

CITY OF OAKLAND

AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2011 JUN 30 4:11:48 PM
TO: Office of the City Administrator
ATTN: P. Lamont Ewell
FROM: Public Works Agency
DATE: July 12, 2011

RE: **Resolution Waiving Advertising And Bidding Requirements Of The Oakland Municipal Code For The Integration, Subscription And Licensing For SeeClickFix, An On-Line And Mobile Application Improving Customer Service And Enabling The Public To Report And Track Infrastructure Maintenance Issues In The City Of Oakland, So That The City Administrator May Enter Into A Three Year Agreement With SeeClickFix, In An Amount Of \$10,000 In The First Year And \$8,000 For The Following Two Years, With The Option To Extend Annually For A Maximum Five Percent Increase Each Year Thereafter, For A Total Five Year Period And A Total Contract Amount Not To Exceed \$43,220**

SUMMARY

Staff recommends the approval of a resolution waiving advertising and bidding requirements for the integration, subscription and licensing for SeeClickFix, so that the City Administrator may enter into an agreement with SeeClickFix for integration, subscription and licensing services.

SeeClickFix is an application that enables the public user to connect with government by reporting and tracking issues within the City of Oakland. The application is accessed through the internet (on a computer) or through a mobile application (through a smartphone such as iPhone, Android and Blackberry phones).

The Public Works Agency (PWA) proposes to enhance customer service by improving the City's ability to connect with the public. Using SeeClickFix, the public would be able to see, report and track infrastructure maintenance issues (a.k.a. "service requests") through a smartphone device. SeeClickFix would integrate directly with PWA's existing Cityworks computerized maintenance management system.

FISCAL IMPACT

The first year cost to develop an integration between SeeClickFix and Cityworks, including licensing, is \$10,000. After the first year, the annual cost would be \$8,000 for two years, which would cover both licensing and on-going data transfer between Cityworks and SeeClickFix. After the first three years, the City has the option to discontinue the services or renew the services at a cost increase of five percent each year. Should the City complete a five year contract period with SeeClickFix, the total contract amount would be \$43,220 spread across the five year period.

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The funding to support the agreement would come from the PWA Overhead, which is charge collected from the various funding sources that support public works activities. PWA is able to afford this agreement due to recent cost savings garnered from moving the Public Works Website services from an outside vendor to in-house. The coding block is: Fund 7760 (Clearing), Organization 30181 (PWA Administration), Project A167710 (PWA Overhead).

BACKGROUND

The Public Works Call Center (510-615-5566; pwacallcenter@oaklandnet.com; Report A Problem website) is a “one-stop shop” for all infrastructure maintenance issues and requests for service. It has been in operation since 2004 and currently creates 30,000 service requests annually. About 12.5% (3,750) of the service requests are received through the existing Report A Problem website.

In 2009 and 2010 (in two phases), PWA implemented Cityworks, which enables staff to, (1) track service requests from the public, as well as internal customers, and (2) track work orders performed by staff, which may or may not originate from service requests. Cityworks is a robust tool that captures data on service requests and work orders; provides useful information about the City’s assets to public works crews, supervisors and managers; presents useful information to the public, city employees and elected officials in report format and map format; and captures and articulates the cost to maintain the City’s infrastructure.

In addition, the Department of Information Technology (DIT) developed an on-line tool called the Public Works Viewer that is accessible through the City’s website and enables the public to query on Cityworks Service Requests and Work Orders. The Public Works Viewer allows the public to see work performed by PWA. The public can see a list of PWA work activities and can see locations of PWA work activities on a map.

KEY ISSUES AND IMPACTS

As stated above, PWA receives about 12.5% (3,750) of the infrastructure service requests through the existing Report A Problem website. With 12.5% already coming in via the website, it’s apparent that there is a significant portion of the public that uses technology to connect with government.

In SeeClickFix, there are already 322 service requests that have been reported within the Oakland borders. The Public Works Call Center manually logs the infrastructure maintenance requests from SeeClickFix into Cityworks. However, there is currently no mechanism to “close the loop” with SeeClickFix users to let them know when PWA completes the work.

