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## Memorandum

To: Honorable Mayor and City Council

From: Linda Styczen, Procurement Officer

Date: January 17, 2017

Subject: Recommendation for Website Content Management System Vendor - CivicPlus

### Background

The City issued a Request for Proposal (RFP) soliciting qualified vendors to provide a hosted website content management system including all software and related services for the setup, customization, installation, development, and implementation of a website content management system (CMS). The CMS will provide improved functionality, easy navigation, and an attractive website design for the City of Wheaton.

The City last redesigned its website in 2008. A mobile-friendly version was added in 2012. The City's website has become visually outdated and offers site administrators limited flexibility to move content or change templates within the content management system (CMS). Resident feedback also indicates that the current site's navigation is cumbersome. The objective of the RFP is to provide a CMS that is easier for users to navigate, more efficient for staff to manage, and accessible on any device using a responsive design.

### Scope of Services

The scope of the project includes:

- Design: The visual design of the website should be welcoming, attractive and created by the vendor's professional design staff.
- Technical and Security Requirements: The vendor shall provide a content management system and website hosting services complete with redundant power sources, redundant internet connections, and a back-up system with disaster recovery in different geographic regions.
- Content Management System: Required features include a drag-and-drop interface for flexible page building; must allow for City to fully edit any page's design without extra cost; ability to create online forms and surveys
- Training & Support: Vendor must provide adequate training to achieve the objective of content editors/managers to be able to launch and maintain the site without assistance.

### Evaluation of Proposals

The City received seven (7) proposals. The criteria used in evaluating the proposals included, but was not limited to, the following:

- Cost
- CMS evaluation criteria and desired qualifications
- Vendor's portfolio of work and number of current municipal clients
- Project scheduling
- References

Vendor	Website Redesign, Development & Implementation	Annual Hosting / Support Fee
<b>Alindus, Inc.</b> Irving, TX	\$122,940	\$ 3,000
<b>American Eagle</b> Des Plaines, IL	\$ 84,500	\$ 31,200
<b>Civic Live</b> Scotts Valley, CA	\$ 54,445	\$ 9,529
<b>CivicPlus</b> Manhattan, KS	\$ 42,251	\$ 6,551
<b>Clairvoyant</b> Chandler, AZ	\$ 202,000	\$ 24,000
<b>Jesse James Creative</b> New York, NY	\$ 44,040	\$ 3,600
<b>Vision Technology Solutions</b> El Segundo, CA	\$ 74,640	\$8,400

The vendor should have significant experience working with public sector organizations, with greater consideration given to those who have worked with comparable municipalities. Vendor should be experienced and fluent with responsive web design, user experience, accessibility, website usability analytics, digital strategy, search engine optimization, and emergent technologies.

#### Recommendation

The proposals that were received ranged in price from \$42,251 to \$202,000 for initial design work and ranged from \$3,000 to \$31,200 for on-going hosting and support fees. Based on non-monetary evaluation criteria and assessment of the proposals, it was determined that CivicPlus has the experience, technical capability and comprehensive product offering to meet the City's needs.

There were no funds budgeted for this project in FY 16/17. Funds are available in Information Technology budget for the purchase of contractual services and technology equipment that may be used for the initial development and implementation.

The new website content management system will replace some content management applications for the Communications Department that currently cost the City \$3,652. The annual cost for ongoing fees with the new website content management system are \$6,551 annually for the next five years. The Communications Department would increase the operational budget going forward for these annual hosting and support fees.

The City's current document management system, SIRE, is obsolete and was anticipated to be replaced during the FY 17/18. The new website content management system (CMS) will replace SIRE which will result in a cost avoidance of \$104,000 to upgrade or replace SIRE in FY 17/18.

I recommend the City Council approve the attached resolution authorizing the execution of a five-year agreement with CivicPlus for website hosting, re-design, development, and implementation.