

Council Technology Application Committee Meeting

Wednesday, October 20, 2010

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 16, 2010
2. Review and comment on the submitted Cisco TelePresence System Report
3. Review and comment on the submitted Access Hayward CRM Report
4. Review and comment on the submitted Desktop Virtualization Project Report
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

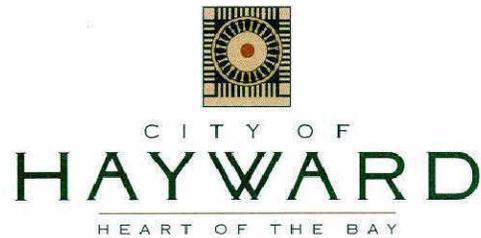
Public Works Director

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 June 16, 2010

Members Present: Michael Sweeney, Bill Quirk, Olden Henson

Staff: Fran David, Clancy Priest

Guest:

Public Comments:

None.

1. Approval of Minutes: Approved

2. Review and comment on the submitted Technology Virtualization Report:

Technology Services Director, Clancy Priest, discussed the Technology Virtualization Report. The CIP replacement budget was reviewed and a decision was made to leap into virtualization rather than replacing a number of boxes in the new fiscal year. All servers except for two have been virtualized, the Police Department CAD system and one at City Hall were not virtualized. The cost to replace the servers would have been approximately \$160,000.00 - \$170,000.00 the cost to go virtual was \$100,000.

3. Access Hayward:

Technology Services Director, Clancy Priest reported that Access Hayward has been in place for approximately six months and is going very well. Since August, the City has received close to 10,000 requests and 90% of the cases have now been closed.

CAD/RMS/New World System Process:

Technology Services Director, Clancy Priest informed the group that the project is going very well and is on their schedule. Contract negotiations took four months, but, covered every base they could think of. Software is now in place and has been tested.

4. Member comments: None

Next Meeting: December 15, 2010 at 4:00pm

Meeting adjourned at 5:02pm



DATE: Wednesday, October 20, 2010

TO: Council Technology Application Committee

FROM: Clancy Priest, Technology Services Director

SUBJECT: Hayward Fire Department Video Conferencing System

RECOMMENDATION

That the Committee reviews and comments on this report.

BACKGROUND

The State of California operates the California Emergency Management Agency (CalEMA), which is the State ruling authority in an emergency. CalEMA has implemented a state-of-the-art video conferencing system from Cisco Systems called TelePresence. This system will be used in an emergency to assist with communications between CalEMA and the various agencies that are responding to an emergency.

DISCUSSION

Whenever a statewide emergency occurs, the Hayward Fire Department (HFD) companies can be called upon to operate throughout the State as part of the Statewide Mutual Aid system, these companies are then required to operate on a seven-day minimum rotation. Under this operating scenario, a phone conversation may be the only means of available communication. Given the extended operating period, and the extreme conditions that they are frequently exposed to, the ability to conduct a video conference would benefit our Firefighters, as well as enhance the emergency response capacity of the Fire Department.

These Mutual Aid responses are coordinated by CalEMA through the Office of the Governor, where this proposed tele-conferencing system is currently being utilized. It is the expectation that the implementation of this project in Hayward will provide a direct link to CalEMA during our emergency deployments.

The proposed project will enable HFD to use the TelePresence system to connect with CalEMA and to facilitate internal tele-conferencing for meetings and training. This acquisition is a leading-edge pilot project by Cisco Systems, working in cooperation with the City of Hayward. Cisco Systems has offered the highest discount, 70% off the suggested list price, which the City

has seen for any of our projects. With past projects the discount from Cisco has average 32% off list, as was the case for our Voice over Internet Protocol (VoIP) project. This discount is offered for this one time Public Safety pilot project and will serve as a model for agencies throughout the State working under CalEMA in an emergency.

The system will not only enable video conferencing with CalEMA but it is also intended to provide direct communications between all HFD stations, as well as "linking" these Fire Stations to our Emergency Operations Center (EOC); HFD companies operating throughout the State; and CalEMA (operated out of the Governor's Office).