The proposed resolution would enable PWA to provide a mobile application to the public that would interact with Cityworks. This solution would improve customer service, public

engagement and government transparency. It would streamline service request creation for staff and likely increase the number of requests. In addition, the integration with SeeClickFix would feed all of the service requests in Cityworks into SeeClickFix so that the public can see all issues that have been reported (not just through SeeClickFix but also if someone called or emailed the Public Works Call Center).

Additional benefits of integrating with SeeClickFix include:

- The public is already using SeeClickFix. To engage with the public, government needs to be where the public is, and increasingly, the public is using mobile devices to access the web.
- The public can easily provide a photo of the infrastructure issue, which PWA can access and use to more efficiently deploy the appropriate staff and equipment.
- The public can see all service requests entered into Cityworks through their mobile device, whether it was entered through SeeClickFix or through a call into the Public Works Call Center, thereby providing full transparency.
- The mobile application would be customized to display the City of Oakland logo when the public user opens SeeClickFix, and automatically geo-locate the user's location to report an infrastructure issue.
- The SeeClickFix "widget" can be embedded on other websites to facilitate reporting a problem. For example, neighborhood groups and business associations can put SeeClickFix on their websites and the problems will be entered directly into Cityworks.
- The public would receive automated emails and messaging after they have submitted an issue and when the issue is closed.

SeeClickFix is an application that the public can download and use free of charge.

SeeClickFix is one of two commonly known mobile applications for engaging the public through the reporting and tracking of civic issues. The other is CitySourced. PWA has met with both vendors and received pricing proposals from each. SeeClickFix's proposal is one-third the quoted cost than its closest competitor and readily offers a more attractive integration with full transparency of service requests (including requests in Cityworks that came in from all channels - the SeeClickFix mobile app, as well as web, phone, and email).

Oakland Municipal Code sections 2.04.050.A and E require advertising and the solicitation for bids for products and incidental services related to the products, and award, if made, to the lowest responsive, responsible bidder. It would be most efficient and cost effective to forego formal advertising and bidding for the integration and licensing for a mobile application because there are only two known vendors in the marketplace. Conducting a formal advertising and bidding process is not practicable or in the City's best interest in this circumstance.

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Finally, engaging with SeeClickFix does not preclude the City from engaging with another vendor (e.g., CitySourced) in the future. The City could find it worthwhile to engage with both vendors depending upon public interest in each product and cost.

SUSTAINABLE OPPORTUNITIES

Economic:

The integration with SeeClickFix improves the efficiency and effectiveness in which PWA receives infrastructure service requests and deploys work crews. These benefits translate to better management of the City's infrastructure.

Environmental:

Council action approving the attached resolution is not expected to generate any significant environmental opportunities.

Social Equity:

Council action approving the attached resolution is not expected to generate any social equity opportunities.


DISABILITY AND SENIOR CITIZEN ACCESS

Council action approving the attached resolution is not expected to improve upon disability and senior citizen access.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends the approval of a resolution waiving advertising and bidding requirements of the Oakland Municipal Code for the integration, subscription and licensing for SeeClickFix.

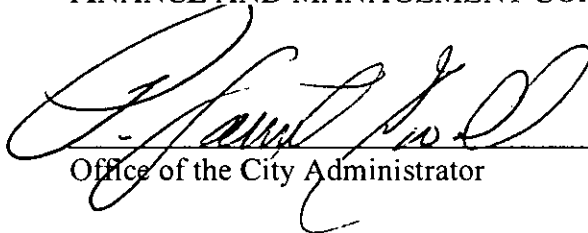
Respectfully submitted,



Vitaly B. Troyan, P.E., Director
Public Works Agency

Prepared by:
Stephanie Hom, Agency Administrative Manager

**APPROVED AND FORWARDED TO THE
FINANCE AND MANAGEMENT COMMITTEE:**

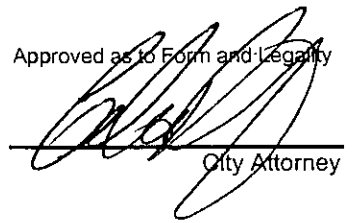


Office of the City Administrator

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APR 11 2011 11:10 AM
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OAKLAND CITY COUNCIL



City Attorney

RESOLUTION No. _____ C.M.S.

