



## MEMORANDUM

**TO:** Members of the Common Council  
**FROM:** Donald Merkes, Mayor  
**DATE:** 26 November 2014

**RE:** Website Renovation Update

As you know, the 2014 Budget includes funds for renovating the City's website. As such, staff began working on this initiative in June of 2014.

The work that has been completed to date includes:

1. Creation and Distribution of an RFQ (request for qualifications) – This document, outlining the City's website related needs, was created to send to all known potential vendors to identify a business partner to work with the City to complete the website renovation. Once a draft of the RFQ was put together, the IT Steering Committee and the Department Heads reviewed the RFQ and provided input/updates. Once finalized, the RQF was sent to six (6) vendors that specialize in this type of work. This solicitation was released on August 6<sup>th</sup>, with a requested return date of September 22<sup>nd</sup>.
2. Creation of a Website Vendor Selection Team – This team was created as a workgroup to analyze the vendors that submitted proposals in regard to the website renovation project. The team make up, as recommended and approved by the IT Steering Committee and the Department Heads, is as follows: Alderman Rebecca Nichols (IT Steering Committee Representative), Aaron Zemlock (Police Department), Kara Homan (Community Development), Dorothy Dworshok (Public Works), and Peggy Steeno (Administrative Services).
3. Work completed by the Website Vendor Selection Team – The team completed the following tasks in the quest to select the most qualified business partner to work with the City on the website renovation:
  - Independent review of the responses/proposals;
  - Meetings to jointly discuss and evaluate the proposals, including a review of the costing (because this was a quality based selection for professional services, pricing statements were requested separately from the proposals to enable the team to analyze the qualifications in advance of revealing the pricing);
  - Pricing analysis;
  - Interviews with the top three (3) potential providers;
  - Follow-up questions and research on the top providers;
  - Reference checks on the top providers; and
  - A recommendation (attached to this communication) to me regarding the business partner that the team believes will be the best fit to work with the City on this critical project.

**Selection of the business partner** – I am pleased to report that I have accepted the recommendation of the team to contract with Revize Government Websites and I am looking forward to getting to work on updating the City's website. I would expect that the implementation portion of the project will be started prior to the end of 2014, with the unveiling of the City's new website occurring in mid-2015.

As we move through the process we will continue to provide additional information as well as request for input from the Common Council, boards, and staff.