



CITY COUNCIL STAFF REPORT



July 12, 2022

ITEM TITLE

Agreement Amendment: Approve the First Amendment to the Agreement with Madaffer Enterprises, Inc. to provide six focus groups to the City Manager’s Technology and Innovation Task Force

Report Number: 22-0206

Location: No specific geographic location

Department: Economic Development

Environmental Notice: The activity is not a “Project” as defined under Section 15378 of the California Environmental Quality Act State Guidelines; therefore, pursuant to State Guidelines Section 15060(c)(3) no environmental review is required. Notwithstanding the foregoing, the activity qualifies for an Exemption pursuant to Section 15061(b)(3) of the California Environmental Quality Act State Guidelines.

Recommended Action

Adopt a resolution approving the first amendment to the agreement between the City and Madaffer Enterprises to provide six focus groups as part of the City Manager’s Technology and Innovation Task Force.

SUMMARY

The City of Chula Vista adopted a Smart City Strategic Action Plan (Action Plan) in September 2017 establishing itself as a leader in the growing “smart city” movement, earning recognition locally, nationally and internationally for its innovative planned approach to using technology to create a more efficient and effective government. A key goal of Chula Vista’s Smart City Strategic Action Plan approved by Council in September 2017, is to continue efforts to become a more open and transparent City. In order to support this goal, the City has set an objective to maximize the use of data and analytics to improve city services and increase public access to city information. This also includes ensuring that all new technology, including public data and information collected is stored, managed and utilized in a secure, transparent and safe way.

In January 2022, the City of Chula Vista engaged Madaffer Enterprises (Madaffer) to provide support for the development of a Citywide Technology and Privacy Oversight Policy (Policy). The development of a Citywide Technology Oversight Policy is an effective way for the city to ensure the safe and effective use of new technologies and protect public data. The Policy will also help to advance the City Council priorities of improving the city’s policies for adoption of new technologies, public data management, security, and

privacy. This effort is currently underway and includes the establishment of a task force of community members to assist the City Manager with the development of the Policy and a public opinion survey of Chula Vista residents on technology and data privacy.

In addition, Madaffer will work with Competitive Edge Research & Communications, Inc (CERC), a professional public opinion research firm, to conduct six (6) focus groups (including two (2) in Spanish) with a total of approximately 48 participants. Participants will be randomly selected and recruited. They will also develop discussion guides for the focus groups based on the survey findings in consultation with City staff and provide a full report of proceedings. The City of Chula Vista would like to amend the current agreement with Madaffer Enterprises, Inc. to provide Technology and Innovation Task Force Facilitation Services to facilitate two (2) additional focus groups in Spanish.

ENVIRONMENTAL REVIEW

The Development Services Director has reviewed the proposed Project for compliance with the California Environmental Quality Act (CEQA) and has determined that the activity is not a “Project” as defined under Section 15378 of the California Environmental Quality Act State Guidelines; therefore, pursuant to State Guidelines Section 15060(c)(3) no environmental review is required. In addition, notwithstanding the foregoing, the Development Services Director has also determined that the Project qualifies for an Exemption pursuant to Section 15061(b)(3) of the California Environmental Quality Act State Guidelines.

BOARD/COMMISSION/COMMITTEE RECOMMENDATION

Not applicable.

DISCUSSION

As part the smart city efforts, Chula Vista continues to adopt new technologies to improve city services and operations. Similarly, the City also collects different kinds of information from the public in order to conduct City operations, provide the public with important services, and improve the efficiency and effectiveness of our operations. The City of Chula Vista places great importance in protecting the personal information we collect from the public. We are committed to providing greater transparency as we adopt new technologies. As part of our deeper commitment to good data practices and data stewardship, the City is currently in the process of developing a Citywide Technology Oversight Policy (Policy) to serve as a guide for all City departments. This Policy will apply to the adoption of any new city technology. It will also apply to the collection, use, disclosure, sharing and retention of all forms of data, digital information (including video), and personal information we obtain from individuals interacting with City departments. The Policy will outline guidelines for adopting new technology within the City of Chula Vista.

In January 2022, the City of Chula Vista engaged Madaffer Enterprises (Madaffer) to provide support for the development of a Policy. In addition, Madaffer will work with Competitive Edge Research & Communications, Inc (CERC), a professional public opinion research firm, to conduct four (4) focus groups with a total of approximately 32 participants. Participants will be randomly selected and recruited. They will also develop discussion guides for the focus groups based on the survey findings in consultation with City staff and provide a full report of proceedings.

This effort is currently underway and includes the establishment of a task force of community members to assist the City Manager with the development of the Policy, a public opinion survey and multiple focus groups of Chula Vista residents. In order to have a more comprehensive and inclusive approach to the focus groups,

the City of Chula Vista has made a commitment to add two (2) additional focus groups in Spanish, for a total of six (6) focus groups.

City staff is recommending Council to adopt a resolution approving an amendment to the agreement between the City of Chula Vista and Madaffer Enterprises, Inc. to provide technology and innovation task force facilitation services.

DECISION-MAKER CONFLICT

Staff has reviewed the decision contemplated by this action and has determined that it is not site-specific and consequently, the real property holdings of the City Council members do not create a disqualifying real property-related financial conflict of interest under the Political Reform Act (Cal. Gov't Code § 87100, *et seq.*). Staff is not independently aware and has not been informed by any City Council member, of any other fact that may constitute a basis for a decision-maker conflict of interest in this matter.

CURRENT-YEAR FISCAL IMPACT

There is no current year fiscal impact related to this action for the General Fund. The costs for this project will not exceed \$45,000 and will be funded out of existing Supplies and Services budget in Non-Departmental.

ONGOING FISCAL IMPACT

There is no ongoing fiscal impact related to this action for the General Fund.

ATTACHMENTS

1. First Amendment to the Consulting Agreement with Madaffer Enterprises, Inc.

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