



CITY OF
HAYWARD
HEART OF THE BAY

**COUNCIL TECHNOLOGY
APPLICATION COMMITTEE**

FEBRUARY 19, 2014

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**CITY COUNCIL TECHNOLOGY APPLICATION COMMITTEE MEETING
WEDNESDAY, FEBRUARY 19, 2014
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 20, 2013
[Minutes](#)
2. Enterprise Resource Planning (ERP) System Update
[Staff Report](#)
3. Digital Communications Update
[Staff Report](#)

COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS

ADJOURNMENT

NEXT REGULAR MEETING – APRIL 16, 2014

****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.



Council Technology Application Committee (CTAC)

Meeting Minutes of November 20, 2013

Members Present: Mark Salinas, Greg Jones, Al Mendall,

Staff: Chief Urban, Kelly McAdoo, Lori Taylor, Mark Guenther, Nathaniel Roush, Jeff Smith, Frank Holland, Battalion Chief Walsh, Tracy Vesely

Guests: None

Public Comments:

Assistant City Manager Kelly McAdoo introduced the City's new Community and Media Relations Officer Frank Holland.

1. Approval of Minutes:

Minutes of June 19, 2013 Approved

2. High-Speed Hayward Fiber Optic Network

Information Technology Director Mark Guenther submitted a brief staff report and updated the Committee. This item has previously been brought to the Committee, the CEDC and as well as to a Council Work Session on July 30th. At the Work Session and prior to that, it was thought that a draft agreement would be prepared for the Committee by now for review, but, that has not happened. A couple of issues arose that needed to be worked out. One of them is the desire to have some kind of written agreement or understanding between the City and the Operating Entity of the fiber enterprise which wasn't addressed in the draft agreement. We have been discussing that issue with our City Attorney's Office and the Developer as well. The second is to have a needs assessment conducted to come up with some kind of prioritization on how the fiber is going to be installed in phases and have that information in the agreement, so, that both parties know where were going first and why. The Economic Development Manager Lori Taylor updated the Committee on a City of San Leandro seminar she attended to gain more information on the topic and to see what other cities attending the seminar were doing. Staff has had several offline discussions with City of San Leandro staff to discuss what they were doing and what issues they are encountering with their agreement.

3. Enterprise Resource Planning (ERP) System Update

Information Technology Director Mark Guenther submitted a staff report and updated the Committee. The City did go live in Munis with core financials on July 1st. Shortly thereafter, a phased implementation of the new online procurement process integrated into Munis online began and the City is now live with online procurement approvals. Staff conducted quite a bit of classroom training for our internal staff. Payroll will go live with the first paycheck in January 2014, with online modules covering timecard input and employee self-service phased in slowly

and hopefully be fully implemented by June. The utility billing module is scheduled to go live in April.

4. New Technology for Law Enforcement

Information Technology Director Guenther submitted a staff report prepared by Technology Solutions Analyst Roush, who gave the Committee an update on new body worn camera and automated license plate reader technologies available.

Member comments: None

Next Meeting: February 19th @ 4:30pm

Meeting adjourned at 5:30pm



DATE: February 19, 2014

TO: Council Technology Application Committee

FROM: Information Technology Director

SUBJECT: Enterprise Resource Planning (ERP) System Update

RECOMMENDATION

That the Committee reviews and comments on this report.

BACKGROUND

At the Committee's last meeting in November 2013, staff reported progress on the City's comprehensive ERP implementation. The Munis ERP project implementation for the core financials began in June 2012, and subsequently, in July 2013, modules covering purchasing, accounts payable, general ledger, project-grant accounting, budget, treasury, fixed assets, general billing and accounts receivable went live.

DISCUSSION

One major schedule change occurred just after staff updated the Committee at its last meeting. This change, as well as an update on other modules, is provided below.

