

REQUEST FOR COUNCIL ACTION

Date: April 14, 2014
Item No.:

Department Approval

City Manager Approval



Item Description: Discussion of Website Redesign and Request to Finalize Contract with CivicPlus for redesigning City's website

BACKGROUND

For some time it has been clear to both staff and City Council members that the City's website has been overdue for a redesign. In November of 2012, the City Council authorized staff to issue an RFP to redesign the City's website in order to enhance electronic communications and civic engagement with residents. Following an extensive needs assessment, a wide-ranging RFP was issued that covered not only redesign elements, but also user experience evaluation, third-party software integration such as community engagement and service request modules, and mobile apps.

Staff recommendations were presented to the Council at the April 15, 2013 meeting. Council initially approved the website redesign recommendation, but went on to discuss reconsidering the initial approval at the following meeting on April 22, 2013. The decision to reconsider was tabled and further discussion on the matter did not take place.

WEBSITE REDESIGN OPTIONS

In an effort to advance improvements for the website, staff has been exploring updates with the City's current website vendor CivicPlus to improve the look and functionality of the website. In the opinion of staff, CivicPlus possesses both the ability to produce a unique, dynamic and eye-catching design. In addition, as the City's current vendor, CivicPlus would seamlessly migrate all existing content and retouch published pages to ensure proper formatting, menu structure and application of new site styles. CivicPlus has also recently introduced enhanced analytics capabilities and its new responsive design makes websites display much more robustly on mobile devices, eliminating the need for unengaging mobile sites like the one currently being used to display the City's website. The CivicPlus Content Management System (CMS) would also be enhanced by the new design as many options and aspects of its CMS are not available for integration on the current site due to its age. Lastly, contracting with CivicPlus would eliminate the need and cost of staff retraining and programming. CivicPlus' proposal to completely redesign the site is \$13,760.

FUTURE ENHANCEMENTS

As the City's current vendor, CivicPlus presently incorporates third-party service providers into the City's website such as NeoGov. CivicPlus is committed to continuing to provide that service. Moving forward, additional items such as community engagement modules, service request

33 modules, and mobile request for service apps could be incorporated into the site at any point.
34 Staff plans to work directly with with the Community Engagement Commission to research and
35 recommend these enhancements to our website.

36 **POLICY OBJECTIVE**

37 The Council approved a Community Aspiration to improve communications with residents. An
38 enhanced and easier to use website will facilitate improved communications

39 **BUDGET IMPLICATIONS**

40 The 2013 Communications budget included \$20,000 for a website redesign. These funds were
41 not expended. We recommend reallocating a portion of these monies to the 2014 budget from the
42 Communications Fund reserves. Communications is an enterprise fund, for which the primary
43 source of funding is cable television franchise fees. CivicPlus' proposal to completely redesign
44 the site is \$13,760. In addition, the City currently budgets \$7,000 annually for CivicPlus to host
45 and maintain the current website. That annual cost would be the same moving forward following
46 the redesign.

47 **STAFF RECOMMENDATION**

48 Approve contract with CivicPlus for redesigning the City's website. Charge Community
49 Engagement Commission with exploring opportunities for enhancing electronic civic
50 engagement.

51 **REQUESTED COUNCIL ACTION**

52 A motion to approve a contract with CivicPlus for redesigning the City's website.
53 Provide direction on how to proceed with electronic community engagement enhancements.

Prepared by: Garry Bowman, Communications Manager
Attachments: A: CivicPlus redesign quote
B: CivicPlus redesign timeline
C: CivicPlus website samples



CIVICPLUS
HELPING COMMUNITIES ENGAGE & INTERACT

Redesign Quote for **Roseville, MN**

All Quotes are in US Dollars and Valid for 60 Days from March 26, 2014.

Refresh Your Website

After a few years, even the most dynamic and eye-catching design benefits from a facelift. You've got options with CivicPlus – if you've got funds budgeted for a website refresh, redesigning with us is an incredibly cost-effective option. Since you're already using the CivicPlus system, you can cut out the costs for training and programming. There are content development options, too – whether you choose to migrate your existing content on your or have our developers work on it for you, our levels are designed to fit your budget.

ADVANCED REDESIGN

If your site has been live for years and many contributors have added to it, it's quite possible that you've got extraneous, redundant or poorly written content.

The Advanced level redesign includes all the benefits of the Basic level and puts our content editors to work reviewing and editing your content. Our expert content editors will review your requested site standards and ensure consistency through your new website.

This option works well for those customers with older sites that have had many content contributors over time. Included in this we will provide four hours of web training to ensure you are off to a positive start with all the new features Aurora has to offer.

Includes:

- Responsive design
- Redevelop navigation method (may choose top drop-down or other options)
- Content (500 pages)
 - o Includes migrating of all existing content and retouching of published pages to ensure proper formatting, menu structure and application of new site styles
 - o Ensuring modules are related to feature columns
 - o Contact information will be updated for consistency based on site standards and moved to info advanced areas if pages previously utilized right contact formatting
 - o Pages content will be edited and moved for usability and consistency
 - o Pages will be moved to coordinate with new menu structure and we will assist with building out place holder pages

Note: Content will be reformatted and broken up (shortened or re-sectioned) for usability and consistency. No new content will be developed during this process.

