

# Regular Meeting

<b>Agenda Item #</b>	2
<b>Meeting Date</b>	October 13, 2014
<b>Prepared By</b>	Suzanne Ludlow Deputy City Manager
<b>Approved By</b>	Brian T. Kenner, City Manager

<b>Discussion Item</b>	Award of Contract for Website Improvements
<b>Background</b>	<p>In July, the City of Takoma Park issued a Request for Proposals (RFP) for improvements to the City of Takoma Park website. The RFP requested proposals to improve search capabilities, website performance on mobile devices, and improve accessibility and content structure of the site. A budget of \$35,000 was adopted as part of the FY15 City Budget.</p> <p>Four responsive proposals were received in August from the following vendors: Civic Live (\$37,000 plus \$6,000 annual fee), Civic Plus (\$21,478 plus \$4,639 annual fee), Ignition 72 (\$34,500) and New Village Media (\$34,950). The proposals from Ignition 72 and New Village Media were superior and selected for in person interviews because they both demonstrated a high level of skill combined with thoughtful approaches based on researching Takoma Park's needs.</p> <p>The proposals from Ignition 72 and New Village Media were very different from each other in their approaches to improving the City's website. In particular, the proposal from Ignition 72, while meeting the requirements of the RFP, recommended moving away from the Drupal platform for the website. This was not an option envisioned in the RFP and, for this reason, the decision process took longer than originally projected. Moving to a new web platform might serve as an excellent opportunity to make meaningful long term improvements to the website along with a searchable, mobile ready and accessible site within the constraints of the allocated budget amount. The Ignition 72 proposal also included provisions for training staff. The New Village Media proposal involves improving and overhauling our current technical assets so they work better from a search, accessibility &amp; mobile use standpoint.</p> <p>City staff conducted research on the options presented in the proposals, interviewed both companies by phone and in person, checked references, and considered the impact each approach would have on City staff and the website both during and following implementation.</p> <p>Staff recommends awarding the contract to Ignition 72. The approach the firm presented addresses the elements requested in the RFP within the time frame and budget available while also moving the site from the current Drupal platform to a Wordpress platform.</p> <p>Staff has learned that Drupal is becoming more dependent on professional developers. This makes the platform more appropriate to larger organizations with Drupal developers on staff or under a continuing contract. Both Ignition 72 and New</p>

	<p>Village Media noted that the upcoming upgrade to Drupal 8 is likely to be disruptive and may cost the City more over time in developer fees. At the same time, Wordpress has been moving into the government website market and is now appropriate for Takoma Park.</p> <p>An important feature of Wordpress will be to permit many City staff to do web content updates themselves without assistance from the Media Specialist, speeding the process. This has the opportunity to significantly improve some of the content challenges on the current site by making it easier for those who update the site to fix problems without a bottleneck. In addition, this proposal provides for the potential for an improvement in the appearance and functionality of the site that will be clearly perceived by the average website user. Finally, Ignition 72 included staff training in its proposal.</p>
<b>Policy</b>	The City Council approves contracts of \$10,000 or more.
<b>Fiscal Impact</b>	\$34,500
<b>Attachments</b>	Draft ordinance.
<b>Recommendation</b>	Adopt ordinance awarding contract to Ignition 72.
<b>Special Consideration</b>	

Introduced by:

Single Reading Ordinance

**CITY OF TAKOMA PARK, MARYLAND**

**ORDINANCE NO. 2014-xx**

**AWARDING A CONTRACT FOR WEBSITE IMPROVEMENTS**

WHEREAS, the City desires improvements to its City website, including improved search capabilities, performance on mobile devices, accessibility and content structure; and

WHEREAS, a Request for Proposals for such services was issued on July 28, 2014; and

WHEREAS, the City received four responsive proposals, of which two better met the needs of the City and were within the \$35,000 budget for the project; and

WHEREAS, a panel researched and discussed the proposals and interviewed the principals of the two highly qualified firms; and

WHEREAS, funding for the project is included in the FY 2015 budget.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF TAKOMA PARK, MARYLAND THAT:

SECTION 1. The City Manager is authorized to enter into a contract with Ignition 72 of Baltimore, Maryland in the amount of \$34,500.

SECTION 2. This ordinance shall become effective upon adoption.

ADOPTED this \_\_\_\_ day of \_\_\_\_\_, by roll-call vote as follows:

AYE:

NAY:

ABSTAIN:

ABSENT: