



# Administrative Report

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N.3., File # 22-4071

Meeting Date: 5/3/2022

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**To:** MAYOR AND CITY COUNCIL

**From:** LUKE SMUDE, ASSISTANT TO THE CITY MANAGER

**TITLE**

DISCUSSION AND POSSIBLE ACTION REGARDING THE PROCESS TO REPLACE THE CITY'S WEBSITE AND CONTENT MANAGEMENT SYSTEM

**EXECUTIVE SUMMARY**

As part of the Strategic Plan, City Council directed staff to pursue the improvement and/or replacement of the City's website with a modern, responsive design that is visually appealing, user friendly, simple, informative, and easily searched.

In order to procure the next website and content management system provider, staff recommends the formation of two working groups, one with staff and a subcommittee of the Mayor and City Council and the other, with staff and a few members of the community selected by the City Manager. The working groups would assist with 1) the preparation and release of a Request for Information (RFI) from prospective website vendors, 2) evaluation of the RFI responses, 3) development of the criteria for the selection of a qualified vendor, and 4) selection of the vendor and identification of the desired contract services.

**BACKGROUND**

Since 2002, the City has utilized the same vendor for its website and back-end content management solution. In that time, user needs and expectations for the City's website have changed dramatically. Rather than a source of information, users expect the City's website to be an intuitive conduit to vital services where community members can find what they need quickly and easily. This expectation has only been enhanced over the past two years as the pandemic pushed individuals to engage online more than ever to obtain the goods and services required to carry out their daily lives.

There has been a great paradigm shift in municipal websites. Jurisdictions across the country have embraced a service-based delivery model focused on placing the services most used by the community prominently on a stripped-down homepage that includes a mobile-responsive design, intuitive navigation, and robust search capabilities.

These shifts demand that the City consider fresh website options beyond the offerings of the current partner. The City recommends releasing an RFI to solicit information from vendors with a track record of success providing websites and content management system solutions to cities based on current best practices and a modern understanding of user needs.

To best capture the wide range of needs and communication interests in the community, staff

recommends the establishment of two working groups. One group comprised of a maximum of two Councilmembers, (to ensure a non-Brown Act subcommittee) and the other with members of the public (likely three) selected by the City Manager. These groups would work with staff members from various Departments who are regularly involved with external City communication and website content. The groups would be tasked with reviewing the RFI responses and contributing to the development of requirements that will help inform the selection and procurement of an updated website and content management solution. The two groups must remain separate and the residents must be selected by the City Manager in order to avoid Brown Act meeting requirements.

#### **COORDINATION**

The City Manager's Office coordinated the preparation of this report with the Information Technology Department.

#### **FISCAL IMPACT**

There is no fiscal impact associated with the recommended actions.

#### **APPROVED BY:**

*Mike Witzansky, City Manager*

#### **ATTACHMENTS**

Draft RFI