

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: Honorable City Council

FROM: Jennifer Mellon, Administrative Services Manager 

DATE: March 7, 2013 (CC Meeting of 3/20/13)

SUBJECT: Consider Professional Services Agreement between City of Moorpark and CivicPlus for Design and Hosting of a New City of Moorpark Website

BACKGROUND

The City's current website was designed in 2002; over a decade ago. Technology has advanced substantially since then. The public routinely and increasingly relies upon the internet and expects information to be readily available and easy to find. One of the City Council objectives for Fiscal Year 2012-13 (FY 2012-13) is to, "Develop an enhanced city website that encourages interactive communication with the City in a user friendly format, easy calendar event scheduling and removal, and includes additional online services for new and renewed Business Registration and animal licensing, and parking ticket payments." As part of the FY 2012-13 budget process, staff recommended inclusion of funds to redesign the City website which was approved by the City Council and included within the budget. This project was proposed to take place over two fiscal years at a cost not to exceed \$50,000.

DISCUSSION

In November 2012, staff released an RFP for the Website Redesign and Hosting Project and received three proposals in mid-January 2013. All three vendors conducted software demonstrations and staff concluded that CivicPlus and Vision Internet were the top two vendors for consideration. Additional information was requested from the vendors which included clarifying information and a best and final offer cost proposal request. After final review, staff is recommending moving forward with CivicPlus because their solution provided the most functionality for the lowest cost and upon speaking with numerous customer references, CivicPlus clients were very pleased with their experiences both working with CivicPlus through the design process as well as with their continued support.

CivicPlus is an award winning company that has been dedicated to designing public websites since 2001. Their initial proposal was an all-inclusive design and hosting solution that was very competitively priced. Upon request for a best and final offer,

CivicPlus reduced their initial cost proposal for the project by 15% as well as discounted the ongoing maintenance cost by 2.5%, both of which were far below the other vendor being considered. The only changes to the CivicPlus scope of work that were included in their final offer was to change the end-user training from on-site to remote training which will be adequate for staff due to the ease of use of the software.

The initial proposal four (4) year cost was \$62,354.78 and the revised proposal four (4) year cost is \$53,808.10. As part of the proposal, CivicPlus also offers a no-cost redesign of the website after 48 months of continuous service. Staff is recommending entering into an agreement for a four (4) year term at an amount not to exceed \$53,808.10. Staff also wishes to include a budget of an additional \$5,000.00 for other services associated to the new website such as professional photography to be completed prior to the website "go live". Recurring costs for hosting, maintenance, and support shall commence in year two (2) of the project and continue annually. In years two (2) and three (3) of the proposed Agreement with CivicPlus maintenance costs shall not exceed \$4,702 and thereafter these recurring costs shall be subject to a maximum annual increase of 5%.

Information Systems is confident that CivicPlus will work with the City to deliver a website that meets the needs of the public and staff including conceptual design, migration of existing content, website configuration, training, hosting, support, and ongoing maintenance. It is anticipated that the project will commence in Spring, 2013 and take no more than 8 months to complete. Information Systems staff will manage the project plus staff representatives from each department will participate on a committee to make certain all required and relevant information is included during the design phase and through content migration.

Examples of Southern California websites designed and maintained by CivicPlus that are of the same quality that Moorpark is expecting are: La Mesa www.ci.la-mesa.ca.us and East Palo Alto www.ci.east-palo-alto.ca.us. CivicPlus is also in the final design stage with the City of Malibu. CivicPlus recently unveiled a new version of the content management solution software, and Moorpark will receive all the new features available with this release. The Moorpark Website shall include interactive features such as e-notification, the ability for the public to complete maintenance requests, and easy integration with social media. Other enhanced features include dynamic calendaring, and a "what you see is what you get" ability to modify content both of which will dramatically increase productivity for staff. One of the strong selling points of CivicPlus is their proactive design methodology. They are firm believers that if a group of clients express the need for a new feature they will dedicate the resources to that effort to provide a solution. CivicPlus continuously designs enhancements to their solution and once enhancements are completed they are released to all their clients.

FISCAL IMPACT

The FY 12-13 Information Systems budget contains \$25,000 for this project. The first year costs to complete the Website Design and Implementation shall not exceed \$40,000.00 which includes design, migration, training, maintenance, support, and hosting plus an additional amount of \$5,000.00 to be used for additional services such as professional photography. Information Systems Staff shall request appropriation for the additional \$19,000 to complete the Website project as part of the normal budget process for FY 13-14. The four (4) year cost of the Professional Services Agreement for Website Design and Hosting with CivicPlus shall not exceed \$53,808.10. The FY 13-14 cost for additional services relating to the new website shall not exceed \$5,000.00.

STAFF RECOMMENDATION

Authorize the City Manager to execute an Agreement CivicPlus for design and hosting of the official City of Moorpark website subject to final language approval by the City Manager and City Attorney.

Attachment: Cost Proposal

City of Moorpark

Web Site Design and Hosting Project

| TOTAL COST | CivicPlus |
|--|---------------------|
| Total Cost for Website Design, Migration, Training, Maintenance, Support and Hosting | \$ 39,467.00 |
| Additional Costs | \$ - |
| TOTAL FIXED COST YEAR 1 | \$ 39,467.00 |
| TOTAL RECURRING COSTS* - YEAR 2 | \$ 4,702.00 |
| TOTAL RECURRING COSTS - YEAR 3 | \$ 4,702.00 |
| TOTAL RECURRING COSTS - YEAR 4 | \$ 4,937.10 |
| TOTAL 4 YEAR PROJECT COST | \$ 53,808.10 |

CivicPlus will include a no-cost redesign upon any 48 month term.

Recurring Costs include Maintenance, Support, and Hosting charges and are subject to a 5% increase per year.

CivicPlus has proposed a fixed recurring cost for years 2 and 3 with no increase. First year maintenance is included in the project.