The City will be receiving an Urban Area Security Initiative (UASI) grant, once approved, for reimbursement of the costs of deploying and installing Cisco TelePresence video conferencing system to all HFD locations. The forthcoming grant and pricing from Cisco are the results of work by initiative of HFD staff with UASI. This system will also be used to hold meetings and training that will alleviate the need to have HFD staff routinely meet at a single physical location, thus reducing the costs of temporarily relocating personnel to ensure public safety coverage throughout the City, the system will also support the City's sustainability efforts.

FISCAL IMPACT

The system will be purchased initially by the City with the costs being reimbursed through a special grant from the Bay Area UASI as part of a regional effort to assure preparedness and communications during an emergency. The cost is projected to be \$216,106. City Council permission will be requested to allow HFD to purchase the system with full re-imburement from the forthcoming UASI grant. The annual maintenance for the system is estimated at \$30,000 and will be the on-going responsibility of the City of Hayward.

PUBLIC CONTACT

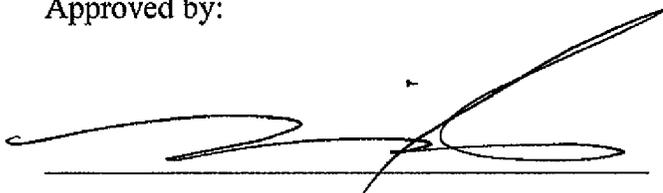
None

SCHEDULE

Procurement, installation, and configuration are projected to be completed by the end of the first quarter of calendar year 2011.

Prepared by: Clancy Priest, Technology Services Director

Approved by:

A handwritten signature in black ink, appearing to read 'Fran David', is written over a horizontal line. The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Fran David, City Manager



DATE: October 20, 2010

TO: Council Technology Application Committee

FROM: Clancy Priest, Technology Services Director

SUBJECT: Access Hayward (CRM) Status Report - Update

RECOMMENDATION

That the Committee reviews and comments 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 implemented an automated, web-based, CRM solution from Tele-Works and their certified CRM partner Government Outreach (GO). The City had an investment in the Tele-Works system that controls our web content management and that was expanded into a 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 improves organizational performance, including measured efficiency and customer satisfaction. City staff now has the tools 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 other 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.

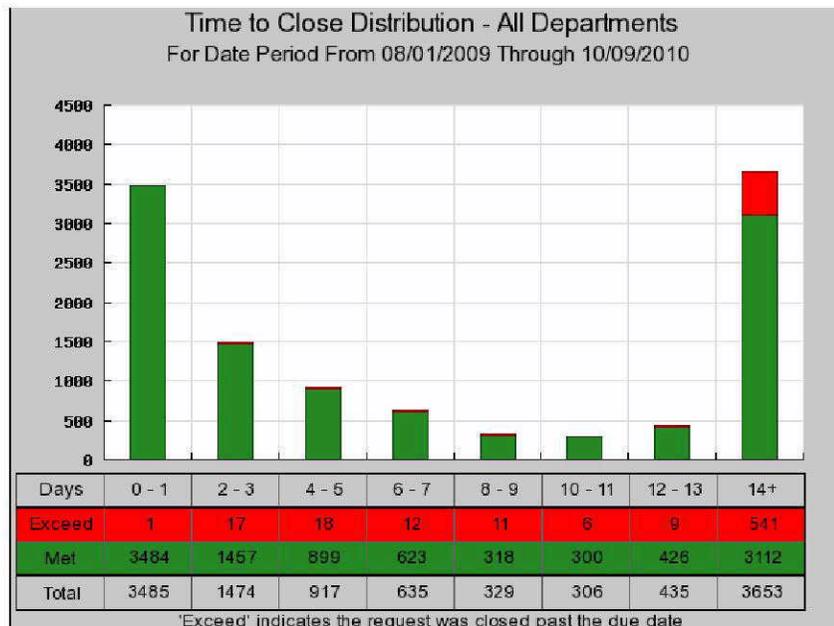
The system was "soft launched" to the public in August 2009. This entailed opening the system to use by residents without an official announcement or publicity campaign. This allowed residents to start using the system and allowed staff to pinpoint areas for refinement. The soft launch period was very helpful to staff and was successful with its objective of enabling staff to correct certain areas of workflow and procedures.

