

Digital Strategic Plan (DSP) FUNDS REPLACEMENT Program Website REDESIGN Project Update

1



MARCH 16, 2021

City council work session

Presenters:

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AGENDA

DIGITAL STRATEGIC PLAN (DSP) UPDATE



FUND\$ REPLACEMENT PROGRAM

Website Redesign Project

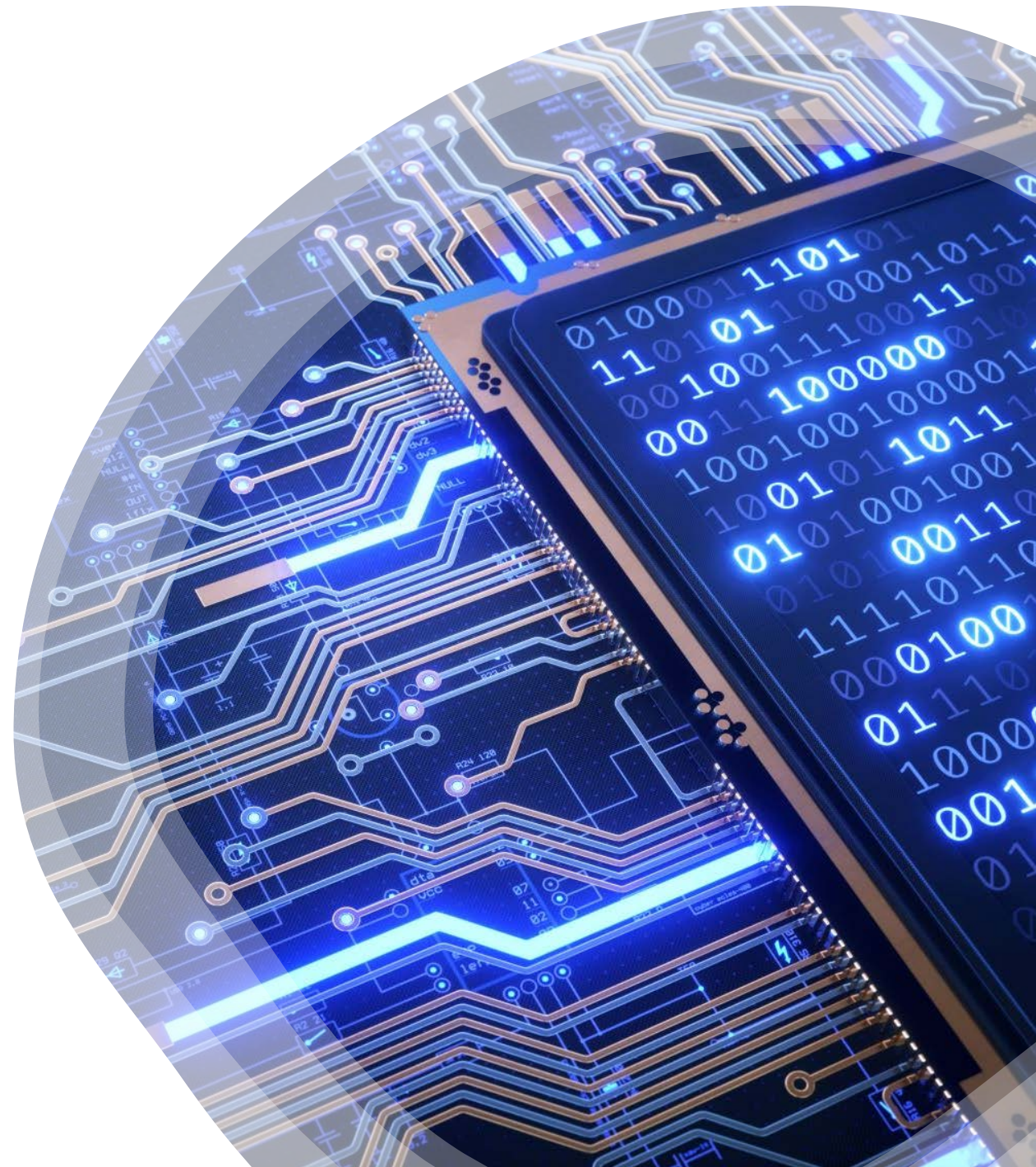


NEXT STEPS



Q&A

DIGITAL STRATEGIC PLAN (DSP) UPDATE





City of Berkeley's Strategic Plan Goals

Efficient:

Provide an efficient and financially-healthy City government

Customer Service:

Be a customer-focused organization that provides excellent, timely, easily-accessible service and information to the community

State-of-the-art:

Provide state-of-the-art, well-maintained infrastructure, amenities, and facilities

Resilient:

