



CITY OF
HAYWARD
HEART OF THE BAY

**COUNCIL TECHNOLOGY
APPLICATION COMMITTEE**

JUNE 20, 2012

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**CITY COUNCIL TECHNOLOGY APPLICATION COMMITTEE MEETING
WEDNESDAY, JUNE 20, 2012
CONFERENCE ROOM 4A
4:30 P.M. – 5:30 P.M.**

CALL TO ORDER

ROLL CALL

PUBLIC COMMENTS: *(The Public Comment section provides an opportunity to address the City Council Committee on items not listed on the agenda. The Committee welcomes your comments and requests that speakers present their remarks in a respectful manner, within established time limits, and focus on issues which directly affect the City or are within the jurisdiction of the City. As the Committee is prohibited by State law from discussing items not listed on the agenda, your item will be taken under consideration and may be referred to staff.)*

1. Approval of Minutes of November 16, 2011
[Minutes](#)
2. New Website Staff Report
[Website Update](#)
3. ERP Update Staff Report
[ERP Update](#)
4. Chairperson Henson EBRCSA Update (verbal)

COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS

ADJOURNMENT

NEXT REGULAR MEETING – SEPTEMBER 19, 2012

****Materials related to an item on the agenda submitted to the Council after distribution of the agenda packet are available for public inspection in the City Clerk's Office, City Hall, 777 B Street, 4th Floor, Hayward, during normal business hours. An online version of this agenda and staff reports are available on the City's website. ****

Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans Disabilities Act of 1990. Interested persons must request the accommodation at least 48 hours in advance of the meeting by contacting the Assistant City Manager at (510) 583-4300 or TDD (510) 247-3340.

HAYWARD CITY COUNCIL, 777 B STREET, HAYWARD, CA 94541
[HTTP://WWW.HAYWARD-CA.GOV](http://www.hayward-ca.gov)



Council Technology Application Committee (CTAC)

Meeting Minutes of February 17, 2012

Members Present: Olden Henson, Mark Salinas

Staff: Clancy Priest, Fran David

Guests: Bill McCammon, EBRCSA, David Koziki, Deputy, Alameda County Sheriff's Dept., Simon Wong, Tri City Voice

Public Comments: None

1. Approval of Minutes:

Minutes of November 16, 2011 Approved

2. Bay Area Regional Interoperable Communications System (BayRICS) Update:

Technology Services Director, Clancy Priest, updated the Committee on BayRICS before it moves to Council. They were scheduled to move it to full Council on the 21st which is next Tuesday, but, postponed it a week and are now looking at the 28th. Staff attempted using the report to show the pros and cons and what the issues are out there with the various entities that are involved. All of these issues are being addressed either by the Joint Powers Agreement (JPA), the Board or Committees assigned by the Board. The Technical Advisory Committee is addressing all of the technical questions that need to be answered and solidified. The project is fluid and ongoing, all of the changes that are coming into the project are thoroughly being reviewed before any action is taken. In a nut shell, the project is to build a Cellular Network a 4GLTE Network that would be dedicated to Public Safety. Originally when it was first designed there were two parts to it, the Public Access part of it which was a little controversial and at times didn't quite fit by the end of the day with the Public Safety part of the project. Since then, the Public Access part of it has been taken out of the project and we're now concentrating only on the Public safety side of it. In an emergency, this will be an independent network system and will not conflict with any commercial system. The build out of the system is being contracted out to Motorola and being funded by Grants. There has been a JPA formed and an Authority Board that is the governance for the project. This board as outlined in the report, consists of 13 members, they meet monthly to go over issues and move the project along. We are asking the Committee to review the project and we'll eventually ask the County as well that Hayward become a part of the JPA and to sign a site access agreement that will allow Motorola to come out and build out five targeted sites. These five sites are Walpert Ridge, Garin Water Tank, Hesperian Tower, Fire Station #2 & Fire Station #8. Of the five sites, three of them are existing sites with multijurisdictional equipment already existing at these locations; these locations are Walpert Ridge, Garin Water Tank and Hesperian Tower. So, the issue of putting equipment from another project onto these sites it's a nonissue. Currently at Fire Station #8 and Fire Station #2, there is no facility, Motorola is proposing to build 60' mono poles to place the BAYRICS equipment on. Councilmember Salinas made a motion that they accept and move forward the recommendation to the full Council.

3. Chairperson Henson EBRCSA Update (verbal)

Councilmember Henson spoke on the Legislation regarding D-Block.

Member comments: None

Next Meeting: April 18, 2012 @ 4:30pm

Meeting adjourned at 3:55pm



DATE: June 20, 2012

TO: Council Technology Application Committee

FROM: Technology Services Director

SUBJECT: City of Hayward Website Update

RECOMMENDATION

That the Committee reviews and comments on this report and on the implementation of the new City website that went live on June 5, 2012.

