
CITY OF OCALA

CITY COUNCIL REPORT

Council Meeting Date: 05/05/15

Subject: City Website Redesign

Submitted By: Kelly Vann

Department: Information Technology

STAFF RECOMMENDATION (Motion Ready): Approve Agenda Item (ID # 7879) contracting with Vision Internet to redesign the city website and utilize their cloud based server

OCALA'S RELEVANT STRATEGIC GOALS: Operational Excellence

BACKGROUND:

The purpose of the City Website Redesign project is to improve the appearance and overall functionality of the city's external website.

This project meets city requirements for improved customer service across all departments by providing our citizen's with an up-to-date and customer friendly web experience. This project will also help reduce the amount of time required for staff to maintain the city website through an improved content management system.

FINDINGS & CONCLUSIONS:

With the fast pace evolution of the web, our City website has quickly become outdated. By working with Vision Internet we can bring our website back to date while allowing City staff to focus on other projects. A redesign with Vision Internet will provide us with a number of innovative features that we don't currently have available. Some new features include:

A responsive website design: The website will automatically resize itself depending on the screen resolution of the device visiting the site. This will allow for a mobile/tablet friendly version of our website using the same content from our desktop website.

Extranet: A private portion of the site accessible to only City employees.

OneClick Social Networking Tie Ins: Content posted to the website can automatically be posted to social media accounts, alleviating double work for City staff

Discussion Boards: Allowing citizens to leave comments directly on the website

Electronic Newsletters: A built in electronic newsletter tool.

Vision Internet is on GSA contract. Contract# GS-07F-0509W. We reviewed other options and found that this vendor would meet our needs through the GSA contract. This vendor solely redesigns government agency websites and were recently selected by the County to redesign their website.

By including Vision Internet's VisionLive maintenance plan we will have access to additional benefits to help keep our website update. These benefits include unlimited customer support, immediate updates, new features, and a website redesign after 4 years. With this plan our website will be hosted and maintained by Vision Internet.

Moving forward with Vision Internet will provide the City with an up-to-date website that will result in increased citizen engagement.

FISCAL IMPACT:

The budget for the project is \$52,705. The funds for this projects were removed from the IT FY15 budget due to the transition. A budget resolution will have to be approved to add the funds back into the budget.

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|------------------------|--------------|
| Consulting | \$10,395 |
| Project Management | \$6,345 |
| Design | \$6,305 |
| Programming | \$7,725 |
| Content Migration | \$2,890 |
| Quality Assurance | \$1,995 |
| Training Documentation | \$9,250 |
| Yearly Maintenance | \$7,800 |
| Total Cost | \$52,705 |

PROCUREMENT REVIEW:

LEGAL REVIEW: The purchase proposal is pending review by City Attorney, Patrick G. Gilligan.

ALTERNATIVE:

Continue to use the city's outdated, on-site hosted website.

SUPPORT MATERIALS:

- #a: Vision-Internet-Revised-Proposal (PDF)
- #b: ProjectCharter CityWebsite (DOCX)
- #c: GS-07F-0509W_GSAPRICING4 (DOCX)
- #d: CONTRACT- Vision Internet(PDF)