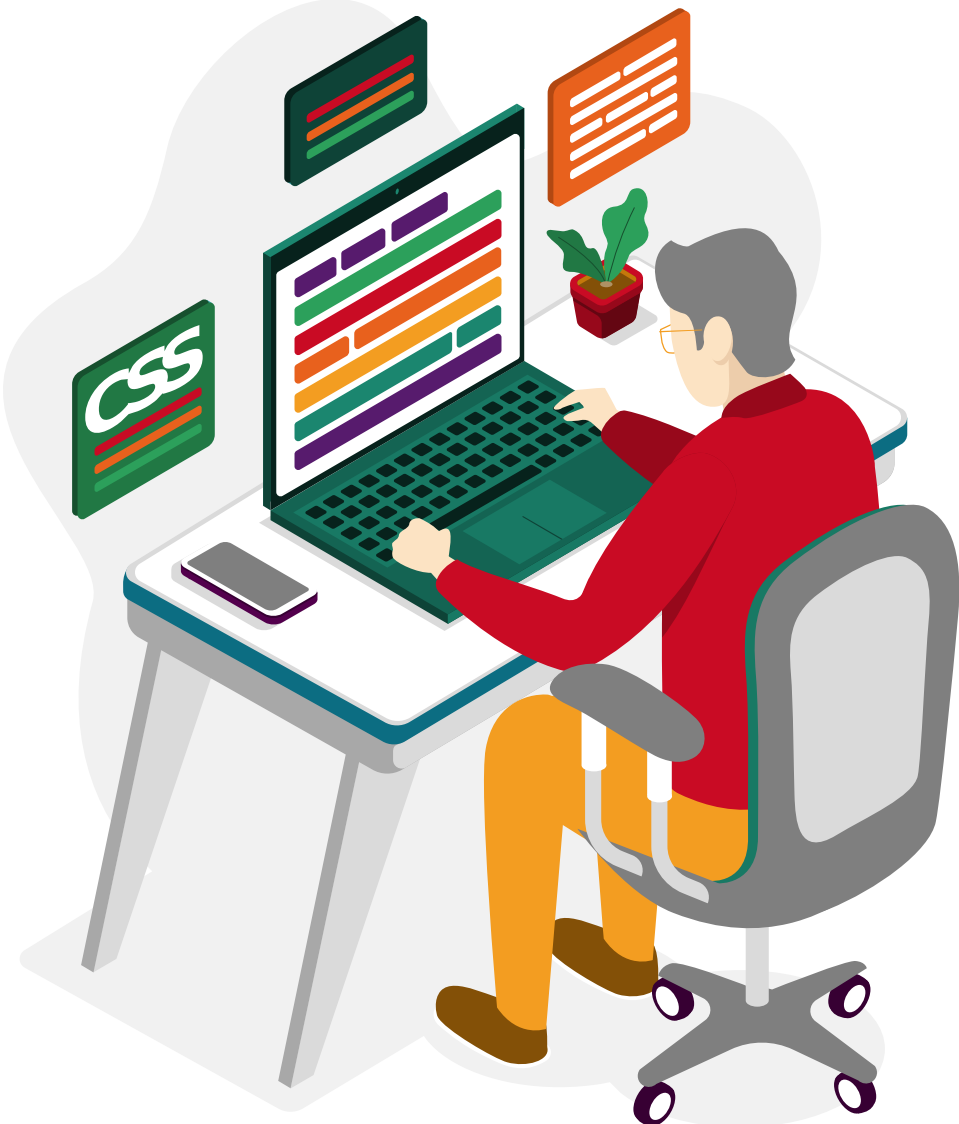
Create a resilient, safe, connected, and prepared city