Human Resources/Payroll

Originally, staff planned for Payroll to go-live the first pay day in January 2014. This initial go-live was to be a soft roll out that would include only those functions that the current payroll system performs, with a plan to phase in the newer functions such as online employee timecards and employee self-service over a 4-6 month period.

In early December, the implementation team recommended rescheduling the payroll go-live due to a number of reporting and entry issues that remain unresolved with the software vendor. While it would have been possible to produce an accurate payroll in January 2014 in the new system, the manual staff effort required to manage the elements of the system that are not yet functional not only was impossible, but presented a risk to the overall success of the project.

Management accepted the implementation team's recommendation and the team continues to work with Tyler consultants on resolution of those issues as well as a revised timeline for system implementation. In addition, the revised payroll go-live (date still being determined, but likely January 2015) will allow for a full roll-out of all system functions simultaneously.

Utility Billing

Staff continues working on verifying converted data, using the test meter reading system to load readings and conduct parallel billings, and to configure and test the online customer self service module. Go-live for Utility Billing is currently scheduled for April 29, 2014.

Work Orders

Maintenance Services Department functional leads and subject matter experts continue working with Tyler implementation consultants on configuration of the Work Order module. The first pass of converted data is scheduled to be loaded into a test environment in early March for verification and testing by the implementation team. The scheduled go live date for the Work Order module is April 2014.

Permitting/Business Licensing

As with the implementation of previous modules, subject matter experts and other staff have completed the as-is and to-be analysis and most system configuration tasks for the Permit and Business License module. The design of the new business process will be demonstrated in MUNIS using actual City data in a static environment test (SET) scheduled to begin February 24, 2014. The SET test for Business Licensing has been completed. Data conversion loading and verification has not yet occurred in either of these modules. The projected go-live date for these modules is August 1, 2014.

FISCAL IMPACT

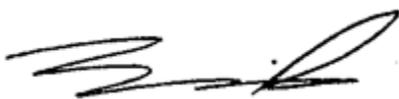
City Council originally authorized a \$4.1 million project budget (comprised of General Fund and enterprise fund allocations) as contained in the Capital Improvement Program budget. Current project expenses are well within the authorized budget. However, as the adjustments are made to the project, including software modifications and temporary staffing, it is possible that additional funds may be necessary. Staff is currently conducting a project budget audit and will provide the Committee with an update as part of the FY 2014 mid-year budget review in March.

PUBLIC CONTACT

None.

Prepared and Recommended by: Mark Guenther, Information Technology Director

Approved by:



Fran David, City Manager



DATE: February 19, 2014

TO: Council Technology Application Committee

FROM: Information Technology Director

SUBJECT: Digital Communications Update

RECOMMENDATION

That the Committee reviews and comments on this report.

BACKGROUND

With the adoption of the FY 2013 budget, Council authorized the addition of a Community and Media Relations Officer position, in part to centralize and better manage the City's digital communication with the community. Prior to the appointment of the first Community and Media Relations Officer in November 2013, responsibility for creation and dissemination of digital communications was spread among staff members in various departments. The addition of this new staff position enables the city to address many of the issues outlined below.

The City's "digital communications" encompass a variety of channels, including the City's primary website, subsidiary sites, associated social media channels and email communications. Because the redevelopment of the City's primary website demands a much larger, dedicated discussion, this report focuses predominately on social media and email communications.

The maturation of "Web 2.0" requires the selection and management of social media accounts to be both strategic and well-controlled. Due primarily to the City's decentralized management of these accounts, until very recently the City's social media landscape was neither. Channels were arbitrarily chosen, many suffered from peculiar naming irregularities and all were inefficiently administered. The more critical problems involved a lack of common content standards and an irregular posting schedule.

Perhaps the most glaring issue with the City's social media program is the lack of policies governing social media administration. This poses a critical problem with respect to channel upkeep, quality control, accountability and message consistency.

