



## AT-PLACES MEMORANDUM

**TO: HONORABLE COUNCIL MEMBERS**

**FROM: ED SHIKADA, CITY MANAGER**

**DATE: CITY COUNCIL MEETING DECEMBER 6, 2021**

**SUBJECT: AGENDA ITEM NUMBER 7 – Amendment Number 1 to Contract Number C19173686 with OpenCities, Inc. to Add to Increase the Scope of Services to Add Additional Website Functionalities such as a Junior Museum Sub-Website, and Increase the Compensation Amount Accordingly, by \$167,317 for a New Not-to-Exceed Contract Amount of \$434,517 through FY25**

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The following At-Places Memorandum is provided as supplemental information regarding the existing contract and website search capabilities.

### **Background**

On December 6, 2021, staff is recommending amendments to a contract with OpenCities, Inc. the City's vendor providing website services. The following information includes a summary and updated table on existing and new annual costs and offers details on the City's website search function.

In 2018, a formal Request for Proposal was issued to replace the City website platform. Eleven proposals were received, and four vendors were shortlisted. Out of those four vendors, OpenCities was selected and approved by Council (CMR 10269) on October 7, 2019. The amount approved comprises professional services and 5 years of licensing, hosting and technical support in the amount of \$242,000 and additional services in the amount of \$25,200. The annual website services costs noted at that time was \$29,000. The agreement provided for the design of a more robust City website, while providing annual vendor services at a lower cost than the previous vendor, Granicus. The previous annual services costs were \$40k.

The staff recommendation provides for the City website to offer an online visitor experience featuring the Palo Alto Junior Museum & Zoo building on the City's website, instead of creating a separate standalone website for the Palo Alto Junior Museum & Zoo. Approval will also expand the type of online forms available, enhancing community engagement opportunities; and moving forward with an employee intranet, replacing the current system. The current intranet platform is being retired by the vendor and will not be supported at the end of this calendar year.

### **Annual Service Costs**

The Council approved OpenCities, Inc. contract includes professional services and 5 years of licensing, hosting and technical support in the amount of \$242,000 over the life of the contract. The City's website's annual cost for licensing and hosting is \$29,000.00 per year.

If the staff recommendation is approved by the City Council, there will be an additional cost annual of \$7,500 for City website services and \$13,200 ongoing for City intranet licensing and hosting for a total of \$20,700 in additional costs annually. See breakdown in Table B.

The following table reflects the existing annual cost of the City's website:

	FY20 / FY21 (Contract year 1)	FY22 (Contract year 2)	FY23 (Contract year 3)	FY24 (Contract year 4)	FY25 (Contract year 5)	
City Website One-time	\$97,000	\$0	\$0	\$0	\$0	
City Website Ongoing Maintenance	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	
Original Not-To-Exceed Amount						\$242,000
Additional Service Contingency						\$25,200*
Running Total NTE with Contingency						<b>\$267,200</b>

\* Original contingency to be used over the life of the contract

The above corrects the first line of the following table in the staff report:

***December 6, 2021 Staff Report Table Reflecting Additional Costs (Palo Alto Junior Museum & Zoo site and Intranet)***

	FY21 (contract year 1)	FY22 (contract year 2)	FY23 (contract year 3)	FY24 (contract year 4)	FY25 (contract year 5)
Original Not-To-Exceed Amount	\$242,000	\$0	\$0	\$0	\$0
Enterprise Open Forms	\$0	\$5,000	\$5,000	\$5,000	\$5,000
JMZ Subsite One-Time	\$0	\$17,750	\$0	\$0	\$0
JMZ Subsite Ongoing	\$0	\$1,667	\$2,500	\$2,500	\$2,500
Intranet One-Time	\$0	\$10,000	\$0	\$0	\$0
Intranet Ongoing	\$0	\$0	\$13,200	\$13,200	\$13,200
<i>NTE Sub-Total</i>	<i>\$242,000</i>	<i>\$34,417</i>	<i>\$20,700</i>	<i>\$20,700</i>	<i>\$20,700</i>
<i>Running NTE Sub-Total</i>	<i>\$242,000</i>	<i>\$276,417</i>	<i>\$297,117</i>	<i>\$317,817</i>	<i>\$338,517</i>
Additional Services Contingency	\$25,200	\$70,800			
<b>Running Total NTE with Contingency</b>	<b>\$267,200</b>	<b>\$347,217</b>	<b>\$297,117</b>	<b>\$317,817</b>	<b>\$434,517</b>

\*\*Additional Services may be approved in any contract year, though shown in contract years 1 & 2.

**Website Search Functionality**

The City's new website provides much better search functionality to search webpage content and related information than the previous website. As the website will continue to be an evolving tool for public communications and community engagement, staff continues to update the website, including

addressing broken links that are reported. Staff also continues to optimize the City's search function such as prioritizing pages that are searched for frequently. The community is encouraged to report any search issues or broken links they find, by submitting a website feedback form, found here: <https://www.cityofpaloalto.org/Home/Website-Feedback>. If the community searches for something and lands on a broken link, a [broken links form](#) will automatically pop up to report the issue.

In a parallel effort, the City Clerk's Office is leading a project to acquire and populate a document management platform that will allow the public to search for historical City documents including agendas, staff reports, resolutions, ordinances, contracts and other frequently requested documents through our City Website. The City Clerk anticipates the launch of the searchable database in early 2022 with an initial collection of records. This effort will be integrated into the City's website, so the public can easily find this new online platform.