TO: Deanna Santana,
CITY ADMINISTRATOR,
Council President Kemighan and the
RULES & LEGISLATION COMMITTEE

FROM: LaTonda Simmons
CITY CLERK

SUBJECT: Agenda Management System Upgrade

DATE: July 11, 2013

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

Receive An Informational Report Regarding The Proposed Update To The Legistar 4.8
Electronic Agenda Management System To Granicus 5.0 To Provide For Greater
Efficiencies In Management Of Legislative Services, Promote Transparency, And Increase
Public Participation For City Council And Council Committee Meetings

EXECUTIVE SUMMARY

The City of Oakland utilizes Legistar 4.8 Electronic Agenda Management System (EAMS) for
the automation of legislative processes for Oakland council committee and city council meetings.
The City of Oakland has used Legistar 4.8 since 2000 and now faces limited technical capacity
to advance transparency and public participation consistent with City policy. The Office of the
City Clerk has negotiated an update to the EAMS, within the signature authority of the City
Administrator, to provide more tools to manage the City's legislative processes, resolve technical
issues, increase transparency and advance public participation. This report serves to highlight
the new services resulting from the upgrade which will enhance City services and access for the
citizens who utilize the system.

OUTCOME

This is an informational report. The Office of the City Clerk requests the committee hear a
presentation on the Granicus 5.0 agenda management system and receive the informational
report.

BACKGROUND/LEGISLATIVE HISTORY

In 1997, the City Council authorized a contract with Daystar systems to install Legistar 4.8, an electronic agenda management system (EAMS), to manage the demands of the City of Oakland's unique legislative workflow. The City's legislative workflow specifically requires issuance of multiple meeting agendas, on disparate timelines, with duplicate legislative matters across many agendas to support committee review and comply with noticing requirements.

Legistar 4.8 was implemented in 2000 as a customized EAMS for tasks associated with the development of agendas and minutes for council committee and city council meetings. Further enhancements were implemented to provide for online posting of agenda reports in 2003, delivery of the "E-genda" packet in 2005, and on-demand streaming of council and committee meetings in 2007. The current system has amassed over 12 years of legislative history and, in key areas, has reached capacity limits for function and serviceability; thereby limiting the system's ability to cure errors.

The Office of the City Clerk, with the assistance of the Department of Information Technology and the Office of the City Attorney, has negotiated an upgrade to the legislative management system. The proposed upgrade will migrate the EAMS from Legistar 4.8 to Granicus 5.0. The Granicus 5.0 upgrade will preserve the data within the repository, upgrade the functionality of the agenda management software, provide refinements in the posting and delivery of electronic agenda content, resolve technical issues within the current system, and expand citizen participation in providing feedback to the City.

ANALYSIS

The current agenda management system manages a repository of over 19,000 legislative matters, accumulated over 12 years of utilization. In the last 5 years, the City of Oakland created on average approximately 1,230 legislative matters each year and issued an average of 222 meeting notices each fiscal cycle. Dissolution of the Redevelopment Agency reduced legislative activity approximately 16% in fiscal year 2011-12. During this period, the Office of the City Clerk significantly reduced agenda duplication costs, by 77%, as citizen access shifted to materials posted online and the distribution of paper agendas packets to city departments was eliminated.

Fiscal Year	Total Leg Items	Total Agendas Produced	Annual Printing Costs	# of Agenda Packets
08-09	1400	243	$ 104,204.00	50
09-10	1441	235	$ 96,245.00	41
10-11	1237	207	$ 61,250.00	40
11-12	1028	210	$ 26,238.00	26
12-13	1049	216	$ 23,901.00	25

Distributed agenda materials and printing costs have steadily declined since the posting of agenda materials in 2003, while expanding public access. Paper agenda packets are distributed only to City Officers as designated in Charter section 400 and the City's Main Library as follows:

