

Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Julia H. Cooper
Tom Manheim

SUBJECT: SEE BELOW

DATE: November 29, 2011

Approved

Date

12/1/11

**SUBJECT: REPORT ON REQUEST FOR PROPOSAL FOR A HOSTED WEB
CONTENT MANAGEMENT SYSTEM**

RECOMMENDATION

Accept the report on the Request for Proposal (RFP) for the purchase of a hosted web content management system and adopt a resolution authorizing the City Manager to:

1. Negotiate and execute an agreement with Icon Enterprises, Inc., doing business as CivicPlus (Manhattan, KS) for a fully hosted web content management system to include all professional and technical support services, product upgrades, training, unlimited software licenses, taxes and maintenance and support, for an initial five year term, in a not-to-exceed amount of \$358,713, subject to the annual appropriation of funds; and
2. Execute one-year options to extend the agreement to provide continuous hosting services and technical support after expiration of the initial five year term of the agreement, subject to the annual appropriation of funds.

OUTCOME

Execution of this agreement will enable the City to transition its Internet and Intranet websites to an offsite hosted solution with expanded functionality including a content management system that enhances the ability of City personnel to easily post and update information, and a web platform that improves navigation and supports the City's ability to provide information and conduct transactions using our website.

BACKGROUND

The City's website has grown exponentially since its inception. While citywide guidelines were put in place some years ago, the ability of departments to invest resources into building and maintaining their respective websites and its content has been uneven at best. As a result, while the City's Internet site contains a robust amount of information, the organization of the information and the ability of website visitors to retrieve information has been lacking and disappointing.

From 2006 to 2008, the City's Sunshine Reform Task Force ("SRTF") evaluated and issued a number of recommendations to improve transparency in government for the City of San José. In its final report issued on August 13, 2008, the Task Force devoted a full section of its findings to technology recommendations. While the recommendations were extensive, the first recommendation reflected concern that the City lacked any sort of web content management system. As the SRTF report Section 7.1.1 *Electronic Document and Web Content Management Systems* noted:

The SRTF supports the speedy funding and deployment of an Electronic Document Management System and a Web Content Management System to better manage documents and Web content. Electronic management and retrieval of documents are necessary to support open government reforms and will give the community and staff faster access to critical information while reducing document printing, storage and retrieval costs.

In 2009 and 2010, the City contracted with Third Wave Corporation, a management/consulting firm ("Consultant") specializing in IT and e-government strategic planning, to conduct an assessment of the City's website. The report found that the City has 83 different website urls, with inconsistent navigation, outdated material, numerous broken links, and web-browser compatibility issues. As the report noted, the City's website, "*reflects the functionality of a website from 2000 instead of 2010, which is a contradiction to the City's motto of being the 'Capital of Silicon Valley'.*"

The Consultant's *Final Report and Recommendations* included a number of specific findings regarding the City's website. Among the more significant conclusions, the Consultant noted, "*the City of San Jose Website has considerable technical deficiencies, is technically unstaffed, and lacks a governance structure.*" Among the key findings:

- Content is often outdated and/or compromised, and difficult to find or use, e.g. 33.4% of the more than 20,000 pages had technical problems including broken links or server configuration issues.
- There is a lack of quality control including Americans with Disabilities Act "ADA" compliance, which adversely impacts the accessibility to the visitors with disabilities.

- Departments lack a common web-publishing platform (web content management platform) and varying budgets to support individual websites.
- The proliferation of City websites (83) makes it confusing, difficult and frustrating for the City's customers (citizens, business and visitors) to use the City's websites and get the information and services they seek.
- There is limited ability to search and retrieve the City information in a seamless and consistent manner.
- In the future, integration between the City websites, and legacy/enterprise systems within or across departments, will be difficult and costly leading to lower productivity and potential revenue losses.
- The City is inefficient in its use of acutely limited staff and financial resources

Compounding the City's challenge in maintaining a robust website, are the significant staff reductions experienced over the last ten years of deficits. With approval of the FY 2011-12 Operating Budget, the Information Technology Department has eliminated all personnel supporting the City's web presence. At the same time, bumping and layoffs have significantly impacted departmental support for the Internet and Intranet. Unfortunately, at the same time that the City has been reducing resources devoted to the web, the public's reliance on the Internet as a communications and online services tool has grown exponentially.

