



CITY OF FULLERTON  
TECHNOLOGY WORKING GROUP  
MEETING MINUTES  
February 19, 2009  
9:00 A.M.

**CALL TO ORDER**      Vice Chair Stover called the meeting to order at 9:02 a.m.

**ROLL CALL**

Members Present

Fred Canfield	Ed Smith
Helen Hall	Thad Sandford
Larry Iboshi	Paul Stover, Vice Chair
Harry Lamberth	

Members Absent

Roger Burtner, Chair	Carl Samantello
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Staff

Robert Ferrier, Assistant to the City Manager

Members Mike Carter and Madusha Palliyage arrived after roll call.

**APPROVAL OF MINUTES**

Prior to approval of the minutes, Mr. Lamberth asked to say for the record that there are some software compatibility issues between the City's computers and his home computer, which is preventing him from receiving the TWG meeting agendas and minutes. Ms. Hall reported to Vice Chair Stover that the compatibility issues are being researched and IT staff are working to resolve the problems. Ms. Hall noted that Mr. Lamberth's computer is a Mac and may be the issue. Ms. Hall suggested that in the interim the agendas and minutes could be mailed to Mr. Lamberth.

Vice Chair Stover asked if there were any corrections to the minutes of the January 8 minutes. With no corrections, Thad Sandford moved approval of the minutes. The motion was seconded by Larry Iboshi, and the minutes were unanimously approved.

## DISCUSSION ITEMS

### 1. Creation of an educational/municipal (institutional) fiber/wireless network, FullertonNet

**Additional discussion regarding ISMS evaluation**  
**Review of briefing for FJUHSD administrators – Sandford**  
**Briefing for FSD administrators**  
**Presentation to Council – Stover**

Mr. Ferrier indicated that he had to leave for another meeting at approximately 9:30, and requested that Vice Chair Stover begin the discussion with the last topic under item 1 – "Presentation to Council – Stover." Vice Chair Stover agreed.

Mr. Stover began by explaining that it had become necessary (between the January 29 TWG meeting and this meeting) for members of the TWG (Burtner, Sandford, and Stover) to prepare a report/presentation summarizing the results of the ISMS study, and to present that information to administrators of the Fullerton Joint Union High School District (Superintendent Giokaris, Carl Samantello, and Jennifer Williams). Chair Burtner and Mr. Sandford presented the report to the FJUHSD on February 11.

Mr. Stover reminded everyone that at the previous TWG meeting the discussion involved the possibility of getting the TWG before the Council in a study session format, in order to present the ISMS study findings regarding the proposed I-Net. Since that time, Mr. Stover reported that City Manager Chris Meyer has requested that the TWG make a formal presentation to City Council at their regular session on March 17. Because of Mr. Meyer's request, Vice Chair Stover stated that he, along with Chair Burtner and Mr. Sandford, agreed that it was important to bring the FJUHSD presentation back to the TWG for their review, and to have the TWG members provide input on revising and formalizing the presentation for Council.

Mr. Ferrier reported that President Obama's stimulus package (roughly \$787 billion) had passed, and that a significant amount of money is targeted for broadband expansion across the country. There will be two different parts of that funding: one part for rural expansion, the other – approximately \$4 billion – which will be overseen by the National Telecommunications and Information Administration (NTIA), will be available on a competitive basis. Mr. Ferrier believes the NTIA has been directed to spend the money by 2010, and pointed out that this funding could be tapped by the City of Fullerton and the Technology Working Group for an I-Net. Mr. Ferrier reported that he has asked the City's lobbyist in Washington, D.C., (Smith, Dawson & Andrews) to provide the City with any and all information as it becomes available.

Vice Chair Stover indicated that "shovel-ready projects" will be the ones that most likely will receive funding, and it is important for the TWG to get the I-Net "shovel ready."

To begin the process, Mr. Stover suggested that Mr. Sandford do a run-through of the FJUHSD presentation, which is proposed as an outline for the presentation to Council. Since the School District is a different audience from that of the Council, Mr. Stover

asked that the TWG members make notes throughout the presentation as to their questions, comments, and/or suggestions for adapting the slides for presentation to Council. Copies of the presentation slides were distributed to the members to assist them with taking notes.

