

2014 MAY -1 PM 3: 20

OAKLAND CITY COUNCIL
84998

Resolution No. _____ C.M.S.

RESOLUTION 1) AWARDING A PROFESSIONAL SERVICES AGREEMENT TO CODE FOR AMERICA FOR PHASE I AND AN OPTION TO EXTEND THE AGREEMENT FOR PHASE II OF THE "DIGITAL FRONT DOOR" PROJECT WHICH WOULD MODERNIZE OAKLAND'S DIGITAL PRESENCE AND SERVICE DELIVERY FOR AN AMOUNT NOT TO EXCEED \$75,000 FOR PHASE I, AND FOR AN AMOUNT NOT TO EXCEED \$125,000 FOR PHASE II IF THE COUNCIL ALLOCATES FUNDS IN THE FY 2014-15 POLICY BUDGET FOR PHASE II; AND 2) WAIVING THE REQUEST FOR PROPOSALS/QUALIFICATIONS PROCESS REQUIREMENT

WHEREAS, Code for America is a nonprofit 501(c)(3) corporation with an international mission to empower residents and governments by harnessing technology that promotes civic engagement and forward-thinking approaches to government; and

WHEREAS, now in its fourth year as a civic technology start-up, Code for America has recently committed to embarking on multi-year engagements with cities that have completed a successful fellowship year (Fellowship 1.0); and

WHEREAS, Code for America and the City of Oakland completed Fellowship 1.0 in 2013 with the successful design and deployment of RecordTrac, a lightweight technology tool that brings greater openness, efficiency and participation to local government; and

WHEREAS, in recognition of our work together in 2013, the City has been invited to partner with Code for America in a unique public-private partnership, the first of its kind, referred to as Code for America Fellowship 2.0, that will provide specialized professional services to the City in creating a "Digital Front Door" to City Hall; and

WHEREAS, this project is an opportunity to recognize and respond to how citizens want City services delivered through the City's website, puts citizens at the center of service delivery and designs around them, and bridges the digital divide to reach deeper and wider into areas of the community we may not be currently serving; and

WHEREAS, after many years of budget cutbacks and service and staff reductions, the City administration is seeking ways to redesign how the City delivers digital services, optimize the use of technology and increase efficiency; and

WHEREAS, Code for America Fellowship 2.0 is unique in that it will provide an opportunity for the City to further integrate lessons learned during the 2013 Fellowship; apply agile development approaches to a practical, tangible project with Citywide impact; enhance the digital literacy of the

City workforce; expand the City's collaboration with its community; promote open and transparent government; leverage comparative expertise from Code for America's Peer Network and Gov.UK, the global leader in redesigning government digital services; create a sustainable public sector information website with ongoing staff training; and share a model that emerges out of this partnership with cities nationwide; and

WHEREAS, Code for America Fellowship 2.0 furthers Oakland's commitment to Open Government, transparency and innovation, and identifies web-based solutions to break down cumbersome bureaucratic processes and emerge with better systems that will help reduce costs, increase efficiency and provide better services to the public, thereby boosting productivity and enhancing engagement with citizens; and

WHEREAS, Code for America will provide specialized services including digital literacy training, designing, researching and implementing this "Digital Front Door" and leverage its relationships with other public sector agencies including cities in the Peer Network and Gov.UK; and

WHEREAS, Oakland Municipal Code section 2.04.020.B requires Council approval of contracts for technology-related professional services in excess of \$15,000; and

WHEREAS, Oakland Municipal Code section 2.04.051.A requires the City Administrator to conduct a request for proposals/qualifications (RFP/Q) process for professional services contracts in excess of \$25,000 and Oakland Municipal Code section 2.04.051.B allows Council to waive the RFP/Q requirements upon a finding by the Council that it is in the best interest of the City to do so; and

WHEREAS, City staff recommends waiving the RFP/Q requirements for this contract because of the unique opportunity presented to forge an innovative public-private partnership expanding on the foundation and success of the 2013 Code for America Fellowship; and