To address these concerns and the need for the City to create a sustainable plan for maintaining a robust website with declining resources, the City issued an RFP in June 2011. The primary objective of the RFP effort was, "*...to obtain a Content Management System (CMS) that will support the transition of the City's website from an information delivery platform to a service delivery platform, foster consistency across all web pages, simplify the process to post updates to the Internet and/or Intranet sites, and enhance dynamic content.*"

ANALYSIS

On June 16, 2011, the Finance Department released a Request for Proposal (RFP) for a Web Content Management System on the City's e-procurement system. A total of 181 companies viewed the RFP, and the following 13 proposals were received by the July 15, 2011, due date:

- Active Network, Inc. (San Diego, CA)
- C3i3 Interactive, Inc. (Alameda, CA)
- Civica (Newport Beach, CA)
- Dystrick Design, Inc. (San Jose, CA)
- Ektron, Inc. (Nashua, NA)
- Felicia Marie Pruett, LLC (Folsom, CA)
- Icon Interprises, Inc. dba CivicPlus (Manhattan, KS)
- Prelude Systems, Inc. (Diamond Bar, CA)
- Rapidsoft Systems, Inc. (Princeton Jct, NJ)

- TechAspect Solutions, Inc. (Fremont, CA)
- Teranomic, Inc.(Sacramento, CA)
- Teminalfour (Cambridge, MA)
- Tiersolutions, Inc. (Pleasant Hill, CA)

Evaluation Process:

Minimum Qualifications: Proposals were reviewed to determine if minimum qualifications were met. This evaluation consisted of pass/fail assessment. One proposal from Felicia Marie Pruet LLC was deemed non-responsive for not meeting minimum qualifications that included demonstrating five years experience conducting website conversions for complex projects similar in size and complexity to the City's requirements.

Evaluation Team: A five-member evaluation team with representatives from the Office of the City Manager and Departments of Information Technology, Airport, and Parks Recreation & Neighborhood Services independently evaluated and scored the proposals.

Technical Evaluation (70%): The technical evaluation consisted of a thorough review of each company's written proposal for company experience implementing systems similar in complexity to the City's requirements, project management, implementation approach, product history, system design, technical approach, product functionality and ease of use.

Cost Proposals (20%): Comprehensive cost proposals including all professional services, training, and hosting services were independently scored. Cost proposals were not disclosed to the evaluation team prior to the completion of the technical evaluation so as not to inadvertently influence the technical evaluation.

Oral Interview/System Demonstrations: Six finalists receiving the highest overall scores were invited to participate in oral presentations to demonstrate their knowledge and understanding of the City's requirements; introduce key personnel that would be assigned to the project, and to present a comprehensive demonstration of their system. At the conclusion of the oral presentations, the scores were adjusted based on the oral interview and system demonstrations.

Local and Small Business Preference (10%): In accordance with City policy, ten percent of the total evaluation points were reserved for local and small business preference. The preference was not a factor in the recommendation of award.

The final scores for the top 6 proposers are summarized in the table below:

Evaluation Criteria	Max Points	Active Network	Civica	CivicPlus	Ektron	Terminal Four	Tier Solutions
Product Functionality	40	36	27	40	37	32	31
Training & Maintenance	15	11	11	15	11	11	11
Experience	15	13	14	15	14	8	12
Cost	20	2	12	4	2	20	13
Local	5	0	0	0	0	0	0
Small	5	0	0	0	0	0	0
Total	100	62	64	74	64	71	67

Protest Period: The RFP process included a ten-day protest period in accordance with the City's purchasing rules. No protests were received.

Recommendation Summary: Staff recommends award of contract to CivicPlus because their proposed solution scored as the most advantageous and best value to the City. The CivicPlus system was found to be superior in the following key areas:

- A complete out-of-the-box system with a comprehensive suite of features and modules that is specifically designed to meet the needs of its government customers.
- Excellence in website design that is guaranteed and consistently producing award-winning municipal websites.
- Extensive experience working with government customers to customize functionality, roll out new features, add new applications and suggest new ideas to meet the ever growing needs of government customers.
- User friendly product with ease of navigation and fewer steps to carryout commands.
- Demonstrated a thorough understanding of the City's requirements and offered customized project approach towards implementation and training.
- Offered a project approach that assigns dedicated onsite staff to work directly with Departments on content development and data migration services.
- Demonstrated track record of successful implementations at municipalities with large populations.
- Enhanced features for mobile application, allowing website design to fit an array of mobile devices with secure access.
- A strong focus on website design for community outreach and involvement.
- Offers additional modules free of charge that will allow the City to potentially replace products that the City currently uses and pays for from other vendors. Products include Civic Plus University, e-payment center, civic plus connection, license and permits, agenda and an upcoming parks and recreation suite.

- Provides unlimited support with technical support available 24 hours a day, 7 days a week, 365 days a year at no additional charge.