**Social & Racial
Equality:**

Champion and demonstrate social and racial equity

ORGANIZATIONAL EFFICIENCIES

COVID RESPONSE, SERVICE LEVELS INCREASE AND IMPACTS



COVID EOC Support



Telecommuting



COVID Departmental Support

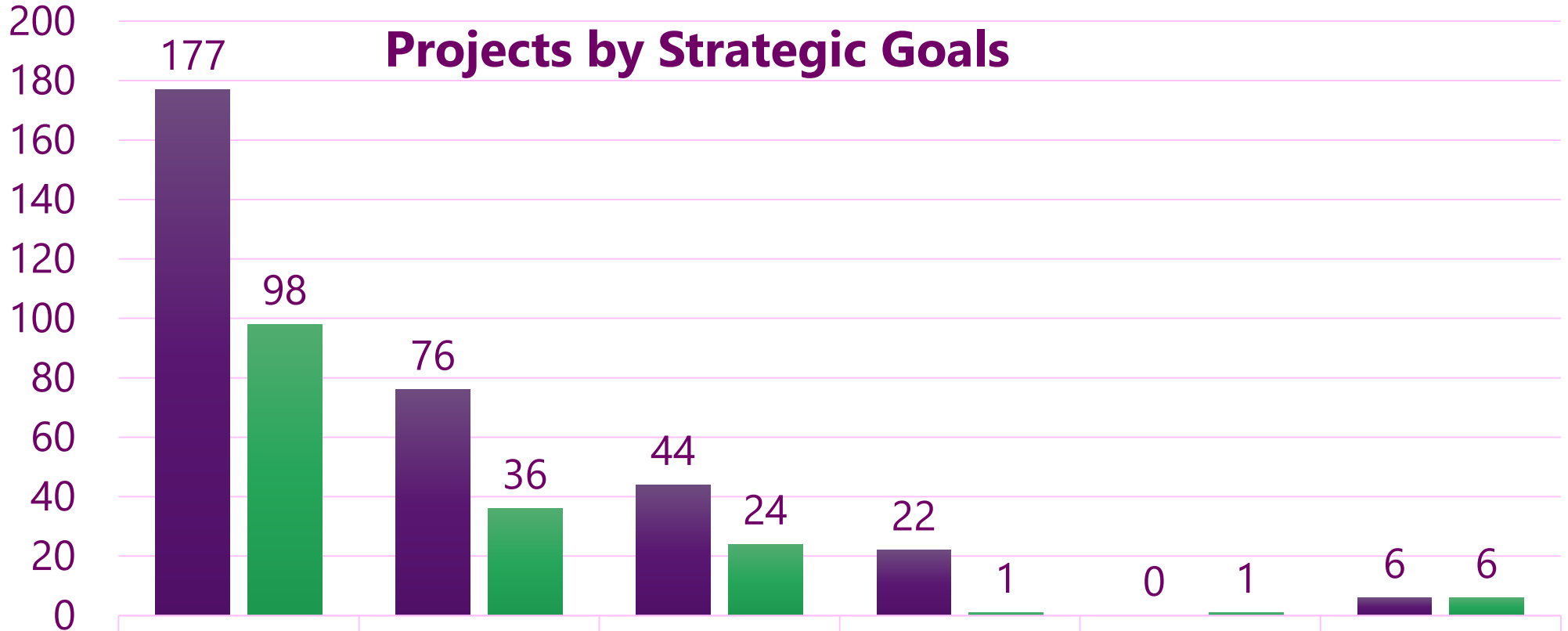


Service Level Impacts

PROJECT ACHIEVEMENTS

Projects by Strategic Goals

Number of Projects



■ Projects Planned	177	76	44	22	0	6
■ Projects Completed	98	36	24	1	1	6

ORGANIZATIONAL EFFICIENCIES - Examples

