



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: Email Subscription and Notification System

RECOMMENDATION

Adopt a Resolution authorizing an amendment to the contract with GovDelivery Inc. (formerly GovDocs) to increase the amount by \$31,000 for a total not to exceed \$56,000 and extending the period to June 30, 2008 for the continuation of the service whereby members of the public are kept up to date on commission meetings, planning proposals, and other matters of interest.

FISCAL IMPACTS OF RECOMMENDATION

The requested funds are available in the Information Technology Department's FY 2007 General Fund budget allocation (budget code 010-2701-410-3047). A contract has been entered in the City's database with CMS # AWM2G

CURRENT SITUATION AND ITS EFFECTS

The City of Berkeley uses GovDelivery's services to allow members of the public to stay current with City activities by subscribing to 88 different topics in 16 information categories. Subscribers receive instant, automated email notifications when new information related to a chosen topic is posted on the City's web site, for example, when a new commission agenda is posted.

The categories that can be subscribed to include:

- Emergency Notification
- Boards and Commissions Activities
- Contracts and Requests for Proposals
- Council Agendas and Summaries
- Employment Opportunities
- Pending Zoning Matters
- Recreation Programs

The service has proven to be very popular, and currently the system has over six thousand subscribers receiving City of Berkeley updates. As a consequence, staff proposes to extend the contract for GovDelivery for a further two years.

BACKGROUND

GovDelivery email subscription management is an automated system that constantly monitors web sites for content update, and automatically sends personalized email alerts to subscribers. It has been widely adopted in the public sector—clients include the U.S. Department of Labor, the Federal Reserve, the British Parliament, the State of California, and numerous counties and cities.

The City of Berkeley first executed a contract with GovDelivery (then trading as GovDocs) in June 2005. However, the maximum allowable amount for that contract, \$25,000, is scheduled to be exceeded by the end of this year, hence staff is seeking authority for a contract amendment.

ALTERNATIVE ACTIONS CONSIDERED

City Information Technology staff has considered using in-house list software as an alternative means of distributing information. However, while this technology works adequately for single-issue web sites and interest groups, it would be cumbersome to implement in the City of Berkeley's varied, complex environment where subscribers may wish to track many issues. Moreover, GovDelivery software presents subscribers with a straightforward, user-friendly experience.

CONTACT PERSON

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

CONTRACT AMENDMENT FOR SUBSCRIPTION EMAIL SERVICES

WHEREAS, an email subscription service is a valuable tool for keeping the public informed about City of Berkeley activities; and

WHEREAS, the City originally contracted for services from GovDocs, Inc. in 2002 (CMS #DQT7L) for email subscription services in an amount of \$25,000 that did not require City Council authority; and

WHEREAS, GovDocs, Inc. has since changed their name to GovDelivery during the current contract period, and

WHEREAS, the City and the community have benefited greatly from this service through automatic notification when key web pages are updated and revised; and

WHEREAS, the City has successfully used GovDelivery, Inc. for the last two years and the current contract is reaching its limit.

WHEREAS, funding is available in the Information Technology Department's FY 2007 General Fund budget allocation (budget code 010-2701-410-3047), and contracts have been entered into the City database with CMS number # AWM2G.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute an amendment to the contract with GovDelivery Inc., increasing the contract amount by \$31,000 for a new contract amount not to exceed \$56,000 and extending the term to June 30, 2008. A record signature copy of said contract amendment to be on file in the Office of the City Clerk.

