

CITY OF OAKLAND

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OFFICE OF THE CITY CLERK
OAKLAND

2014 MAY -1 PM 3: 19

AGENDA REPORT

TO: FRED BLACKWELL
CITY ADMINISTRATOR

FROM: Karen Boyd

SUBJECT: Code for America Fellowship 2.0:
Proposal to Design "Digital Front Door"
For City of Oakland

DATE: May 1, 2014

City Administrator
Approval

Date

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

Staff recommends City Council adopt a resolution authorizing the City Administrator to: 1) award a professional services agreement with 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 City Council allocates funds in the FY 2014-15 Policy Budget for Phase II; and 2) waive the competitive Request for Proposals/Qualifications (RFP/Q) process requirement.

OUTCOME

Code for America's mission is to help residents and governments harness technology to solve community problems. Now in its fourth year as a civic innovation 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).

In recognition of our work together in 2013, the City of Oakland has been invited to join Code for America in a unique public-private partnership, the first of its kind, also known as the CfA Fellowship 2.0. Joining this partnership would provide an opportunity for the City to further integrate lessons learned during the 2013 fellowship; apply the new approaches to a practical, tangible project with citywide impact; enhance the digital literacy of the City workforce; expand our collaboration with the community; and share the model that emerges out of this partnership with cities nationwide.

After many years of budget cutbacks and service and staff reductions, the City administration is seeking ways to redesign how we deliver services, optimize the use of technology and increase efficiency. Staff also recognizes that focusing on civic innovation and enhancing use of

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technology will help the City build an entrepreneurial ecosystem that uses data and technology as a catalyst for economic development and growth.

This unique public/private partnership represents a significant opportunity to:

- Create a "Digital Front Door" to the City that recognizes and responds to how people want services delivered
- Put community members at the center of service delivery and design around them
- Bridge the digital divide to reach deeper and wider into areas of the community we may not be currently serving
- Build a continually evolving website that is considered a central part of our work
- Enhance the digital literacy of City staff
- Identify resources and development needed to establish a thriving digital service delivery model
- Position Oakland as a national model of civic innovation

BACKGROUND/LEGISLATIVE HISTORY

In 2012, the City of Oakland was selected as one of 10 cities nationwide to participate in the prestigious 2013 Code for America Fellowship. Code for America connects forward-thinking cities with technologists, coders and design professionals to develop reusable civic technology. Partnering cities not only work with Code for America fellows to solve critical problems using technology, but also help cultivate the next generation of tech-savvy civic leaders.

During the year-long fellowship, Code for America fellows research community needs, then design lightweight technology tools that bring greater openness, efficiency and participation to local government, helping cities like Oakland use the power of the participatory web to bring our practices in line with leaders and innovations in the private sector.

Given the City of Oakland's long-standing commitment to open government, transparency and innovation, staff are seeking unique partnerships such as the Code for America Fellowship to identify innovative, web-based solutions to break down cumbersome bureaucratic processes and emerge with better systems that will help cut costs, increase efficiency, rekindle staff creativity and ultimately deliver better service to the public.

The end result of the 2013 Code for America Fellowship was the development of RecordTrac, a groundbreaking new web-based tool to help the City manage and track public records requests. Since its official launch in October 2013, RecordTrac has helped City staff respond to more than 3,000 public records requests, all publicly viewable and accessible on a novel online portal. The tool has garnered significant national attention as a best practice in open government and transparency.

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ANALYSIS

A City's Website is Now the "Digital Front Door" to City Services

Online activity has become central to the lives of most US citizens, but you would not know this by looking at the websites of most US cities. In both design and technology, city websites often lag significantly behind the commercial online sites that their residents and employees engage with every day.

This disparity comes at a price. Together, we can change that reality, and in the process, help enhance public confidence in local government that is essential for a healthy community.

Much like prominent e-commerce retailers like Amazon.com, the City of Oakland needs to offer modernized methods of digital service delivery to keep up with a rapidly changing and mobile world. Modernized digital service delivery should make government more accessible and transparent, and in the process instill public trust.