Summary of Agreement: Contractor has agreed, subject to City Council approval, to enter into an agreement with the City under the City's standard terms and conditions for a fully hosted web content management system. The agreement will include a detailed scope of services that will allow for unlimited users on multiple domains (e.g., internet, intranet & extranet); the completion of comprehensive web design that includes adherence to the Americans with Disability Act design guidelines and the City E-government Policy; professional services for implementation, data migration, and training.

The initial term of the proposed agreement is for five years for continuous hosting service and technical support. Pricing for ongoing technical and support services is fixed for the initial one-year term plus four additional years per the Ongoing Cost Summary table below. Thereafter, pricing for any renewals after the five year term are subject to negotiation, and in no event shall the increase in any year exceed 5% of the prior year's rate. Payments for project implementation and the first year of services are contingent upon the successful completion of key project milestones. Payments for years two through five for ongoing hosting and technical support would be paid annually and are subject to the annual appropriation of funds. The agreement allows for a prompt payment discount of 3% if the City pays contractor within 21 days of receipt of an invoice for completion of work on key milestones.

The Contractor is subject to City's Privacy and Disclosure Policy under the agreement. The Contractor has a power redundancy source that ensures continuous connectivity at their hosting facilities and is responsible for providing backup services daily, weekly and monthly to ensure no data content will be lost. City will maintain ownership and control of the data and upon termination of the agreement, and the Contractor shall return and purge all client data once the City has determined that it has obtained satisfactory copies of the data.

EVALUATION AND FOLLOW-UP

This memo will not require any follow-up from staff.

PUBLIC OUTREACH/INTEREST

- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**

- Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

Although this item does not meet any of the above criteria, this memorandum will be posted on the Council Agenda for December 13, 2011.

COORDINATION

This memorandum was prepared by the City Manager's Office and the Finance Department in coordination with the Information Technology Department, the City Attorney's Office and the City Manager's Budget Office.

FISCAL/POLICY ALIGNMENT

This action is consistent with the following General Budget Principles "We must focus on protecting our vital core city services for both the short and long-term" and "We must continue to streamline, innovate, and simplify our operations so that we can deliver services at a higher quality level, with better flexibility, at a lower cost" and the Strategic Initiative "Make San Jose a Tech-Savvy City; lead the way in using technology to improve daily life."

COST SUMMARY/IMPLICATIONS

The following outlines the elements of the contract.

1. AMOUNT OF RECOMMENDATION/CONTRACT:

Icon Enterprises, Inc., (First Year Contract Amount)	\$235,029
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2. COST ELEMENTS OF AGREEMENT/CONTRACT:

Description	Cost
Enterprise license (internet, intranet & extranet)	\$74,325
Fully Hosted Web Content Management Services (First year)	\$30,234
Implementation Services	\$64,160
Training	\$19,600
Data Migration Services	\$46,710
Total	\$235,029

3. SOURCE OF FUNDING: General Fund

4. FISCAL IMPACT:

The cost evaluation was based on a five-year total cost of ownership that includes all required hosting and technical support services of the system. After the first year of hosting and technical support services, hosting and technical support service costs for years two through five are fixed as shown below (\$123,684). If this memorandum is approved, an increase to the City Manager’s Base Budget for 2012-2013 of \$30,234 will be required and included in the February Forecast.

Ongoing Cost Summary	
Contract Year	Hosting and Technical Support Services
2	\$30,234
3	\$30,234
4	\$31,141
5	\$32,075
Total	\$123,684

After the initial five year period, pricing for any additional renewals are subject to negotiations, and in no event shall the increase in any year exceed 5% of the prior year’s rate.

BUDGET REFERENCE

The table below identifies the fund and appropriations proposed to fund the contract recommended as part of this memorandum.

Fund #	Appn #	Appn. Name	Total Appn.	Amount for Contract	2011-2012 Adopted Budget Page	Last Budget Action (Date, Ord. No.)
001	2712	City Outreach and Education	\$236,220	\$100,029	IX-28	6/21/2011, Ord No. 28928
001	0432	Non-Personal/Equip – Information Technology	\$5,112,039	\$135,000	VIII - 214	10/18/2011, Ord No. 28979
Total				\$235,029		

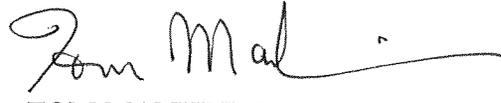
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CEQA

Not a Project, File No. PP10-066(e) Agreements and Contracts



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For questions about the RFP process, please contact Mark Giovannetti, Purchasing Division Manager (408) 535-7052. For questions about the Hosted Web Content Management System, please contact Lenka Wright, Communications Manager (408) 535-8113.