BACKGROUND

In the FY 2001 City budget, the Council allocated funds for Webmaster consultant services. The funding was provided to support the expansion and development of the “City’s Home Page.” After interviewing a number of website vendors, the project was out-sourced to InfoLane for design, implementation and maintenance.

In 2002, Technology Services added a Webmaster position and brought the entire web function in-house. Technology Services implemented the first in-house version of the City’s website in 2003 in conjunction with CTAC recommendations.

A complete restructuring of the website was done in 2007, which was the current format until recently. During the last three years, staff has added an abundance of information to the site, which has caused the pages to become very “busy” in look and feel and causing the site to not be very user friendly.

DISCUSSION

Technology Services has been working to restructure the City’s website with the assistance of the City Council, City Manager, City staff and the public for approximately the past eighteen months. The City’s webmaster, Joseph Ochinerro, has been working on these revisions.

Along with internal feedback, Technology Services has approached the new website design with user-centered design (UCD) as the methodology. In broad terms, UCD is a design philosophy and a process in which the needs, wants, and limitations of end users of a product are given extensive attention at each stage of the design process. In order to create a website that meets users' needs, Technology Services used UCD as a structured development methodology that

involves users throughout all stages of website development. This approach has considered the organization's business objectives and the user's needs, limitations, and preferences.

The concept of website usability has grown in importance to government and is now considered a best practice by website designers that make sure usability is built into the web development lifecycle. This format is being incorporated into e-government initiatives, public-facing websites, web applications, intranets, and hand-held devices to ensure they are highly responsive and meet both agency and user needs.

In order to create a user-centered website, the project team took into consideration the needs of users throughout each step of the development, including:

- planning the site
- collecting data from users
- developing prototypes
- writing content
- conducting usability testing with users

Staff also defined organizational and user needs, goals, and objectives:

- What are the primary business objectives and how do they relate to the Web?
- Who are the users of our website and what are their tasks and goals?
- What information and functions do users need, and in what form do they need it?
- How do users think the website should work?
- What hardware and software will the majority of users use to access your site?

This methodology ensured that the website revisions are user centric versus staff centric. Some of the past revisions to the City's site were too internally focused and contained verbiage that was cumbersome and bureaucratic. The new City site is externally focused with a service orientation.

One of the other main components of the revised website format is the use of Web 2.0 functionality. The term Web 2.0 is associated with web applications that facilitate interactive systems, interoperability and user-centered design. A Web 2.0 site allows users to interact and collaborate with each other in a social media dialogue as consumers of user-generated content in a virtual community. This is in contrast to websites where users are limited to the active viewing of content that is tightly managed and controlled. Examples of Web 2.0 include social networking sites, blogs, wikis, video sharing sites, hosted services, web applications and syndication.

FISCAL IMPACT

The City utilized internal City staff and existing resources to complete the project.

PUBLIC CONTACT

Technology Services met with several outside user groups to gather information and feedback in preparation for the website update. The information received has been useful during the reengineering process of the website layout and the end-user usability of the site. End-users were asked to take a survey after each meeting to supply data on the likes, dislikes, and suggested changes from the participant's point of view.

Staff also met with each individual department to receive suggestions as to what their expectations of the new site will be. These meetings resulted in productive feedback into the new site design and content.

SCHEDULE

The site was made public June 5, 2012. Technology Services has been working with the public and City staff to correct any site problems that have manifested after the conversion. The website is a dynamic project and will be continually revised and adjusted as users relate problems or suggestions to the webmaster.

Prepared and Recommended by: Clancy Priest, Technology Services Director

Approved by:



Fran David, City Manager

DATE: June 20, 2012

TO: Council Technology Application Committee

FROM: Technology Services Director

SUBJECT: Enterprise Resource Planning (ERP) Status Report

RECOMMENDATION

That the Committee reviews and comments on this report.

BACKGROUND

In September 2009, the Council approved a Technology Strategic Plan. One of the top priorities identified in the plan was to replace the existing financial system with an Enterprise Resource Planning (ERP) System. The current financial system is limited in its ability to interconnect and provide bidirectional data transfer with the City's other diverse software systems. There are barriers within the system that are not conducive to integration with various other mission critical systems. ERP is a way to integrate the data and processes of an organization into one single system. ERP systems have many components including hardware and software and implementation will provide the ability to transfer, share, and warehouse data.

