

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

Members of the Committee:

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

BUDGET: \$300,000.00

RECOMMENDATION

Recommendation of the City Manager that the Ad Hoc City Council Committee provide staff direction concerning the citywide web redesign.

Funding is approved in FEAP 842.

BACKGROUND

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

ANALYSIS

Staff has created a Request for Qualifications so that vendors can be identified that can best respond to a future Request for Proposals (RFP). This two-staged approach helps to both streamline the solicitation process and to gather information about candidates for future use. The RFQ includes a listing of minimum standards and desired features. The RFP will include more definitive scope of work along with contract terms and conditions. An example of a website that has many of the features that were mentioned at the first Committee meeting is the City of Brea's website - www.CityofBrea.Net/.

With the website redesign, a new set of Torrance stock photographs will be needed. Staff is drafting an RFP for still photography that will be initiate concurrently with the redesign. These photographs will also be available for other projects including Torrance Seasons, brochures, press kits, and articles.

Respectfully submitted,

LeRoy J. Jackson
City Manager



By: _____
Michael D. Smith
Cable & Community Relations Manager

CONCUR:

Richard Shigaki, Director
Communications and Information Technology

LeRoy J. Jackson
City Manager

ATTACHMENT
RFQ