

File No. 131060

Committee Item No. 9

Board Item No. \_\_\_\_\_

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Committee: Budget and Finance Committee

Date: 11/06/2013

Board of Supervisors Meeting

Date: \_\_\_\_\_

#### Cmte Board

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| <input type="checkbox"/>            | <input type="checkbox"/> | Resolution                                   |
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| <input type="checkbox"/>            | <input type="checkbox"/> | Legislative Digest                           |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Budget and Legislative Analyst Report        |
| <input type="checkbox"/>            | <input type="checkbox"/> | Legislative Analyst Report                   |
| <input type="checkbox"/>            | <input type="checkbox"/> | Youth Commission Report                      |
| <input type="checkbox"/>            | <input type="checkbox"/> | Introduction Form                            |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Department/Agency Cover Letter and/or Report |
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| <input type="checkbox"/>            | <input type="checkbox"/> | Grant Information Form                       |
| <input type="checkbox"/>            | <input type="checkbox"/> | Grant Budget                                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Subcontract Budget                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Contract/Agreement                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Form 126 – Ethics Commission                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Award Letter                                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Application                                  |
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Completed by: Victor Young Date November 1, 2013  
Completed by: Victor Young Date \_\_\_\_\_

<b>Item 9</b> <b>File 13-1060</b>	<b>Department:</b> Office of Economic and Workforce Development (OEWD), Department of Technology (DT),
<b>EXECUTIVE SUMMARY</b>	
<b>Legislative Objectives</b>	
<ul style="list-style-type: none"> <li>• The proposed hearing is to request the release of \$217,200 previously placed on Budget and Finance Committee reserve to research, design, and implement the “One Stop” personalized business portal.</li> </ul>	
<b>Key Points</b>	
<ul style="list-style-type: none"> <li>• The Board of Supervisors appropriated \$667,836 in the Department of Technology’s FY 2013-14 budget to implement the One Stop business portal to create online tools for business owners to access City forms and permit information. The Board of Supervisors placed \$228,000 of the \$667,836 on Budget and Finance Committee reserve, pending further information on proposed professional services for the One Stop business portal. The Controller’s Office subsequently reduced the amount to \$217,224 through a technical adjustment.</li> </ul>	
<b>Fiscal Impact</b>	
<ul style="list-style-type: none"> <li>• The Department is requesting that the Budget and Finance Committee release \$217,200 on reserve to pay for consultant services to research, develop, and analyze the proposed One Stop business portal. The Department would select three consultants through the City’s Technology Store to (1) research and design the user interface (\$82,000); (2) design the website (\$76,125); and (3) develop the dashboard for the business portal (\$59,075).</li> </ul>	
<b>Recommendation</b>	
<ul style="list-style-type: none"> <li>• Approve the requested release of \$217,200.</li> </ul>	

**MANDATE STATEMENT / BACKGROUND****Mandate Statement**

City Administrative Code Section 3.3(e) states that the Budget and Finance Committee of the Board of Supervisors has jurisdiction over the City's budget and may reserve proposed expenditures subject to Board of Supervisors approval. Such expenditures may be released by the Budget and Finance Committee.

**Background**

The Board of Supervisors appropriated \$667,836 in the Department of Technology's (DT) FY 2013-14 budget for the One Stop business portal project but reserved \$228,000 that was intended for professional services contracts. The One Stop business portal is the second phase of a three-phase initiative to create online tools for processes that San Francisco businesses use, such as applying for permits or business licenses. In February 2013, the DT and the Office of Economic and Workforce Development (OEWD) completed the first phase of the initiative and launched the License123 website, which brought more than 200 permit and license forms online.

The second phase of the One Stop portal will create and implement an online tool that will (1) ask business owners questions about the type of business and activities, in order for business owners to determine which permits and licenses are required by the City, and (2) generate personalized lists and forms for the business owners based on their responses. The website will also track specific information that the City can use to track business development by industry and to improve City and website processes.

The planned third phase of the initiative will be to allow business owners to apply and pay for more permits and business licenses online than are currently available online.

The initiative was developed in response to objective 13 of the Mayor's 17-Point Jobs Plan, which seeks to "[o]pen up the City's small business permitting and licensing systems to the army of programmers and web designers in San Francisco who, in turn, can help make them more efficient and easier to navigate for businesses."

