



STAFF REPORT

DATE: December 5, 2017

TO: Ronald L. Olson, City Manager

FROM: Hilary Shine, Executive Director of Communications

SUBJECT: USE OF A REQUEST FOR PROPOSAL (RFP) FOR THE SELECTION OF A VENDOR TO REDEVELOP THE CITY'S PRIMARY WEBSITE AND TO DEVELOP A COMPANION MOBILE APP

BACKGROUND AND FINDINGS:

The City's primary website, KilleenTexas.gov, serves all departments in delivering services and information to the public. It is also the tool the public increasingly uses to interact with city government. The current site does not meet modern standards and requires a complete redevelopment in order to serve organizational and public needs.

The current site was designed in-house in 2009 using a proprietary content management system. That system is no longer supported by its creator and is increasingly limited in its functionality, severely inhibiting maintenance of the website. It has reached end of life, and, thus, so has the website.

Today, the website contains approximately 600 pages and more than 1,500 linked files. User traffic has transitioned from primarily desktop computers to 60% mobile usage. In 2017, the site had more than 2.1 million page views, 900,000 sessions and 443,000 users. The current site was not designed to accommodate this type or volume of usage, is providing limited customer service, and has limited room for expansion of online business services.

The redevelopment of the website has the following major goals: modern design using current best practices; mobile-friendly design; complementary mobile app; searchability; customer-focused framework; integration of images and video; improved storage and traffic capacity; integration of all external sites and plug-ins; secure and reliable hosting; compliance with disability standards; designed for search engine optimization; and simplified URLs.

Redevelopment of the website today is necessary to support current usage, to improve appearance and customer experience, to comply with federal regulations and industry standards, and to create capacity for future web-based services. The addition of a mobile app, which we don't currently offer, will offer customers added convenience and access.

The RFP process will allow vendors to propose solutions that meet the defined project goals with the flexibility needed in a design project. The proposal review process will evaluate the content of each proposal and consider the proposer's qualifications, experience in similar projects, references, fees, methodology, and timeline to determine the best solution and value.

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

City Council approved funding in the FY 2018 Budget to complete the project.

After selection of a vendor, staff will negotiate the project scope and fees with the selected company then submit the contract to City Council for approval.

THE ALTERNATIVES CONSIDERED:

Alternatives considered: (1) not redevelop the website; (2) use the RFP process to evaluate and select a vendor that provides the best value proposal to redevelop the website.

Which alternative is recommended? Why?

Staff recommends alternative 2. Redevelopment of the City's website is necessary, and funds have been allocated in the current fiscal year to move forward on the project. Issuing an RFP will begin the process by soliciting proposals for the project.

CONFORMITY TO CITY POLICY:

Yes

FINANCIAL IMPACT:

The decision to proceed with the RFP process incurs no financial impact

What is the amount of the expenditure in the current fiscal year? For future years?

N/A

Is this a one-time or recurring expenditure?

N/A

Is this expenditure budgeted?

N/A

If not, where will the money come from?

N/A

Is there a sufficient amount in the budgeted line-item for this expenditure?

N/A

RECOMMENDATION:

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

DEPARTMENTAL CLEARANCES:

Finance

Legal