CITY OF OAKLAND

MEMORANDUM

TO:	HONORABLE MAYOR & CITY COUNCIL	**FROM:**	Sabrina B. Landreth City Administrator
SUBJECT:	Smart Oakland Project	**DATE:**	January 11, 2016

City Administrator		Date	
Approval	**/s/**		**1-11-2016**

INFORMATION

On December 7, 2015, the U.S. Department of Transportation (USDOT) issued a notice of funding opportunity entitled, "Beyond Traffic: The Smart City Challenge". According to the notice, ***"The USDOT will make an award of up to $40 Million…for one mid-sized city that can demonstrate how advanced data and intelligent transportation systems (ITS) technologies and applications can be used to reduce congestion, keep travelers safe, protect the environment, respond to climate change, connect underserved communities, and support economic vitality."*** The USDOT expects proposals offering nothing less than "bold and innovative ideas" that "have the potential to transform transportation" in order to overcome these and related challenges. Proposals for the first phase of the competition are due February 4, 2016.

The nature of this opportunity calls for an unconventional response, one that reflects new values and priorities such as "connected citizens," "crowdsourcing," "open data and communications technology," and the "sharing economy". Moreover, Oakland is encouraged by the fact that so many individuals, firms, and other government agencies have expressed an interest in helping the city develop a strong proposal.

Because of the unique nature of the grant, the support from so many others, and the short timeframe for submittal of proposals, the Office of the Mayor and Oakland Public Works will lead an open-source collaborative writing initiative called the "Smart Oakland" project. Everyone is invited to participate and contribute to this collective effort to envision a Smart(er) Oakland.

The project will be hosted on "Google Docs," a free Web-based document management platform, so anyone with access to the Internet can offer ideas, share information, develop copy, commit resources, propose partnerships, comment, share or simply follow along. Those who are not able to access this resource are invited to contact Michael Ford the Smart Oakland project manager directly by calling (510) 238-7670. Additional outreach efforts may be developed in the course of the project. In any event, please join this open effort as soon as possible as rolling deadlines will be set in the course of the project.

The Mayor's open invitation is attached and the Smart Oakland project folder with additional details and resources can be accessed online at https://goo.gl/BxRsQN.

Michael Ford (mford@oaklandnet.com) will serve as Public Works' point-person and the Smart Oakland project manager. Matt Nichols (mdnichols@oaklandnet.com) will serve as the Mayor's point-person.

For questions please contact Michael Ford, Smart Oakland Project Manager, at (510) 238-7670.

Attachments:
--Mayor Libby Schaaf Open Invitation to Participate in the Smart Oakland Project

Friends -

I am writing to invite your advice, thoughts and assistance to help Oakland develop a visionary proposal in response to the U.S. Department of Transportation's (USDOT) recent "Smart City Challenge" notice of funding opportunity (https://www.transportation.gov/smartcity).

I feel strongly that Oakland is the best city in the nation to host a Smart City Demonstration, and I am excited to see what we could accomplish with $40 million dollars! I believe we are well positioned to compete successfully as we are fully aligned with USDOT's goals of safety, mobility and climate protection, and we have so many great partners and building blocks to work with.

However, we have very little time as the application is due February 4! We need to quickly develop a shared vision and ambitious plan that arises from our core principles of equity, resilience, and vibrant sustainable infrastructure and is built on a solid foundation of our existing transportation and technology assets.

I've asked Matt Nichols, my Policy Director for Infrastructure and Transportation, and Michael Ford in our Public Works Department, to tap into the brilliance of our community in a creative, untraditional way. They will be "crowdsourcing" this grant application by hosting an **open-source development process**. This process is consistent with both the City's commitment to being a responsive, trustworthy government and the USDOT's priorities of connected and involved citizens, strategic partnerships and the shared economy.

I invite you to contribute your ideas, comment, edit, or simply observe the proposal development. Matt and Michael will lead the proposal development, and will involve me and City staff as we finalize the proposal. The final grant application will be the responsibility and property of the City, but I invite you to dream big for Oakland and participate in the **Smart Oakland Project. Get started right now by clicking** here **or visiting www.smartoakland.net.**

Please share this invitation with others who might be interested in joining Oakland's inclusive effort. If you have questions or comments about this initiative, I invite you to reach out directly to Matt (mdnichols@oaklandnet.com) or Michael (mford@oaklandnet.com.)

With gratitude,

Libby Schaaf
Mayor