



## AGENDA MEMORANDUM

First Reading Ordinance for the City Council Meeting of September 22, 2015  
Second Reading Ordinance for the City Council Meeting of September 29, 2015

**DATE:** September 1, 2015  
**TO:** Ronald L. Olson, City Manager  
**FROM:** Kim Womack, Communication, Media Relations & E-Government Director  
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Comprehensive Redesign of City of Corpus Christi Website

### **CAPTION:**

**Ordinance authorizing City Manager or designee to execute a Statement of Work to purchase web design services from Digital Results LLC, dba Springbox, in accordance with Texas Department of Information Resources contract DIR-TSO-2619 in the amount of \$185,081.04; appropriating \$185,081.04 from the unreserved fund balance of the No. 1020 General Fund; changing the FY 2014-2015 Operating Budget adopted by Ordinance 030294 to increase expenditures by \$185,081.04**

### **PURPOSE:**

To contract with a third party website design company to redesign the City of Corpus Christi website also known as [www.cctexas.com](http://www.cctexas.com).

### **BACKGROUND AND FINDINGS:**

As part of the overall communication reorganization and the three year strategic communication plan staff was tasked with a redesign of the City's main website. Original funding for the redesign was allocated in late 2014 from budget savings. This funding subsequently moved to the unreserved fund balance after staff determined a comprehensive analysis of the City's website needed to occur prior to selecting a vendor.

The City's website receives over 9.8 million page views annually and in Fiscal Year 2014 collected over \$26 million for utility payments and roughly \$1 million for online registrations, permits and certificates.

A website assessment was conducted in-house using a variety of factors including google analytics, an online survey and research within the site. Some basic findings confirmed the need for a complete redesign including:

- Lack of mobile responsive design. Roughly 40% of all visitors originate from mobile devices and this is expected to continue to rise based on industry experts.
- Difficult navigation with multiple click-thru layers.
- Visual appeal is dated and accessibility needs to be improved.

- Excessive number of pages resulting from data created forms.(2,131 pages)
- Existing programming vendor lacks urgency in responsiveness.
- Limited in-house programming expertise.
- Multiple departments have created independent websites outside of citywide enterprise site due to a variety of issues.
- Consolidation of payment engines into one navigational unit.

After consultation with Municipal Information Systems (MIS) Department, staff began to seek out proven government providers in website development by accessing state and government certified providers from the State of Texas Department of Information Resources (DIR). The DIR prescreens technology providers and negotiates reduced government pricing.

Staff researched over 20 providers on the DIR by accessing vendor websites and example customer sites. Four vendors were determined to have the expertise with government website and the experience necessary to develop a “best in class” website. After a series of conference calls one vendor was eliminated. The vendor would only approach redesign of the city website in a phase approach with no cap on expenses which staff determined was unacceptable. The three remaining vendors participated in multiple conference calls and submitted proposals.

Staff is recommending SpringBox Digital Partners for the award of the website redesign. The company is based in Austin, Texas and has an innovative approach to website redesign. The company has worked with various sized organizations throughout the United States. The company principles have Fortune 100 experience including Dell, Nestle, Samsung, UPS, and many more. The vendor understands the city’s desire to have the “best city website” and has committed a dedicated team to accomplish this mission.

Some of the key factors in recommending SpringBox include:

- Expertise and experience with large websites including Nestle, Dell and most recently the University of Texas.
- Included on-site customer research component in order to integrate both citizen and departmental needs in navigation and responsiveness.
- In-house team dedicated to open source content management systems.
- Dedicated project team for responsive design, navigation and content migration.
- Aggressive timeline for implementation.
- Optional monthly maintenance for programming to allow for special projects and initiatives.

Overall, SpringBox best fit the goals of the comprehensive website redesign. The new website will be hosted with a redundant hosting environment provided by Microsoft as part of the existing MIS contract.

### **ALTERNATIVES:**

The project could be brought in-house to the Communication Department with the addition of an additional full-time website programming staff position and equipment expenditures at an estimated cost of a minimum of \$120,000 per year. This option would result in higher personnel costs and a longer project completion timeline.

### **OTHER CONSIDERATIONS:**

Not applicable

### **CONFORMITY TO CITY POLICY:**

Conforms to Purchasing policy (DIR Contracting), Communication Strategic Plan 2014-2017, Financial Policies for use of unreserved fund balance for one-time purchases.

**EMERGENCY / NON-EMERGENCY:**

Non-Emergency

**DEPARTMENTAL CLEARANCES:**

Municipal Information Systems  
Purchasing

**FINANCIAL IMPACT:**

X Operating       Revenue       Capital       Not applicable

<b>Fiscal Year: 2014-2015</b>	<b>Project to Date Expenditures (CIP only)</b>	<b>Current Year</b>	<b>Future Years</b>	<b>TOTALS</b>
Line Item Budget		\$185,081.04	\$20,000	\$205,081.04
Encumbered / Expended Amount		0	0	0
This item		\$185,081.04	0	\$185,081.04
BALANCE		0	0	\$20,000

Fund(s): Unreserved Fund Balance \$185,081.04

**Comments:** Funds were originally slated for 2014 but due to the delay in securing a vendor and website analysis funding fell to unreserved balance. Expenditure is an allowable one-time expense.

Included in the cost is \$10,200 contingency for additional maintenance and support during the redesign. In future years, \$20,000 would be allocated from budgeted funds for design upgrades and maintenance as needed.

**RECOMMENDATION:**

Staff recommends approval.

**LIST OF SUPPORTING DOCUMENTS:**

Ordinance, Contract