- Spelling and broken links will be checked and updated by our team where possible. Additional report will be provided to client
- Four (4) hours of web training for 4 people

One Time - \$13,760

Annual Hosting Fee: \$6,967.44

Add On	• Additional banners • Subsite • Department Package • Custom Mobile App • Additional Themes • Responsive Design • CivicHR – Online Application and Applicant Tracking System • On-site Consulting Packages - o Content - o Citizen Engagement / Website Marketing - o Intranet	One-Time TBD
		Monthly TBD

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Modules and Functionality Included:

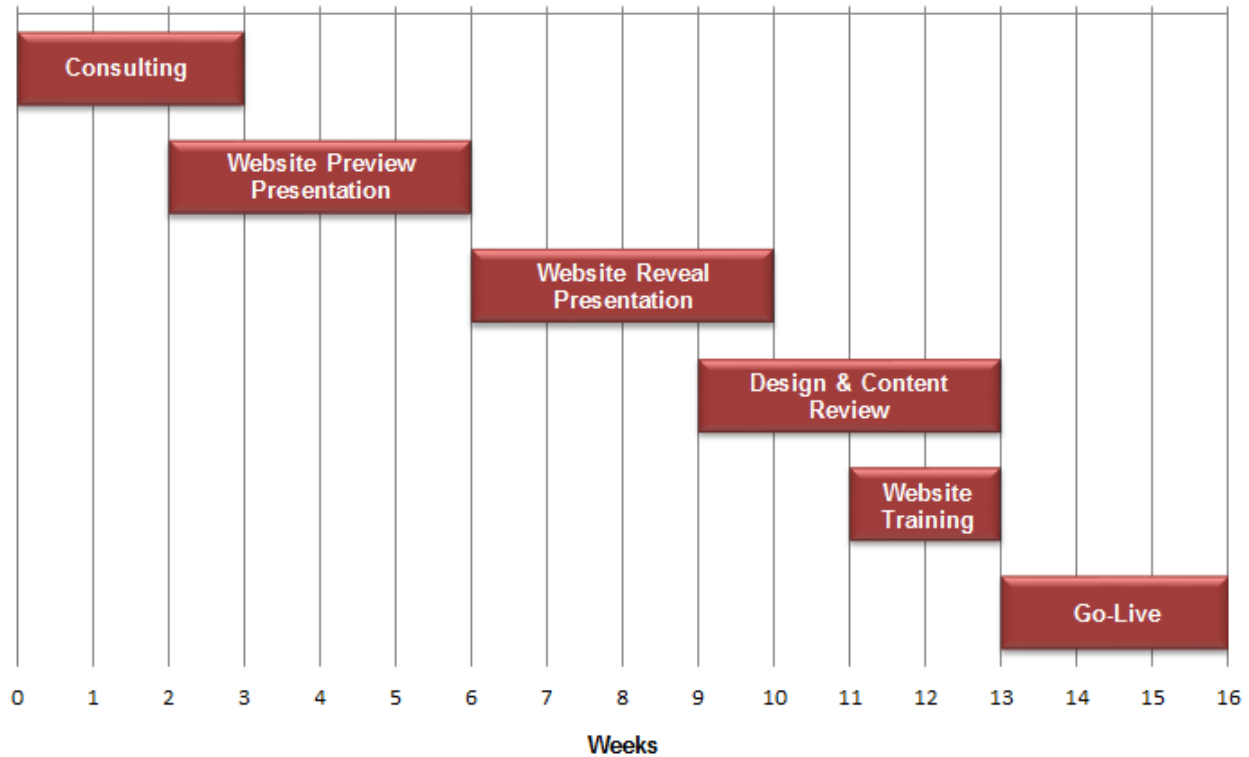
Modules	Functionality
- Agenda Center - Archive Center - Bid Postings - Blog - Business / Resource Directory - Calendar - Community Voice / Community Connection - Document Center - Emergency Alert Notification - ePay - Facebook Integration - Facilities & Reservations (50 Facilities) - FAQs - Featured Info Module - Forms Development Tool - Intranet - Job Postings - My Briefcase - My Dashboard - News Flash - Notify Me Email Subscription - Opinion Poll - Photo Gallery - Postcard Module - Quick Links - Real Estate Locator - Request Tracker Suite (CRT, iPhone App, Facebook Application, 5 Users) - Staff Directory - Twitter Integration	- Action Items Queue - Audit Trail / History Log - Automated PDF Converter - Automatic Content Archiving - Dynamic Breadcrumbs - Dynamic Sitemap - Expiring Items Library - Graphic Link Administration - Links Redirect and Broken Links Finder - Menu Management - Mouse-over Menu Structure - Online Editor for Editing and Page Creation - Online Web Statistics (Only with CivicPlus Hosting) - Page Wizard for Preformatted Page Options - Printer Friendly / Email Page - Rotating Content - RSS - Search Engine Registration - Site Layout Options - Site Search & Entry Log - Slideshow - User / Group Permission with Author & Publisher Rights - Web Page Upload Utility - Website Administrative Log

Support, Maintenance & Hosting Services Include:

Support	Maintenance of CivicPlus Application & Modules	Hosting
7-7 (CST) Mon-Fri (excluding holidays) 24/7 Emergency Support Dedicated Support Personnel 2-hour Response during Normal Hours Usability Improvements Integration New & Upgraded Services Proactive Support for Updates & Fixes Online Training Manuals Monthly Newsletters Phone Consulting CivicPlus Connection CivicPlus University	Install Service Patches for OS Upgrades Fixes Improvements Integration Testing Development Usage License	Shared Web/SQL Server DNS Consulting & Maintenance Monitor Bandwidth-Router Traffic Redundant ISP Redundant Cooling Natural Gas Powered Generator Daily Tape Backup Intrusion Detection & Prevention Antivirus Protection Upgrade Hardware

Our Project Development Approach

Consulting, design, usability guidance, programming, secure hosting and dedicated training -- CivicPlus delivers all of this and more during the development of your new website.