Code for America is proposing to develop a new "Digital Front Door" for US cities—an open-source suite of code, documentation and techniques that cities can use to modernize their digital presence. Inspired by the success of the UK's Government Digital Service in centralizing a wide range of information and services on a single website, the Digital Front Door project will allow any city in the US to create a default single entry point to find and access city services.

Oakland Selected to Partner with Code for America as a National Model

To build a "Digital Front Door" that works for all cities, Code for America needs to start with just one—partnering with a city administration that is ready to undertake the hard work of reimagining how their site can serve their city, redesigning administrative processes to keep the site effectively updated and maintained, and actively engaging with their city's many communities to ensure that all citizens are equally served.

Code for America has approached the City of Oakland as their ideal partner for this project. The successful launch of RecordTrac during last year's fellowship engagement showed that Oakland and Code for America have the same perspective and goals for improving the City's digital presence. Oakland is large enough to test new models of approaching digital service delivery, yet small enough to effectively engage target communities, and the project is driven by an interdisciplinary team of staff committed to civic innovation and new approaches to municipal service delivery. Working to redesign the way Oakland uses its digital presence to better serve the needs of the City's constituents through a full range of digital services is a clear next step for a second engagement between the City of Oakland and Code for America.

Vision for this Unique Opportunity

Code for America is uniquely positioned to research and design a protocol of best practices for civic digital service delivery. Code for America is the only organization in the nation whose mission is to "harness technology to optimize civic engagement." Over the past four years, Code for America has successfully introduced and implemented specific digital services in dozens of cities across the country, and their scope is now reaching internationally.

The Code for America technology team will work with Oakland to guide the City's administrative and technical teams through a two-phased, 15-month process to expand digital service delivery from one "app" to a comprehensive model that integrates multiple services citywide. The result would be a comprehensive redesign of the City's public-facing website, with the intent to make the tools and processes developed over the course of this redesign freely available to other cities.

The result of this partnership will be a simple, beautiful, easy-to-use website, one that actively *participates* with users, a "living" site intended to grow and evolve over time as the needs of the City and the users change. This approach, and the website we will build to support it, will also serve as a template for other local governments to use as a sample project they can borrow from when redesigning their own digital presence.

Currently, the City's website receives more than 100,000 unique hits a month—far more visits than the City receives monthly at its brick and mortar public counters. For many people nationwide, their local municipality's website has become the primary way that they interact with their local government, and this is a trend that will only increase. Cities that embrace this change have a huge opportunity to improve governance for the digital era.

Together, Oakland and Code for America can help transform the way cities engage with their constituents through technology, using the Oakland website and the process we use to redevelop it together as a model.

Goals, Approach and Outcomes

Delivering an effective, modern "Digital Front Door" for Oakland is central to this process, but it will be only one of many positive outcomes to our work with Code for America. The scope will not be limited to only technical work, but will also take on a wide range of challenges critical to re-architecting digital service delivery within City government. This includes:

- Developing better approaches to technology contracting and procurement;
- Instilling a commitment to digital service delivery methods that can be implemented quickly and easily, with community needs at the forefront of the project design;
- Finding ways to improve community engagement before, during and after the site launch; and

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- Expanding the technological literacy of City employees throughout the organization so that they support and benefit from this new approach.

Code for America's role will be one of mentorship, oversight, co-development and mutual learning. We will work together to develop the people, the skills and the services necessary to support and maintain the site, evolving the way City employees relate to technology.

By the end of the engagement, Oakland will not only have a new website, but we will have documented how a modern technical engagement for cities *should* work. By re-aligning how City staff think about and interact with technology, the project will lead to long-term sustainability of the new "Digital Front Door" and heightened staff engagement in providing up-to-date content to keep the site fresh and relevant.

The intent is to document and share the work that emerges from this partnership as an open-source suite of tools, processes and techniques that other cities can use to bring their websites into the 21st century. The goal is to help transform the way cities engage with technology, and in the process transform how they engage with their constituents through technology as well.