WHEREAS, Code for America has worked side-by-side with dozens of cities nationwide—including municipalities on the cutting edge of civic innovation like Boston, Philadelphia and New York—to focus on "building a government by the people, for the people, that works in the 21st century;" and

WHEREAS, the Code for America team brings unparalleled expertise and a broad national perspective on how local governments are changing through innovative approaches to technology and design; and

WHEREAS, no other partner organization provides the breadth of experience nor the specialization in implementing transparent, open-source digital services into local governments as Code for America; and

WHEREAS, their commitment to openness and transparency is evident in their focus on sharing best practices for redeployment nationwide; and

WHEREAS, City staff also recognizes that focusing on civic innovation and enhancing use of technology will help the City build an entrepreneurial ecosystem that uses data and technology as a catalyst for economic development and growth; and

WHEREAS, the City Administrator has determined that this contract is of a professional, technical and temporary nature and shall not result in the loss of employment or salary of any City staff since no City staff person or group possesses the specific skills, experience or expertise identified as

necessary to implement this "Digital Front Door" project; and

WHEREAS, funding in the amount of \$75,000 for Phase I of Code for America Fellowship 2.0 was approved by the City Council as part of the FY 2013-14 budget-balancing action taken on March 18, 2014 (Resolution No. 84897), as an initial investment for redesigning the City's website, and funds are available in the General Fund (1010), City Administrator: Administration Organization (02111), Website Redesign Project (A218210); and

WHEREAS, staff will be requesting an additional amount of \$125,000 of funding for Phase II of Code for America Fellowship 2.0 as part of the 2014-15 Midcycle Budget process; provided, however, if Council does not approve such funding, then Code for America Fellowship 2.0 will be limited to Phase I; now, therefore, be it

RESOLVED: the Oakland City Council hereby awards a professional services agreement to Code for America for Phase I and an option to extend the agreement for Phase II if Council identifies and approves such funding for Phase II of the "Digital Front Door" project--which will provide an open-source suite of code, documentation and techniques that Oakland can use to modernize its digital presence and service delivery--in an amount not to exceed \$75,000 for Phase I and in an amount not to exceed \$125,000 for Phase II; and be it

FURTHER RESOLVED: that the City Administrator shall propose funding in the amount of \$125,000 for Phase II of the contract in the FY 2014-15 Policy Budget, and shall proceed with Phase II **only if** the Council approves such funding; and be it

FURTHER RESOLVED: that pursuant to OMC 2.04.051.B and the for the reasons stated above and in the City Administrator's report accompanying this item, the City Council finds that it is in the best interests of the City to waive the Request for Proposals/Qualifications (RFP/Q) requirements for this contract and so waives the requirements; and be it

FURTHER RESOLVED: that based on information provided by the City Administrator, the Council finds that this contract is of a professional, technical and temporary nature and shall not result in the loss of employment or salary by any person having permanent status in the competitive civil service.

MAY 20 2014

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2014

PASSED BY THE FOLLOWING VOTE: ~~BROOKS, GALLO, GIBSON~~ McElHaney, KAIB, KAPLAN

AYES - 6

REID, SCITAAF, KERNIGHAN - 6

NOES - 0

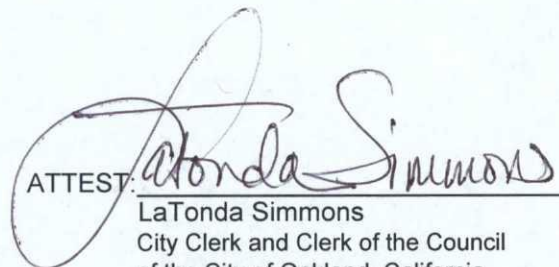
ABSENT -

Gallo - 1

ABSTENTION -

Brooks - 1

ATTEST:


LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California