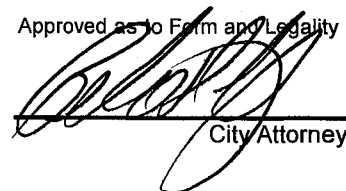


FILED
OFFICE OF THE CITY CLERK
OAKLAND

OAKLAND CITY COUNCIL

Approved as to Form and Legality



City Attorney

2016 DEC -1 RESOLUTION No. 86517 C.M.S.

Introduced by Councilmember _____

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO
1) ENTER INTO AN AGREEMENT WITH OPENCITIES, INC. TO
PROVIDE A WEBSITE CONTENT PUBLISHING PLATFORM THAT
IMPROVES CUSTOMER SERVICE; ENHANCES PUBLIC ACCESS TO
THE CITY'S DIGITAL SERVICES ON MOBILE DEVICES; IMPROVES
THE SEARCHABILITY OF WEB CONTENT; AND ENABLES STAFF TO
PUBLISH TIMELY, ACCURATE, EASILY UNDERSTOOD AND
MULTILINGUAL INFORMATION TO THE CITY'S WEBSITE, FOR AN
AMOUNT UP TO \$125,000 IN THE FIRST YEAR AND \$75,000 ANNUALLY
FOR THE FOLLOWING TWO YEARS, FOR A TOTAL AMOUNT OVER
THE THREE-YEAR PERIOD NOT TO EXCEED \$275,000; AND WAIVING
THE COMPETITIVE REQUEST FOR PROPOSALS/QUALIFICATIONS
(RFP/Q) PROCESS

WHEREAS, the City website has become the “digital front door” through which about one million visitors per year are looking to access City services or information online; and

WHEREAS, the City Council passed Resolution No. 84998 C.M.S. on May 20, 2014, authorizing a professional services agreement with Code for America to develop the “Digital Front Door Project” with the goal of producing a set of standards to modernize our online service delivery and recommendations; and

WHEREAS, the outcome of the City’s engagement with Code for America was the creation and launch of a new beta website (<https://beta.oaklandca.gov>) as a foundation for a more user-centered, data-driven and iterative approach to delivering digital services; and

WHEREAS, improving digital services will help bridge the digital divide by optimizing the website for use on mobile devices; using simpler, human-centered design; conducting ongoing user testing to ensure service delivery goals are met; and writing content in plain English so it is easier and faster for users to understand, and less expensive to translate into other languages; and

WHEREAS, information on the website should be simple to navigate, intuitively organized and focused on services so that the website functions as a credible and trusted source of information for the community; and

WHEREAS, work on the Digital Front Door Project and the development of the beta website revealed that a good content publishing system is critical to delivering a website that is simple and easy for the public to use and efficient for City staff to keep updated; and

WHEREAS, given the numerous current challenges managing content and information on the City’s website, and the fact that there are multiple potential solutions to those problems, City staff did not pursue a traditional RFP/Q process because the desired solution could not be clearly defined in advance; and

WHEREAS, City staff pursued a rigorous analysis of multiple analog and technology solutions, and combinations thereof, to identify the appropriate website development and content publishing solutions, including a parallel analysis of the staff configurations, team size, and costs required to implement and sustain the technology alternatives; and

WHEREAS, staff also reviewed a suite of language translation and ADA accessibility tools to achieve more equitable access to online services and information; and

WHEREAS, in conducting these analyses, City staff focused on solving the following high-priority challenges: 1) provide multi-lingual support; 2) ensure ADA accessibility support; 3) highlight the City's digital services to help users find the information and services they are looking for; 4) provide City staff with website content publishing tools that are easy to use with a minimal amount of technology training; 5) retain the ability to upgrade or replace obsolete technology systems; 6) seek vendors that are able to provide streamlined, ongoing and ideally locally available customer support; 7) ensure website content publishing technology is continually improved; and

WHEREAS, based on a rigorous and exhaustive analysis of potential approaches and team configurations to build out and sustain the City's new website, it is in the City's best interest to waive the RFP/FRQ process and to use OpenCities' website content publishing platform, crafted solely for municipal governments, as the most cost-effective, subscription-based, technology solution to fully implement the City's goal of creating an ADA accessible, user-focused website to equitably deliver digital services to a diverse, multi-cultural, multi-lingual community; and

WHEREAS, OpenCities uniquely offers the ability to publish content and services that have been professionally translated by humans (not just machine translators); includes unique features that prevent publication of content until ADA accessibility issues are corrected; provides for enhanced searchability of information; enhances the accuracy of information by allowing it to be created once on the site and repurposed elsewhere, thereby optimizing search results on widely used search engines; provides the capability to digitize forms traditionally only offered on paper, which will significantly improve the City's efforts to digitize the full suite of City services, streamline and modernize the City's business practices, and address the City Council's goal of a paper-free environment; and includes a local implementation team based in San Francisco; and

WHEREAS, OpenCities provides this unique set of features, tools and configurations that meet the City's needs with fixed and relatively low, predictable costs without the added and costly burden of providing ongoing maintenance and contractual administration, and with the flexibility of moving away from the system should technology evolve towards a better solution in the future; and

WHEREAS, OpenCities is a web-based, out-of-the-box Software as a Service (SaaS) application that was developed to meet the specific website publishing needs of municipal governments; it requires minimal customization, which is often costly, and includes the following services a part of the annual subscription price: regular and ongoing product development and updates; customer support; routine maintenance; and data back-ups and recovery on the cloud-based, hosted service with a 99.9 percent uptime guarantee; and

WHEREAS, Oakland Municipal Code (OMC) Section 2.04.042 requires advertising and requests for proposals/qualifications (RFP) to purchase information technology products and services, but authorizes the City Council to waive these requirements upon a determination that it is in the best interests of the City to do so; and

WHEREAS, the City Administrator recommends, for the reasons set forth above, that it is in the best interests of the City to waive the RFP/Q process for this purchase; and

WHEREAS, the City Administrator has determined that the services to be provided under the agreement are of a professional, scientific or technical and temporary nature, are in the public interest because of economy or better performance and shall not result in the loss of employment or salary by any person having permanent status in the competitive service; now, therefore be it

RESOLVED: That the City Administrator is hereby authorized to enter into a software license agreement with OpenCities, Inc. in an amount of up to \$125,000 in the first year and \$75,000 annually for the following two years, for a total amount over the three-year period not to exceed \$275,000; and be it

FURTHER RESOLVED: That based on the recommendation of the City Administrator set forth above and in the report accompanying this item, the Oakland City Council waives the competitive request for proposals/qualifications process for this purchase; and be it.

FURTHER RESOLVED: That the City Attorney will review the Agreement for form and legality and a copy of this resolution shall be filed with the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, DEC 13 2016


PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL-WASHINGTON, GALLO, GUILLÉN, KALB, KAPLAN, REID and PRESIDENT GIBSON MCELHANEY - 8

NOES - 0

ABSENT - 0

ABSTENTION - 0

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