CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: September 11, 2012

TO: Mayor and Councilmembers

FROM: Information Systems, Administrative Services

SUBJECT: Purchase Of New Internet Website

RECOMMENDATION: That Council:

A.   Authorize the Administrative Services Director to negotiate and execute a professional services agreement, in a form of agreement acceptable to the City Attorney, with PixelPushers, Inc., doing business as Civica Software, for the acquisition and implementation of a new City Internet website in an amount not to exceed $130,000;

B.   Authorize the Administrative Services Director to approve additional services that may be identified during the implementation phase, in an amount not to exceed $13,000;

C.   Authorize the Administrative Services Director to negotiate and execute a technical support and maintenance agreement, in a form acceptable to the City Attorney, for up to four years at an annual cost not to exceed $5,880; and

D.   Appropriate $43,000 in the Information Systems Capital Fund from reserves to cover the portion of the project not currently covered from existing appropriations.

DISCUSSION:

The City's current website was designed in 2004, more than 8 years ago. Since then, technology has advanced and people's expectations have significantly increased. Following a series of suggestions and complaints indicating our website was obsolete and not meeting internal and external user needs, in October 2010, we conducted a website needs assessment and online surveys for both City staff and the public. The assessment and surveys revealed the following:

1. The City's website is "clunky" to use - difficult to navigate and find information;
2. It is not easy for staff to update website content;
3. The website lacks many of the new features available on current websites;
4. The website software is no longer supported by the developer, Microsoft; and
5. The website is not compatible with smart phones and tablet computers.

Based on these findings, a capital improvement request was made and approved by Council for the Fiscal Year 2012 and 2013 budgets to fund the new website.

In November 2011, the Website Project Steering Committee was formed with representation from all departments. The Committee developed an RFP with a comprehensive list of functional requirements.

RFPs were sent to more than twenty website development vendors (including six Santa Barbara companies) and four responded. Of the four, Civica and Vision Internet were selected as finalists for product demonstrations to the Committee.

After the demonstrations, the committee solicited both vendors for additional information necessary to choose a finalist resulting in the Steering Committee unanimously selecting Civica because:

1. Civica best satisfied the functional requirements without software modifications;
2. Civica provides more functionality for a lower cost;
3. Civica's customer references where more supportive of the company in terms of fulfilling change requests and technical support; and
4. The resumes of Civica implementation team were strong in web development and programming.

Civia will deliver a website that best meets the needs of the public and City staff, which includes the following project deliverables:

1. Conceptual designs, including graphics and information organization;
2. Software installation, and configuration;
3. Content migration, and website configuration;
4. City staff training;
5. Final testing and approval of content migration.

The City's main website is expected to go live in second quarter of 2013, followed by the addition of the Airport Department and Library Department subsites in the third quarter 2013.

BUDGET/FINANCIAL INFORMATION:

The Information Systems Capital Fund has $100,000 appropriated for this project. The balance of $43,000 will be funded from available reserves.

SUSTAINABILITY IMPACT:

As the City increases the delivery of City services over the web and makes those services easier to find, more vehicle trips into the City will be saved.

PREPARED BY: Scott Nelson, Webmaster

SUBMITTED BY: Marcelo Lopez, Assistant City Administrator/Administrative
Services Director

APPROVED BY: City Administrator's Office