Mr. Ferrier suggested that the TWG keep in mind that a general rule of thumb for presentations to Council is 10 minutes or 10 slides. Mr. Stover pointed out that Mr. Meyer had directed him to allow ample time for discussion following the presentation.

Mr. Sandford ran through the presentation. After a lengthy discussion, suggestions included:

1. Include a chart that provides a background/history of the TWG -- restate the purpose of the TWG, which is to provide recommendations to the Council on "all things technology" in the City.
2. Remind Council that the ISMS study was part of a prior capital improvement project (approved by Council two years ago), which included money for this study.
3. Thank Council for providing funding for ISMS study.
4. Remind Council purpose of study was to look at opportunities for the City to enhance data connectivity throughout the city, because the downtown WiFi only encompasses 22 blocks. The I-Net will be a gateway to the entire city.
5. Remember your audience -- the presentation should not be too technical – keep it simple. Example: No one cares about the technical aspects of electricity – they just want to know what the benefits of electricity are. Same thing with the I-Net. Audience will not care how it works, just tell them what it will do for them. Explain that it's a fundamental backbone that the City needs in order to move forward into the future. Talk about the applications of what it can do, without getting into the technical details.
6. Presentation should be an overview of the staff report (Council agenda letter).
7. Emphasize enhanced capabilities that will be available for public safety (Police and Fire) and public works. TWG promised delivery on security back in 2002 – need to follow up. Security is priority #1.
8. Second priority will be budget. Need to be clear on what projected costs are. Emphasize potential for funding from stimulus package.
9. Emphasize potential cost savings.
10. Make it clear we have a shovel-ready project.
11. If appropriate, use bar charts, pictures, or diagrams vs. text and numbers.

12. Be prepared to answer questions from Council such as: We like it, we want to do it, so what's the next step? What do we do? How do we do it? Do we have a plan to implement it?
13. Perhaps last slide should be City map – leave up during Q&A. Or possibly easel with two or three bullet items that remain visible to the audience – that are consistent with message points.

Mr. Lamberth suggested that the presentation include an explanation or illustration of the difference between having a commercial provider for the I-Net compared to that of a City controlled I-Net. Mr. Stover indicated that Chair Burtner already has an excellent slide that illustrates that information.

Vice Chair Stover indicated he will work with Mr. Ferrier on proper formatting for the presentation.

It was noted that the Council members will receive a handout of the presentation materials prior to the meeting. The staff report will include a copy of ISMS' study.

Decisions remain to be made regarding who will be involved in the actual presentation. ISMS has been requested to attend the Council meeting, to be available to answer questions regarding their study. The School District will also be invited.

Vice Chair Stover distributed to TWG members a copy of an article written by Daniel Weintraub regarding the economy. He noted Mr. Weintraub is an editorial writer for the Orange County Register. Mr. Stover indicated he thought everyone would find the article very interesting. Most notable comment in the article: "No single idea is going to revive California's economy, but if the state and local governments can stop fighting with each other long enough to step back and ask what they can do to promote economic growth, rather than retard it, all of us will no doubt be better off.

Mr. Sandford mentioned that following the presentation to the FJUHS, he asked Superintendent Giokaris if he would support implementation of the I-Net project. Mr. Giokaris' response was that he would support the project provided it gives the School District a cost advantage, and the issues with respect to the E-rate funding can be clarified.

Mr. Canfield noted that the presentation was made to the superintendent, but it has not been presented yet to the School Board, and they are the decision makers.

Vice Chair Stover brought up "Focus on Fullerton" – a newsletter produced by the City's Information Officer Sylvia Palmer-Mudrick (City Manager's Office), which is inserted into every resident's water bill. The newsletter provides information about projects and activities occurring in the City, as well as information about changes to policies and procedures affecting Fullerton residents. A copy of the newsletter is also available on the City's website.

Mr. Stover suggested that the TWG request that an article about the TWG and the proposed I-Net be included in the next issue of Focus on Fullerton, as a way of

informing all citizens of the project. In addition, he suggested moving forward with getting the I-Net on every agenda of every committee, commission, and department of the City as a way of informing and involving all "stakeholders" in the I-Net project.

