



## CITY COUNCIL AGENDA ITEM

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Date: August 16, 2016

To: Brian Kischnick, City Manager

From: MaryBeth Murz, Purchasing Manager  
Enna A. Bachelor, Buyer  
Stephanie Fleisher, Marketing Coordinator  
Cindy Stewart, Community Affairs Director  
Gert Paraskevin, Information Technology Director

Subject: Standard Purchasing Resolution 8: Best Value Award – Website Design Services  
(Introduced by Stephanie Fleischer, Marketing Coordinator & Enna A. Bachelor, Buyer)

### **History**

The initial City of Troy website was implemented by IT staff in January 1998. Over the years, IT and Community Affairs staff made changes to the design (2002, 2004, 2006 and 2007) to mirror the annual City Calendar design. IT and Community Affairs staff have done all of the web updates. In September 2011, City Council approved a contract (Resolution #2011-09) with Marketing Associates, to assist in a communications strategy in order to meet one of the City's new Goals. The scope of work in the contract with Marketing Associates included development and implementation of an overall media outreach plan; implementation of a social media strategy and evaluation of the City's website.

Marketing Associates completed an assessment on the condition of the existing City of Troy website and social media presence. This project was initially identified as an objective in the City of Troy Communications Strategy annual contract with Marketing Associates. The assessment addressed a set of key elements for website/social campaign design and usability best practices. The audit consisted of reviewing critical components against current industry standards. The resulting deliverable included recommendations and prioritization on the key areas where action should be taken.

After the assessment was completed, Marketing Associates completed several informational forums to obtain feedback from City employees, residents and members from the business community to determine their needs from the City website. They followed up by examining the existing website content and produced a site architecture to make the best use of the information.

Marketing Associates produced two creative mock-ups using colors, photos and fonts that best conveyed the image of the City of Troy. The City made the decision to go from a homegrown content management system (CMS) to DOTNETNUKE CMS an open source software that facilitates management of websites. In 2015, the City Manager's Office began an effort to rebrand the City which is being led by Stephanie Fleischer, Marketing Coordinator. This effort includes the redesign of the City's logo and website. Redesign of the City's website was identified as the #2 strategy for 2016.



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## Purchasing

- May 17, 2016 a Request for Proposal was issued and posted on the Michigan Inter-governmental Trade Network (MITN) website: [www.mitn.info](http://www.mitn.info). The vendor list from MITN was supplemented by the Purchasing Division with additional firms who were also notified via email. A total of 326 firms were notified of this bid opportunity.
- May 26, 2016 a Mandatory Pre-Proposal meeting was held at City Hall. The Request for Proposal document and the project timeline was reviewed. Clarifications were discussed and questions answered which necessitated the issuance of an Addendum summarizing the meeting.
- Twenty-Five (25) companies attended the Pre-Proposal meeting as listed below:
- June 9, 2016, a bid opening was conducted and Proposals were received as required by City Charter and Code for Website Design Services. Below is a summary of potential firms.

<b>Companies notified via MITN</b>	265
Troy Companies notified via MITN	7
Troy Companies - Active email Notification	5
Troy Companies - Active Free	2
<b>Companies that viewed the bid</b>	48
Troy Companies that viewed the bid	7
Number of Companies notified outside of MITN	61

**MITN** provides a resourceful online platform to streamline the procurement process, reduce costs, and make it easier and more transparent for vendors to do business with the City of Troy.

**Active MITN** members with a current membership and paying annual dues receive automatic electronic notification which allows instant access to Bids, RFPS and Quote opportunities with the City.

**Active MITN non-paying members** are responsible to monitor and check the MITN website for opportunities to do business with the City.

**Inactive MITN member** status can occur when a company does not renew their account upon expiration. Inactive members cannot be notified of solicitations or access any bid information.

