

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: DEBORAH LAUCHNER, CHIEF FINANCIAL OFFICER  
FINANCE DEPARTMENT  
ERIC MCHENRY, CHIEF INFORMATION OFFICER  
JENNIFER MYLES, SENIOR BUYER, FINANCE DEPARTMENT  
SUBJECT: CONTRACT AWARD – CITY OF SANTA ROSA WEBSITE  
DESIGN AND REPLACEMENT SERVICES

AGENDA ACTION: MOTION APPROVAL

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RECOMMENDATION

It is recommended by the Finance and Information Technology Departments, that the Council, by motion, approve contract award for City of Santa Rosa website design and replacement services with Icon Enterprises, Inc. dba CivicPlus, Manhattan, Kansas, in the total amount not to exceed \$229,759, plus a 5% contingency not to exceed \$11,488.

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EXECUTIVE SUMMARY

The City of Santa Rosa's current website requires an upgrade and redesign, the last major upgrade was in 2007. Since then, much has changed in the architecture of the central management system (CMS) and expectations of services provided by local government websites. Redesigning the City of Santa Rosa website will not only foster a more positive image for the City, but provide a more updated user friendly experience for all who access the website.

This item relates to Council Goal number 5, Improve Partnerships between Neighborhoods, Community Organizations, Schools and the City to Support and Promote Thriving, Inclusive and Diverse Neighborhoods; Strategic Objective number 1, Implement Open Government Task Force recommendations: rebuild the srcity.org public facing website, focusing on improved ease of use and a robust search capability.

BACKGROUND

On November 5, 2015, Request for Proposals (RFP) 15-54 City of Santa Rosa website design and replacement were opened by the Purchasing Division.

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The City's primary goals for the redesign of the City of Santa Rosa's website are:

- Update the current website with a contemporary and responsive design that is customer-focused and includes intuitive navigation and a powerful search mechanism.
- Foster a positive image for the City of Santa Rosa.
- Provide an innovative, visually pleasing, and easy-to-use resource for residents, businesses, visitors, and others.
- Provide a CMS that can be easily updated via a web browser by all City staff.
- Provide pages for all major City programs, departments, and services.
- Provide a website that integrates selected community content (activities, forums, etc).
- Assure the American with Disabilities Act (ADA) accessibility guidelines and requirements are met.
- Provide a website that can easily push information out to residents through several methods, including, but not limited to, direct e-mail, Rich Site Summary (RSS) feeds, and social media platforms.
- Provide a website that can be easily integrated with third-party vendor services such as online payment systems and video streaming services.
- Integrate a collaborative community aspect into the design and testing process

PRIOR CITY COUNCIL REVIEW

Not Applicable

ANALYSIS

Of the one hundred and eighty-seven prospective vendors on the City Planet Bid list for this type of work, twelve vendors responded with written offers. All offers received were considered responsive to the solicitation. A tabulation of the responsive vendors, in no specific order of rating, is listed below:

CivicPlus Manhattan, Kansas
CivicLive Scotts Valley, California
Vision Internet Santa Monica, California
Civica (Granicus) Denver, Colorado
Revise LLC Troy, Michigan
Jesse James New York, New York

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Planeteria Media LLC Santa Rosa, California
Kwall Newport Beach, California
Atomic Crayon Web Development LTD Victoria BC
Civic Resource Group Los Angeles, California
Prelude Systems Irvine, California
RiverStone Infotech Pleasanton, California

The evaluation panel consisted of the City's Chief Information Officer, City Clerk, Council Member, Economic Development & Housing Administrative Technician, Director of Community Engagement, Recreation & Parks Marketing & Outreach Coordinator, Water Technology Coordinator, an outside agency Member of the Community Advisory Board, Member of the Open Government Task Force, and a member of the Web and Internet Marketing Professionals Group.

The following is a list of evaluation criteria used in the first initial scoring process:

- Firm's overall qualifications and experience, especially in the public sector, as applied to the Scope of Work, including staff expertise and overall experience of staff that would be assigned to the City's project. Firm displays a clear understanding and addresses all aspects of Scope of Work.
- Responsiveness to the RFP process and general provisions, quality and completeness of submitted proposal, presentations, ability and willingness to sign a City contract.
- The ability and capacity of the Vendor to have a local physical presence during the implementation and future expansion phases.
- The ability and capacity of the Vendor to understand and incorporate local priorities, local cultural and geographic aspects of a successful public website.
- Review of other agencies websites: Are they intuitive, appealing, user friendly, ease of finding information.

The second scoring process included cost and references. As a result of the first and second scoring processes, the panel identified the top four vendors. The third part of this process was a request for presentations by the top four vendors addressing the following items within their presentation:

1. Provide details regarding ongoing support after website is launched. Level of responsiveness after a ticket is opened for support, how does this process work?
2. What proactive recommendations can/will their company make to keep up with technological changes?

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3. Provide details on recommended tools to increase community engagement.
4. Branding services, is this an option?
5. Review of how proposed product operates, is it user friendly? Creating new webpages, uploading images, documents, button or graphic, posting, and formatting. Ease of use with samples of platform to update pages. Integration with other platforms to integrate, analyze, display and distribute data. Backend settings that administrators have access to change.
6. User Permissions-different levels, how to change them, are they site-wide or can they be managed within certain pages?
7. What makes their company/services different from their competitors?

After the presentations, the panel provided their ratings and comments and narrowed the candidates down to the top two vendors, CivicPlus and CivicLive, who were then invited to provide best and final offers.

As a result of the completed evaluation process, the evaluation panel recommends that the CivicPlus proposal be accepted. CivicPlus offers great qualifications and experience in performing this service, has a clear and concise understanding of scope of work and implementation plan needs, positive references, the most competitive pricing for the deliverables required of the top rated vendors, and therefore the panel has determined the offer submitted by CivicPlus is the best overall value to the City.

The award amount includes design, implementation, training and 10 years of ongoing maintenance and support. In addition, a not to exceed 5% contingency amount of \$11,488 is being requested for any unforeseen requirements that may arise during the design of the new City website bringing the total project cost to \$241,247

#### FISCAL IMPACT

Funds for this contract have been appropriated in Fiscal Year (FY) 2015-16 Information Technology approved budget, and as a regular operating expenditure for ongoing maintenance and support, will be included in subsequent fiscal year budget proposals when presented to the City Council. The current website does not required ongoing cost for maintenance and support, this contract will require ongoing maintenance and support costs as shown below:

Year 3 - (FY18-19)	\$11,797
Year 4 - (FY19-20)	\$12,387
Year 5 - (FY20-21)	\$13,006
Year 6 - (FY21-22)	\$13,656
Year 7 - (FY22-23)	\$14,339
Year 8 - (FY23-24)	\$15,056
Year 9 - (FY24-25)	\$15,809
Year10 - (FY25-26)	\$16,599

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment or a foreseeable indirect physical change in the environment pursuant to CEQA guideline section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable

NOTIFICATION

Not applicable

ATTACHMENTS

Attachment 1 – City Agreement Draft

CONTACT

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