DISCUSSION

As noted above, the City identified the need to replace the City's current financial system and ancillary data collection systems with a new City-wide ERP system. Work has been completed on most major goals, including the following:

- The Technology Services Department has performed a preliminary inventory of all technology data collection processes;
- The Finance Department has developed an inventory of all financial related systems;
- A project steering committee team has been established including: the Assistant City Manager, Technology Services Director, Director of Finance, Human Resources Director, and Information Systems Manager.
- The City developed and issued a RFP and after an extensive process chose Tyler Technologies as the ERP vendor;
- City Council approved a budget of \$3.9 million for the ERP project on March 27, 2012 and awarded the contract to Tyler Technologies;

Implementing an ERP requires changes in business processes and in how City staff approach various tasks and requirements. Business processes that previously involved routing of paper documents are often replaced by electronic processes. In the past, the City's financial software was often heavily

customized to match the organization’s manual processes. In order to improve reliability of the software, customization is much less common in modern generation software but vendors often include the capability to customize or configure some of the most common practices on a very limited basis. As a result of limited customization, some business process changes in City operations will be inevitable and the critical issue becomes choosing the best of the available options and transitioning staff to the new approaches. Modern ERPs also allow broad access to information; staff who may have no data entry responsibilities can still access summary and detail data. Training will be required to access and understand that data correctly in lieu of asking accounting staff to produce the needed information.

The City retained the Government Finance Officers Association (GFOA) to assist in the ERP project. GFOA has consulted with the City during the initial project development phase. The services provided by GFOA have been invaluable to the City with assistance in mapping existing processes, general needs assessment, vetting of qualified vendors, and initial contract negotiations. GFOA will assist the City with consultation services during the next phase(s) in the areas of Chart of Accounts creation, contract oversight, best practices, and vendor compliance. The City has found GFOA’s assistance of great value and will continue with this working relationship. GFOA was chosen from three qualified vendors that responded to a Request for Proposals (RFP) issued for ERP consulting services. The project has also retained Jon Threshie of Technology Management Services to assist with project management tasks.

FISCAL IMPACT

The total project budget is approximately \$3.9 million, of which \$2.1 million is for the ERP software acquisition and implementation with Tyler Technologies. The project addresses all of the City’s core financial system needs as outlined in Table 1. Table 2 identifies the total project cost components and all funding sources.

Table 1

Scope for ERP Implementation	
Core ERP	
Financials	Human Resources/Payroll
x General Ledger	x Personnel Administration
x Project Accounting	x Position Control
x Grant Accounting	x Benefit Administration
x Purchasing	x Leave Management x
x Accounts Payable	Applicant Tracking x
x Accounts Receivable	Risk Management
x Cashiering	x Time Entry
x Fixed Assets	x Payroll
x Budget Prep and Forecasting	x Training Tracking
x Treasury Management	

Non - Core ERP

- x Work Orders
- x Utility Billing
- x Permitting (Building, Planning and Fire)
- x Business License

Table 2

<u>Project Components</u>	<u>Cost</u>
Software and Implementation	2,100,000
1 Year Prepaid Maintenance	200,000
Technical Hardware	700,000
Project Management Services	360,000
Contingency	<u>500,000</u>
Total Project Cost	3,860,000

<u>Funding sources</u>	<u>Amount</u>
Technology Services CIP Fund	3,254,000
Waste Water Enterprise Fund	249,000
Water Enterprise Fund	305,000
Airport Enterprise Fund	<u>52,000</u>
Total Funding	3,860,000

Funding is currently allocated in the FY 2012 Technology Services Capital Improvement Program budget in the amount of \$3.25 million – with additional project funding totaling over \$600,000 that will be allocated from the appropriate user enterprise funds in the FY 2013 & FY 2014 budgets. Not all project costs are due and payable in FY 2012, as staff intends to finance (at basically a 0% rate) the \$700,000 in hardware acquisition costs over a five-year period. This will allow some flexibility in cash flow and budgeting.

The recurring, annual system maintenance and support cost is approximately \$200,000 per year. The \$2.1 million system acquisition cost includes one year of system maintenance and support (July 2013 – July 2014). The City is purchasing one additional year as part of the current project cost (see Table 2). Effective July 2015, the City will need to pay the annual maintenance and support costs, which will be budgeted and funded through the Technology Services Internal Service Fund.

It should be noted that the original project cost estimates were estimated at about \$11 - \$14 million. The current price tag is dramatically lower and is due to a favorable marketplace and a refined project scope. In the budget update presented to City Council in September 2011, staff had estimated a project cost of \$4 million - \$6 million.

The long-term fiscal impact of the system, however, will be the incredible efficiencies resulting from the business process improvements achieved through implementing the new system. While it is almost impossible to quantify the benefits of improved data and decision making tools, enhanced

customer service for citizens and employees, a streamlined budget process, and more efficient internal processes, these improvements will be significant.

PUBLIC CONTACT

None to date.

SCHEDULE

The project contracts have been negotiated and signed. Project kick-off is scheduled for June 26, 2012. Phases I & II which will include Financials and Human Resources is scheduled to be completed in June of 2013. Phases III, IV, and V which include implementation of Permitting, Utility Billing, and Work Orders are scheduled for completion by August 2014.

Prepared and Recommended by: Clancy Priest, Technology Services Director

Approved by:



Fran David, City Manager