

## Information Item

**Date:** August 27, 2018  
**To:** The City Manager  
**From:** Tom Kureczka, Chief Information Officer

**Subject:** New City Web Site 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



Selecting and implementing a platform to support the City's web site 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 in replacing this site with a hosted solution includes parallel activities. The first activity involved working with Purchasing on the release of 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, with none being local. By using the review and selection criteria as defined in the RFP, staff narrowed the list down to two vendors for on-site demonstrations. Staff has completed these demonstrations and is working through the details of each vendor's solution to identify a preferred vendor. Both vendors provide a path towards the development of a mobile application for public use.

The two finalists that staff is considering submitted a proposal that includes sub-contracting with M/WBE firms for portions of the new site's implementation. Staff expects to identify a preferred vendor in the next few weeks and start the development of a statement of work and pricing with the vendor, with costs expected to be within the range of our budgeted project funds of \$135,000. Staff anticipates presenting a request to City Council in October for approval to proceed with a contract.

The second activity involves the creation of an Alpha web site. 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 a hosted platform offers. The intent is to invite the public to view the Alpha site and provide input. This should include comments such as 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 the hosting vendor.

Staff will share the Alpha site with 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.