



## **CITY OF SALINAS COUNCIL STAFF REPORT**

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**DATE:** JUNE 21, 2022

**DEPARTMENT:** ADMINISTRATION

**FROM:** SOPHIA ROME, COMMUNITY RELATIONS MANAGER

**TITLE:** WEBSITE REDESIGN AWARD OF CONTRACT

**RECOMMENDED MOTION:**

A motion to approve a Resolution authorizing the Mayor to execute an Agreement with Granicus for the redesign of the City of Salinas' (City's) website for an amount not to exceed \$112,200.00

**RECOMMENDATION:**

Approve a Resolution authorizing the Mayor to execute an agreement with Granicus for the redesign of the City's website for an amount not to exceed \$112,200.00.

**EXECUTIVE SUMMARY:**

The COVID-19 pandemic has changed the way residents access information, and the access and functional needs of our community is a top priority for the City. The existing application that the City's website utilizes is outdated and restrictive in creating an engaging, customer service friendly website for the community. The goal of this project is to create a "virtual City Hall" that the community can easily navigate, learn about the City's engagement initiatives and events, complete some forms and processes online, and access services and information.

This project would include using the latest web design and content standards for language access and Americans with Disabilities Act (ADA) compliance, and ability to maintain these standards and requirements as they change.

Key website functionality that Granicus has demonstrated includes:

- Website and Content Management
- Comprehensive Service and Support Ticketing System
- Digital Forms and Workflow Automation
- Email and SMS Communications
- Cloud Security Licensing with 24/7/365 security

Following execution of the Agreement, next steps include community and department stakeholder engagement to inform layout and access needs.

## BACKGROUND:

The City's existing website underwent a redesign in 2016. The industry standard for website redesigns is every three to five years, and it has been over six years since the last revamp of the City's website.

The City issued a Request for Qualifications (RFQ) on April 25, 2022. The RFQ was emailed directly to local Salinas web design businesses and published in the Monterey County Herald. A total of 15 proposals were received, which were rated by a Panel of staff from Administration, Information Technology (IT), community development, and the City's IT consultant (Client First). The Panel and department staff participated in product demonstrations from the four highest scoring vendors. Following the demonstrations and reference checks, Granicus has been selected for the website redesign.

## CEQA CONSIDERATION:

**Not a Project.** The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378).

## STRATEGIC PLAN INITIATIVE:

The City's website redesign directly aligns with the Strategic Plan goals below. However, an engaging and accessible website will support improvement of outreach and engagement efforts, which indirectly supports all Strategic Plan goals.

- Economic Development – Promoting Salinas as a desired destination for business and supporting businesses by offering streamlined services
- Effective and Culturally Responsive Government – Making services more accessible and culturally responsive for non-English speaking residents and applying data from website analytics to inform decision-making related to City outreach, engagement, and communications

## DEPARTMENTAL COORDINATION:

Administration, IT, Community Development, Fire, Library and Community Services, and Police departments participated in the rating and/or product demonstrations. All City departments were engaged in identifying the needs and requirements listed in the RFQ. There was coordination with Legal on the development of the Agreement.

Coordination with all City departments will continue through the development and implementation processes for this project.

#### FISCAL AND SUSTAINABILITY IMPACT:

If execution of the Agreement is approved, funds will be appropriated in the FY 2022-23 Administration budget as necessary. Future year subscription fees for the Government Experience Cloud Enterprise solution will be budgeted annually.

#### ATTACHMENTS:

Resolution

Agreement for Services

Granicus's Proposal

Request for Qualifications: Website Redesign dated April 25, 2022