Effective outcomes will include:

- A widely adopted product that touches all City departments
- Increased staff participation in the development of fresh content for digital service delivery and reducing the time it takes to edit and maintain the site
- Community involvement and feedback in improving service delivery
- Contracting with Oakland-based firms to provide specific deliverables to the site
- Working with the OpenOakland brigade to perform research and development for the site
- Narrowing the internal technology gap through the development of ongoing training and implementation of cutting-edge technologies
- Positioning Oakland as a national model in web-based service delivery and engagement
- Giving Oakland the opportunity to support other cities in replicating this model through trainings and presentations

Code for America will provide one (1) full-time and three (3) part-time staff members to run this project.

Proposing a Phased Approach

This project is proposed to occur in two phases over a 15-month period: Phase I would occur over three (3) months with funds already appropriated. Pending City Council approval of additional funding, Phase II would occur over approximately 12 months.

Funding for Phase I of the CfA Fellowship 2.0 (\$75,000) was approved by the City Council as part of the FY 2013-14 budget-balancing actions taken on March 18, 2014. Council was advised that this funding would provide an initial investment in the redesign of the City's website, and that additional, ongoing funding of at least \$150,000 per year would be requested for future fiscal years. Staff indicated that we would seek to stretch this initial investment through strategic partnerships such as the one proposed here, and this on-going expense would be likely to grow over time as the City shifts more focus to digital service delivery.

Funding for Phase II of the CfA Fellowship 2.0 (\$125,000) will be requested as part of the FY 2014-15 Midcycle Budget process. If this funding is approved, work on Phase II would commence in the new fiscal year (FY 2014-15). If Council does not approve this funding, the CfA Fellowship 2.0 will be limited to a three-month engagement according to the scope of work for Phase I outlined below.

Phase I Deliverables

Phase I is the planning phase of the "Digital Front Door" project, and will focus on providing the City with an *actionable set of opportunities, priorities, and prototypes* for reimagining the website as a core function of city governance.

Phase I will last three (3) months, and has four main deliverables:

- 1) *Digital dashboard.* At present, City employees have little to no knowledge about how their website is currently being used, or even how many people are currently using it. In order to change this, we will launch a "Digital Front Door Dashboard" that will be made easily accessible to all City employees (and potentially citizens as well), in order to shed light on the number and activities of citizens currently using the website to interact with the City. This dashboard will include statistics about how many people are visiting the site, where they are going, what they are looking for, and how successful they are at accomplishing what they are trying to do.
- 2) *Departmental survey.* In order to successfully prioritize the work required, we will conduct a survey of major City departments, to learn how City employees in each department currently publish information, content, and services online; to better understand how and where these processes can be improved; and to uncover opportunities where effectively implemented digital services can improve the efficiency of City employees. The results of this survey will be used to prioritize the order in which online services will be redesigned, so that areas of highest opportunity are addressed first in the redesign process.
- 3) *Resident research.* Putting a focus on the needs of Oakland's residents and users is the core reason for doing any redesign. We will work with OpenOakland as well as Oakland's Civic Design Lab to do initial user research into the needs and perceptions from a wide and representative set of Oakland residents. This research will cover practical matters (i.e., what percentage of the population has regular access to a computer or a smartphone) but will also

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uncover deeper insights into the needs and expectations Oakland residents have regarding digital service delivery. This research will also factor into our project prioritization, to ensure that what gets developed for the website meets the broader needs of both Oakland's residents and its government, rather than the narrower needs of City government alone.

- 4) *Initial prototyping.* In order to better demonstrate the results of the survey and research work done during Phase I, our team will develop initial prototypes for a new Oakland website, made publicly accessible as an "alpha" site at a different online location than the main Oakland website (and prominently labeled as such.) The goal of our initial prototype work will not be to deliver fully functioning service applications, but instead to demonstrate to all City employees the value of the Digital Front Door approach to website redesign, as well as to provide a foundation for any design and development work that follows. This prototype will include the home page and several top-level department pages, based on the prioritization work done as part of Phase I, and will be prototyped from the beginning in multiple languages.

