



City of Sunnyvale

Agenda Item-No Attachments (PDF)

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REPORT TO COUNCIL

SUBJECT

Approve Budget Modification No. 2 for \$187,000 to Fund the Website Redesign Project

BACKGROUND

The City is undertaking the Website Redesign Project (WRP) to replace the current official website ([Sunnyvale.ca.gov](http://sunnyvale.ca.gov) <<http://sunnyvale.ca.gov/>>) with a vendor-provided and hosted Content Management System (CMS) and entirely restyled and re-architected website. The City's existing website is hosted on in-house servers and was updated over five years ago. Because of the lack of investment in new technology since that time, DotNetNuke (DNN) the City's current Content Management System (CMS), is now two full versions behind the most recent release and is no longer supported by the vendor. Not only does this create substantial risk for site failure and security breaches, City staff have to continually troubleshoot and resolve conflicts due to increasing incompatibility between the CMS and webpage templates. In addition, the website has not kept pace with rapidly evolving best practices - it has a dated appearance; lacks modern website functionality; has a site architecture that is not focused on users; and has content that has grown unwieldy, making navigation and search difficult. The new website is being designed to: be mobile friendly, include social media integration, be ADA compliant, allow content to be translated into multiple languages, have user focused navigation, and provide improved search capabilities.

The WRP is being led by the Communications Division within the Office of the City Manager; the City's Web and Communications Specialist is the project manager and is leading a large inter-departmental team to help complete associated tasks. The project has been underway since December 2014 and is currently anticipated to conclude in spring 2016.

The WRP has multiple components and is a significant undertaking as the site consists of approximately 650 pages and 12,800 PDF documents. In addition, the City uses a variety of third party and custom software to provide services to the community via the website; therefore, maintaining access to all current functions and features is critical. The project includes conducting a Request for Proposals (RFP) process for the CMS/website vendor; branding and messaging to help shape website design, architecture and content; content analysis, development and migration; user testing; website design; and implementation.

EXISTING POLICY

Council Policy 7.2.17 Internet Use and 7.2.1 Community Engagement provide goals and policies related to the use of the City website.

ENVIRONMENTAL REVIEW

N/A

DISCUSSION

An RFP process was initiated to identify and select a CMS/website vendor with a proven record of accomplishment in the planning, development, implementation, support, and hosting of government websites. The selected vendor is required to provide all services to implement a state-of-the-art website and must offer a robust Content Management System that will allow City staff to easily update website content.

RFP No. F15-66 was issued on February 20, 2015 and was directly distributed to eight potential proposers. In addition, the RFP was posted on the Onvia DemandStar public procurement network. On March 18, 2015, eight proposals were received. Based on evaluation of the written proposals and subsequent interviews, the evaluation committee concluded that the City's needs would best be met by Civica Software, Inc. Civica was selected based on the functionality and ease of use of the CMS, extensive experience with similar projects, clear implementation methodology and process, and robust hosting services and service response times.

The total cost of this project is estimated to be \$346,000. This cost is made up of three primary expenses: temporary part-time staff; project and professional services costs; and the CMS/website vendor to design and implement the new website.

Temporary part-time staffing is needed to support both the existing website and the WRP. This includes a Web Specialist who is maintaining the existing website so that staff has the capacity to manage the WRP. A Content Strategist is currently conducting an audit and analysis of the entire site's content, assisting with user testing, and preparing the new site's navigation and information architecture. Finally, a Web Copywriter will be hired this summer to assist City staff with writing content for the new website.

Civica Software Inc. will be providing the new CMS and full website design and implementation services. Included in the vendor's website development costs is the first year of hosting services. A contract can be awarded to Civica under the City Manager's contract award authority, since the contract amount is less than \$100,000, but Council must approve a budget modification so that adequate funding for all project components can be put in place. The City will enter a separate agreement with Civica for ongoing site hosting and maintenance.

FISCAL IMPACT

Funding for this project is available from two sources: the General Fund and equipment reserve funds from the General Services Fund - Technology and Communication Services Sub-Fund. The Technology and Communication Services Sub-Fund accounts for the majority of the City's large, routine technology systems replacements, and is funded by collecting rental rates from operating programs across the City. At the end of FY 2013/14, \$230,000 was returned to the Technology and Communication Services Sub-Fund balance due to a combination of equipment replacement costs coming in less than budgeted and adjustments to replacement schedules. Staff earmarked these savings for the WRP and \$43,000 of these funds were utilized in FY 2014/15 for the temporary staffing costs incurred for the project. \$187,000 is remaining and available for appropriation.

When the FY 2015/16 Budget was being developed, the RFP process was underway and the full cost of the project was not yet known. With information available at that time, staff estimated \$116,000

would be needed in addition to the funds from the equipment reserve. As a result, the Website Redesign project was created with the adoption of the FY 2015/16 Budget, which included \$116,000 appropriated in the General Fund. With the RFP process complete, funds can now be appropriated from the equipment reserve to fully fund the project.

**Budget Modification No. 2
FY 2015/16**

	Current	Increase/ (Decrease)	Revised
General Fund			
<u>Project Costs</u>			
831490 - Website Redesign	\$116,000	\$187,000	\$303,000
General Services Fund - Technology & Communication Services Sub-Fund			
<u>Reserves</u>			
Equipment Reserve	\$4,740,718	(\$187,000)	\$4,553,718

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, Community Center and Department of Public Safety; and by making the agenda and report available at the Sunnyvale Public Library, the Office of the City Clerk and on the City's website.

RECOMMENDATION

Approve Budget Modification No. 2 for \$187,000 to fund the Website Redesign Project, including staffing, professional services, and the contract with Civica for a vendor-provided and hosted Content Management System (CMS) and new website.

Prepared by: Pete Gonda, Purchasing Officer

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Reviewed by: Jane Chambers, Interim Assistant City Manager

Approved by: Kent Steffens, Assistant City Manager