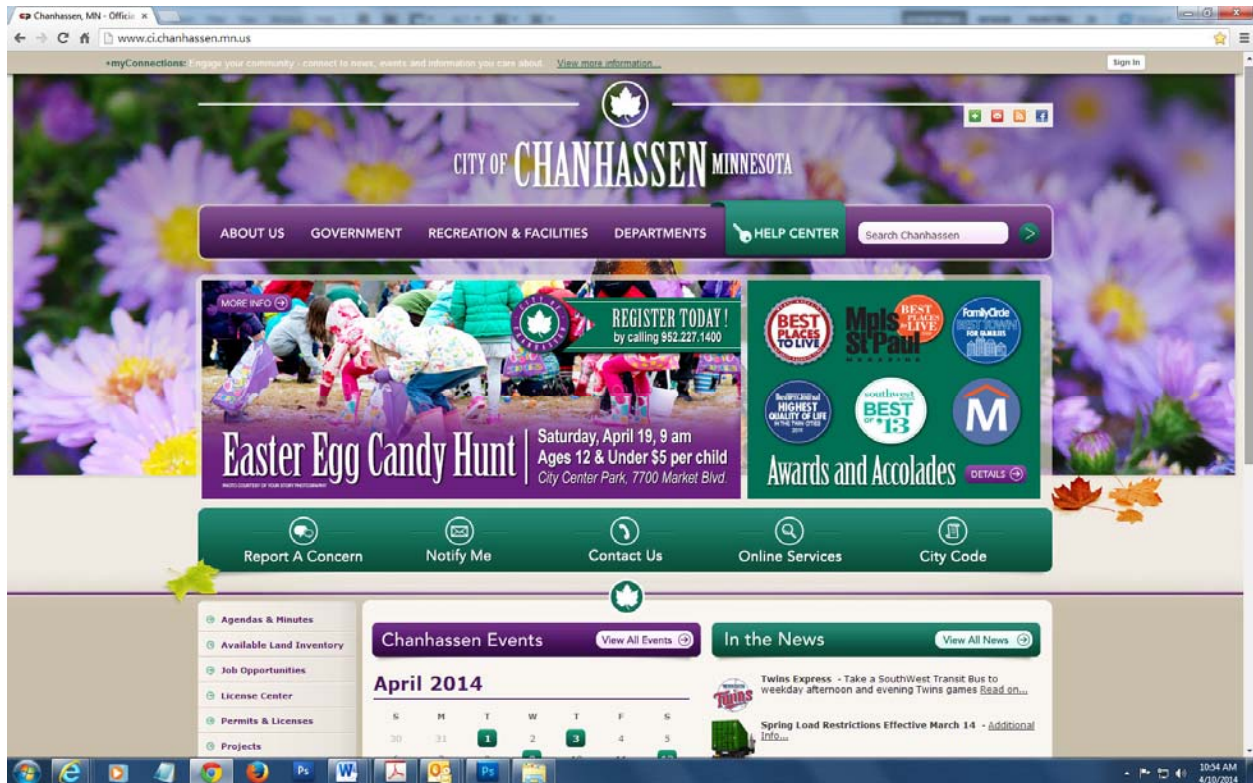


Typical Project Timeline	Timeline
Phase 1 - Consulting (may vary with on-site meetings) Includes: Needs assessment, best practices, and takeaways assigned.	4-5 weeks
Phase 2 - Website Preview Presentation Includes: Layout presentation, mood board and main navigation review, design feedback meeting and approval and takeaways assigned.	3-5 weeks
Phase 3 – Website Reveal Presentation Includes: Presentation of a functional website based on goals, recommendations and combined vision; final approval and takeaways assigned.	3-4 weeks
Phase 4 – Customized Website Training (varies based upon amount of content) Includes: Customized to give your staff the skills they need to maintain your website.	3-4 week
Phase 5 – Go Live	3-4 weeks
Website Launch	16 -22 Weeks (On Average)

