



## Legislation Text

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### **City of Gainesville Website and Equipment Update (B)**

**This item is a request for the City Commission to review and approve the website Redesign Upgrade Team Selection Committee ranking of qualified vendors and to direct the City Manager to negotiate and execute a contract with the number one ranked vendor for the Website Redesign Upgrade Project.**

During the City Commission Strategic Planning Retreat held on June 9, 2011, members of the City Commission indicated interest in enabling the city website to update and implement emerging technology and practice to offer improved online services to the public. The City Commission approved funding in the amount of \$84,089 for the website redesign update as part of the FY2012 budget.

In a series of meetings from October 2011 through December 2011, the City Manager and General Government Communications Manager met individually with City Commissioners to better understand Commissioner expectations for improvements to the website. In January 2012, Communication staff began to finalize online research reviews and data collection from peer municipal websites to obtain samples of desired online features. In mid-February 2012, the City Manager appointed and issued a charter to the General Government Website Redesign Upgrade Team which is comprised of representatives from a broad cross-section of City departments. The Team conducted additional research to assist development of a formal Request For Proposal (RFP) for the City Of Gainesville Florida Official Website Design Update.

Early in the RFP development process the Team determined that the city website requires a comprehensive upgrade that is best accomplished in two distinct phases. Phase I will address immediate organizational goals and include technical assistance in updating and upgrading existing web content management systems, site aesthetics and core functionality. These improvements are intended to better serve citizens, staff, and leadership while creating a solid foundation for expansion of services. Phase II would potentially extend improvements to the site architecture and functionality, leverage assets for site expansion, and incorporate new initiatives for longer-term improvements. The RFP for Phase I was issued on June 12, 2012 and contained an option to engage the successful proposal vendor in prospective work in Phase II. The RFP also reserves the right to award some, all or none, of Phase I and Phase II as may be in the best interest of the City.

The Team also appointed an RFP selection Committee to evaluate and provide a rank order of received proposals. Two proposals were received by the July 19, 2012 deadline for receipt of submitted proposals. Both proposals were evaluated by the Selection Committee and each vendor was invited to make oral presentations. The following rank order of the submitted bids reflects the selection committee's consideration of each proposal as described in the City's Professional Services Evaluation Handbook, including Technical Qualifications Evaluation, Written Proposal Evaluation, Presentation Evaluation and Other factors as appropriate. The Selection Committee ranked the proposal submitted by Ingen Systems, Inc. as the number one vendor proposal for phase I at a cost of \$113,550.

Funds in the amount of \$84,089 are available in the FY2012 General Fund budget. Funds to complete the remainder of phase I and phase II are available in the Capital Projects Fund for Information Technology Projects related to E-Gov initiatives.

The City Commission: 1) approve the Website Redesign Upgrade Team Selection Committee ranking list and award for phase I to Ingen Systems, Inc. at a cost of \$113,550; 2) authorize and direct the City Manager to negotiate and execute a professional services contract with Ingen Systems for phase I of the upgrade, subject to approval of the City Attorney as to form and legality; and 3) upon satisfactory completion of phase I and subject to the availability of funding, authorize the option of the City Manager to negotiate and execute a professional services contract with Ingen Systems for phase II of the upgrade at a project cost not to exceed \$186,500, subject to approval of the City Attorney as to form and legality; or to conduct a Request For Proposal process for phase II of the upgrade.