At the conclusion of Phase I, Code for America and the City of Oakland will have together outlined the approach that will allow the City to modernize and maintain its digital services, and will have provided a clear set of documentation that can be used to reshape the website as well as the City's approach to engaging with and maintaining it. This work will be designed to anticipate continuing into Phase II, but will provide insight and value about Oakland's future digital opportunities regardless of whether or not the City chooses to proceed to the next phase.

If funding for Phase II of the CfA Fellowship 2.0 is not approved, the City will still need to identify funding and hire outside contractors to pursue a traditional website redesign process that addresses the external and internal needs discovered in Phase I. Developing a complex website involves many elements which must properly fit together:

- Create a custom user interface design—graphical layout, colors and fonts
- Set up website architecture and navigation
- Create website mirror for beta-testing purposes
- Conduct user testing
- Integrate content management system
- Integrate other existing digital web services into a cohesive site

In addition to designing a user-friendly site with an intuitive interface, a redesign process must also incorporate a web-based, database-driven content management system that allows key staff to easily update content without directly accessing source code.

Estimated costs for the City of Oakland to create a flexible, informative, up-to-date web site that is easy to maintain and is viewable by desktop and mobile devices would be in the range of \$300,000 - \$500,000.

Phase II Deliverables

Phase II of the "Digital Front Door" project will begin the year-long process of *iteratively developing a new website for the City, as well as redesigning the internal processes necessary to support the new site*, as laid out during the planning and prioritization process determined during Phase I.

Building on the "alpha" prototype launched during Phase I, our goal during Phase II will be to deliver additional information and services on the Oakland website on a regular and recurring basis, in the priority order determined during Phase I, while maintaining a high satisfaction level for all Oakland residents whether they access the internet from home, from a phone, or from a community center.

Rather than working for 12 months on a website and then delivering the completed project all at once, we will instead redesign the site piece-by-piece, making certain that each area of the site gets the time and attention necessary to make certain every section serves both City employees and residents as best as it possibly can.

To this end, each new section of the site will be developed collaboratively with the department or departments inside the City responsible for the content and services contained in that section. Alongside the technical development, we will also work with these departments to develop processes for effectively and efficiently maintaining their sections, with minimal to no involvement from IT during the regular maintenance process. At the end of our 12-month engagement, we anticipate that all major components of Oakland's site will have been transitioned to the new Digital Front Door model.

Whereas Phase I involves a small team composed of individuals from Code for America and the City doing discrete pieces of work, Phase II will necessarily be larger and involve more individuals and organizations as it develops. To this end, the Code for America team will work with Oakland in the following capacities:

- 1) *As a "general contractor" for the Oakland website project, working with the City to develop and manage a wide range of activities related to reshaping Oakland's digital service delivery model.* This includes but is not limited to determining requirements for the website project and developing requests-for-proposal for hiring local firms; managing internal and external resources around the research, design, and development process for the website; facilitating informational meetings and collaborative workshops with key City employees; and providing training on user experience, customer research, and iterative design practices to support and maintain the site.
- 2) *Providing resources, support, documentation, and training for the City of Oakland intended to transform their internal operations around digital services.* This includes working with the City Administrator's office to manage and promote organizational

change around the website and workflow; ongoing prioritization of the content and services that need to be developed digitally; and continued research and documentation of the processes the city can use to better engage citizens in the website development and maintenance process.

- 3) *Providing research, design, and development resources from CFA's product team to support the creation of the new site.* The CFA team is composed of talented designers, researchers, and programmers who can work independently as well as in conjunction with whatever firms or services are deemed necessary to build and support the site. CFA's product team will develop the initial version of the site working in conjunction with the Oakland team, and will work alongside whatever additional firms or resources are deemed necessary to continue site development, whether hired internally or externally. We will also work with the City to ensure that there is a plan and a team in place for continued development of the site after our partnership comes to a close.

At the conclusion of Phase II, Code for America and the City of Oakland, together with specialist local firms, will have developed a website that serves as a foundation for delivering modern digital services to all connected residents. The website will be a living platform that will allow departments to communicate and do business with the residents they serve, and to change their digital presence in concert with business requirements as the City moves forward. City staff will have access to clear metrics and supportive tools to do their jobs without extensive support from IT.