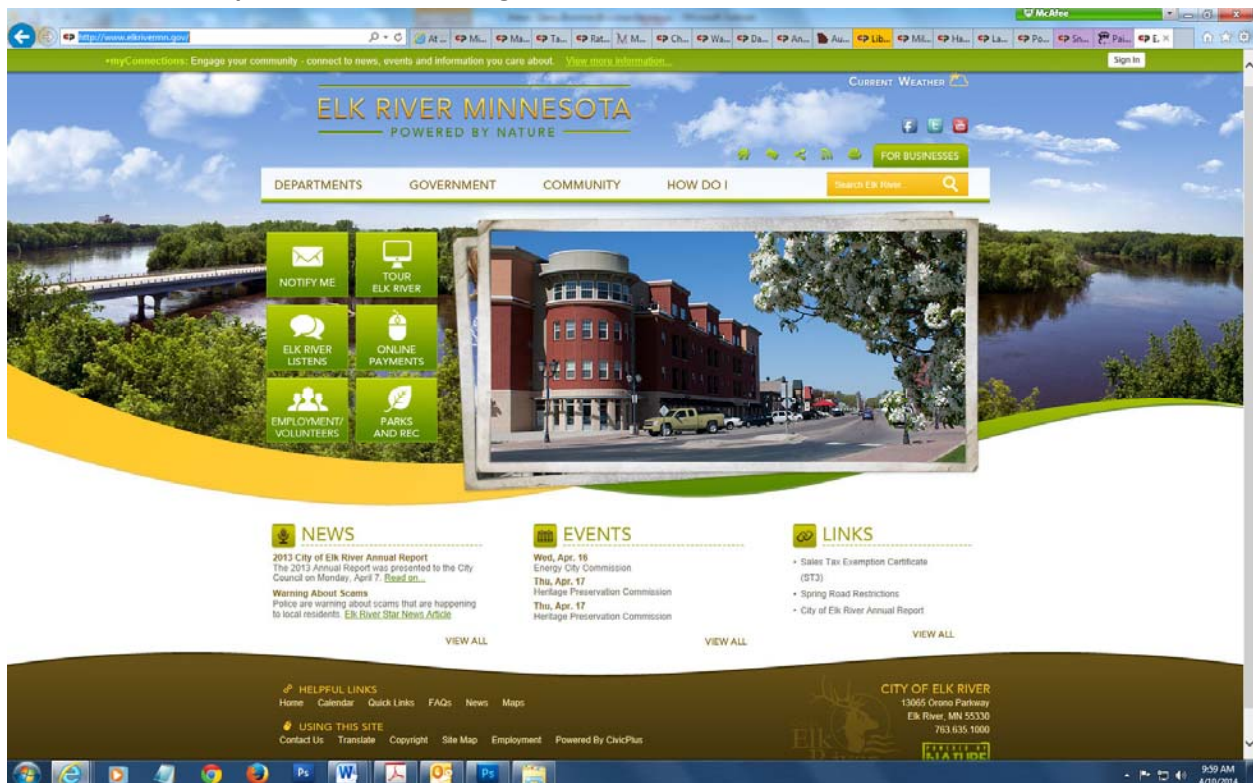
** Currently, our clients are working on a 16 week timeline.

CivicPlus – Recent Website Design Examples

Chanhassen, MN – <http://www.ci.chanhassen.mn.us/>



Elk River, MN – <http://www.elkrivernm.gov/>



*Snohomish County, WA – <http://snohomishcountywa.gov/>

Snohomish County
Washington

English Español Français Vietnamese Search Snohomish County

YOUR GOVERNMENT DOING BUSINESS COUNTY SERVICES OUR COMMUNITY HOW DO I...

Information on
SR 530 SLIDE

Watch Meetings Online Stay Informed Maps & GIS Parks & Recreation Submit a Request

SNOHOMISH COUNTY NEWS

Emergency alert posting: 911 service problems
At approximately 9:00 hours today Thursday, April 10, 2014, SNOCOM & SNOCPAC became aware of an issue with incoming 9-1-1 calls failing to connect when dialing 9-1-1 in Snohomish County. [Read More](#)

FOR IMMEDIATE RELEASE: Wednesday Evening SR530 Slide Update
There are now 36 confirmed victims of the mudslide, according to the Snohomish County Medical Examiner. Thirty-two of these victims have been identified. Ten people are still missing according to the Snohomish County Sheriff's Office. [Read More](#)

UPCOMING EVENTS

April 2014

S	M	T	W	T	F	S
30	31	01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	01	02	03

*Paine Field, WA - <http://www.painefield.com/>

PAINE FIELD
Snohomish County Airport

English Español Français Vietnamese Search Paine Field

DOING BUSINESS OUR COMMUNITY PILOT & OPERATORS VISITING ABOUT PAINE FIELD HOW DO I...

Join us for
PAINE FIELD AVIATION DAY
MAY 17, 2014

Stay Informed Home Hangar's Touchdowns For Lease Airfield Construction Live Webcam

Future of Flight Aviation Center
See the future of commercial jet aviation and take a Boeing tour.

Museum of Flight Restoration
Dedicated volunteers restore aircraft to exhibition quality.

Flying Heritage Collection
A premier collection of rare, restored, historic aircraft.

Historic Flight Foundation
Experience history in motion - the aircraft collection at Kila 7.

Airport News

Spaces still available! WPA Aviation Academy classes to be held April 21 - May 17, 2014
The Washington Pilots Association Aviation Academy, located at Snohomish County Airport/Paine Field in Everett, WA, is for students ages 13 through 18, who are curious about aviation. Class size is limited to 20 students and is "first come, first served." [Read More](#)

Earth Day at Narbeck
Please join Friends of Narbeck on Saturday April 19, for a work party celebrating Earth Day at Narbeck Wetland Sanctuary Park on Seaway Boulevard in Everett. [Read More](#)

