

# CITY OF LONG BEACH

# R-16

DEPARTMENT OF TECHNOLOGY AND INNOVATION

333 WEST OCEAN BOULEVARD • LONG BEACH, CA 90802 • (562) 570-6455 • FAX (562) 570-5270

October 13, 2015

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Adopt Specifications No. RFP TI 15-123 and authorize the City Manager to execute agreements and all related documents with The C2 Group, of Grandville, MI, Thinklogic, Inc., of El Segundo, CA, and Oshyn Inc., of Long Beach, CA, to provide as-needed Web Development Support for the Phase II migration of the City's current website to utilize the Ektron Content Management System (CMS), in an aggregate amount not to exceed \$500,000 for a period of two years, with the option to renew for two additional one-year periods, at the discretion of the City Manager. (Citywide)

## DISCUSSION

On February 19, 2013, the City Council approved the purchase of the Ektron software for web site design, implementation and training services. Phase I, which included most of the City departments, has been completed. The City's new website was just posted in June, 2015.

The City is gearing up for Phase II of the project, which will include moving nine additional departments/groups that are still on the old CMS (Civica) onto the Ektron system. The templates and standards for the Ektron platform have been established; however, these nine areas are unique and may require specialized support. The City would like to have the ability to utilize contractors' support to move the additional areas to Ektron, where necessary, and to be available to assist with ongoing maintenance of the system. In addition to potentially providing support directly to the Technology and Innovation Department, the selected contractors may also be asked to work with departments to design, update or enhance departmental websites using the Ektron system.

A Request for Proposals (RFP) was advertised in the Long Beach Press-Telegram on June 13, 2015, and 4,806 potential proposers specializing in Information Technology Professional Services were notified of the RFP opportunity. Of those proposers, 62 downloaded the proposal via our electronic bid system. The RFP document was also made available from the Purchasing Division, located on the seventh floor of City Hall, and the Division's website at [www.longbeach.gov/purchasing](http://www.longbeach.gov/purchasing). An RFP announcement was also included in the Purchasing Division's weekly update of Open Bid Opportunities, which is sent to 22 local, minority and women-owned business groups.

Five proposals were received on July 7, 2015. Of those five proposals, one was a Minority-owned Business Enterprise (MBE), none were Women-owned Business Enterprises (WBEs), one was a certified Small Business Enterprise (SBE), and two were Long Beach businesses (Local).

A three-member committee comprised of a Business Information Systems Officer, a Supervisor of Content and Collaboration, and the City Web Master from the Technology and Innovation Department, evaluated the five proposals against the criteria stated in the RFP. The committee determined that the following three firms are the most qualified to provide the services based on experience, qualifications, and reasonableness of cost:

- The C2 Group, of Grandville, MI, (not an MBE, WBE, SBE or Local)
- Thinklogic, Inc., of El Segundo, CA, an SBE (not MBE, WBE, DBE, or Local)
- Oshyn Inc., of Long Beach, CA, an SBE, MBE, DBE, Local (not WBE)

Multiple agreements are recommended to ensure a pool of qualified candidates is readily available for the Department of Technology and Innovation to quickly deliver professional and technical web development support as it is needed.

### **Local Business Outreach**

In effort to align with our outreach goal, Long Beach businesses were encouraged to submit proposals for City contracts. The Purchasing Division assisted businesses with registering on the Bids Online database in order to download the RFP specifications. Through outreach, 468 Long Beach vendors were notified to submit proposals, of which 10 downloaded, and two submitted proposals. The Purchasing Division is committed to continuing to perform outreach to local vendors to expand the bidder pool.

This matter was reviewed by Deputy City Attorney Amy R. Webber on September 17, 2015, and by Budget Management Officer Victoria Bell on September 18, 2015.

### **TIMING CONSIDERATIONS**

City Council action on this matter is requested on October 13, 2015 to ensure projects proceed on schedule.

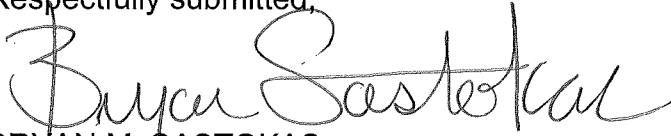
### **FISCAL IMPACT**

Expenditures for as-needed web development support will not exceed an aggregate total amount of \$500,000. Sufficient funding is budgeted in the General Services Fund (IS 385) in the Technology and Innovation Department (TI). Costs are recovered from user departments and are budgeted through the annual Technology and Innovation MOU. There is potential for additional jobs to be created as a result of this action, as all recommended firms committed to using best efforts to provide Long Beach residents with employment for City projects.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



BRYAN M. SASTOKAS  
DIRECTOR OF TECHNOLOGY AND INNOVATION

APPROVED:



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PATRICK H. WEST  
CITY MANAGER