

## **2004-02 City Council Agenda Summary Sheet (Purchases)**

**Agenda No:** 2004-0284 Redesign of the Rochester Hills web site & implementation of the Content Management System  
**Date:** March 11, 2004  
**Prepared By:** Micheal McGinnis MIS/ 248-841-2482  
**City File No:**

**Meeting Date:** April 7, 2004

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### **PURPOSE:**

City Council authorization for a blanket purchase order to Municipal Web Services, Birmingham, Michigan, for web site redesign and content management system in the amount not-to-exceed \$35,910 through April 1, 2005. The purpose of this project is to completely redesign the Rochester Hills web site and empower the employees of the city to make updates to the website.

### **DISCUSSION:**

Once the project is completed the Rochester Hills web site will be completely redesigned. The redesign will be accomplished using templates which will give the site a common look and feel throughout the entire website. This will give the web site a more professional look and allow users to have an easier time navigating the web site. The web site will also be compliant with the current Americans with Disabilities Act standards.

Included in this project is a content management system. This allows the employees of Rochester Hills to quickly and easily make changes to the website without learning any HTML coding. Any employee who is proficient in Microsoft Word should have the technical knowledge required to post information to the web site. This should result in more information being placed on the web site and will allow residents to view the new information on a more timely basis.

Other features included in this project are list service, web polling, and streaming video. List service will allow the city to create 3 e-mail newsletters that residents may subscribe to. Web polling will allow the city to create non-scientific polls on the Internet for various issues or topics. Streaming video will also be available from the Rochester Hills web site so that the city employees could place short video messages about various topics.

**FISCAL INFORMATION:**

The project will affect the following budgeted items for 2004:

CC web dev. For IT	\$20,000.00
GIS Internet Hosting	\$5,400.00
List Service	\$10,000.00
Database Access Assistance	<u>\$1,000.00</u>
	\$36,400.00

Cost estimates of the project for 2005 – 2008

YEAR	Cost Estimate
2005	\$7,481
2006	\$7,855
2007	\$8,247
2008	\$8,660

The project will also impact staff members by allowing web site updates to be made by several employees in all departments, which will allow the information to be posted quickly. In the absence of this project, all web site updates must be created and then sent to the MIS Dept.

Fund Name	Fund Account #	Description	Budget Amount	Cost	Remaining Budget
MIS Fund	636.80100	CC web dev. for IT	\$20,000	\$20,000	\$0
MIS Fund	636.80100	GIS Internet Hosting	\$5,400	\$5,400	\$0
MIS Fund	636.80100	List Service	\$10,000	\$10,000	\$0
MIS Fund	636.80100	Data base Access Assistance	\$1,000	\$1,000	\$0

**Vendor Name and Address:**

Municipal Web Services  
 369 Kimberley  
 Suite 200  
 Birmingham, MI 48009

**Reason for Selection:**

Twenty-four companies submitted proposals for the City's web site redesign and content management system. An MIS committee selected the top four proposals based on price, qualifications, methodology, and quality of their content management system. Interviews were conducted and Municipal Web Services was selected. Municipal Web Services has a good history of municipal web site redesign. They also provide a content management system that fulfills MIS requirements of being powerful and easy to use. Municipal Web Services only

designs web sites for municipalities so they can understand the unique services that municipalities require.

**Method of Purchase:**

Purchase Order

**RECOMMENDATION:**

It is recommended that City Council authorize a blanket purchase order to Municipal Web Services, Birmingham, Michigan, for web site redesign and content management system in the amount not-to-exceed \$35,910 through April 1, 2005.

**ATTACHMENTS:**

Evaluation Tabulation

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Department Authorization: Bob Grace

Reviewed by:

Fiscal: *Jean Farris*

Clerks: *Susan Koliba-Galeczka*

Approved by: *Pat Somerville*

**RESOLUTION**

**NEXT AGENDA ITEM**

**RETURN TO AGENDA**