72nd Anniversary of the Doolittle Raid

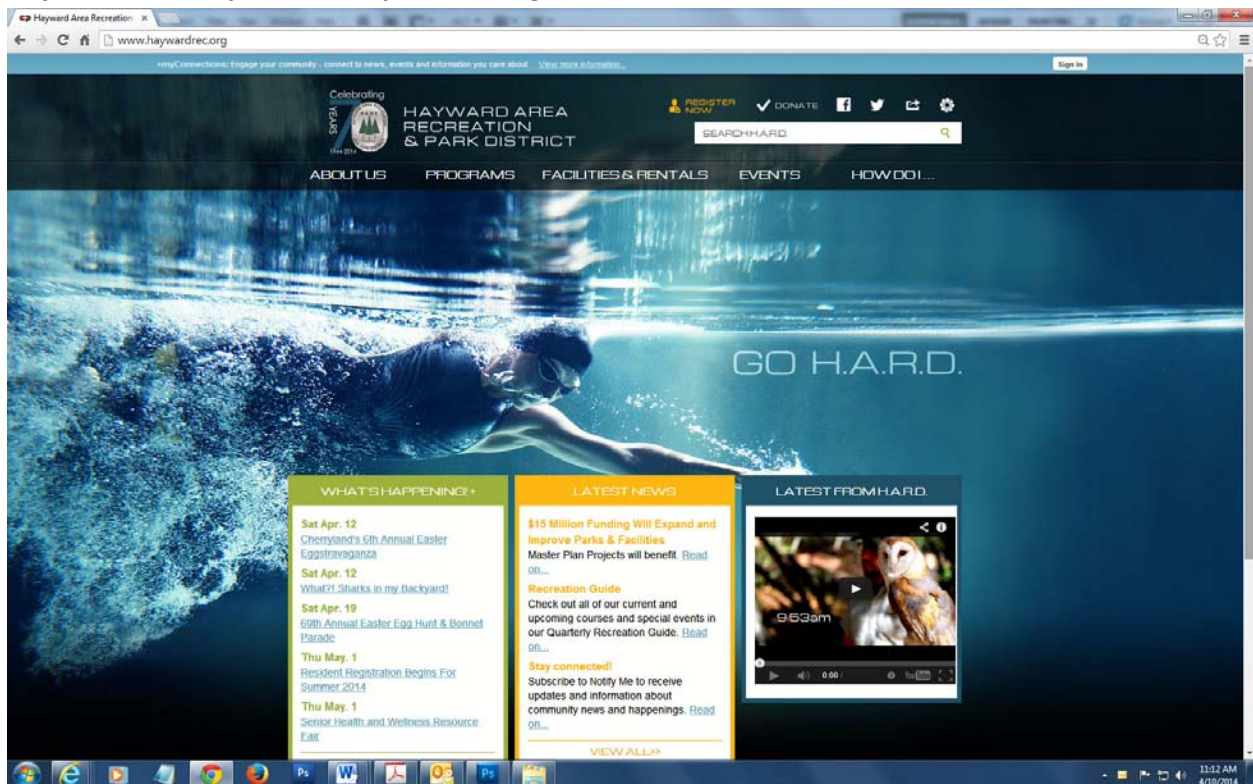
Upcoming Events

April 2014

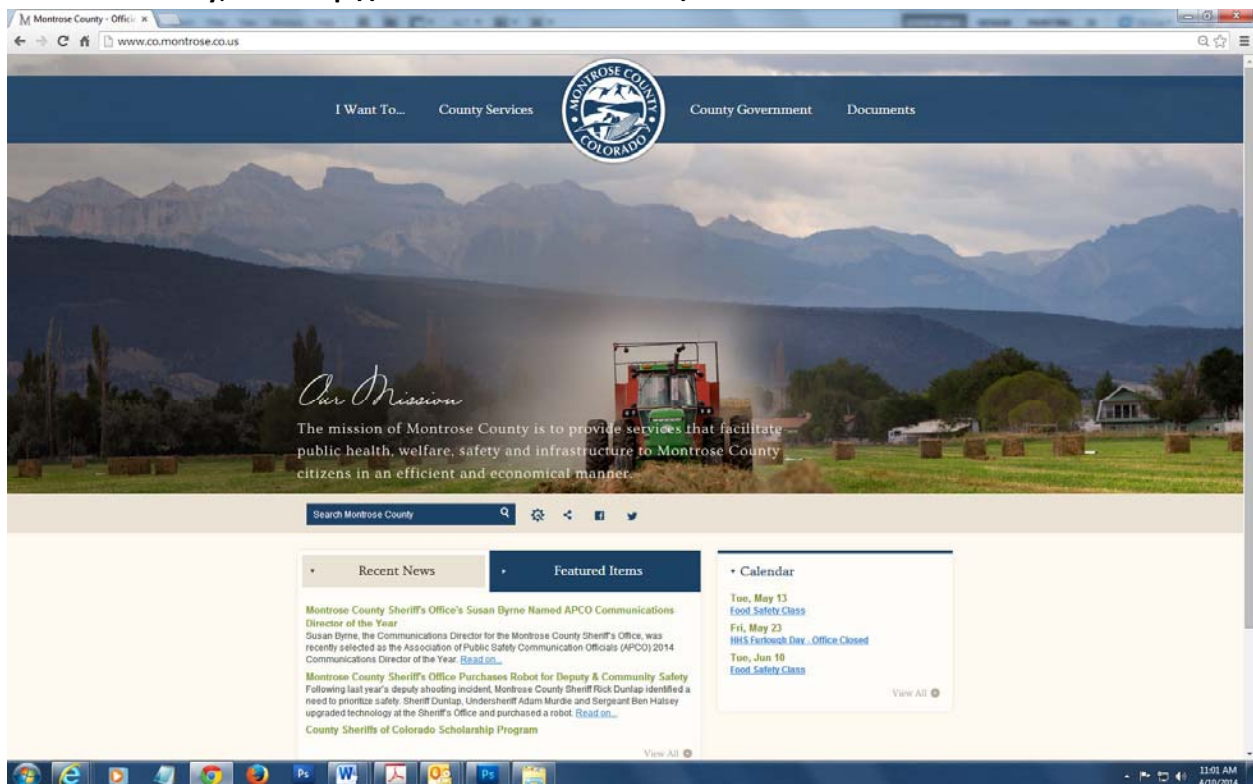
Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31	01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	01	02	03

