



TO: Mayor Sorenson and Common Council Members
FROM: Matt Greenwood, IT Director
DATE: June 2, 2025
SUBJECT: New Website

This memorandum intends to provide background regarding the proposed contract with CivicPlus for the implementation and maintenance of a new website for the City.

Background

The City website was initially implemented in 2011. Since this time, the website has proven to not be user friendly to the community constituents and staff. Several departments have created their own domains and websites resulting in duplicative retention measures being required. Additionally, the City is required to comply with Americans with Disabilities Act Title II web accessibility requirements by April 24, 2026.

Proposed Changes

Here is a summary of the contract terms.

Consolidation of department websites into one domain: Currently, the following departments have their own websites and domains: Shoreline Metro, Sheboygan Police Department, Sheboygan Fire Department, Department of Public Works and Uptown Social. By each of these departments having separate websites and domains, there is additional effort required to satisfy security requirements.

SeeClickFix – 311 CRM: The City currently uses Tyler 311 through the City's financial software company. It is recognized that it does not have adequate security, or modern functionality. The SeeClickFix – 311 CRM option allows constituents to report problems or concerns that they see, request assistance, ask questions and submit comments to City staff. This system will also be integrated with the Tyler Enterprise Permitting & Licensing software that is currently being implemented for building inspections and code enforcement for case creation.

Chatbot: To increase the functionality of the website and assist the public with questions they may have, Chatbot provides AI-generated responses based on the information provided on the website. A resident would be able to ask questions to the Chatbot and receive immediate responses. If the Chatbot is unable to assist, the resident would be able to submit a request for a response from City staff via the chat.

Mass Notification: A common request from the public is to increase transparency and communication with the public. The mass messaging option through CivicPlus will allow for both emergency or routine communication.

Matt Greenwood
IT Director

CITY HALL
828 CENTER AVE.
SHEBOYGAN, WI 53081

920-459-3351
www.sheboyganwi.gov



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Social Media Archiving: The City is required to retain records related to the website and social media accounts. By having the archiving built into the same system and host as the website, the City can be sure no records are being missed, and compliance is maintained.

Next Request: The number of Freedom of Information Act record requests the City receives has been increasing over the past several years. At this time, the City does not have a formalized process to receive, track and publish these requests. By not having a centralized database and tracking mechanism for these requests, there are often duplicated efforts by departments that are receiving the same requests. The Next Request system will assist staff with compliance and decrease the time and effort taken when a new requestor comes forward with a repeat request.

Fiscal Impact

The initial cost for implementation and the first year of maintenance for all products in the contract is \$159,327.25. This price includes the migration of agendas and minutes, website content development and implementation of all the add-on features as proposed.

The annual recurring cost of the website and the products described above will be approximately \$77,000. This cost will be offset by the elimination of several contracts from other vendors including website hosting, website archiving and Tyler 311. The total savings resulting from the consolidation of these contracts is approximately \$21,150.

Though the annual cost of the website is more than the current version, the additional functionality and required ADA compliance is believed to be an overall benefit to City constituents and staff.

If you have any questions, please don't hesitate to contact me.

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