Eight (8) Proposal responses were received:

- Civic Plus, Manhattan, KS
- RIIS, Troy, MI
- Futurenet Group, Detroit, MI
- Marketing Associates, Detroit, MI
- MuniWeb, Troy, MI
- Blue Wheel Media, Troy, MI
- Revize, Troy, MI
- Optech, Troy, MI

Qualifying conditions of the Website Design Services Firm were:

- Experience and knowledge of web design.
- Positive references for the firm.
- Qualifications of firm to perform project as specified
- Work plan and methodology proposed
- Response to questionnaire



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## Purchasing (continued)

Scoring criteria was as follows:

Phase 1 Criteria	Points
Web Design Approach	35
Demonstrated Ability to Meet RFP Requirements	25
Experience	18
Cost	10
References	10
*Local Preference	2
<b>TOTAL POINTS</b>	<b>100</b>
<b>Phase 2 Interview</b>	
Rank 1	60
Rank 2	25
Rank 3	15

- Six (6) Committee Members reviewed and evaluated the proposals. The Committee Members were as follows:
  - Mark Miller, Director of Economic and Community Development
  - Gert Paraskevin, Information Technology Services Director
  - Cindy Stewart, Community Affairs Director
  - Stephanie Fleischer, Marketing Coordinator (City)
  - Alyssa Firth, Marketing Coordinator (Library)
  - Rob Bittner, Programmer/Analyst
  
- Based on the Firms' qualifying conditions and scores for proposals; the top three (3) Firms were interviewed by the committee on June 24 and June 28, 2016. The top three (3) rated Firms were:
  - Blue Wheel Media
  - MuniWeb
  - Revize Software Systems
  
- Based on the scoring criteria, the committee unanimously recommended awarding the contract to the highest rated proposer, *Revize Software Systems (Revize) of Troy, MI*. The Scoring Summary is attached.
- Revize has serviced more than 1,200 municipal clients nationwide.
- They have a 2-year track record of building award winning government websites and content management systems.
- Revize is a pioneer in implementing the latest trends in design by using Responsive Web Design (RWD).
- Revize has an impressive resume of municipal clients in Michigan and nationwide such as:
  - City of Birmingham, MI
  - City of Howell, MI
  - City of Romulus, MI
  - Genesee County
  - Charlevoix County
  - City of St. Petersburg, FL
  - City of Logan, UT
  - Bristol Bay, AK
  - Arkansas City, KS
  - North Las Vegas, NV

- Revize brings to the table a solid and capable project team with an average of 20 years of experience.
- Proposal cost includes a redesign of the City’s website in four (4) years.
- Website designs provide full functionality to allow the City to update and manage its own website.
- The project team consists of experienced and creative professionals including:
  - Thomas Jean, Proposal Manager
  - Joseph J. Nagrant, Business Development Director
  - Ray Akshaya, Technical Director
  - Samir Alley, Lead Designer
  - Tom Gooden, Graphic Designer/Illustrator
  - Denise Brazier, Project Manager/Trainer
- The *Tentative* Project Timeline indicates the Web Design project will begin August of 2016 and be completed December, 2016.

Phases	When	Duration
Phase 1: Initial Meeting, Communication Strategy, SOW	Week 1-3	3 Weeks
Phase 2: Discovery & Design	Weeks 4-8	5 Weeks
Phase 3: Template Development, CMS Integration	Weeks 9-11	3 Weeks
Phase 4: Module Setup	Weeks 12-14	3 Weeks
Phase 5: Custom Development	Weeks 15-16	2 Weeks
Phase 6: Quality Assurance Testing	Week 17	1 Week
Phase 7: Sitemap Development/Content Migration	Weeks 18-20	3 Weeks
Phase 8: Content Editor and Web Administrator Training, Final Content Training, Go Live Preparation	Week 21	1 Week
Go-Live (Average)		16-21 Weeks



# CITY COUNCIL AGENDA ITEM

- A summary of the pricing is below.

Revise		
<b>Project Total</b>		\$ 74,300.00
<b>Reimbursable Expenses</b>		-
<b>Sub Total</b>		\$ 74,300.00
<b>Annual Maintenance</b>		\$ 8,900.00
<b>Schedule of Values</b>	Project Management	\$ 100.00
	Development	\$ 125.00
	Design	\$ 125.00
	Content Copywriting	\$ 75.00
	Additional Content Migration	3.00/page
	Additional Content Copyrighting (non-top level)	\$75.00
	Content Editing by Revize	\$50.00

### **Financial**

\$74,300.00 is budgeted in the 2016/2017 101.172.7802.255 - Contractual Services Website Design and Maintenance Account. Annual maintenance is estimated to be approximately \$8,900.00 per year after the first year of website implementation.