Thru Apr. 10

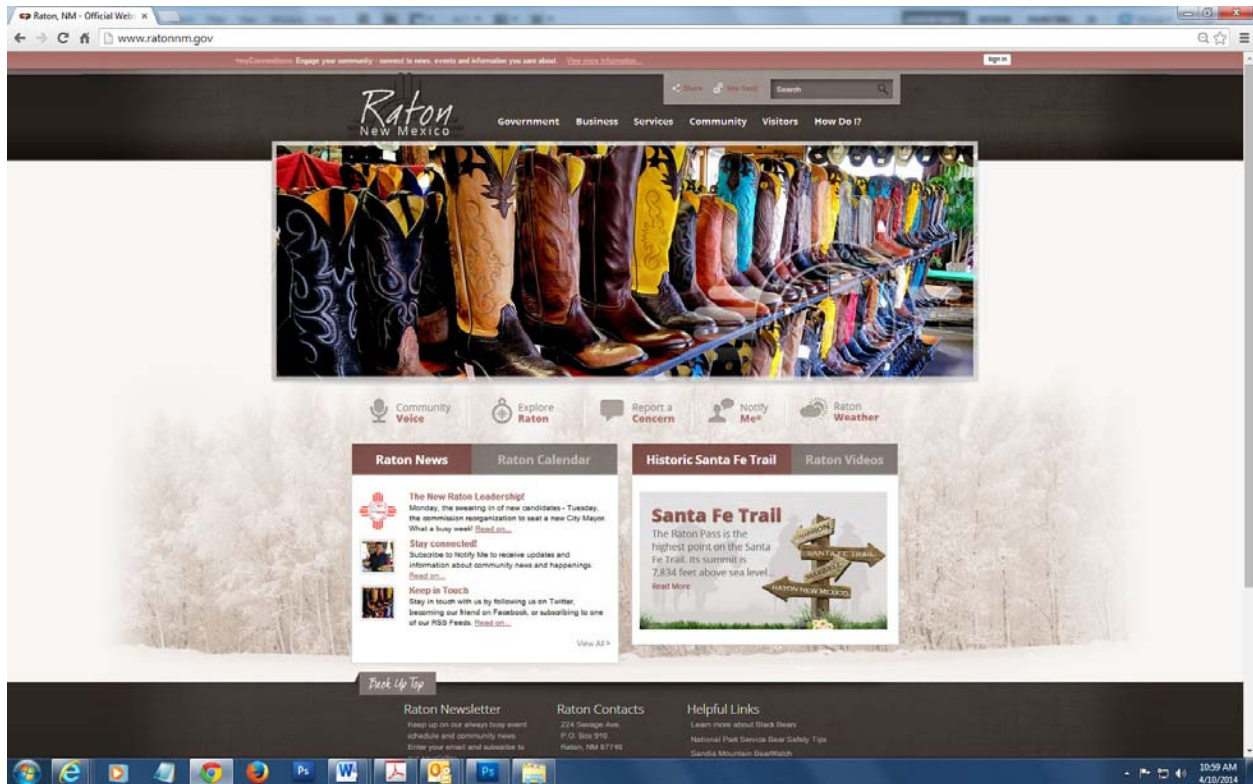
Hayward, CA – <http://www.haywardrec.org/>



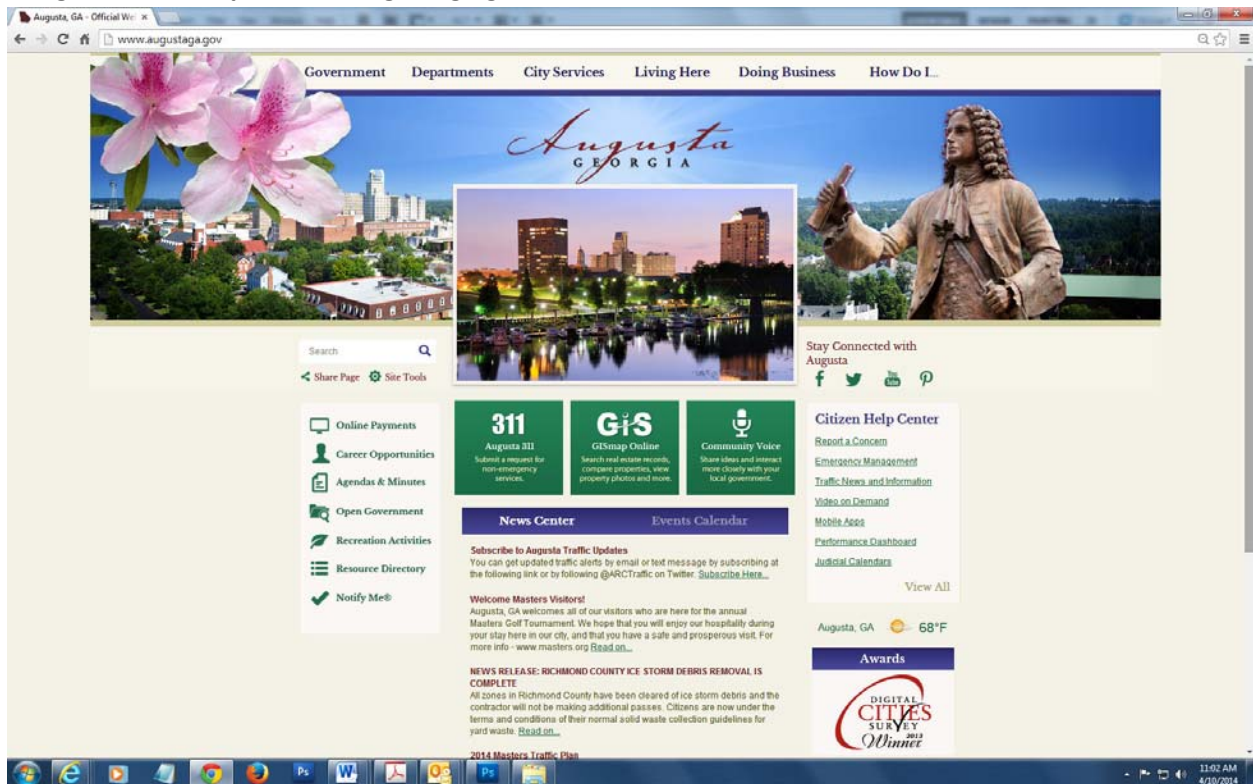
Montrose County, CO – <http://www.co.montrose.co.us/>



