



August 28, 2012

AGENDA ITEM # 14

**TO:** City Council

**FROM:** Russell J. Morreale, Director of Finance & Technology

**SUBJECT:** City Website re-design

**RECOMMENDATION:**

Authorize the City Manager to award a contract to AHA Consulting Inc. for the development of a new City website in an amount not to exceed \$40,000 plus a project contingency of \$5,000

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**SUMMARY:**

**Estimated Fiscal Impact:**

**Amount:** \$45,000

**Budgeted:** Yes: Capital Improvement Program (Project 13-17)

**Public Hearing Notice:** Not applicable

**Previous Council Consideration:** June 28, 2011 – Adoption of FY 2011/13 Biennial Budget

**CEQA Status:** Not applicable

**Attachments:** None

## **BACKGROUND**

The City has identified the need to develop an attractive, user-friendly website populated with timely and relevant information for Los Altos residents, businesses and patrons of City services. The enhancement of information-sharing capabilities is fundamental to the end result of this project. In FY 2012/13, a Capital Improvement Program (CIP) project was approved for this and other information technology initiatives.

## **DISCUSSION**

The Request for Proposal (RFP) process for web design professional services began in late 2011 and was sent to a number of local government service providers. Six responses were received.

The evaluation process included a technical and service review of the RFPs submitted by a committee consisting of representatives from all City departments as well as on-site presentations and interviews of selected vendors. Some of the key selection criteria standards included creating a site that:

- Is unique, professional in appearance and uniformly represents the City through its interaction with residents, businesses, and patrons
- Displays a design that is consistent throughout the site
- Includes a homepage that represents the high quality and character of the City
- Is printer friendly and maximizes compliance with browsers used by the public
- Is accessible to viewers with limited computer knowledge
- Complies with Section 508 of the Federal Rehabilitation Act for access by the disabled
- Is easily updated and maintained by non-technical City staff through an intuitive Content Management System (CMS)
- Easily allows linking to and embedding of the City's third-party web applications

Review of the proposals resulted in development of a short list of three potential vendors. These vendors were invited to demonstrate their proposals and design/software capabilities to the City-wide selection committee. This process, and the verification of references, resulted in rankings that identified AHA Consulting as the web design provider that would best meet the needs of the City and community.

The implementation process will begin immediately after contract execution with a target date to launch the new City website in early 2013.

## **FISCAL IMPACT**

The contract award is \$40,000 plus a contingency of \$5,000 for a total of \$45,000. This includes core design services, enhanced search capabilities, the integration of mapping capabilities for project status and recreation facilities, added user-friendly menu features,

Public Works bidding modules and additional staff training. Funding for this action has been provided for within the FY2012/13 Capital Improvement Program Project 13-17.

Annual ongoing fees will approximate \$3,100 for site hosting, upgrades and maintenance. The first year of these support fees are included in the contract cost.

## **PUBLIC CONTACT**

The City's website design project was included in the FY 2012/13 Capital Improvement Program budget adoption of June 26, 2012 also the original Biennial Budget of June 28, 2011.

Posting of the meeting agenda serves as notice to the general public.