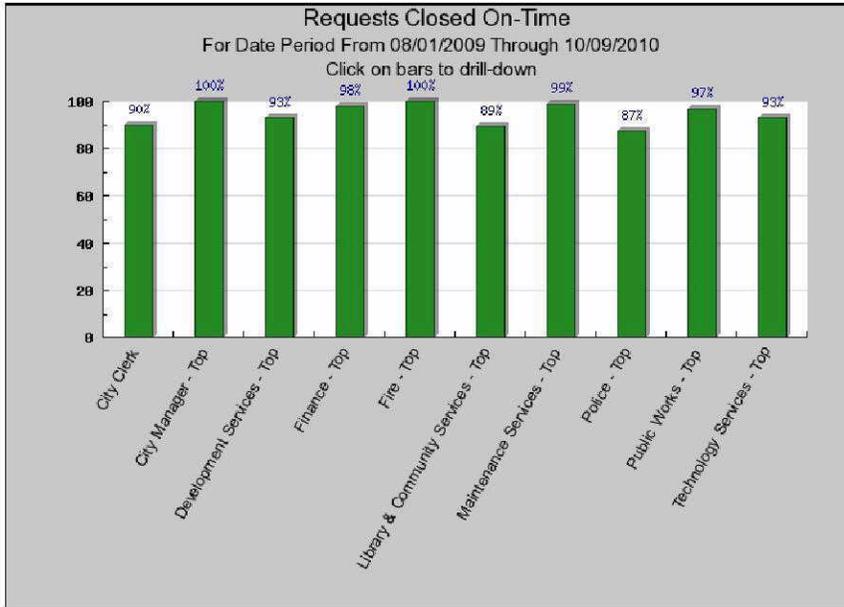
The inserted graphs are the actual graphical report and the excel spread sheet is the equivalent of the report in Excel.

Time to Close Distribution - All Departments - For Date Period From 08/01/2009 Through 10/09/2010								
Days to close request	0 - 1	2 - 3	4 - 5	6 - 7	8 - 9	10 - 11	12 - 13	14+
Exceeded due date	1	17	18	12	11	6	9	541
Met due date	3484	1457	899	623	318	300	426	3112
Total Requests	3485	1474	917	635	329	306	435	3653

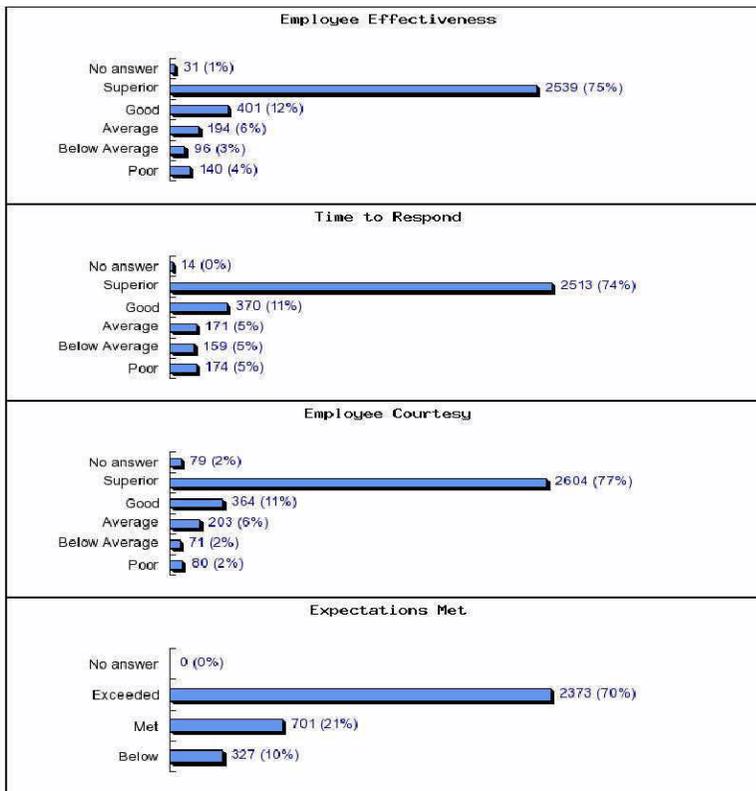
As of this report there have been a total of **11,234** CRM requests closed in the system since the start and **10,619** having been closed on time (94.5%). Total requests filed during this time has been 13,300. Therefore 84.4% of all requests have been closed.

