

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: ERIC MCHENRY, DIRECTOR AND CHIEF INFORMATION
OFFICER
INFORMATION TECHNOLOGY DEPARTMENT
SUBJECT: CITY WEBSITE (SRCITY.ORG) REDESIGN PROJECT

AGENDA ACTION: MOTION

RECOMMENDATION

It is recommended by the Information Technology Department that the Council, by motion, accept the City Website Redesign Project report.

EXECUTIVE SUMMARY

This item will update the Council on the progress of the City Website (srcity.org) Redesign Project and provide information regarding the design of the new website, updated website features and timing for the launch of the new website. Staff is working with the website design firm to complete and launch the website on April 1, 2017.

BACKGROUND

Initiated in 2015, a website redesign project related to Council Goal number 5, Improve Partnerships between Neighborhoods, Community Organizations, Schools and the City to Support and Promote Thriving, Inclusive and Diverse Neighborhoods.

The project also related to Council 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.

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

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

- Update the current website with a contemporary and responsive design that is customer-focused and includes intuitive navigation and a powerful search mechanism.

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- 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 Content Management System (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

On May 10, 2016, the City Council, by motion, approved a 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.

ANALYSIS

Staff has worked with the website design firm (CivicPlus) to a) design a new look and feel, b) migrate existing website content, and c) prepare new content prior to launch. The project remains on budget and will launch on schedule on April 1, 2017.

FISCAL IMPACT

Funds for this contract have been appropriated in Fiscal Year (FY) 2016-17 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 require 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

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- 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 reasonably 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

- None

CONTACT

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