The One Stop business portal project budget of \$667,836, appropriated in the FY 2013-14 DT budget, included:

- \$352,336 in salaries and benefits for three new positions: Manager II, Senior IS Business Analyst, and IS Business Analyst;
- \$87,500 in materials and supplies; and
- \$228,000 for professional services.

\$228,000 for one-time professional services was placed on Budget and Finance Committee reserve, pending a submission of a detailed plan and budget by the Department of Technology to the Budget and Finance Committee. On July 31, 2013, the Controller's Office made a technical adjustment to the reserved funds in the amount \$10,776 to balance work orders, which left \$217,224 in reserve.

### DETAILS OF PROPOSED LEGISLATION

The Department of Technology is requesting the release of reserves of \$217,200 to pay for professional services contracts with:

1. A user design / user interface consultant that will research the target users for the website and design an ideal interface for that population,
2. A web design firm that will develop the online environment that business owners will navigate to determine what forms, permits, and licenses are required, and
3. A data analytics firm that will design and develop the business dashboard so that the City may analyze trends in users by industry or other category.

DT will select consultants to provide these services through the City's Technology Store. The Department anticipates selecting firms by approximately mid-November to start work and to complete phase II by approximately the end of June 2014.

### FISCAL IMPACT

The budget for the requested release of reserved funds of \$217,220 is shown in Table 1 below.

**Table 1: One Stop Portal Professional and Specialized Services Budget**

	Estimated Hours	Estimated Hourly Rate	Total
User Interface Consultant	410.0	\$200	\$82,000
Web Design Firm	435.0	\$175	76,125
Data Analytics Firm	347.5	\$170	59,075
<b>Total</b>	<b>1,192.5</b>		<b>\$ 217,200</b>

### RECOMMENDATION

Approve the requested release of \$217,200.

October 9, 2013

RECEIVED  
BOARD OF SUPERVISORS  
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2013 OCT 31 PM 3:44

Angela Calvillo  
Clerk of the Board of Supervisors  
1 Dr. Carlton B. Goodlett PLace  
City Hall, Room 244  
San Francisco, CA 94102

Subject: **Release of Business Portal Project Reserve**

Dear Ms. Calvillo:

I respectfully request that the reserve in the amount of \$228,000 on the Business Portal Project be released and scheduled to be heard before the Budget and Finance Committee on September 25, 2013. The original reserve in the amount of \$228,000 was placed on this project by the Budget Committee during the June 2013 budget hearings.

Business Portal is a joint program with the Office of Economic & Workforce Development, Department of Technology and the Mayor's Office of Civic Innovation. This program will implement #13 of the Mayor's Jobs Plan through the use technology enhancements to make the City's business permit and licensing process more efficient and easier to navigate. Goals of the program are to:

- Streamline and simplify business interactions with the City, making it easier to start, stay and grow jobs in San Francisco.
- Use innovative technologies to create a great experience for San Francisco businesses.
- Ensure our business owners have the right information at the right time
- Provide reporting to City leadership using agreed performance goals and service delivery standards

If there are any questions in regards to this request, please contact the Mayor's Chief Innovation Officer, Jay Nath at (415) 830-5175 or [jay.nath@sfgov.org](mailto:jay.nath@sfgov.org).

Sincerely,

Todd Rufo  
Director, Office of Economic & Workforce  
Development

Marc Touitou  
CIO of San Francisco (City & County)  
Director of the Department of  
Technology

cc: Kate Howard  
Harvey Rose  
Ben Rosenfield

1 31060

November 1, 2013

Angela Calvillo  
Clerk of the Board of Supervisors  
1 Dr. Carlton B. Goodlett PLace  
City Hall, Room 244  
San Francisco, CA 94102

Subject: **Release of Business Portal Project Reserve**

Dear Ms. Calvillo:

I respectfully request that the reserve in the amount of \$217,200 on the Business Portal Project be released and scheduled to be heard before the Budget and Finance Committee on November 6, 2013. The original reserve in the amount of \$217,200 was placed on this project by the Budget Committee during the June 2013 budget hearings.

Business Portal is a joint program with the Office of Economic & Workforce Development, Department of Technology and the Mayor's Office of Civic Innovation. This program will implement #13 of the Mayor's Jobs Plan through the use technology enhancements to make the City's business permit and licensing process more efficient and easier to navigate. Goals of the program are to:

- Streamline and simplify business interactions with the City, making it easier to start, stay and grow jobs in San Francisco.
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