- 94.5% of the requests have met their Level of Service goals.
- 66.8% of the closed requests have been processed in less than 14 days





Customer satisfaction results to this point:



The on-line results show that of those that responded to the survey 87% found employee effectiveness was above average, 85% found response time above average, 88% found employee courtesy above average and 91% of respondents found that their expectation were met or exceeded.

Code Enforcement was also deployed as there is a direct relationship to many complaints received through CRM and code enforcement. Legacy data was imported and preserved in the new system for property histories and case tracking.

In April, the City also deployed a mobile iPhone application that seamlessly integrated into the CRM system. Support for additional mobile devices (such as Android) are in development as of this report.

FISCAL IMPACT

The project has been funded through the general fund with an allocation of \$209,000 and was implemented within the allocated budget.

PUBLIC CONTACT

The system was officially released to the public on January 2, 2010.

SCHEDULE

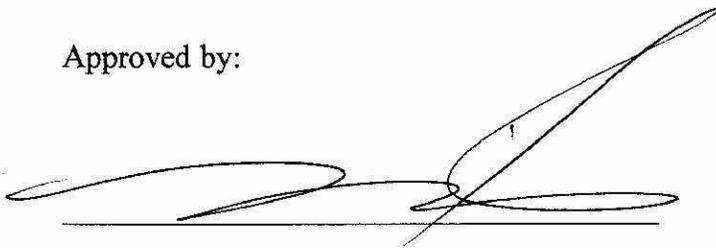
The system will be continually refined to accommodate our residents.

Prepared by:



Clancy Priest, Technology Services Director

Approved by:



Fran David, City Manager



DATE: Wednesday, October 20, 2010
TO: Council Technology Application Committee
FROM: Clancy Priest, Technology Services Director
SUBJECT: Virtual Desktop Infrastructure (VDI)

RECOMMENDATION

That the Committee reviews and comments on this report.

BACKGROUND

In the course of virtualizing the City servers Technology Services staff developed a strategy for the virtualization of our desktop computers. The research found that desktop systems can be replaced with energy-efficient “Zero Client” devices and related software using Virtualized Desktop Infrastructure (VDI). This new technique and equipment will reduce the City’s overall desktop replacement costs and power utilization in the desktop workstation area as it has in the City’s server systems.

DISCUSSION

By using “Zero Client” devices and virtualization, staff’s cost analysis indicates the city will save hard dollars over the life of the equipment, more than offsetting service costs and software required for implementation. The anticipated savings are based on a combination of reduced power consumption (a zero client draws the same power when “on” as a PC when “off”), and a much longer equipment life. In addition, we expect significant “soft” savings through efficiency improvements. Virtualization of the training room will be our proof-of-concept project for this system. This implementation should reduce set up time by 80 or more hours per year by allowing quick deployment of various training configuration “templates”. Once built, the client device logs into the desired training set up. Currently, each of the 12 training computers must be manually converted every time a specialized course occurs; time-consuming and labor intensive.

In addition to the cost savings in energy, equipment costs and time the new equipment requires far fewer packing materials, reducing the amount of debris the City sends to recycle and landfill.

FISCAL IMPACT

This cost of our proof-of-concept project is \$25,000.00 which includes 50 units, one server and the software system. Funds for this initial project will be allocated from our existing desktop replacement CIP.

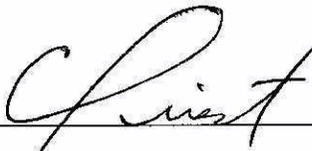
PUBLIC CONTACT

None to date.

SCHEDULE

The project includes 50 client units, one server system and the operating software with licenses. The training room will receive 12 units, 10 units will be installed in the main Library and 10 at the Weekes Branch Library for public use. The remaining 18 units will be distributed throughout the organization for testing purposes.

Prepared by:



Clancy Priest, Technology Services Director

Approved by:



Fran David, City Manager