



## STAFF REPORT

**DATE:** April 3, 2018

**TO:** Ronald L. Olson, City Manager

**FROM:** Hilary Shine, Executive Director of Communications

**SUBJECT:** Approval of contract with CivicPlus, Inc. for the redevelopment of the City's primary website and development of a mobile application

### **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 and is providing limited customer service and 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 deliver added convenience and access to customers.

City Council approved funding in the FY 2018 Budget to complete this project and subsequently approved the use of a request for proposal process to select a vendor.

RFP No. 18-01 was issued January 14. Eight proposals were received February 2.

A staff panel reviewed all eight proposals and determined that CivicPlus offered the best product to meet project goals.

**THE ALTERNATIVES CONSIDERED:**

Alternatives considered: (1) award contract to CivicPlus, Inc.; (2) negotiate a contract with an alternate vendor; (3) abandon redevelopment project.

**Which alternative is recommended? Why?**

Staff recommends alternative 1. CivicPlus, Inc. has more than 20 years of experience in local government website design and offers a solution that will meet project goals.

**CONFORMITY TO CITY POLICY:**

Yes

**FINANCIAL IMPACT:**

Yes

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

FY 2018	\$68,403
FY 2019	\$7,400
FY 2020	\$7,400

**Is this a one-time or recurring expenditure?**

One-time project expenditure with annual service fees in future fiscal years

**Is this expenditure budgeted?**

Yes

**If not, where will the money come from?**

N/A

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

Yes. Funding is available in account number 010-0405-414.47-99.

**RECOMMENDATION:**

Staff recommends that City Council approve a contract with CivicPlus, Inc. for the redevelopment of the City's primary website and development of a mobile application and

authorize the City Manager to execute the contract and any and all change orders allowed by state and local law.

**DEPARTMENTAL CLEARANCES:**

Purchasing  
Finance  
Legal

**ATTACHED SUPPORTING DOCUMENTS:**

Agreement  
Certificate of Interested Parties