Staff Report
City of Manhattan Beach

TO: Honorable Mayor Ward and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Bruce Moe, Finance Director
Leilani Emnace, Information Systems Manager

DATE: March 7, 2006

SUBJECT: Approval of Contracts for Design and Implementation of a New City Website (Not to Exceed $275,000).

RECOMMENDATION:
Staff recommends that the City Council authorize the City Manager to enter into agreements with Vision Internet (Not to exceed $185,000); Teleworks (not to exceed $55,000) and Bureau Veritas (not to exceed $35,000) for the design, construction and functionality of a new City website.

FISCAL IMPLICATION:
The FY 2005-2006 budget includes $275,000 for this project. Discussion of each contract is included in the body of the report.

BACKGROUND:

In September 2004, in response to the City Council's 2004-2005 Work Plan, staff presented a review and analysis of the City's current website. The report addressed the website's efficiency and effectiveness, and presented options for enhancements, with the goal being improved customer service. Those proposed improvements include:

- ❖ Frequently Asked Questions Database
- ❖ Citizen Request Management Solution
- ❖ Notification and Distribution List System
- ❖ Streaming Video (implemented in 2005)
- ❖ More On-line governmental services

Additionally, the goal of a new website is to provide a uniform and professional look and feel, improved navigation, more timely information, and increased efficiencies in delivering City services. It is clear from statistics that our website is rapidly becoming a main resource for information on and about the City (we now have over 1.2 million hits per month on our site compared to just 23,000 the first month it was in operation in 1997) and these improvements will enhance our capabilities tremendously.

Council concurred with the proposed upgrades and approved funds in the FY 2005-2006 budget to fund the project.

DISCUSSION:

The City's website was first created in 1997 by the Leadership Manhattan Beach class. It provided us with our first presence on the Worldwide Web, and included our home page and sections such as: *What's New?*—a chronological listing of the latest Web site changes; *About Manhattan Beach*— a description with photos of the city; *Fun Stuff*—The Community Calendar, a movie guide and other fun activities; *City Hall*—City Council and City Departments and how we work; *Schools*—Public and Private Schools; *Community Resources*—Index to over 130 volunteer and service organizations; *Links*—Other Web sites of interest; *Search*—A finder for locating anything on the Web site; and *Feedback*—Comments sent to the City Webmaster.

Over the past several years, we have included many additional useful items. Most recently, we have added streaming video of Council and Planning Commission meetings (including archiving and indexing of Council Meetings since January 2006), on-line Parks & Recreation class registration and water bill payment, City Council agendas and staff reports, on-line surveys and, of course, a multitude of informational pages on a variety of topics.

In that same time, we have created a City Intranet which is an employee resource for such information as monthly financial reports, employee manuals, administrative instructions, the employee newsletter and other useful information.

During budget deliberations for FY 2005-2006, Council approved funding for a completely redesigned and enhanced City website. This project (which includes the archiving mentioned above) will give us an updated look, allow us to monitor content more effectively (so that outdated pages are removed and pages are earmarked for review in a timely manner), and provide enhanced resident services as follows:

1. **Email Notification Capabilities:** This feature will permit residents and other interested parties to subscribe to an email list on various topics. For example, we may have an email list for Public Works projects that would notify subscribers of road closures or other disruptions. Additionally, we may have a list of new Parks & Recreation programs being offered. The subscription system will be automated, meaning staff will not need to manually add or delete names to each list, rather the subscriber enters the information, making management of the lists fairly simple.
2. **Frequently Asked Questions (FAQ's)**: An extensive FAQ database will match commonly asked questions with answers in a multitude of service areas, and will be available by phone or web. This will extend government operating hours and increase general information access 24/7.
3. **Citizen Request Management (CRM):** This will provide citizens with automated requests and tracking, and will tie into the database of FAQ's that will help address common requests. In the event the question cannot be answered by the FAQ database, the CRM application can be utilized to assist the person. For example, if a user wants to report a code enforcement issue, she can complete the on-line form and the request will be automatically routed to the appropriate department for action. Requests are tracked by Management Services and the affected department to ensure timely responses.

The overall website design project will not only include these modules, but will give us a fresh look and feel, and be more intuitive for the visitor.

The redesign project described requires the assistance of outside contractors in order to create the look, feel and functionality of the ideal website. In order to select those partners, we solicited proposals

from thirty-two technology firms in several key areas: website design services, content management, frequently asked questions database management, and citizen request management functions. We received proposals from seventeen firms representing each of these functions.

Once the proposals were received, Information Systems staff screened the field in order to hold demonstrations with City staff from all departments. The screening included reference checking for a short list of five respondents to eliminate substandard service providers. The demonstrations resulted in the three finalist firms (Vision Internet, Teleworks and Bureau Veritas) being invited back for one last set of demonstrations. That last round of review solidified the selection of the three contractors being presented for Council approval this evening.

The following is a brief overview of the three contractors and the reasons they were selected. Coincidentally, these same firms have worked together successfully in a number of other cities. In fact, Teleworks' and Bureau Veritas' software integrate and provide a seamless FAQ & CRM solution. By design, only after reviewing the FAQ database can a citizen initiate a service request in the CRM solution.

