



USE OF RFP TO SELECT WEBSITE REDEVELOPMENT VENDOR

RS-17-123

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Website Background

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- City Council approved funding for website redevelopment in the FY 2018 Budget to improve and expand public access to City information and services
- KilleenTexas.gov is the City's primary website and serves all departments
- Current site was developed in 2009
 - ▣ Uses proprietary content management system no longer supported by creator
 - ▣ Limited functionality inhibiting maintenance and expansion
 - ▣ Reached end of serviceability
 - ▣ Antiquated framework and function
- Current Annual Usage
 - ▣ 600 pages; 1,500 linked files
 - ▣ 2.1 million page views; 900,000 sessions; 443,000 users
 - ▣ 60% mobile usage; 40% desktop usage

Major Project Goals

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- ❑ Improved public access and customer service
- ❑ Modern design using current best practices
- ❑ Mobile-friendly design
- ❑ Integration of images, video and plug-ins
- ❑ Increased storage, traffic and service capacities
- ❑ Secure and reliable hosting
- ❑ Compliance with disability standards
- ❑ Search engine optimization
- ❑ Complementary mobile application

Alternatives Considered

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- 1. Sealed Bid process
- 2. Request for Proposal (RFP) process
 - The RFP process will allow vendors to propose solutions that meet the defined project goals with the flexibility needed in a design project.
 - It will allow staff to evaluate content, qualifications, experience, references, fees and timeline to determine the best value.
 - After selecting a vendor, staff can negotiate a contract for project scope and fees.
 - The contract will be brought back to City Council for final approval.

Website RFP Recommendation

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- Staff recommends that City Council determine that the RFP process will provide the best value to the City for redevelopment of the City's primary website and authorize staff to proceed with issuing an RFP.