911 System Upgrades

Syntech

Irrigation Management System

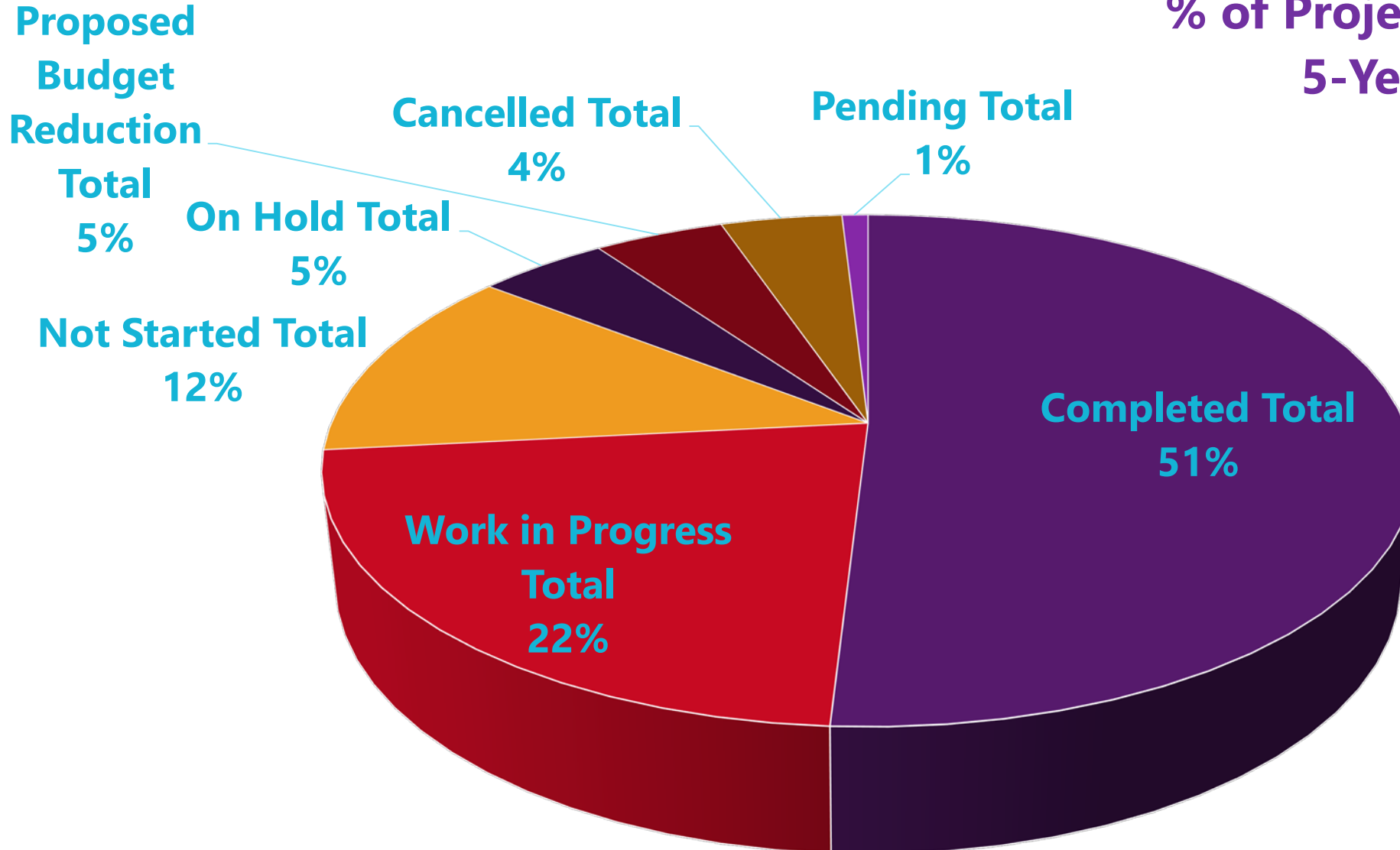
Recreation Registration System

Public Records Act

Increasing Online Payments

Five Year Projects' Progress

**% of Projects Completed
5-Year Totals**



INTERNAL CUSTOMER SERVICE - Helpdesk Statistics

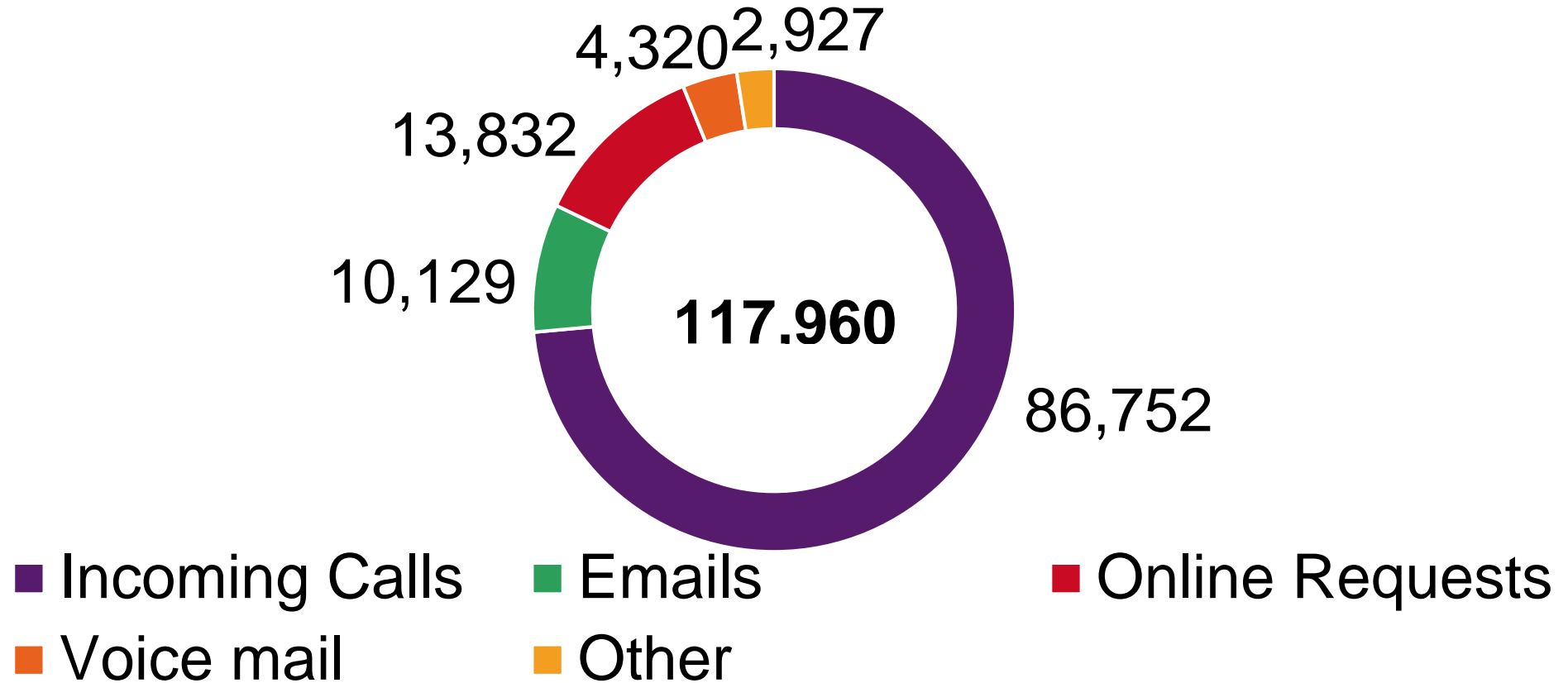
Performance Measure	FY18	FY19	FY20	FY21 Projection	FY22 Projection
Calls Answered	13,117	11,321	10,026	11,000	11,000
Call Abandon Rate¹	6.38%	9.86%	20.91%	15%	10%
Incoming Help Desk Tickets	12,160	11,930	10,920	11,000	11,000
Closed Help Desk Tickets	11,389	11,311	9,805	10,000	10,000
1st Call/Same Day Resolution	44%	49%	45%	50%	50%
Help Desk Emails	n/a	15,622	23,098	22,000	21,000
Service Now Deployed FY19					
Help Desk Voicemails	n/a	n/a	892	900	900
Customer Service Surveys	627	1422	634	700	800
Data Server Uptime	99.886%	99.886%	99.888%	99.999%	99.999%
Phone Server Uptime	99.999%	99.999%	99.850%	99.999%	99.999%