Vision Internet (website design, content management, Intranet)
Vision Internet (VI) was selected as a full-service vendor offering website consulting, design, development, hosting, and maintenance services. VI is not simply a web design company; rather a consultant who takes a strategic approach by first understanding the needs of the customer, then developing and implementing Internet strategies that will complement and extend the customer's overall goals. Department representatives will be involved in all phases of the website redesign. The phases are as follows:

- Vision Phase: development of strategic vision
- Concept Phase: conceptualized site map, homepage layout
- Design Phase: graphical design for the future site, three homepage samples (of which the city will select one), and complete navigation design
- Development Phase: implement content management tool, component development
- Q/A and Testing Phase: completed website, training and documentation
- Soft/Final Launch: website goes live

At the conclusion of the project the City will have a robust content management solution which will allow each department to update and control their own respective departmental pages. The same content management solution will be used to develop and manage the City's Intranet site which will allow for simultaneous posting of content to both the Internet and Intranet as applicable.

Total cost of the contract with Vision Internet will not exceed $185,000. The base project includes consulting, Internet design, content management tool, training and documentation in addition to the interactive components and tools such as the approval cycle (multiple levels of content review and approval before posting), calendar, dynamic homepage (exposes website visitors to perishable content like news and events), image library (centrally stored single version images that ensure ADA Section 508 compliance), job postings (scheduled as to when jobs are open and electronically removed when expired), news and newsletters, press releases, Request for Proposal postings, sitemap generator (snapshot of the overall website structure) and survey tool (easily created online surveys that track results real-time). Other major components include content migration (it is estimated that 3,500 of the 5,000 existing pages will be converted and migrated to the new website); Intranet design and layout; online forms; job applicant manager; photo gallery; service directory; staff directory; and integration

with Teleworks.

Teleworks (Frequently Asked Questions database and email notifications)
The Teleworks eVision Platform and solution set provides the most comprehensive suite of automated communication solutions available in the market. These solutions include:

- A frequently asked question database of general government information that customers and staff can answer via any communication device, i.e. web, phone, email, fax.
- City notifications that allow citizen-subscribers to register for notifications that interest them and specify how they would like each message to be delivered, i.e. phone, email, fax.
- Teleworks voice response which provides interactive eGovernment services for departmental application notices such as water utility cutoff and CRM service requests.

While other vendors proposed a Frequently Asked Questions database, Teleworks is the only vendor that we found to have templates for municipalities' FAQ's for over 1,400 scenarios. This provides the most cogent and industry-specific system and will expedite deployment of the FAQ system. They are a proven and recognized leader in this area, and therefore we recommend partnering with them for this module. Teleworks established a niche in local government and developed solutions in open industry technology which allows them to work with numerous networks, databases, telephone systems and hosted solutions. Teleworks has proven integration with several municipalities' department applications including Eden Financials and Permits Plus (both of which we utilize).

Total cost of the contract with Teleworks will not exceed $55,000. The base project costs are for the automated citizen information system and FAQ templates and broadcast modules via voice, fax, email and web. The project also covers hardware, voice ports, fax resources and text to speech technology (ability to electronically convert text to synthesized speech).

Bureau Veritas (Citizen Request Management)
Bureau Veritas (formerly Berryman and Henigar) has previously worked with the City in the area of streetlight and landscape assessment district engineering. Berryman and Henigar created GovPartner as an e-Government software company providing municipal software solutions. The City selected GovPartner's Citizen Request Management solution, RequestPartner, based on functionality and minimal up-front investment. RequestPartner is a hosted solution; there is no hardware, software or additional Information Systems staff costs to operate the system. RequestPartner has unlimited concurrent software license for both City staff and online customers. After the initial setup and integration with Teleworks, RequestPartner will have an annual fee which includes licensing, hosting and maintenance. A $6,000 annual fee includes updates, upgrades, ongoing enhancements, and unlimited technical and user support by phone, email and web.

Total cost of the contract with Bureau Veritas will not exceed $35,000. There are several one time fees for CRM implementation and additional modules. These modules include address selection to pre-load all city addresses to be used in making resident service requests (validates street and/or address range as an import from a City database); email templates for staff to send communications to citizens from the CRM solution; basic and advanced Teleworks integration for creating service requests by phone, address validation by phone, status check by phone and automatic call out. Hosting fees are $500 a month or $6,000 per year. This amount will be budgeted annually and included in the Information Systems budget.

CONCLUSION:

During the Council meeting, the three contractors will be presenting their products and services in an integrated fashion, with a sample Manhattan Beach website featuring the CRM and FAQ modules. While the actual look and feel will be designed through a detailed process involving all departments, the demonstration will provide a glimpse of the functionality and flavor.

Staff is requesting that Council approve and authorize the City Manager to enter into the following agreements: Vision Internet for an amount not to exceed $185,000; Teleworks (not to exceed $55,000); and Bureau Veritas (not to exceed $35,000). These funds will provide for the design, construction and functionality of a new City website.

With Council approval this evening, we will proceed with implementation, which will take several months with some tasks progressing concurrently. The priority and timelines are as follows:

- FAQ's Database and Notifications - Summer 2006
- Website Redesign - Fall 2006
- Website Content Management - Fall 2006
- Citizen Request Management - Fall 2006
- Intranet Design and Update - Winter 2007

Information Systems will return to Council with preliminary design of the new website prior to releasing the final product.