Raton, NM - <http://www.ratonnm.gov/>



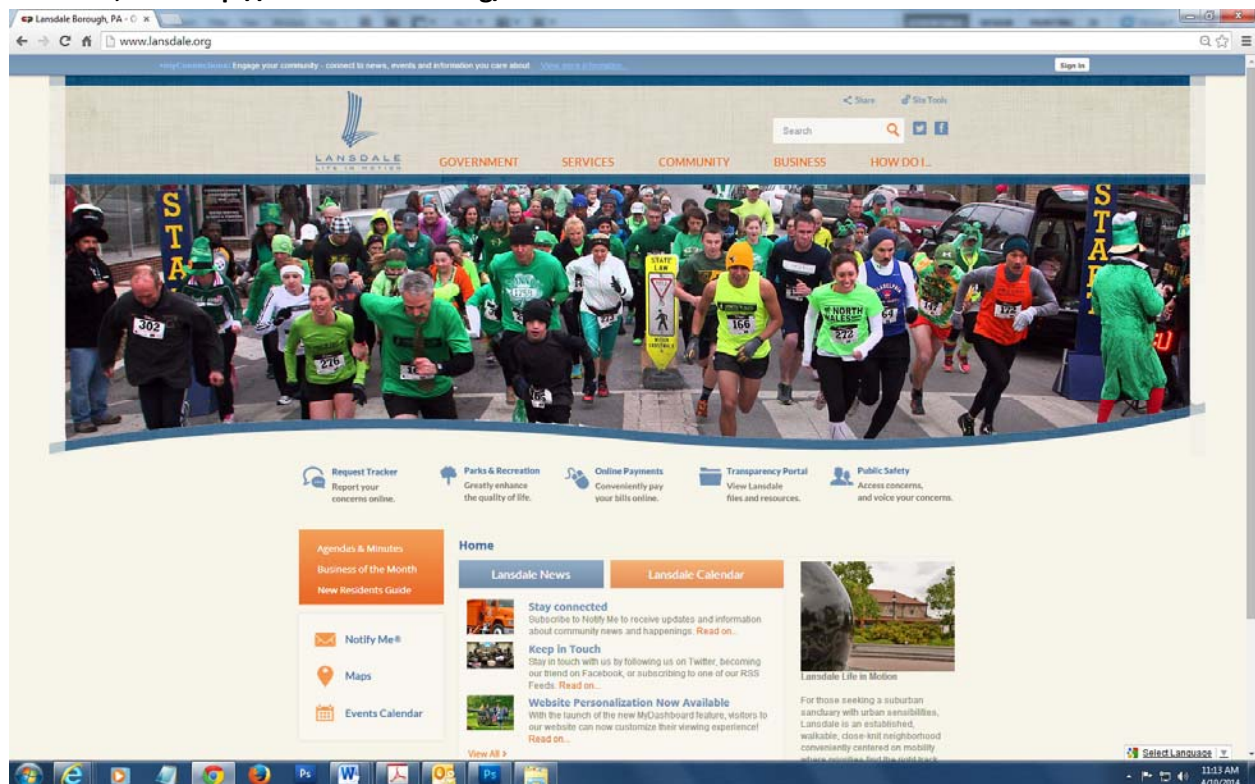
*Augusta, GA - <http://www.augustaga.gov/>



