/Government Access Channel Transition

### **RECOMMENDATION**

That the Committee reviews and discusses this report.

### **BACKGROUND**

For many years, Comcast Communications (and its predecessors) provided community members the ability to create and cablecast public programs. All local programming on the cable system was pursuant to the terms and conditions of the local cable franchise agreement with the City to provide public access on the airwaves. In 2006, with the state's passage of the Digital Infrastructure and Video Competition Act, (DIVCA), the authority of local governments in California to grant a local cable franchise was removed. Cable/video franchises are now issued by the California Public Utilities Commission.

Currently, the City of Hayward has the ability to broadcast on three separate channels in our area. The Government channel is KHRT Channel 15 and broadcasts our revolving bulletin board as well as Council meetings, Planning Commission meetings, and the Hayward Unified School District meetings. The channel designated for education, Channel 27 KGTH, is controlled by Chabot College and is used to broadcast educational content. Channel 28 has traditionally been controlled by Comcast, or its predecessors, and is the designated Public access channel.

As a result of the franchise transition, Comcast no longer has the responsibility for managing the public access channel and providing public access services. As of September 30, 2009, the studio at Comcast is no longer available for public access productions and within several weeks Comcast will no longer be cablecasting programs on Public Access Channel 28 in Hayward.

In 2008, the City passed an ordinance that activated certain rights of the City under DIVCA, including the right to receive 1% of the gross video revenues from each company granted a state video franchise, to be used for Public/Education/Government (PEG) access purposes. There is an immediate need to establish both an interim and long term solution to the loss of the Comcast public access facilities and services using the funding provided pursuant to DIVCA.

## **DISCUSSION**

Over the years, the public, educational, and government (PEG) access channels and resources have been most successfully and cost-efficiently managed by non-profit, tax exempt organizations established specifically for that purpose. There are many successful examples of such access organizations in northern California in communities such as Berkeley, Gilroy, Monterey, Santa Rosa, Palo Alto, San Jose, Davis, and Sacramento.

Chabot College has an existing studio set-up and has indicated an interest in working collaboratively with the City to address both the interim loss of service issue and the need to establish a nonprofit organization that would coordinate access to PEG channels and operate a Community Media Center (CMC). More specifically, Chabot is interested in providing the facility space for the CMC that would be established as a result of the creation of the nonprofit organization.

Several of Hayward's neighboring cities that have also sustained the loss of public access services and facilities have indicated an interest in collaborating on this process. Over the past month, Hayward City staff and that of neighboring cities have met to discuss these matters. These meetings have included San Leandro, Fremont, and Alameda.

In order to address the immediate loss of public access service and to guide the process of transitioning from the current PEG access environment to a nonprofit Community Access Organization (CAO), the cities and Chabot wish to create a Transition Task Force or Board of Conveners to develop a model for implementing a CAO. The work of the Task Force/Board of Conveners will be guided by The Buske Group, a consulting firm with extensive experience in the creation and development of nonprofit community media centers, community access management corporations, and cable and telecommunication policy and law.

A short-term interim agreement with Chabot is being planned in order to address the immediate loss of public access channel services and equipment. Under this agreement, the College will make their studio available for public and government access purposes until such time as the more permanent relationship has been established with the CAO, Chabot, and the cities. It is anticipated that this short-term agreement will be one year in length. A preliminary work plan for this process and a description of the Transition Task Force/Board of Conveners is being developed.

## **FISCAL IMPACT**

The funds available for this activity will come from the 1% gross video revenues that come to the City for PEG purposes under DIVCA. The City has been collecting these revenues from Comcast and AT&T, these funds are being placed in a designated fund for PEG purposes.

As this project becomes more fully developed, staff will be developing a detailed project budget.

## **PUBLIC CONTACT**

Technology Services has been working with the Buske Group from Sacramento to assist the City with this project. There have been several meetings with other public entities to discuss the issues

involved. There have also been meetings with Chabot College and some of the producers of public content to provide information concerning the project initiatives.

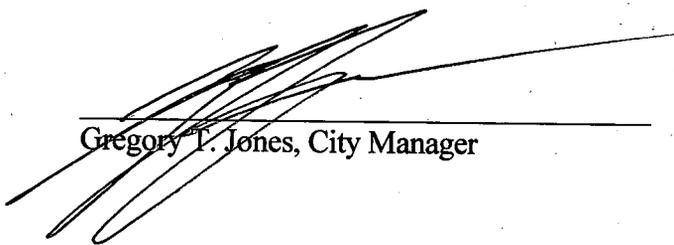
## **SCHEDULE**

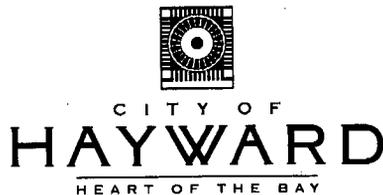
Technology Services will be working with our consultant, The Buske Group, to create an interim task force to address our immediate concerns and needs. This should be in place within the next 30 days. We are also moving forward with creating a non-profit (501C3) to become our Community Media Center for the area working with our consultant and the City Attorney to create the proper agreements.

Prepared by:

  
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Clancy Priest, Technology Services Director

Approved by:

  
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Gregory T. Jones, City Manager



DATE: November 18, 2009

TO: Council Technology Application Committee

FROM: Clancy Priest, Technology Services Director

SUBJECT: Constituent Relations Management (CRM) Project Status

### **RECOMMENDATION**

That the Committee review and comment on this report.

### **BACKGROUND**

The fundamental concept behind Constituent Relations Management (CRM) is the consolidation of information from separate sources within our organization to provide a single, complete picture. In order to effectively and efficiently manage our customer relationships and provide us with important feedback, we have pursued an automated, web-based, CRM solution from Tele-Works and their certified CRM partner GovOutreach. The City had an investment in the Tele-Works system that controls our web content management and was expanded into an entry-level CRM system in a cost effective manner. The Tele-Works system allows us to also implement both web-based and telephony-based routing, tracking, and customer call-back.