8 – Voting members of the legislative body
4 - City Attorney's office
4 - City Administrator's office
6 - Clerk's Office
3 – Office of the Mayor
1 - Main Library
26 Total

The upgrade to Granicus 5.0 will provide administrative tools to further refine the production of agenda materials with new options for electronic agenda distribution. City Officers and members of the public can continue to receive all content electronically, and/or including formats supporting ipad or mobile users, which could result in further reductions to agenda duplication costs. Additionally, Granicus 5.0 will expand public participation by providing citizens the ability to comment on agendas and legislative matters, thereby enhancing the City's ability to gather feedback on policy proposals. Other technical features will allow Granicus to bridge to other electronic records repositories such as Laserfiche, an independent records repository system, to expand the amount of searchable data.

PUBLIC INTEREST

The City of Oakland, as a "Sunshine" City, remains committed to extending transparency beyond the chambers of City Hall. The City's legislative management continues to serve as a major portal in promoting transparency and advancing public participation.

Pursuant to the **Brown Act**, the Public Records Act, and the Sunshine Ordinance, it is the public's right to access its government and participate in decision making process. In 2003, the Office of the City Clerk began posting meeting materials online, providing citizens 24-7 free access to agendas, agenda related materials, minutes, and adopted legislation. In 2007, the City of Oakland further broadened access to public meetings by implementing on-demand streaming video of City Council and Council Committee meetings.

Since implementation of on-demand streaming, citizen participation has increased substantially. The following table shows analytics regarding public access to Granicus' streaming media for agenda content. As of fiscal year 2012-13, web analytics show public access to online postings

of agenda materials have increased 15 times over the access levels of 2007. Fiscal year 2011-12 shows peak access at over 33 times the access rate of 2007.

Fiscal Year	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Online Access	1,599	5,520	8,630	23,012	53,472	24,648

COORDINATION

The Office of the City Clerk has coordinated all efforts to upgrade the Agenda Management system with the Department of Information Technology (DIT) and the Office of the City Attorney. Upon execution of the contract, DIT will collaborate with the vendor to finalize a project schedule to migrate data, provide systems testing, and go live with the new systems features. KTOP also will be included in testing and training.

COST SUMMARY/IMPLICATIONS·

The upgrade to the Granicus 5.0 platform is approximately $36,000, which includes data migration, streaming hardware, updates to system's tools, staff training, the addhion of the public participation module, and unlimited capacity for streaming media. Costs are covered from project funds and Fiscal Year 2012-13 salary savings with the City Clerk's budget. Ongoing maintenance costs will be reduced approximately $6,000 annually, reflecting additional savings to the general fund.
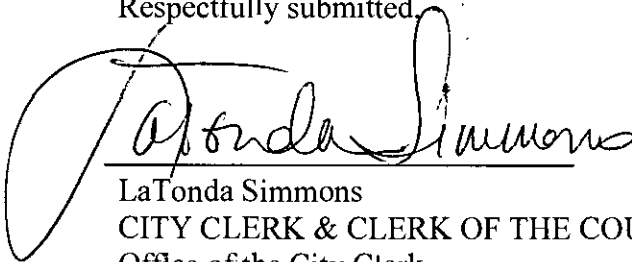
SUSTAINABLE OPPORTUNITIES

Economic: No sustainable economic opportunities are available

Environmental: Continuing reductions to agenda expenses will result in further "greening" of agenda processes and provide for more efficient access to agenda materials.

Social Equity: Posting of agenda materials and the expansion of public participation in a broader forum allows access to information and the ability to provide feedback to City leaders from any location. The sophistication of the web further allows citizens to submit public comment in advance of public meetings, provide early and measureable inclusion of public opinion in Council deliberations, and use of web tools to perform language translation to extend the reach all citizens.

For questions regarding this report, please contact LaTonda Simmons, City Clerk, at (510) 238-3122

Respectfully submitted,

LaTonda Simmons
CITY CLERK & CLERK OF THE COUNCIL
Office of the City Clerk