*Millville, NJ – <http://www.millvillenj.gov/>



Lansdale, PA - <http://www.lansdale.org/>

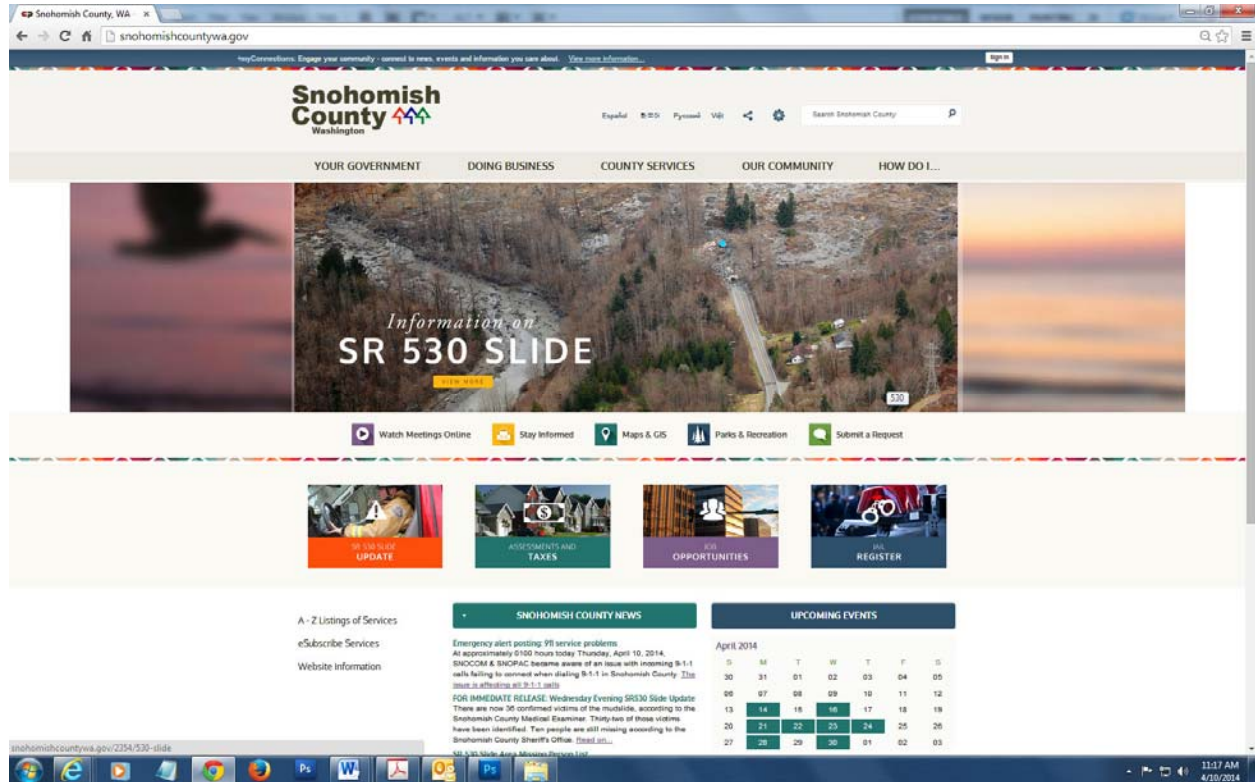


* Has Dynamic web design enabled for mobile optimization

CivicPlus – Dynamic Design Sample

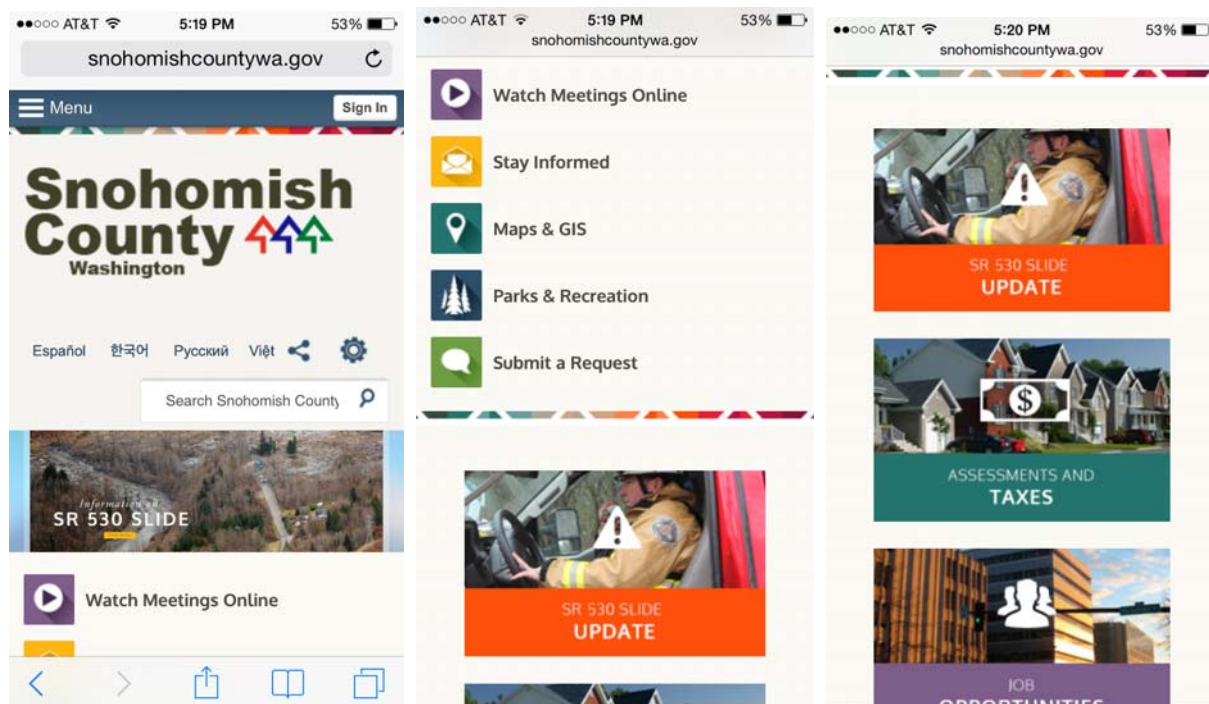
Snohomish County, WA – <http://snohomishcountywa.gov/>

- Full Site



Snohomish County, WA – <http://snohomishcountywa.gov/>

- Dynamic design for mobile



Snohomish County, WA – <http://snohomishcountywa.gov/>

- Dynamic design for mobile – continued