¹ A 20% vacancy rate, combined with the shelter in place order March-June, contributed to the increased abandoned call rate in FY20.

CUSTOMER SERVICES CENTER

311

FY 2020 Total Community Contacts

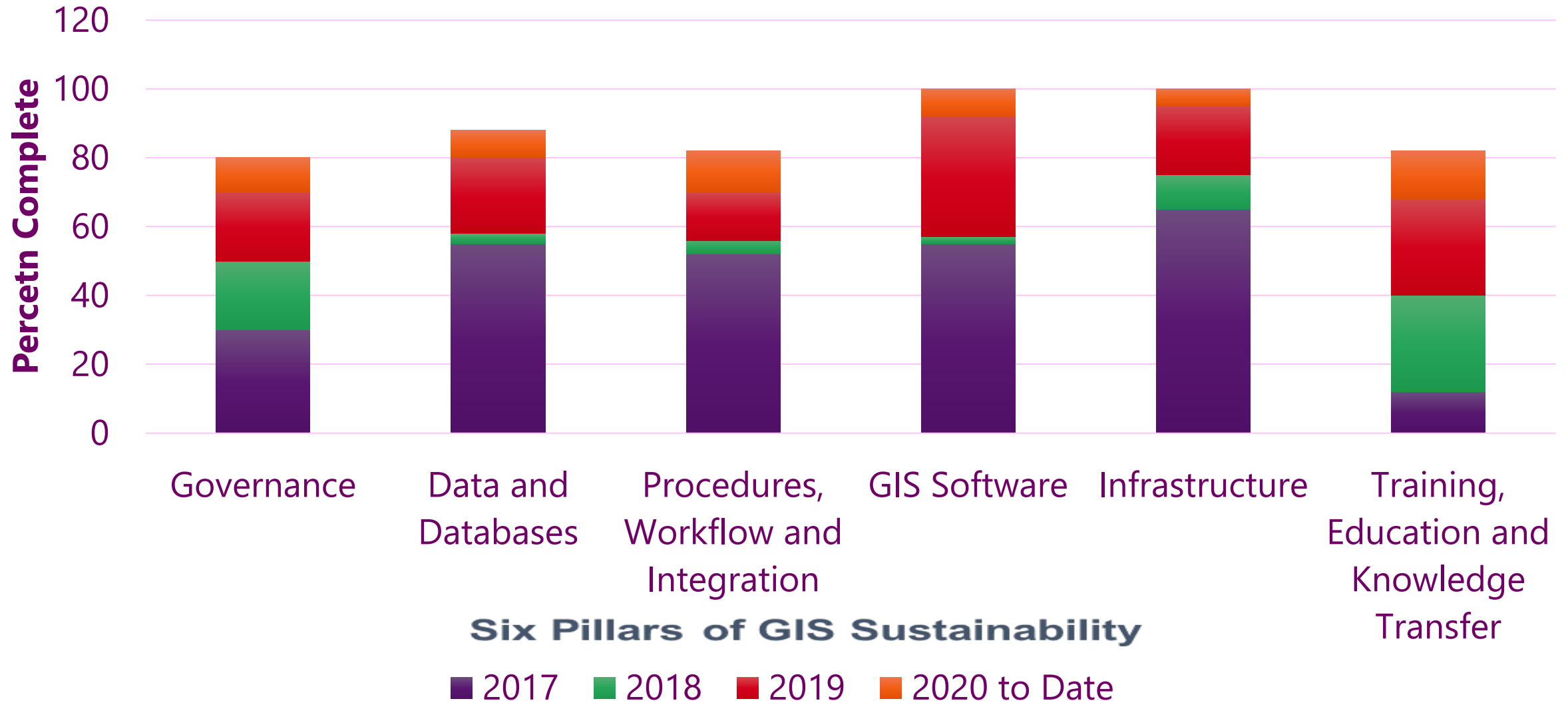


Note: 15% Call abandonment Rate

Calls not answered will opt for voicemail or will abandon and call back at another time.

GIS MASTER PLAN

Over Three Years of GIS Growth and Success



Enhancing Community Experience

Records Online **Visit**- <https://www.cityofberkeley.info/recordsonline/paFiles/cqFiles/index.html>

Online Services Center(311) **Visit** - <https://www.cityofberkeley.info/onlineservicecenter/>

Open Data Portal **Visit**- <https://data.cityofberkeley.info/>

GIS Community Portal **Visit** - <https://www.cityofberkeley.info/gisportal/>

Tobacco Retail Buffer Zone Map

"Berkeley Parks Highlights: A Virtual Tour"

"City of Berkeley Measure T1 Capital Improvement Projects"

Online Permits - <https://berkeley.buildingeye.com/>

Bike Parking Map -<http://cityofberkeley.info/bikeparkingmap/>

STATE OF THE ART INFRASTRUCTURE AND RESILIENCY

Focus – Disaster Recovery , Energy Efficiencies, Improved Customer Service



Disaster Recovery

- Data Center
- Voice Over IP
- Backup System



Phone System (VoIP Upgrade)

- Hardware and Software Upgrade
- Onsite redundancy



Network Upgrades

- 40% reduction in network equipment
- Savings 1/3rd of FTE in staff time for support



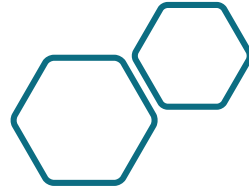
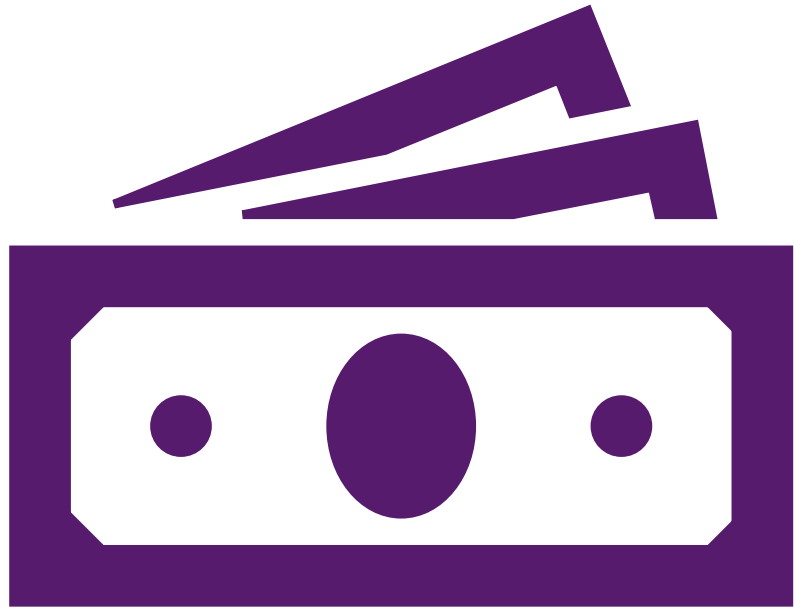
Data Center Upgrade

- 50% reduction in Rack Space
- Savings 1/3rd of FTE in staff time for support
- Onsite/Offsite Redundancy



