



# City of Huntington Beach

**File #:** 21-868

**MEETING DATE:** 11/16/2021

## REQUEST FOR CITY COUNCIL ACTION

**SUBMITTED TO:** Honorable Mayor and City Council Members

**SUBMITTED BY:** Oliver Chi, City Manager

**PREPARED BY:** Travis K. Hopkins, Assistant City Manager

**Subject:**

**Approve and authorize the execution of a Professional Services Agreement with Revize to Redesign and Maintain the City's Website; and authorize appropriation of funds**

**Statement of Issue:**

Staff released a Request for Qualifications (RFQ) from firms to redesign and maintain the City's website. After reviewing twenty proposals, staff selected Revize as the most qualified and responsive firm. Staff recommends entering into a Professional Services Agreement (agreement) with Revize for a not-to-exceed total of \$170,000 over a 3-year term.

**Financial Impact:**

Revize's proposed scope of work under this three-year agreement is estimated at \$102,300, which includes website redesign, staff training, and annual maintenance fees. Due to the outdated functionality of the City's website, staff may request additional improvements that go above and beyond Revize's scope of work. As such, staff has built in contingencies throughout the term of the agreement, with a total not-to-exceed value of \$170,000.

Funding is available for the website redesign and maintenance effort, and City Council authorization is requested to appropriate an additional \$75,000 to the Public Information Office account (10030101.69365), with the remainder of the funding available prior approved amounts in the City Manager (10030101.69365) and Public Information Office accounts (10030101.69365).

**Recommended Action**

A) Approve a three-year Professional Services Agreement with Revize for website redesign and annual maintenance; and,

B) Authorize the appropriation of \$75,000 from the General Fund into the Public Information Office account.

**Alternative Action(s):**

Do not approve the recommended actions and direct staff accordingly.

**Analysis:**

The City's website, [www.huntingtonbeachca.gov](http://www.huntingtonbeachca.gov) <<http://www.huntingtonbeachca.gov>>, was initially built in the 1990's using an in-house content management system (CMS) that has become significantly outdated. In comparison to modern, user-friendly CMSes today, the City's CMS requires coding and IS support to upload multimedia, develop new web templates, and make other non-textual adjustments, which can delay the timely distribution of information on the website. Given the major advances in web technology today, staff recommends transitioning the website to an established third-party CMS, which is regularly maintained, secured, and updated with the latest tools and user-friendly features. Third-party firms can also provide user training, help desk support, design consultations, and ADA accessibility guarantees throughout the life of the website.

The City released a Request for Qualifications and received proposals from 20 firms. Following a rigorous review process, staff selected Revize as the most qualified and responsive firm. Revize has been building websites for 25 years and provides services to over 1,800 government clients nationwide. Their award-winning CMS will be custom designed for Huntington Beach in Year 1 and redesigned in Year 4 to keep up with modern design standards. Revize will also work with the project team and departments to streamline existing content, improve website navigation, and ensure a seamless transition. Lastly, Revize offers extensive training before and after the transition, as well as 24/7 help desk support.

Staff recommends entering into a three-year agreement with Revize to rebuild the website and train staff in the first six months, and provide maintenance services yearly. The cost for their proposed scope of work is \$102,300.

However, due to the limited functionality of the City's current CMS, staff may need to implement unanticipated modernization efforts that go beyond Revize's scope of work. As such, staff has built in a contingency across all three years of the agreement for a total not-to-exceed cost of \$170,000. The contingency may cover additional work including custom pages for City departments; specialty design features; and custom online tools.

**Environmental Status:**

None

**Strategic Plan Goal:**

Community Engagement

**Attachment(s):**

1. Professional Services Agreement with Revize
2. RFQ Response from Revize
3. RFQ for Website Redesign
4. RFQ Submittals
5. RFQ Award Analysis