

# Website Redesign



Council Presentation  
September 22, 2015



# Website Metrics

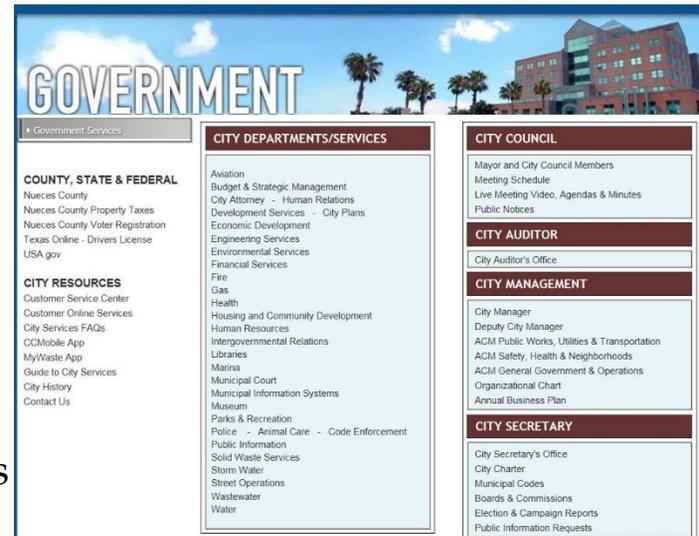


- 9.8 million pages views annually
- \$26 million in utility payments
- \$1 million in online registrations
- 55 online forms
- 2,696 website pages
  - 564 cctexas.com
  - 2,132 archive.cctexas.com
- 4,636 of files and pictures
- 16.3 GB (without archives)



# Website Assessment

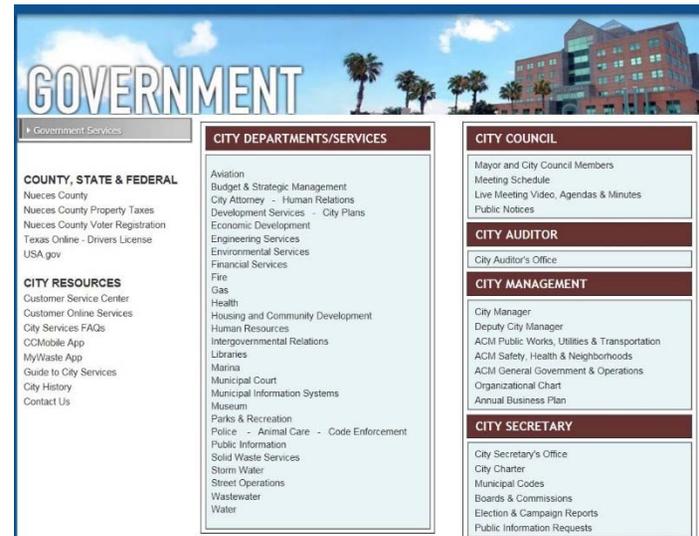
- Difficult navigation
- Visually dated
- Lacks responsive design
- Payment engine confusion
- Departments outsourcing independent websites
- Meets only minimum accessibility standards
- Lacks language translation features
- Limited vendor support and responsiveness
- Uses outdated code
- Needs content audit and reduction





# Goals of Redesign

- Best in class website
- Centralized communication tool
- Intuitive navigation
- Responsive design
- Unique look and feel
- Increased accessibility
- Provide language translation features
- Expert vendor
- Cloud based hosting
- Redundant hosting locations
- On-going support
- Content audit and reduction





# Vendor Selection Process

**WEBSITE Side-by-Side Comparison**

**KEY**

5 - Highest Rating  
4 - Above Average  
3 - Above Average  
2 - Above Average  
1 - Lowest Rating  
- - Not Evaluated

Rankings based on Request for Proposal from City of Corpus Christi, Digital Platform and Web Design Communications, Criteria: Ranker from 1 to 5, with 5 being the highest rating.

CRITERIA	CIVICPLUS	SPRINGBOX	DOUBLEHORN
<b>Design</b>			
Visually appealing	3	5	2
Uniquely Corpus Christi	3	5	2
Empathy on Creativity	4	5	1
State of the Art / Goal to be the Best	4	5	1
Sticky / Focus on the End User	4	5	1
<b>Content Management</b>			
Drupal CMS Development	5	5	5
Content Analysis & Editing	3	5	1
Writing Parameters & Style	2	5	1
Analytics Strategies	2	5	1
Layout to reflect User Behavior	4	5	2
<b>Accessibility to Users</b>			
User-friendly & Intuitive Organization	5	5	2
ADA Compliant (WCAG 2.0)	3	5	2
Navigation Aids	4	4	2
Multi-modal Support	5	3	1
User Controls to Adjust Text Size	2	3	2
<b>Technical Accessibility</b>			
Cross-browser Compatibility	3	3	3
Responsive Design (Screen Sizes)	4	5	3
Good load times for different Computer Speeds	3	3	3
<b>Security &amp; Support</b>			
Start Training	4	5	2
Ongoing Support & Updates	3	5	3
Content Migration	4	4	5
Secure Financial Transactions	5	5	5
No sensitive information Collected	3	3	3
<b>Hosting (Optional)</b>			
Cloud Hosting	5	2	5
<b>Legal Considerations</b>			
Listed on the CR	1	5	5
Clear Terms/line of Services to be Rendered	4	5	3
Patents & Copyrights Remain City Property	2	5	3
<b>AVERAGE SCORE</b>	<b>3.2</b>	<b>4.4</b>	<b>2.5</b>

**TIME LINE**

CIVICPLUS	7-12 Months
SPRINGBOX	6-7 Months
DOUBLEHORN	3-4 Months

**COSTS**

	CIVICPLUS	SPRINGBOX	DOUBLEHORN
Design & Completion	\$245,700 (\$4000/mo)	\$185,081 (\$3000/mo)	\$141,083 (\$2400/mo)
Other Charges Provided FY 2017	\$27,000/yr (Website Maintenance)	\$20,000/yr (Website Maintenance)	\$25,000/yr (Website Maintenance)
<b>TOTAL</b>	<b>\$283,800</b>	<b>\$205,081</b>	<b>\$189,197</b>

Revised 9/2/2015

## State of Texas Certified Vendors

- Texas Department of Information Resources (DIR)
- 20 Vendors prescreened
- Pricing and terms negotiated

## Three Finalists

- Interviews
- Proposals
- Conference calls

## Sole Finalist Identified

- Statement of Work negotiated
- Increased accessibility requirements
- Increased phase I deliverables



# Vendor Highlights

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## **Sole Finalist – SpringBox Recommended Vendor**

- Texas based vendor
- Large website experience
- Customer research function
- Assessment of department needs
- Dedicated project team
- Accessibility expertise
- Provides technical audit
- Content Management Options
- Aggressive timeline





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# Questions



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