



MEMORANDUM

To: Mayor Merkes

From: Website Vendor Selection Team – Alderman Nichols, Dorothy Dworshok, Kara Homan, Peggy Steeno, and Aaron Zemlock

Date: November 24, 2014

RE: Website Renovation Recommendation

We are pleased to recommend that the City of Menasha contract with Revize Government Websites (Revize) to renovate the City's existing website. After a thorough review of the responding vendors and their proposals, we feel confident that Revize is the best fit for the City for this very important project.

By way of details, the following items are the main reasons for our recommendation:

- The responses from Revize (written proposal, interview conducted, follow-ups completed) were very comprehensive and responsive to the request for qualifications released by the City as well as all of the additional requests and questions asked throughout the process;
- Revize has an established track record of creating successful government websites, having been utilized by over 800 municipal clients nationwide, and as was proven through the reference contacts to some of their existing clients;
- Revize's website designs are responsive, visually appealing, distinct from one another, and cater to the needs of the communities they are built for;
- Revize's content management system, which will be used by City staff to update the website on an ongoing basis, has great functionality and appears to be easy to use;
- The process that Revize outlined for the implementation of the new website seems very achievable and flexible for the City, and includes two on-site visits, one for the design phase and one for unveiling the new website to the Council and the Community;
- The team approach that Revize uses in working with their clients, including the experienced project team, will help to keep the project on track during the implementation phase and after the 'go live' date, on an ongoing basis;
- The established approach that Revize uses throughout the renovation process is logical and well-liked by the existing Revize clients that we spoke with;
- Revize offers numerous applications, such as: Alert Center, Citizen Request Center, Email Notify, and Facebook Integration, that will be extremely useful to the City; and
- Revize was the most accommodating vendor, without adding extra costs, as we worked our way through the process.

In regard to pricing, although this was a quality based selection, Revize's pricing was extremely competitive, in fact the lowest overall implementation cost received.

In addition, if the City of Menasha contracts with Revize for a five (5) year period, one year of implementation and support costs, approximately \$16,300, and four additional years of support, approximately \$3,000 per year, Revize will provide a complete redesign of the City's website at the beginning of year five (5) using the most current technology and practices.

As you can see from our comprehensive list above, we feel very strongly that Revize is the best match for the City of Menasha, and we hope that you concur. We are very excited to get this project underway!

Please let us know if you have any questions or need clarification on any part of this recommendation.