



AGENDA MEMORANDUM

Action Item for the City Council Meeting September 19, 2023

DATE: September 19, 2023

TO: Peter Zanoni, City Manager

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City of Corpus Christi Website Redesign
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CAPTION:

Motion authorizing execution of a five-year service agreement with GHD Services, Inc., of Niagara Falls, New York, for \$151,045.00 to redesign the City's website and provide annual support, with funding from the General Fund.

SUMMARY:

This motion is to contract with a GHD Services Inc., to redesign, replace and host the City of Corpus Christi website also known as www.cctexas.com.

The Redesign of the City's website will improve the City's ability to represent itself, support economic development, and will better serve the community. The new website will provide a modern and user-friendly experience, making it easier for residents, businesses, and visitors to access essential information about the city. This will help attract new businesses, enhance the community's ability to connect with its government, and ensure that the City reinforces its commitment to being a forward-thinking and proactive community.

BACKGROUND AND FINDINGS:

The current website was developed in 2015. It is visually dated and needs a fresh look to better represent the City of Corpus Christi and its services.

GHD Services Inc. has the knowledge, capacity, and experience needed to usher Corpus Christi into a new era. They specialize in developing government web sites using GovStack which will provide the City of Corpus Christi with modern components to organize and condense content into fewer web pages. Security roles will allow non-technical administrators the ability to manage content with approval from the Communications Department.

PROCUREMENT DETAIL:

Finance & Procurement conducted a competitive Request for Proposal (RFP) to obtain qualified firms that provide website redesign. Four responsive, responsible proposals were received, which were evaluated by the City's evaluation committee. All four firms were interviewed according to technical and evaluation criteria on the RFP.

The evaluation committee was comprised of members from Communications, Information Technology, and Parks & Rec. Proposals were evaluated against the published criteria in the RFP. The evaluation committee rated each proposer and was scored according to 1) firm's experience, 2) team experience, 3) understanding the project scope, 4) requirements, and 5) price. Final scores were tabulated for each firm to determine the highest-ranking firm offering the best value to the City. Staff is recommending award to GHD Services Inc.

ALTERNATIVES:

The Mayor and Council could choose not to approve this item and keep the website in its current state.

FISCAL IMPACT:

The FY 2023 fiscal impact will be \$151,045.00 from the General Fund for this approved budgeted initiative to redesign, replace and host the City of Corpus Christi website.

FUNDING DETAIL:

Fund:	1020 General Fund
Organization/Activity:	11470 Public Information
Mission Element:	30 Communications
Project # (CIP Only):	n/a
Account:	540037 E-Gov Applications

RECOMMENDATION:

City staff recommend approving this motion as presented.

LIST OF SUPPORTING DOCUMENTS:

Service Agreement
Evaluation Matrix