RESILIENCY - CYBER RESILIENCE PLAN





FUNDS\$
REPLACEMENT
PROGRAM

FUND\$ REPLACEMENT PROGRAM

Nexgen Work Order & Asset Management

AssetWorks

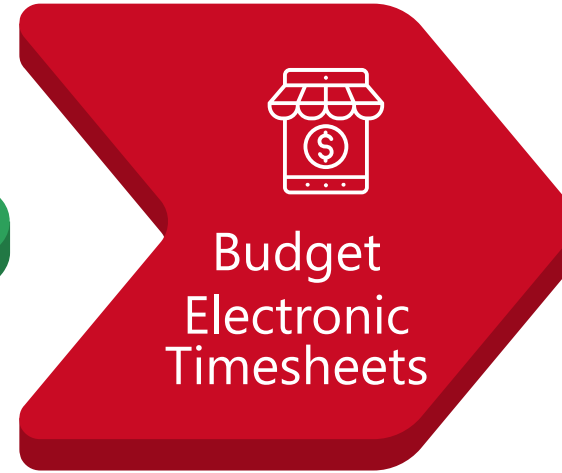


Tyler Technologies

AMCS

Neogov

FUND\$ REPLACEMENT - ERMA



● Phase 1A

Live Nov 2019

- Chart of Accounts
- Purchasing
- Contracts
- Accounts Payable
- Fixed Assets
- Capital Assets
- Projects Accounting

● Phase 1B

Live January 2021

- Payroll
- Human Resources

In Progress

- Employee Self Service: Timeline TBD

● Phase 1C

Planned 2021

- ExecuTime – Electronic time-cards: timeline Rolling throughout 2021
- Budget: build FY 23/24 budget in erma

● Phase 1D

Planned 2021

- Accounts receivable
- General Billing
- Cashiering

Website Redesign Project



CITYOFBERKELEY.INFO:OUR DIGITAL FRONT DOOR




311 CITY SERVICES
Online Services
For City services in many languages, call 311 or 510-981-2489

Select Language

QUICK LINKS
A-Z Services
Animal Shelter
Arts & Culture
Bids & Proposals
Boards & Commissions
Census 2020
City Budget
City Council
City Council Agendas
Construction Updates
COVID-19
Disability Compliance
Election Information
Emergency
Preparedness
Homeless Coordinated Entry
Job Opportunities
Library
Municipal Code and Zoning Ordinance
Records Online
Refuse & Recycling
Rent Stabilization Board
Rules for Public Buildings and Property
Seniors
Winter Shelter and Homeless Services

Welcome to the Official Website of the
CITY OF BERKELEY, CA

Make sure we can reach you in a disaster.

 **Sign up for AC Alert emergency notifications.**
acaalert.org

Make sure we can reach you in a disaster. Sign up for AC Alert emergency notifications.

Accelerate your zero-emission journey with free online workshops about electric cars - Get help navigating your first electric car purchase at a series of free webinars in March. [\[more...\]](#)

Apply to serve on Berkeley's new Police Accountability Board by Monday, March 22 - We're seeking community members to serve on the City's newly established Police Accountability Board, created by voters in November 2020 with the passage of Measure II. [\[more...\]](#)

Grant funding available for temporary creative projects to support community recovery - Help contribute to COVID-19 resilience and recovery in Berkeley by applying for a new City grant program that provides funding to Berkeley artists, performers, and residents for temporary creative projects responding to the pandemic. [\[more...\]](#)

[for more news about Berkeley, visit the Berkeley News main page]

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City of Berkeley - Central Administrative Offices, 2180 Milvia St, Berkeley, CA 94704
(510) 981-CITY/2489 or 311 from any landline in Berkeley
TTY: (510) 981-6903

OFFICE CLOSURES
City of Berkeley offices will be closed on Friday, March 12, 2021 as a cost-savings measure. Some City services may be available. Please visit the [Holiday and Reduced Service Day Schedule](#) for more information.

UPCOMING EVENTS

Mar 9	City Council Meeting (live webcast available)
Mar 10	Police Review Commission Meeting
Mar 11	Policy Committee Meeting, Budget & Finance (Zoom videoconference)
Mar 11	Reimagining Public Safety Task Force
Mar 11	Zoning Adjustments Board Meeting (live webcast available)

[\[view full Community Calendar\]](#)

2 million
visits per year

100,000
unique visitors
monthly

9 million
annual
pageviews

2008
year current
website launched

FOUR FRONTS OF WEBSITE OVERHAUL



CONTENT

- Streamline and re-write all web content for ease of use
- Enhanced training for web contributors

DESIGN

- Mobile responsive, ADA complaint visual redesign
- Posting templates ensure consistent styling site-wide

