

Honorable Mayor and Members  
of the Ad Hoc Web Redesign  
City Council Committee  
City Hall  
Torrance, California

Members of the Committee:

**SUBJECT:** City Manager – Citywide Website Redesign II (CWR-II) Project.

**APPROVED BUDGET: \$300,000.00**

**RECOMMENDATION**

Recommendation of the Cable and Community Relations Manager that the Ad Hoc City Council Committee review Citywide Web Redesign Team evaluations of the Request for Proposals (RFP) and approve recommended Vendors for interviews.

Funding is approved in FEAP 842.

**BACKGROUND**

On January 27, 2015, the Committee met and reviewed objectives, discussed design ideas, reviewed website examples, and requested staff return with a draft Request for Qualifications (RFQ). Included in the RFQ was a listing of minimum redesign features, and a presentation of a sample website that contained many of those functions.

On March 10, 2015, the Committee approved the RFQ and directed staff to distribute. The Committee also reviewed the City of Brea's website that had many of the desired features mentioned at the previous Committee meeting. In addition, staff created and issued a Request for Proposals (RFP) for citywide stock photography library that will be used for the website as well as other projects including Torrance Seasons, brochures, press kits, media requests, and articles.

On August 11, 2015, the Committee reviewed and recommend to the City Council approval of the Request for Proposals for the Citywide Web Redesign and issue to previously qualified Vendors.

On August 25, 2015, the City Council approved the RFP and its distribution to the list of qualified vendors.

Civic Plus, Manhattan KS	CivicLive Inc., Toronto Canada
Civic Resource Group, Los Angeles CA	ThinkLogic, LLC, El Segundo CA
Civica Software, Newport Beach CA	Vision Internet, Santa Monica CA

Responses to RFP No. B2015-32 were due on October 5, 2015, all six qualified vendors responded.

**ANALYSIS**

The Team recommends interviewing CivicLive Inc. (Intrafinity Inc.), Civic Plus, and Vision Internet. Their Request for Proposals for the Citywide Web Redesign is attached for your consideration.

As you may recall, the RFQ was sent to 44 possible vendors, 12 responded, and 6 were determined to be qualified to successfully respond to a RFP, and all 6 responded.

In determining the top three vendors, the Team considered the “Cost Information” based on a five-year total with a refresh at the end. The amounts include annual costs for 4-years, optional fees for design, microsites, 1,500 page migration, custom branding for each department, mobile app, maintenance, and support.

Each of the vendors were evaluated on “Experience and Capability” considering the number and type of website designs that have been completed. The “Management Qualifications” considered management tools used to develop the sites, demonstration of documentation, and background of vendors. The “Content Management System” evaluation included practical on-site hands-on experience by a team member for one vendor to consider the difference between state of the art and what we currently utilize. Finally, the Team contacted “References” to get a understanding from past clients how the vendor performed. Most references that were provided responded quickly. We were surprised that others did not. When hosted, virtually all vendors stated their uptime to be 99.5% or better.

	Possible Points	CivicLive Inc. (Intrafinity Inc.)	Civic Plus	Vision Internet	Civica Software (Granicus)	ThinkLogic, LLC	Civic Resource Group
<b>Est. Timeline</b>		13-24 weeks	15-24 weeks	15-26 weeks	13-24 weeks	15-24 weeks	52 weeks
<b>CMS</b>		SitePublish CMS	GCMS®	visionCMS™	Civica CMS	?	CivicConnect™
<b>Amount Bid</b>		\$ 92,900.00	\$ 206,843.00	\$ 37,095.00	\$ 85,995.00	\$ 275,000.00	\$ 295,000.00
<b>Five Year Total</b>		<b>\$141,725.00</b>	\$262,468.86	\$242,662.50	\$163,660.00	\$275,000.00	\$472,000.00
<b>Experience and Capability</b>	30	22	24	<b>25</b>	24	14	14
<b>Management Qualifications</b>	10	9	9	6	7	5	3
<b>Content Management System</b>	20	<b>17</b>	15	16	16	8	7
<b>Cost Information</b>	20	<b>19</b>	14	13	14	12	3
<b>References and Other Necessary Factors</b>	20	15	<b>18</b>	17	15	5	4
	<b>100</b>	<b>82</b>	<b>79</b>	<b>78</b>	76	43	31

The Team would prefer to meet with each of the top three vendors to clarify their bid, reaffirm realistic schedules, discuss concepts, determine options, evaluate interpersonal skills, and adaptability among other things.

Ultimately, the Team is looking for a vendor that can create the new website that has a new look and feel that markets the city, features activities, and welcomes the community to easily locate information. A vendor that will provide unique branding for all 13 departments, microsites for certain functional areas that market and/or sell facilities/services, improved usability, integration with social media, mobile device friendly, portal for open government, mobile app, and a 5-year refresh on the design.

Respectfully submitted,

LeRoy J. Jackson  
City Manager



By: \_\_\_\_\_  
Michael D. Smith  
Cable & Community Relations Manager

CONCUR:

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Richard Shigaki, Director  
Communications and Information Technology

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LeRoy J. Jackson  
City Manager

ATTACHMENTS

1. CivicLive Inc. (Intrafinity Inc.)
2. Civic Plus
3. Vision Internet