

# Website Redesign



Council Presentation  
September 22, 2015



# Website Metrics

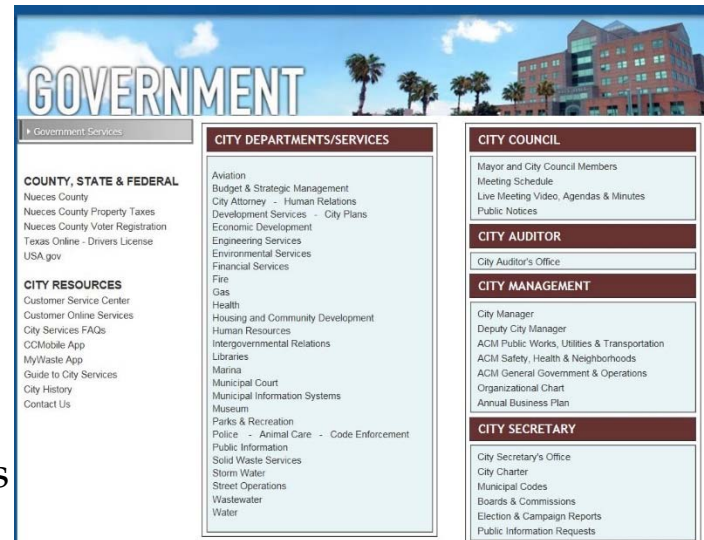


- 9.8 million pages views annually
- \$26 million in utility payments
- \$1 million in online registrations
- 55 online forms
- 2,696 website pages
  - 564 cctexas.com
  - 2,132 archive.cctexas.com
- 4,636 of files and pictures
- 16.3 GB (without archives)



# Website Assessment

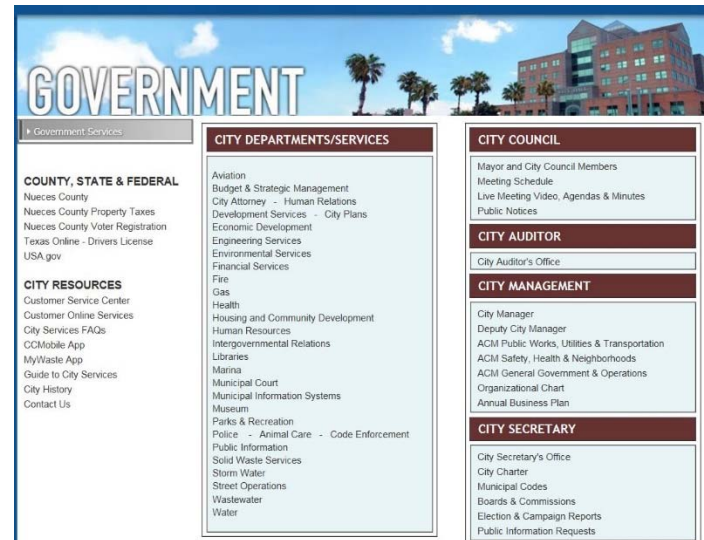
- Difficult navigation
- Visually dated
- Lacks responsive design
- Payment engine confusion
- Departments outsourcing independent websites
- Meets only minimum accessibility standards
- Lacks language translation features
- Limited vendor support and responsiveness
- Uses outdated code
- Needs content 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 | Rankings based on Recent proposals from Civictus, Springbok Digital Partners and Doublehorn Communications. Criteria: Ranked from 1 to 5, with 5 being the highest rating. |
| 4 | Above Average  |  |
| 3 | Average        |  |
| 2 | Below Average  |  |
| 1 | Lowest Rating  |  |
| - | Not Evaluated  |  |

| CRITERIA                                      | CIVICTUS | SPRINGBOK | DOUBLEHORN |
|---|----------|-----------|------------|
| <b>Design</b>                                 |          |           |            |
| Visually appealing                            | 3        | 5         | 2          |
| Uniquely Corpus Christi                       | 3        | 5         | 2          |
| Emphasis 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                        | 1        | 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 Compliance (WCAG 2.0)                     | 3        | 5         | 2          |
| Navigation Aids                               | 4        | 4         | 2          |
| Multilingual 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>                 |          |           |            |
| Staff 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>                     |          |           |            |
| Hosting Included                              | 5        | 2         | 5          |
| <b>Legal Considerations</b>                   |          |           |            |
| Listed on the 2017                            | 1        | 5         | 5          |
| Clear Timeline of Services to be Rendered     | 4        | 5         | 3          |
| Patents & Copyrights Remain City Property     | 2        | 5         | 3          |
| <b>AVERAGE SCORE</b>                          | 3.2      | 4.4       | 2.5        |

**TIME LINE**

|            |             |
|------------|-------------|
| CIVICTUS   | 7-12 Months |
| SPRINGBOK  | 6-7 Months  |
| DOUBLEHORN | 3-4 Months  |

**COSTS**

|                     | CIVICTUS                          | SPRINGBOK                        | DOUBLEHORN                       |
|---------------------|-----------------------------------|----------------------------------|----------------------------------|
| Design & Completion | \$245,000 (\$245,000)             | \$185,081 (\$185,081)            | \$141,083 (\$141,083)            |
| Other Charges       | \$177,000/yr. Website Maintenance | \$20,000/yr. Website Maintenance | \$65,000/yr. Website Maintenance |
| Provided FY 2017    |                                   |                                  |                                  |
| <b>TOTAL</b>        | \$288,800                         | \$205,081                        | \$189,197                        |

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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