

REPORT TO CITY COUNCIL

DATE: AUGUST 9, 2006

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: GREG RAMIREZ, CITY MANAGER

BY: NATHAN HAMBURGER, ASSISTANT TO THE CITY MANAGER

SUBJECT: APPROVAL OF AGREEMENT WITH VISION INTERNET, INC., FOR PROFESSIONAL SERVICES RELATED TO THE ENHANCEMENT AND REDESIGN OF THE CITY'S WEBSITE

In an effort to increase communication with our community and improve access to information, the City has identified the need to enhance and redesign its website. Although the website is functional and has a variety of information available, there is a definite shortfall in regards to the capabilities and functionality of the site as it exists today. Currently, a contract firm updates the website content based on requests from City staff. The existing software utilized by the current website lacks the ability to add additional features and allow staff to make direct information updates on such things as emergency notifications, community events, or public meeting agendas.

As the demand for online services increases, it is vital that the City of Agoura Hills meet the needs of its citizenry. Although City Hall exists to serve and assist the Agoura Hills community, the reality of the ever present "full day" prevents people from having the ability to visit and utilize certain City services. Their only other option is to find information and get services via our website.

Since the inception of the City's website, the demand for more information and more interactive features has constantly increased. In order to have the flexibility to meet our customer's needs and the ability to add and remove features on our website as needed requires a redesign of our current site. The City's new website will include features such as an interactive community calendar, business directory, frequently asked questions (FAQ) section, C-mail services (in house), e-mail survey capabilities, and an interactive downloadable forms feature.

Staff completed a Request For Proposal (RFP) process in which nine companies submitted proposals. Staff met with the top submittals and is recommending the approval of an agreement with Vision Internet, Inc., to complete the City's website enhancement and redesign project. Vision Internet has designed and developed over 70 governmental agency websites and has been recognized for their custom designs nationwide. Vision Internet has developed a detailed and well thought out process for the creation and implementation of the City's website. The process includes input from a committee of City staff and feedback received from the public. Vision Internet allows for flexibility in their design process that finds custom solutions for each of their clients, allowing for the website to integrate with the existing City software programs such as the

new building and safety program that allows residents to schedule and view current building/home inspections online.

In addition, the redesigned site will operate from a software program that allows more flexibility in utilizing new technology or operations programs in the future such as a new recreation registration program or the ability to pay for services online. It also allows for authorized City staff to make updates to the website from remote locations so that updates can occur immediately during an emergency where up-to-date information is vital to our community.

The new look of the City's website will create a more inviting and visibly pleasing feel. The redesign will be focused on reflecting the community and the lifestyle that exists in Agoura Hills. The entire process is expected to take approximately six to nine months, which would include an internal test period where staff can get familiar with the website and be trained to utilize all of the sites new capabilities.

In recognizing the lack of flexibility and the desire to improve the design and functionality of our website, funds were budgeted to complete a redesign and enhancement of the site as part of the approved work plan for Fiscal year 2006-07. The entire project was budgeted at \$40,000 and is not expected to exceed that amount.

The proposed agreement has been reviewed by the City Attorney and approved as to form.

RECOMMENDATION

Staff respectfully recommends the City Council approve the attached agreement with Vision Internet, Inc., in the amount not to exceed \$40,000.

Attachment: Agreement