### **Recommendation**

City management recommends awarding a contract to perform Website Design Services to the highest rated proposer, *Revize Software Systems of Troy, MI* as a result of a best value evaluation process for a total not to exceed amount of \$74,300.00 and annual maintenance in the amount of \$8,900.00, at prices contained in the bid tabulation opened June 9, 2016. The award is contingent upon the Firm's submission of properly executed bid documents including insurance certificates and all specified requirements.

G:\Bid Award 16-05 Website Design Services\_Memo



		CITY OF TROY				ITB-COT 16-05		
		BID TABULATION				Pg. 2 of 3		
		WEBSITE DESIGN SERVICES						
Vendor Name	Marketing Associates-2	Civic Plus	OpTech	Futurenet				
City/State	Detroit, Michigan	Manhattan, Kansas	Troy, Michigan	Detroit, Michigan				
Bid Deposit Check	#001037721	#03160	#1340520	#000969877				
Ranking	4	5	6	7				
Project Total	\$84,000.00	\$23,871.00	\$90,000.00	\$63,495.00				
Reimbursable Expenses	-	-	\$4,000.00	-				
Grand Total	\$84,000.00	\$23,871.00	\$94,000.00	\$63,495.00				
Annual Maintenance	N/A	\$23,871.00	TBD	\$12,699.00				
Contact Person	Howard English	Derek Gleason	Scott L. Goodwin	Julie Endres				
Phone No.	248.880.1901	785.477.8346	313.657.7120	313.544.7117 ext. 337				
Min Qualifications	Y	Y	Y	Y				
Questionnaire	Y	Y	Y	Y				
Signature Page	Y	Y	Y	Y				
References	Y	Y	Y	Y				
Forms (5)	Y	Y	Y	Y				
Exceptions	N	N	N	N				
Project Time Line	Y	Y	Y	Y				
Addendum #1	Y	Y	Y	Y				
Addendum #2	Y	Y	Y	Y				
Fee Schedule								
	Project Management/ Creative Services	\$95.00			Project Manager	\$115.00	Web/UI Designer (Onsite)	\$46.89
	Art Direction/ Web Developer	\$95.00			Senior Business Analyst	\$125.00	Web/CMS Developer (Onsite)	\$44.28
	Account Director	\$140.00			Graphics Designer	\$125.00	Web/CMS Developer (Onsite)	\$39.42
	Creative Director	\$120.00			Technical Development Lead	\$100.00	Project Manager	\$58.29
	Translations- Option 1 Welcome Statement (50 words)	125.00/language			Web Developer	\$85.00	Project Manager (Onsite)	\$49.28
	Translations- Option 2.5 Web Pages in 4 languages (1,680 word	1,000.00/language			Web Developer	\$85.00	Copy Charge- Per Copy	\$0.10
					Test Engineer	\$80.00	Branding- Per Hour	\$56.23
					Technical Lead/Systems	\$115.00	CMS SME- Per Hour	\$68.81

		CITY OF TROY				ITB-COT 16-05	
		BID TABULATION				Pg. 3 of 3	
		WEBSITE DESIGN SERVICES					
Vendor Name	RIIS LLC						
City/State	Troy, Michigan						
Bid Deposit Check	#9245728491						
Ranking	8						
Project Total	\$136,000.00						
Reimbursable Expenses	-						
Grand Total	\$136,000.00						
Annual Maintenance	TBD						
Contact Person	Ann Teschendorf						
Phone No.	248.943.1021						
Min Qualifications	Y						
Questionnaire	Y						
Signature Page	Y						
References	Y						
Forms (5)	Y						
Exceptions	N						
Project Time Line	Y						
Addendum #1	Y						
Addendum #2	Y						
Fee Schedule							
		Graphic Web Design/ User Experience Services	\$105.00				
		Front-End/Web Development Services	\$105.00				
		Back-end Development Services	\$105.00				
		Content Development Services	\$105.00				
		Security Services	\$105.00				
		Customer/ User Testing	\$105.00				
ATTEST:							
		Enna Bachelor					
		Arinze Okafur			MaryBeth Murz, Purchasing Manager		
		Stephanie Fleischer					
		Susan Reisterer					