Introduced by Councilmember _____

RESOLUTION WAIVING ADVERTISING AND BIDDING REQUIREMENTS OF THE OAKLAND MUNICIPAL CODE FOR THE INTEGRATION, SUBSCRIPTION AND LICENSING FOR SECLICKFIX, AN ON-LINE AND MOBILE APPLICATION IMPROVING CUSTOMER SERVICE AND ENABLING THE PUBLIC TO REPORT AND TRACK INFRASTRUCTURE MAINTENANCE ISSUES IN THE CITY OF OAKLAND, SO THAT THE CITY ADMINISTRATOR MAY ENTER INTO A THREE YEAR AGREEMENT WITH SECLICKFIX, IN AN AMOUNT OF \$10,000 IN THE FIRST YEAR AND \$8,000 FOR THE FOLLOWING TWO YEARS, WITH THE OPTION TO EXTEND ANNUALLY FOR A MAXIMUM FIVE PERCENT INCREASE EACH YEAR THEREAFTER, FOR A TOTAL FIVE YEAR PERIOD AND A TOTAL CONTRACT AMOUNT NOT TO EXCEED \$43,220

WHEREAS, the City of Oakland, Public Works Agency (PWA) operates the Public Works Call Center (510-615-5566; pwacallcenter@oaklandnet.com; Report A Problem website) as a “one-stop shop” for all infrastructure maintenance issues and requests for service; and

WHEREAS, PWA logs approximately 30,000 service requests annually in Cityworks computerized maintenance management system; and

WHEREAS, approximately 12.5% (3,750) of the service requests are received through the existing Report A Problem website; and

WHEREAS, with 12.5% of service request being received through the website, it is apparent that there is a significant portion of the public that uses technology to connect with government; and

WHEREAS, PWA desires to encourage the public to engage with government and report infrastructure concerns and requests to PWA; and

WHEREAS, SeeClickFix is a mobile application that enables the public user to connect with government through a smartphone device such as iPhone, Android and Blackberry phones by reporting and tracking issues within the City of Oakland; and

WHEREAS, the public is already using SeeClickFix as indicated by 322 current open service requests in SeeClickFix for Oakland, and that to engage with the public, PWA believes that government needs to be where the public is, and increasingly, the public is using mobile devices to access the web; and

WHEREAS, SeeClickFix would integrate directly with PWA’s existing Cityworks computerized maintenance management system, including full transparency by including all service requests logged into Cityworks regardless of source (e.g., phone call, email or SeeClickFix); and

WHEREAS, the City is required to advertise a solicitation for bids for products and incidental services related to the products, and if an award is made, City must award to the lowest, responsive, responsible bidder (Oakland Municipal Code §§ 2.04.050.A and E); but, the City Council may dispense with advertising and bidding upon a finding that it is in the “best interests of the City” to do so (Oakland Municipal Code § 2.04.050.I.5); and

WHEREAS, staff recommends that it is in the City’s best interests to forego advertising and bidding for the integration and licensing of SeeClickFix because there are only two commonly known products in this marketplace at this time, staff has met with both vendors and determined that SeeClickFix is the more affordable and suitable product at this time, and it will minimize the administrative costs of conducting an advertising and bidding process; and

WHEREAS, the City Administrator will enter into three-year contract in the amount of \$10,000 for the first year and \$8,000 in the subsequent two years, with the option to renew each year thereafter at a maximum five percent increase for up to two years, for a total five year period and a total contract amount not to exceed \$43,220 over a five year period, for the integration, subscription and licensing of SeeClickFix; which is within the City Administrator’s purchasing authority, if the advertising and bidding waiver is authorized; now, therefore, be it

RESOLVED: That pursuant to Oakland Municipal Code Section 2.04.050.A the City Council finds that it is in the best interests of the City to waive the advertising and bidding requirements of the Oakland Municipal Code for the integration, subscription and licensing of SeeClickFix, a mobile application enhancing customer service and the City’s ability to connect with the public by enabling the public able to see, report and track infrastructure maintenance issues through a smartphone device.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20_____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, BRUNNER, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, SCHAAF, and PRESIDENT REID

NOES -

ABSENT -

ABSTENTION -

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