



Office of the City Manager

CONSENT CALENDAR

November 28, 2006

To: Honorable Mayor and
Members of the City Council

From: *PK* Phil Kamlarz, City Manager

Submitted by: Chris Mead, Director, Information Technology

Subject: Contract: Web Content Management Software

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to enter into a contract and any amendments with Applied Knowledge, Inc. (AKI) for the purchase and installation of Web Content Management software and associated services, from December 1, 2006 to December 31, 2008, for a total amount not to exceed \$70,000.

FISCAL IMPACTS OF RECOMMENDATION

The requested funds are recommended for carry over from the Information Technology Department's FY 2006 General Fund budget as part of first amendment to the FY 2007 Annual Appropriations Ordinance (budget code 010-3301-410-30-38). A contract has been entered in the City's database with CMS # D4QB6.

Total software cost is \$44,961, which includes maintenance costs through FY08. Professional services to cover the software installation and configuration, staff training, and consulting assistance to finalize the website's information architecture are included not to exceed \$17,039.

This is a one-time expenditure from FY07 funds budgeted as part of the Customer Service Improvement initiative: Beginning FY09, a recurring maintenance cost not to exceed \$7,000 per year will be included in the Department of Information Technology baseline budget to cover ongoing maintenance agreement costs that will be offset by savings generated by the implementation of the Customer Service Initiative project.

CURRENT SITUATION AND ITS EFFECTS

A lot of staff time is spent coordinating, managing, and tracking the content of the City of Berkeley's website, which currently consists of over 25,000 web pages, forms, and documents. When a website develops such a large and complex structure, it requires a web content management system to coordinate website updating, content authorization, and navigation.

In May 2006, staff issued a Request for Proposals for a web content management system. Six proposals were received. Following a detailed evaluation, Applied Knowledge Inc. was selected

as offering the best system. Staff particularly liked the quality of the company's technical support, the fact that the system is built on industry-standard technology, and the quality of the references.

Staff proposes to use a content managements system to ensure that: 1) content is updated in a timely and comprehensive manner; 2) pages are posted with a consistent look and feel; 3) navigation and search tools are kept current, and; 4) authorizations are appropriately obtained (with an audit trail) before posting website changes.

BACKGROUND

The City of Berkeley WEBSITE (CoBWEB) is a highly utilized information resource for the Berkeley Community. In FY06:

- CoBWEB served over 300,000 unique visitors (not including City staff).
- The CoBWEB subscription service, which enables members of the community to enroll for automatic notice when new information is posted, served over 6,400 unique subscribers.
- CoBWEB's 15 most frequently visited pages generated over 140,000 unique visits *per month*:

In October 2005, Council approved the Customer Service Improvement initiative to advance information and services to the community. This project is part of that initiative.

RATIONALE FOR RECOMMENDATION

Inefficiencies due to the lack of an automated web content management system have hampered attempts to ensure that the City's website is kept *current* and *effective* as a conduit of information and services to our community. An automated system is necessary to decrease the amount of staff time and manual tracking devoted to web logistics, shift focus to improving the quality of information, respond to increased demand for online services, and achieve the level of overall excellence the City of Berkeley strives for vis-à-vis its website.

ALTERNATIVE ACTIONS CONSIDERED

Staff considered creating a tracking tool internally to manage web content. However, the cost in terms of staff time necessary to create such a tool, coupled with the cost of maintaining it on a recurring basis, would have been much greater than the cost to acquire an off-the-shelf solution.

CONTACT PERSON

Chris Mead, Director, Information Technology, 981-6500.

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

CONTRACT FOR WEB CONTENT MANAGEMENT SOFTWARE

WHEREAS, the City's website is an important conduit of information and services to the community; and

WHEREAS, enhanced web content management is part of the City's overall Customer Service Improvement initiative; and

WHEREAS, the City of Berkeley's website has become sufficiently large and complex to require sophisticated content management.

WHEREAS, funding is available from the General fund, I.T. administration, computer services budget code 010-3301-410.30-38, and the contract has been entered into the contract database with CMS # D4QB6.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute a contract and any amendments with Applied Knowledge, Inc. for a contract amount not to exceed \$70,000, for the term December 1, 2006 to December 31, 2008. A record signature copy of said contract to be on file in the Office of the City Clerk.

