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MEMORANDUM

To: Mayor and City Council

From: Ashley Smith, IT Director & Bob Mullen, Marketing & PR Director

Date: November 12, 2013

Subject: **Discussion of 2014 Website Redesign Contract Award**

ITEM DESCRIPTION

Discussion of the vendor selection and final award recommendation for the 2014 Website Redesign Contract.

BACKGROUND

The City of Dunwoody website is the primary portal and tool for transparent and twenty four hour access to City information, news, events and communications for all residents and community members. The purpose of the City Website Design and Replacement project is to update the City of Dunwoody's website with an upgraded design and improved back end website content management system (CMS). The last major redesign of the City's website took place in 2010. Since then, much has changed in the architecture of CMS, as well as the level of expectations of services provided by local government websites.

The city website is a critical tool in promoting civic engagement and outreach in an efficient and multifaceted manner. Residents, businesses, visitors, media/press and people nationwide all visit the site. In fact the current site receives more than 13,000 unique visits per month and approximately 2,800 unique visitors per week. This year alone there have been more than 135,000 unique visits total. Conversely, the current site lacks optimization for mobile devices and tablets, has a low "explore" rate with visitors only viewing about 2.76 pages per visit and the current site navigation is not as intuitive as it could be.

The goal for the City is to have a website with the technology to support online services, house high quality videos, along with integrated social media tools. With this primary goal in mind, the City issued a Request for Information (RFI) on July 8, 2013 and received nine responses from local and national website design firms. Vendor responses were analyzed and scored by the City staff evaluation team with a focus on quality of proposed design and previous work, overall innovation and the functionality and ease of use of the proposed CMS.

The key items which City staff evaluation team members reviewed in the proposal analysis included the following: the firm's Understanding of Scope of Services; Company Profile, Experience and Examples of Previous Work; Examples of Proposed Content Management System; and responses to questions regarding Content Editor and Management System, Archiving, Content Scheduling, Navigation, Master Calendar Functionality and Security/Authorization.



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The City staff evaluation team selected a short list of four qualified website design firms for web-based interviews and demonstrations. Following the web-based interviews and demonstrations the staff evaluation team reviewed the final submissions, project scope descriptions and pricing proposals from each of the four short list finalists. The following table represents the ranking and scoring among the four finalists:

FIRM NAME	AVERAGE SCORE	FINAL COST PROPOSAL
Civica	381	\$68,690.00
CivicLive	458	\$32,215.00
CivicPlus	444	\$44,127.00
Jesse James Creative	491	\$62,060.00

To better compare the final proposals it is important to not only understand what each firm was offering within its final cost proposal but also look out over the next 3-5 years to identify recurring costs or increases as well as future benefits and upgrades.

For example, Jesse James Creative was the only firm to not charge the city for software license fees for the core CMS software, modules or upgrades to the backend software. And unlike the other companies the only recurring costs the city will have with Jesse James Creative is hosting and whatever support hours we purchase. These factors combined make Jesse James Creative the firm with the greatest return on investment and offering the most value-added services for the final price, effectively saving the city money and time over the long term.

RECOMMENDATION

Based on the firm’s submission, previous work, cost proposal and capabilities the City staff evaluation team recommends that Council authorize the City Manager to award Jesse James Creative the 2014 Website Redesign Contract. The staff evaluation team believes Jesse James Creative will provide the best product for the City with the quality of design, CMS, demonstrated technical ability and expertise and has established a strong professional viability to perform the work as outlined in the RFI.

The planned website redesign project will not start until January 2014 when the City’s new fiscal year begins. The Council approved 2014 budget includes a line item of \$65,000 for the website redesign project and the final cost proposal from Jesse James Creative is below the line item budget amount.