Mr. Carter mentioned that he had recently learned about a consortium of eight to ten cities that wants to build interconnecting I-Nets for economic development purposes, i.e., attracting or motivating high-tech companies. He suggested that could be another selling point for the I-Net. He also mentioned that the City of Burbank is implementing the same type of system for the entertainment industry.

Mr. Sandford requested that Mr. Carter provide the contact or reference information for the consortium. Mr. Carter said the two reference names he had been given were: Bill Crowe, City of El Segundo, and Fred Fletcher, City of Burbank. He will email additional contact info to TWG members.

#### ACTION ITEMS:

1. Sandford is to distribute the draft presentation via email to the TWG members today.
2. Stover is to work with Ferrier and Hall re. presentation coordination with staff report and formatting for presentation.
3. Staff report has to be completed by March 5. Ferrier is responsible for preparing staff report.
4. Carter is to provide consortium contact information to TWG members via email.

#### **2. Technology Park Proposal**

Vice Chair Stover indicated there was nothing to report at this time on the Technology Park Proposal, other than EDAT has added it to the General Plan, and they are still considering the Beckman site.

#### **3. Telecommunications Master Plan**

Mr. Lamberth reported that after the last TWG meeting Chair Burtner had assigned him the action item of getting started on the Telecommunications Master Plan. Chair Burtner had provided him with copies of the TWG's materials for the last seven years pertaining to the project, which included copies of Santa Monica's plan and a report by Carnegie Mellon University and Three Rivers Company for the Pittsburgh region.

Mr. Lamberth indicated that his time to-date had been consumed with trying to organize all of the information into a comprehensive list of publications. He stated he would publish the list (via email) to the TWG members as a matter of record.

Mr. Lamberth noted that one of the documents he had run across focused on the importance of a needs assessment study, i.e., determining from the "stakeholders" (police, fire, public works, etc.) what their needs are.

Vice Chair Stover asked Ms. Hall if the Police Department, for example, had ever done a needs assessment. Ms. Hall reported that a technical review team meets monthly to review the department's needs, current and future, for equipment, software, etc. It was suggested that perhaps the TWG meet with the various departments to determine their needs and how the I-Net can provide solutions.

Mr. Stover pointed out that City Manager Meyer had asked that the TWG not present the I-Net to the individual departments or commissions, but Mr. Stover believes there would be no problem in meeting with the different entities to collect needs assessment information relative to the I-Net – in other words, a fact-finding mission that would be useful to the TWG in making their presentation to Council. However, Mr. Stover also noted there was insufficient time to gather the information prior to the Council meeting, and suggested that Ms. Hall email the groups with the pertinent questions, more or less in a survey modality.

Mr. Sandford suggested that instead of a survey Ms. Hall set up meetings with the relevant groups. Mr. Lamberth agreed, noting that it would provide an opportunity for the TWG to introduce the I-Net and to establish connections for working together in the future.

Mr. Sandford asked Ms. Hall to set up meetings with all affected departments, e.g., Police, Fire, Engineering, Planning, etc. Ms. Hall agreed and indicated she would email the TWG members with the meeting information. She asked which of the TWG members would be participating in the meetings with her. Messrs. Sandford, Iboshi, and Lamberth indicated they would participate.

Mr. Lamberth asked if anyone had contacted or heard from the Engineering Department about what their opinion was on microtrenching. Vice Chair Stover suggested that Ms. Hall should be the contact person. Ms. Hall agreed to follow up with Engineering Director Don Hoppe and report back. Mr. Stover suggested Ms. Hall forward the microtrenching video to Engineering for their review.

### **ITEMS FOR NEXT MEETING**

Presentation run-through.  
Needs assessment information.

### **PUBLIC COMMENTS**

None

### **ANNOUNCEMENTS**

Mr. Canfield reported that he had contacted the Fire Department with a list of TWG members interested in the CERT training, and had pointed out to staff that the TWG is a Council-appointed committee and that perhaps the Fire Department could make arrangements to accommodate the TWG with CERT training as soon as their schedule permits.

## **ADJOURNMENT**

With no further business, Vice Chair Stover asked for a motion to adjourn. Larry Iboshi so moved. Mike Carter seconded, and the motion was unanimously approved. The meeting was adjourned at 10:34.

Next meeting scheduled for March 12, 2009.