



STAFF REPORT
12/11/2019

TO: Honorable Mayor and City Council Members

FROM: Jacob I. Alvarez, Assistant to the City Manager

SUBJECT: Consider approval of a contract with Granicus for website redesign and hosting services.

STAFF RECOMMENDATION:

That the City Council approve \$27,830 for a website redesign and hosting services along with the annual subscription fees for a 5 year term.

BACKGROUND:

The City of Coachella website is in need for an extensive redesign to: streamline its appearance; provide efficient paths to information; provide more content through an intuitive design; and, to shore up any internet security concerns that may exist. The current website has maxed out its webpages usage and simple additions of RSS feeds become burdensome and not cost effective.

The City of Coachella's website was initially designed and established by CivicPlus in 2007. The City Council decided to redesign the City website again at their November 14, 2012 due to advances in technology that created smartphones and tablet devices that allowed for webpages to format to the device's screen shape and size.

At the time, the City's website innovative and fresh but given that it hasn't been updated over the past 5 years, it has become increasingly stale over time. In contrast, several of our neighbor Coachella Valley Cities' websites have undergone several redesigns within the same timeframe.

DISCUSSION/ANALYSIS:

Over the summer staff initiated 'Request for Proposal' with the permission from City Council where the City received over 10 responses that ranged from \$35,000 to \$179,000. Staff was contacted by Granicus stating that the City was owed a basic redesign credit which was included as a part of the City's existing contract.

Staff met with Granicus to discuss the our website concept which incorporates a intuitive design features and citizen/business focus web content which will be converted over into Granicus' new Content Management System (CMS).

This update will also include a new Economic Development Portal which will be utilized to attract new industries and businesses into the City by providing information that they are

specifically looking for or highlighting current industries where new ancillary businesses can be created to support an industry.

GovDelivery Communications Cloud is a similar service like Constant Contact. The Communications Cloud is a marketing-automation platform that enables government organizations to quickly and easily connect with more constituents. This service can help engage with citizens with content by sending messages to a specific segment of our audience by creating a single message and sharing it through email, text and social media instantly.

The proposed contract fee for the Website Design and Implementation is \$ 23,830.00. The contract contains an invoice structure of 40/20/20/20. The first year's subscription amount is \$6,920.00. The proposed contract fee for the GovDelivery Communication Cloud and Implementation is \$ 4,000.00 with the first year's subscription amount of \$7,500.00. The **one-time fees total \$27,830.00** for a redesign website along with GovDelivery. This is a substantial savings with more tools based on the RFP's received with and provides an easier way to transfer content over to the new CMS.

Upon approval of this recommendation by Council, the general timeline for implementation is as follows:

Proposed Project Phases

- Kickoff- Off
- Discovery and Planning
- Wireframes
- Design and Review
- Development and Programming
- Content Assembly
- Finalize Content and Development
- Q/A Testing

FISCAL IMPACT:

There will be a fiscal impact on the General Fund Reserves in the amount of \$27,830.00 for one-time fees and \$14,420.00 for first year's annual fee with a cumulative annual 5% technology fee beginning in the second year.

EXHIBIT:

1. Granicus Agreement