

Agenda Report

TO: CITY COUNCIL

DATE: SEPTEMBER 15, 2008

FROM: CITY MANAGER

SUBJECT: CONTRACT AWARD TO CIVIC RESOURCE GROUP FOR REDESIGN & IMPLEMENTATION SERVICES RELATED TO THE CITY OF PASADENA WEBSITE

RECOMMENDATION

It is recommended that the City Council:

1. Accept the proposal dated April 10, 2008 submitted by Civic Resource Group, in response to the Request for Proposal for Website Redesign & Implementation;
2. Reject all other proposals received; and
3. Authorize the City Manager to enter into a contract with Civic Resource Group for redesign and implementation services related to the city website in an amount not to exceed \$220,000. The contract amount includes a 10% contingency of \$20,000.

BACKGROUND

In order to facilitate the efficient dissemination of local government information and promote online access to city services the City of Pasadena has operated an official government website for more than 14 years. The website (CityofPaadena.NET) is managed by the Department of Libraries & Information Services in partnership with individual departmental content editors throughout the city.

The website is often the first stop for Businesses, Residents, and Visitors seeking information related to city government and community affairs. In recent years traffic on the website has grown at an average annual rate of 30%. In FY-2008 we reached a

milestone when just over 5 million annual visitor sessions were logged. Among the most popular features on the city website are the following:

- Access to City Council agendas & reports
- View City Council meetings (live & archived)
- Search for events in the Community Calendar
- View City employment opportunities
- Complete online payment of Parking Citations & Utility Bills
- Complete online Business License & Animal License renewals
- Review information on major development projects
- View transit schedules & maps

The design of the current website dates back to 1999, and while impressive for its time, it has come to be seen as dated and not in keeping with the world-class image of Pasadena. Also of concern is the underlying architecture of the existing website which was not intended to support a site which has grown to include more than 5,000 individual web pages. As the site continues to grow in both size and traffic it is becoming increasingly difficult to manage efficiently and effectively.

On March 4, 2008, the Department of Libraries & Information Services issued a Request for Proposals (RFP) in order to solicit proposals for redesign of the existing city website and implementation of an integrated Content Management System to support the efficient operation of the new website. A total of sixteen proposals were received on or before the April 10, 2008 deadline. The proposals were reviewed and evaluated by a five person committee comprised of city staff from the Department of Libraries & Information Services, Department of Planning & Development, Department of Finance (ITSD), and the City Manager's Office. Each proposal was evaluated according to the criteria outlined in section 4.2 of the RFP.

The table below provides a summary of the individual scores received by each vendor.

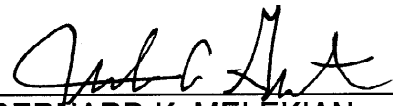
VENDOR	PROJECT PLAN		QUALIFICATIONS		PRICE		LOCAL	MICRO	FINAL SCORE
	WEIGHT = 40%		WEIGHT = 30%		WEIGHT = 30%		5 Pts.	5 Pts.	
	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	RAW SCORE	WEIGHTED SCORE	RAW SCORE	RAW SCORE	
Civic Resource Group	93.2	37.3	94.9	28.5	81.0	24.3	0	0	90.1
COMSYS	87.4	35.0	92.0	27.6	90.0	27.0	0	0	89.6
Ayzenberg Group	78.0	31.2	79.0	23.7	81.8	24.5	5	5	89.4
BGT Partners	82.0	32.8	86.6	26.0	90.0	27.0	0	0	85.8
Trinet	78.2	31.3	75.4	22.6	88.0	26.4	0	5	85.3
Applied Knowledge	85.0	34.0	82.0	24.6	88.4	26.5	0	0	85.1
FUSEideas	83.6	33.4	88.8	26.6	80.8	24.2	0	0	84.3
ServerSide	76.6	30.6	86.0	25.8	83.6	25.1	0	0	81.5
Tachyon Solutions	80.6	32.2	77.0	23.1	77.0	23.1	0	0	78.4
The Group	72.0	28.8	80.0	24.0	49.0	14.7	0	0	67.5
Nexops	73.0	29.2	76.0	22.8	50.0	15.0	0	0	67.0
PMC	76.0	30.4	80.0	24.0	39.0	11.7	0	0	66.1
Eike Consulting	72.0	28.8	71.4	21.4	49.4	14.8	0	0	65.0
Computer Engineer Tech.	56.0	22.4	63.2	19.0	45.0	13.5	0	5	59.9
AxisPoint	62.0	24.8	70.0	21.0	37.0	11.1	0	0	56.9
Soul-er IT Solutions	60.0	24.0	48.0	14.4	7.0	2.1	0	0	40.5

Based on the ranked scoring shown on the preceding table, staff recommends award of a contract to Civic Resource Group in an amount not to exceed \$220,000. This includes a base amount of \$200,000 and a contingency of \$20,000 to cover any unexpected changes during the project.


FISCAL IMPACT

Sufficient funding to support the base amount of \$200,000 is included in the Fiscal Year 2009 operating budget in the Computing & Communications Fund. The contingency fund amount of \$20,000 is available in the Fiscal Year 2009 operating budget of the Department of Libraries & Information Services.

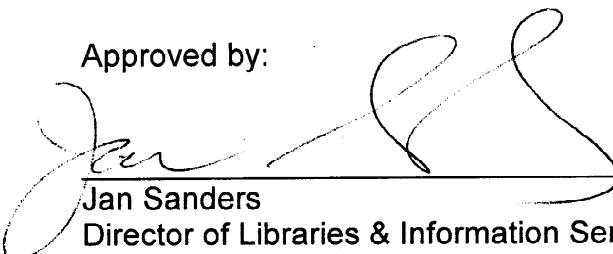
Respectfully submitted,


for BERNARD K. MELEKIAN
City Manager

Prepared by:


Bryan W. Sands, I.S. Technology Manager
Technology & Information Systems Division

Approved by:


Jan Sanders
Director of Libraries & Information Services

**Disclosure Pursuant to the
City of Pasadena Taxpayer Protection Amendment of 2000
Pasadena City Charter, Article XVII**

Contractor Organization hereby discloses its trustees, directors, partners, officers, and those with more than a 10% equity, participation, or revenue interest in Contractor Organization, as follows:
(If printing, please print legibly. Use additional sheets as necessary.)

1. Contractor/Organization Name:

Civic Resource Group LLC

2. Name(s) of trustees, directors, partners, officers of Contractor/Organization:

GREGORY CURTIN - PARTNER, MANAGING DIRECTOR
ROBERT MCCONNACHE - PARTNER, MANAGING DIRECTOR

3. Names of those with more than a 10% equity, participation or revenue interest in Contractor/Organization:

SEE ABOVE - 2.

Prepared by: Gregory Curtin

Title: MANAGING DIRECTOR

Date: 04/09/2008

For office use only

Contract Transaction No. _____

If not a contract, type of transaction: _____