TECHNOLOGY

- New content management system
- Secure, off-site cloud hosting

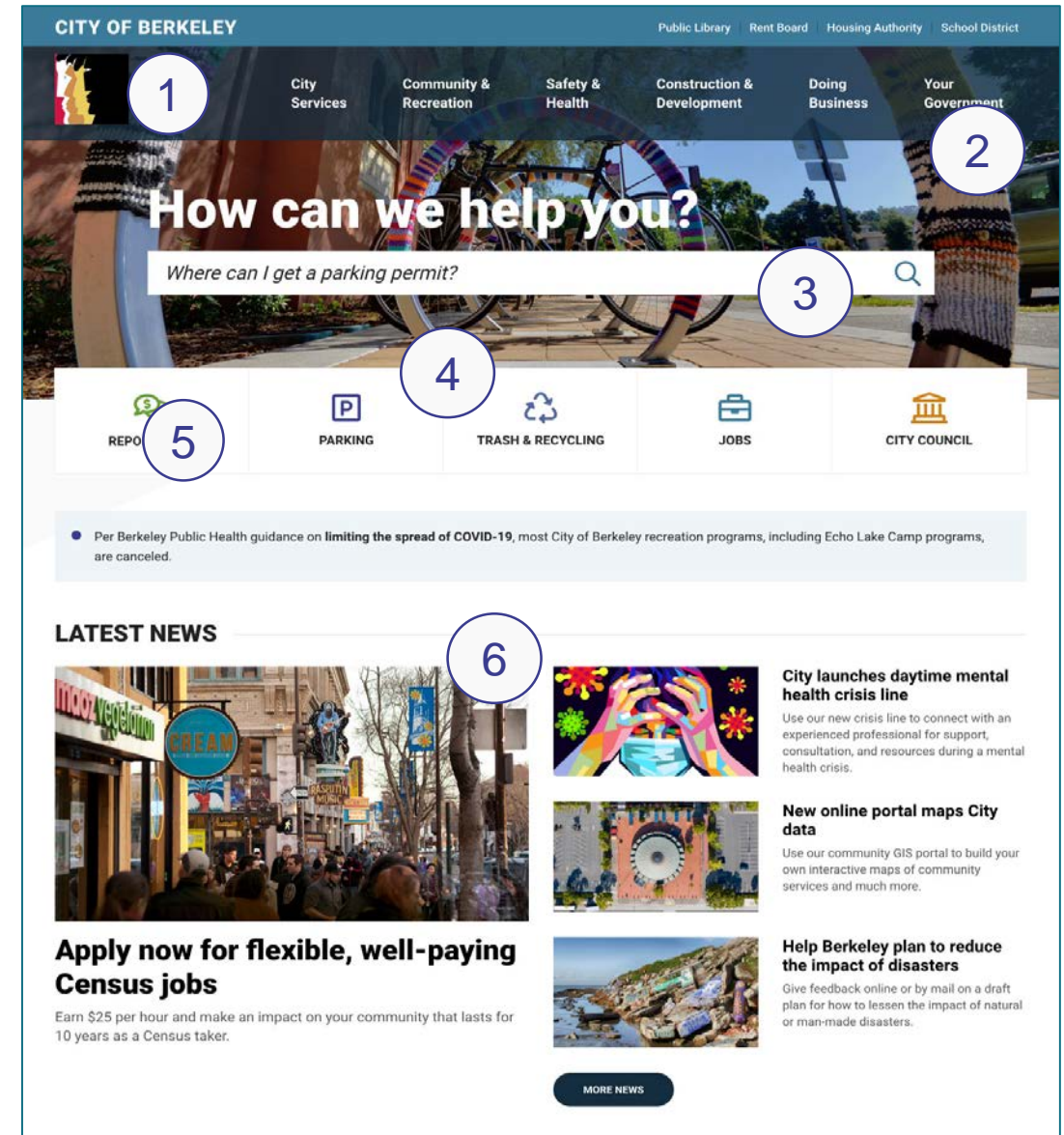
GOVERNANCE

- Citywide content standards
- Clear workflows for creation and maintenance of web content

A POWERFUL TOOL FOR ONLINE CUSTOMER SERVICE



- 1 Mobile responsive design seamlessly adapts to any device
- 2 Intuitive, user-friendly navigation
- 3 Best-in-class search functionality
- 4 Top tasks placed front and center
- 5 Integrated online 311 reporting
- 6 Dynamic displays allow contributors to “create once, publish everywhere”





NEXT STEPS

PROJECTS DELAYED – PROPOSED BUDGET REDUCTIONS

Customer
Relationship
Management
(CRM) (IT)

Property Tax
System (Finance)

Business License
Replacement
(Finance)

Performance
Dashboard (CMO)

GIS MASTER
ADDRESS
DATABASE (IT)

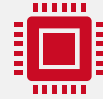
Digital Permitting
Software (Planning)



UPCOMING INITIATIVES



Continue Baseline Tasks and Projects
Deployment



Business Impact Assessment
(Technology Applications)



Cyber Security Resiliency



IT Staff Relocation - Space
Requirements



Developing Ongoing Replacements
Costs

Q&A