



Office of the City Manager

CONSENT CALENDAR
July 28, 2020

To: Honorable Mayor and Members of the City Council

From: Dee Williams-Ridley, City Manager

Submitted by: Savita Chaudhary, Director, Department of Information Technology

Subject: Contract No. 31900122-1 Amendment: Rolling Orange, Inc. for Website Redesign, Web Content Management System (CMS), and Support

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute an amendment to Contract No. 31900122-1 with Rolling Orange, Inc. for the additional web application development, for an amount not-to-exceed \$72,000 and a total contract value not-to-exceed \$559,300 from March 1, 2019 to June 30, 2022.

FISCAL IMPACTS OF RECOMMENDATION

Funding for the additional development services is available in Fiscal Year (FY) 2021 IT Cost Allocation fund as outlined below. Spending in future years for this amendment is subject to Council approval of the proposed citywide budget and annual appropriation ordinances.

\$72,000	FY 2021: Maintenance and Support Services Budget Code: 680-35-363-384-6005-000-472-612990- (Department of IT, Cost Allocation, Professional Services)
----------	-------------------------------------------------------------------------------------------------------------------------------------------------------------

\$72,000 FY 2021: Total Professional Services

CURRENT SITUATION AND ITS EFFECTS

The City began working with Rolling Orange, Inc. to develop a new city website in March 2019. The project includes the development of a new information architecture, new look and feel, mobile-responsive design, and build-out of the new website in the Drupal content management system.

During technical discovery and template development with Rolling Orange, several additional needs were identified:

- 1. Replacement of self-hosted custom applications**

The City's website hosts two custom-built tools that are highly used by community members - a Building Permit Fee estimator and Council District lookup tool by

address. Both these applications were determined to be essential features of the website, but the existing code is incompatible with the new software and hosting environment. These tools will be rebuilt and integrated into the new website.

2. System integration for 311 intake forms

Currently, online 311 reporting is managed through a series of custom-coded forms that were developed in-house and are hosted on premises. The existing forms allow reporting only a limited number of issues online and have significant technical limitations, such as not allowing users to upload photographs. Rolling Orange will create a unified intake form for 311 services and integrate it with the new website.

3. Implementation of portals for Rent Stabilization Board and Berkeley Housing Authority

The City's website also serves as the website for two independently governed bodies - the Rent Stabilization Board and Berkeley Housing Authority. Rolling Orange will configure portals for these sections that support a unique set of users and permissions, and that prevents their content from being edited by posters from other departments.

4. Additional template and guided service delivery tool development

To support online 311 reporting and other transactional elements of the website, Rolling Orange will develop a guided service delivery tool using a series of contextual drop-down menus to assist users completing tasks such as permit applications, issue reporting, or online payments.

The website redesign is a Strategic Plan Priority Project, advancing our goal to be a customer-focused organization that provides excellent, timely, easily accessible service and information to the community.

BACKGROUND

Rolling Orange, Inc was selected to develop a new website for the City of Berkeley after a competitive bidding process. In February 2018, the City published Request for Proposal (RFP) No. 17-1118-C seeking a website redesign and new web content management system with secure, high-performance offsite hosting.

The City received twenty-five (25) responses. A multi-departmental team evaluated the proposals and conducted two rounds of interviews and software demonstrations. Rolling Orange was selected for the project after receiving the highest scores from both the evaluation team and other stakeholders who were invited to attend the demonstrations.

The City began work with Rolling Orange in March 2019. Working closely with City staff to assess technical and user needs, Rolling Orange has developed new posting

templates, workflows, navigation structures and underlying technical architecture, and has completed end-user testing on a prototype version of the new website.

The new website will use secure, off-site hosting, allowing the City to retire the server that currently hosts the website. This necessitates the replacement of several legacy applications which had been custom built in-house and are currently maintained and support by Information Technology staff.

ENVIRONMENTAL SUSTAINABILITY

The improvements in website ease-of-use and availability of online transactions will help reduce travel associated with on-site visits to City offices. The improved functionality of the new software will increase efficiency of internal processes thus reducing paper-based processes resulting in an environmentally sound and cost-effective information technology infrastructure.

Additionally, moving the website from onsite to offsite hosting will reduce the City's server and storage computing needs as well as ongoing maintenance needed to maintain the equipment. It will also provide redundancy in case of a disaster such as earthquake, etc.

RATIONALE FOR RECOMMENDATION

The replacement of existing custom applications and integration into the new website will reduce maintenance and support needed from Information Technology staff and improve the new website's utility and ease-of-use for community members.

ALTERNATIVE ACTIONS CONSIDERED

Alternative actions considered included not including this functionality on the new website, however this option is not practical. Online issue reporting and easier online transactions are highly desired by community members and are part of the City's Strategic Plan.

CONTACT PERSON

Savita Chaudhary, Director, Information Technology, 510 981-6541

Attachments:

1: Resolution

RESOLUTION NO. ##,###-N.S.

CONTRACT NO. 31900122-1 AMENDMENT: ROLLING ORANGE, INC. FOR WEBSITE REDESIGN, WEB CONTENT MANAGEMENT SYSTEM (CMS), AND SUPPORT

WHEREAS, on February 27, 2018, the City issued a Request for Proposals (RFP) for a website redesign and web content management system and received twenty-five qualifying vendor responses; and

WHEREAS, the RFP evaluation committee evaluated each proposal and determined that the Rolling Orange, Inc. proposal best met the City's operational, technological, and fiscal requirements; and

WHEREAS, additional technical discovery after the commencement of work with Rolling Orange identified additional functional needs for the new website, including the replacement and integration of several custom-built applications and enhanced online 311 reporting; and

WHEREAS, funding for the additional development services is available in Fiscal Year (FY) 2021 IT Cost Allocation Fund, and spending in future years for this amendment is subject to Council approval of the proposed citywide budget and annual appropriation ordinances.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to amend Contract No. 31900122-1 with Rolling Orange, Inc. for website redesign and web content management system, increasing the amount by \$72,000, for a total contract amount not to exceed \$559,300 from March 1, 2019 to June 30, 2022.