The City's social media channels were underperforming versus similar-sized cities, sometimes dramatically so. The most saturated social network, Facebook, is generally a good channel to reach a broad demographic range of individuals. However, the City's primary Facebook page had only

209 followers (“likes”) as of November 15, 2013. At the same juncture, the City’s primary Twitter account stood at 1,090 followers. Both channels had not been managed with respect to messaging consistency and quality control. The City’s YouTube channel was underutilized, with no identifiable page design, only 34 subscribers and no backlinks to the City’s website or other potentially relevant information. A LinkedIn page for the City existed but was not being actively administered. Finally, other high-saturation channels were left unclaimed, leaving the City’s preferred username unused.

In addition to limited reach and sub-optimal content management, the City’s social media channels also suffered from poor structure. All social channels should share the same nomenclature when appropriate, which should be simple and direct, i.e., “cityofhayward” across all primary city channels. Secondary channels should begin with a common, clear identifier, namely “Hayward” (e.g., HaywardPD, HaywardLibrary, HaywardAnimalShelter, etc.). This was not the case.

Email communications were not measurably better. The City’s email distribution protocol was both fragmented and confused. In addition to the Access Hayward E-Notify, CodeRed , and Nixle subscriber lists, many other lists were held by individuals throughout the organization in a variety of formats, primarily Excel spreadsheets and dozens of Outlook contact groups. Larger problems abound with this arrangement. Unsubscribes are not managed appropriately, nor are duplicate entries, dead or incorrect email addresses or user records for which updates are requested.

DISCUSSION

A concerted effort to address the aforementioned issues began when the City’s new Community & Media Relations Officer assumed control of all primary social media channels in early December. Following the development of an initial inventory of City-controlled assets, steps were taken to standardize nomenclature across platforms and to secure channels that were either moribund or unregistered. A comprehensive “Social Media Policies & Procedures” document was developed to govern City-wide social media use, which is currently undergoing necessary departmental reviews.

An extended, complex back-and-forth effort with Facebook’s representatives resulted in the consolidation of an uncontrolled “City of Hayward” Facebook page with the City’s official page, bringing the City’s Facebook count from 209 to 1,227 (as of 2/9/2014). Twitter followers have grown during the same period from 1,089 to 1,172. Page design, graphics, identity and critical information has been updated and standardized on all sites. LinkedIn (467 followers) has been deployed for economic development communications and as a human resources tool. Finally, another protracted effort with Instagram resulted in the City’s assumption of its preferred username on that platform, which has been quietly deployed for broad image-building activities with a secondary focus on the Mural Arts program. Content across all channels has been both regular and varied in subject matter, media type and target audience.

Significant progress has also been made in the area of email communications. An annual agreement was recently signed with GovDelivery, the best-in-class digital communications management solution for public institutions. GovDelivery handles a wide range of public agencies across the country and abroad, including the White House, BART, Alameda County, USA.gov, the City of Palo Alto, and hundreds of other states, cities, counties and public agencies. GovDelivery will allow

us to eliminate our fragmented current system, provide real-time reports on the effectiveness of various communications, manage bulletins to all digital channels simultaneously and provide a suite of tools to help us build our subscriber list.

FISCAL IMPACT

The positive fiscal impact to the community of the efforts to improve Hayward's digital communications outlined above is probably not measurable. Staff believes the benefits obtained from use of GovDelivery's digital communications management solution will be well worth its annual cost of \$14,500.

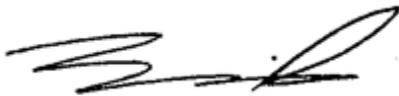
NEXT STEPS

Progress toward addressing the City's digital communications issues is ongoing. Implementation of the GovDelivery solution began with a kickoff meeting held on January 16, 2014, and it is anticipated that the City will begin using GovDelivery to better manage our digital communications in April 2014.

Prepared by: Frank Holland, Community and Media Relations Officer

Recommended by: Mark Guenther, Information Technology Director

Approved by:



Fran David, City Manager