


AGENDA
MEMORANDUM

TO:	Honorable Mayor and City Council Members
FROM:	Bryan Cobb, City Manager 
DATE:	October 3, 2016
SUBJECT:	Resolution No. 3289-16 , Selection of a Website Design Services Firm

Introduction: This is a request for City Council to approve the ranking and selection of CivicPlus, Inc. (CivicPlus) as the top ranked firm, under Request for Proposals (RFP) No. 16-15, Attachment 1, for Website Design Services.

Discussion: The City's website, www.cityofviedo.net, has not been updated since 2006. This website is the main hub for the City and the Community. The City has approximately 100 plus internal users and a population of approximately 37,128. The City's audience includes individuals with varying levels of knowledge, skills, and technological expertise.

The City is in need of an experienced website design contractor to re-design, develop and implement a new platform for the City. The information on the City's website should be directed towards the City's citizens, businesses, and visitors; prospective businesses and residents; other government agencies; civic groups; associations; youth and senior citizen groups; developers; and any person or agency seeking to conduct business with, or obtain information about the City.

The primary objective of RFP No. 16-15 is to replace the current website with an innovative and improved design that provides easy access to City services, is adaptable to current and changing technology, provides content management capability for City Staff and is used as a public communications tool.

The City advertised RFP No. 16-15 in the Orlando Sentinel on July 10, 2016, and received nine (9) submittals in response to the advertisement. A listing of the submitting firms is identified in the bid opening minutes provided in Attachment 2. An evaluation committee reviewed and ranked all of the submittals, shortlisting the top two firms. A copy of the committee's scoring evaluation and minutes are provided in Attachment 3.

On September 7, 2016, the top two firms presented to the evaluation committee. Each firm was permitted forty-five (45) minutes to present; thirty (30) minutes for the oral presentation and fifteen (15) minutes for questions and answers. Following their presentations, Purchasing Staff provided the committee the individual reference checks for each firm. Reference checks for both firms were favorable with no outlining concerns.

After completing the scoring and reviewing the reference checks, the evaluation committee recommended that the RFP be awarded to CivicPlus. The committee's final ranking is identified in the meeting minutes provided in Attachment 4. CivicPlus' submittal is provided in Attachment 5.

CivicPlus has the required expertise for developing, redesigning and implementing local government websites. CivicPlus has developed websites for all demographics and has received awards for being ADA accessible. CivicPlus has provided two (2) payment options for the City to consider:

Option one (1) provides for a flat fee of \$9,982.00 annually which totals \$49,910.00 over the five (5) year term of the contract.

Option two (2) provides for an initial investment of \$33,538.00 in year one (1). Ongoing costs start at \$7,642 in year two (2) which is increased each consecutive year by a 5% technology fee totaling \$66,475.98 over the five (5) year term of the contract.

CPP (option1)	Year 1	Year 2	Year 3	Year 4	Year 5	Total
	\$ 9,982.00	\$ 9,982.00	\$ 9,982.00	\$ 9,982.00	\$ 9,982.00	\$ 49,910.00
Standard (option 2)	Year 1	Year 2	Year 3	Year 4	Year 5	Total
	\$ 33,538.00	\$ 7,642.00	\$ 8,024.10	\$ 8,425.31	\$ 8,846.57	\$ 66,475.98

Both options are outlined in Attachments 6 and 7, respectively. The scope of services for both options includes, but is not limited to the following: Redundant hosting services, daily backups, extensive disaster recovery plans, 24/7 support, software maintenance, system enhancements, recurring training, and access to the CivicPlus community. Both options also include a no-cost redesign in Year 4.

Upon review of the pricing options and scope of services, staff recommends Option one. This option provides for a straight line budget which eases the budgetary impact by spreading the development and startup costs over the duration of the contract.

Budget Impact: A Work Order and Scope of Services are provided in Exhibit B of the Agreement with CivicPlus. Funds, in the amount of \$44,192 were budgeted in FY 2015-2016 and will be carried forward into FY 2016-2017. Funds that are unencumbered will continue to be carried forward each year for the continuation of the contractual completion of the project. The remaining costs will be processed in accordance with the City's annual budget.

Strategic Impact: Continuing high levels of customer service, productivity, and efficiency which maintain fiscal and organizational health.

Recommendation: It is recommended that City Council adopt Resolution No. 3289-16.

Attachments: 1. RFP No. 16-15 Original Bid Document
2. RFP No. 16-15 Opening Minutes, dated 8/12/16

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3. RFP No. 16-15 Evaluation Committee Minutes and Scoring, dated 8/30/16
4. RFP No. 16-15 Evaluation Committee Final Ranking, dated 9/7/16
5. CivicPlus, Inc. Submitted Proposal
6. Option One Statement of Work and Pricing
7. Option Two Statement of Work and Pricing

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