The implemented CRM system will improve organizational performance, including measured efficiency and customer satisfaction. City staff will now have a tool to log and track resident inquiries allowing the City to document progress and results. City Departments can now receive immediate feedback about their level of service via customer surveys and through generated reports.

### **DISCUSSION**

Technology Services, along with city departments and the vendors, launched the CRM implementation in June of 2009. We formed two committees to involve both department heads and City staff. The first committee was a working group to help guide implementation as well as educate staff in the particulars of a CRM system. This committee met a number of times to address implementation questions and to form the matrix for routing. The second committee was made up of mostly department heads to assist with keeping our implementation milestones and deliverables on track.

In the course of the implementation, and at a juncture where the system was fairly well configured, Technology Services formed a resident focus group to give us feedback and guidance from a constituent's point of view. This group had five members and met several times to address issues that helped to refine the system.

The system was "soft launched" to the public in August. This entailed opening the system to use by residents without an official announcement or publicity campaign. This allowed residents to start using the system and allowed staff to pinpoint areas for refinement. The soft launch period was very helpful to staff and has been successful with its objective of enabling staff to correct certain areas of workflow and procedures. As of this report, there are over 1,500 requests logged into the system, this has given us experience in how the system works and how we can make it better.

Technology Services, working with the City Manager's office and the other departments, will begin the full launch of the system in early November. This will entail an advertising campaign along with inserts in City water bills and other initiatives. The system has been branded "Access Hayward" through a staff competition and a new logo was developed by Technology Services. We will be producing flyers and other materials for handouts to the public as well as prominent positioning on our website. We will also send out emails to the public that will promote the system and its use.

This project has been very successful to this point and with the support from staff and the management team we have accomplished the implementation. The system is highly configurable and will be continually refined to provide optimal service to the public as we move forward.

### **FISCAL IMPACT**

The project has been funded through the general fund with an allocation of \$209,000 and is well within budget as of this report.

### **PUBLIC CONTACT**

The system has not been released to the general public through the soft launch, but has not been officially released. The only other public interaction was the resident focus group that assisted the implementation team with system refinements.

### **SCHEDULE**

The intent is to have a full system launch in November of 2009. The system will be continually refined to accommodate our residents. Technology Services will be establishing an internal advisory group to assist with staff feedback and adjustments to the system.

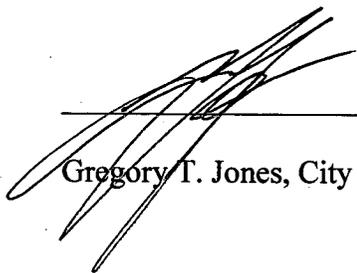
Prepared by:



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Clancy Priest, Technology Services Director

Approved by:



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Gregory T. Jones, City Manager



DATE: November 18, 2009

TO: Council Technology Application Committee

FROM: Clancy Priest, Technology Services Director

SUBJECT: Public Safety Computer Aided Dispatch/Records Management System  
(CAD/RMS) Project Status

### **RECOMMENDATION**

That the Committee review and discuss this report.

### **BACKGROUND**

In 1989, the City of Hayward purchased a Computer Aided Dispatch System (CAD) and Records Management System (RMS). This system was purchased to provide support for public safety dispatch and the management of the related records and reports that resulted from police and fire responses. That system went live in 1991. In June of 2009 the City Council approved the acquisition of a new CAD/RMS from New World Systems using the procurement process undertaken by the City of Berkeley and piggy-backing on their contract.

### **DISCUSSION**

The City's project management team, consisting of Clancy Priest, Technology Services Director, Ron Ace, Police Chief, and Fire Department representatives, has chosen an outside consulting firm, Deltawrx, to assist the City with its contract negotiations and system implementation for this project. The firm and contract for services was approved by Council in September 2009 and is in place.

The contract negotiations have begun with several meetings to address various contract specifics. The City Attorney's office is in the process of reviewing the contractual terms and conditions as well as a comparison of the Berkeley contract versus the proposed Hayward contract. Police, Fire, and Technology Services are negotiating specifics on schedule, training, and other various project details.

In parallel with these initiatives, Technology Services has performed due diligence to procure the computer hardware that will run the new system. The engineering configuration and quote will be brought forward to the City Council on November 17, 2009 for approval.

Police, Fire, and Technology Services are also in the process of reviewing and selecting the Fire Station alerting hardware that will connect to the new system. This alerting hardware carries the tone alerts along with performing equipment and lighting shutdown while Fire department staff is out on a call. Once the selection is completed and a vendor is chosen it will be brought to Council for approval.

The process of contract and project review will continue for several more months before a completed contract and project schedule can be brought forward to the City Manager for acceptance and signature.

### **FISCAL IMPACT**

The project is currently within the projected budget.

### **PUBLIC CONTACT**

None

### **SCHEDULE**

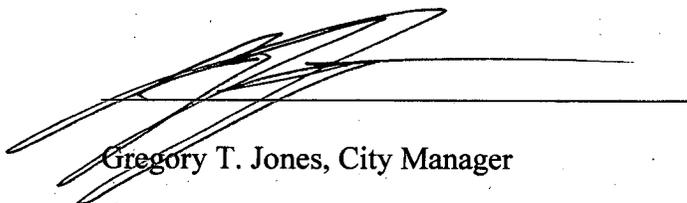
The project is projected to take 12 to 18 months from the date of the City Council's initial approval in July of 2009.

Prepared by:



Clancy Priest, Technology Services Director

Approved by:



Gregory T. Jones, City Manager