

**City Council – Action Request Form**

**Date:** October 15, 2018

**To:** The City Manager

**From:** Thomas Kureczka, Chief Information Officer

**Council Action Requested:**

Resolution Approving a Contract with CivicPlus, Inc. for a New City Website and Mobile Application

**Strategic Focus Area:** Service Excellence

**Strategic Objective:** Ensure Service Delivery Efficiency and Effectiveness

**Strategic Plan Action Item:** Yes

**Key Work Item:** Yes



**Summary of Information:**

Selecting and implementing a hosted platform to support the City’s website needs and communication strategies is an Information Systems FY18-19 Key Work Item. A related Key Work Item is the creation of a City of Winston-Salem mobile application for public use.

The City’s current web site was implemented six years ago and is hosted on-site in the City’s data centers. The approach to replacing this site with a hosted solution includes two parallel activities.

The first activity has focused on the selection of a vendor to host the City’s site. Staff released a Request for Proposals (RFP) to identify vendors that are qualified to provide a hosted solution that meets the City’s needs. Staff received eight vendor responses; one has an office in Raleigh with no others having a presence in North Carolina. Using the review and selection criteria as defined in the RFP, an evaluation panel of City staff narrowed the list down to two vendors for on-site demonstrations. Staff has completed these demonstrations and, in working through the details of each vendor’s solution, has identified a preferred vendor. Exhibit B provides the combined scores of the evaluation panel for each proposal.

The recommended vendor is CivicPlus, Inc. (CivicPlus). As part of its RFP response, CivicPlus has committed to sub-contract with Quixote, a Greensboro based woman-owned business, for 10% of the total contract to perform the project’s unit testing.

**Committee Action:**

<b>Committee</b>	Finance 10/8/18	<b>Action</b>	Approval
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<b>For</b>	Unanimous	<b>Against</b>	
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**Remarks:**

Of the eight vendors responding, CivicPlus by far has the most local government customers. Of its 3,500+ customer base over 2,000 are local government agencies, the next nearest vendor in this respect has 475 local government customers. CivicPlus has more than 50 local government customers in North Carolina, including Durham, High Point, and Burlington. Durham has won numerous awards for best-in-class website design and functionality.

CivicPlus allocates \$3 million per year for on-going R&D, which will help ensure a long-term relevance and leadership in this market space. The CivicPlus platform provides very powerful search technology that lends well to our business needs. The CivicPlus solution also provides very comprehensive training, upgrade, and maintenance support services.

CivivPlus will provide a mobile application to complement the hosted website. The application will be flexible, allowing staff to determine which of the website’s content and services are delivered to citizens via the mobile application. The mobile application will be designed to work on a very wide range of end-user device types.

The second activity has focused on the creation of an Alpha website. The Alpha site will be used to demonstrate the conceptual vision and design of our new site. It is being built using some basic tools and will not have all of the features (“bells and whistles”) that the CivicPlus solution offers. The intent is to invite the public to view the Alpha site and provide input, such as comments regarding not enough / too much content, workflow, videos, and screens to navigate, etc. Staff will consider this input during the design and development of the new City site with CivicPlus.

Staff will share the Alpha site with the Mayor and City Council prior to releasing it to the public, asking for feedback and any considerations for the release to the public. The Alpha site was designed and created with assistance from Creative Edge Design, Inc., a local M/WBE marketing firm. Staff wanted to use an outside party to assist with the Alpha design to gain the perspective of an experienced external marketing resource. Staff identified the marketing firm through a Request for Information that was released to local marketing agencies.

The proposed contract with CivicPlus totals \$138,818 for project implementation and first-year subscription fees. The on-going annual subscription fees will be \$22,000, subject to an annual 5% increase for year 3 and beyond. The total 5-year cost will not exceed \$233,641.

1 <sup>st</sup> Year Cost	2 <sup>nd</sup> Year Cost	Maximum 3 <sup>rd</sup> Year Cost	Maximum 4 <sup>th</sup> Year Cost	Maximum 5 <sup>th</sup> Year Cost	Maximum Total 5 Years
\$138,818	\$22,000	\$23,100	\$24,255	\$25,468	\$233,641

Staff also plans to purchase consulting services, not to exceed \$50,000, from CivicPlus and/or one of its partners for customizations beyond the standard offerings. These services will include software development for the integration of the new web site with the new Customer Relationship Management system for City Link operations and revenue and financial systems to support on-line payment capabilities.

Funding for all implementation costs and first year subscription fees is available in the FY 2018-2019 I.S. capital budget. City staff recommends that the City enter into a contract with CivicPlus for the new hosted website.

M/WBE comment: Notifications were sent to all local M/WBE and area HUB businesses on a weekly basis. The bid opportunity was advertised on the City and State of NC Purchasing websites. See Exhibit A for a complete list of businesses notified of this bid. See Exhibit C for the workforce demographics of CivicPlus.