A Unique Opportunity to Forge an Innovative Public-Private Partnership

Staff recommends that the City Council waive the Request for Proposals/Qualifications (RFP/Q) process 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.

Code for America's mission is "bringing together local governments and technologists to make better cities for everyone." The organization 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."

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. Their goal on this project is to explicitly chart a path for other cities facing the same challenges as Oakland faces, while at the same time building the City of Oakland's internal capacity and boosting technological literacy of City staff. 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. Their commitment to openness and transparency is evident in their focus on sharing best practices for redeployment nationwide.

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The City's partnership with Code for America through CfA Fellowship 2.0 is unique in that it will provide an opportunity for the City to:

- Further integrate lessons learned during the 2013 Fellowship about implementing open-source technologies and using an iterative development approach;
- Enhance the digital literacy of the City workforce;
- Expand the City's collaboration with the burgeoning civic hacking community;
- 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 digital service delivery model with a peer network of other municipalities nationwide.

In addition, Code for America will provide specialized services in designing, researching and implementing this "Digital Front Door" and leverage its relationships with other public sector agencies, including U.S. cities and Gov.UK.

PUBLIC OUTREACH/INTEREST

City and Code for America staff reached out to OpenOakland, the local Code for America brigade, to identify preliminary opportunities to partner on this project. Community collaboration and idea-testing with users and customers will be a fundamental, inherent approach to this project.

COORDINATION

This report was developed in consultation with staff in the Information Technology Department, the Office of the City Attorney, the Human Resources Management Department and the City Administrator's Office/Budget.

COST SUMMARY/IMPLICATIONS

The proposed contract cost will not exceed \$75,000 for Phase I of the Code for America 2.0 Fellowship. This funding was appropriated by the City Council in the recent revisions to the current year FY 2013-14 Budget (Resolution No. 84897). Funds are available in the General Fund (1010), City Administrator: Administration Organization (02111), Website Redesign Project (A218210).

Funding for Phase II would not exceed \$125,000. This funding will be proposed in the Midcycle Budget for FY 2014-15 and would be subject to City Council approval. If the funds are not appropriated in the FY 2014-15 Budget, Phase II would not proceed.

City staff and Code for America are currently pursuing numerous fundraising opportunities to seek grants or other support from local foundations and private sector companies to offset the City's project costs.

SUSTAINABLE OPPORTUNITIES

Economic: This unique partnership will save the City money by leveraging the considerable resources, talent and in-kind contributions of the top-flight technologists, designers and user experience experts at Code for America. The fee is significantly lower than a traditional firm would charge for a team this size because Code for America is able to subsidize the cost of the technology team working on the "Digital Front Door" project through a generous Google.org grant.

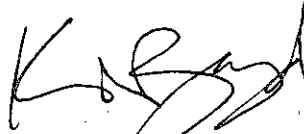
Research has shown that cities seeking traditional website redesign services on the open market typically incur costs that vary widely, ranging from \$100,000 - \$800,000. A typical engagement for a City like Oakland would be in the range of \$300,000 - \$500,000.

Environmental: As additional City processes are automated and digitized, fewer paper forms will be used, thereby reducing the consumption of paper and minimizing the use of electronic printers and ink. Also, the City's collective carbon footprint may be reduced as more citizens are able to access services through the City's website instead of City Hall.

Social Equity: This project will improve public access to City programs and services, and will seek to bridge the digital divide to achieve a deeper and wider reach into the community we serve.

For questions regarding this report, please contact Karen Boyd, Assistant to the City Administrator, at (510) 238-6365.

Respectfully submitted,



KAREN L. BOYD
Assistant to the City Administrator
City Administrator's Office

Reviewed by:
Bryan Sastokas, Chief Information Officer
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City Administrator's Office

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Office of the City Attorney

Anil Comelo, Director
Human Resources Management Department

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OAKLAND CITY COUNCIL

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.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2014

PASSED BY THE FOLLOWING VOTE:

AYES -

NOES -

ABSENT -

ABSTENTION -

ATTEST:

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