

CITY OF LONG BEACH

DEPARTMENT OF TECHNOLOGY SERVICES

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February 19, 2013

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager to execute contracts and any amendments thereto with Momentum Advanced Solutions, a division of OnX Enterprise Solutions Ltd., in the amount of \$112,186 for web site design and implementation services; Ektron, in the amount of \$81,100 for software and training services; and Hubspot, Inc., in the amount of \$19,200 for email and social media delivery services. (Citywide)

DISCUSSION

On October 4, 2011, the City Council approved an allocation of one-time Fiscal Year 2011 (FY11) Uplands Oil Fund revenue of \$150,000 for the Technology Services Department to upgrade the City's web site content management system (CMS). The existing system was implemented in May 2004.

Since October 2011, City staff has conducted a rigorous selection process to identify the best solution available to the City to meet the desired objectives. Prior to issuing a request for proposals (RFP) for a new web CMS, the City performed several forms of outreach to obtain input that could be incorporated in the RFP. For example, staff developed an online survey to obtain public feedback on the City's web site. The survey was published in December 2011 and repeated in March 2012. The online survey resulted in 139 submissions. Additionally, staff conducted several focus groups with a cross-section of internal web site users and content contributors from various departments. Finally, we consulted with our Citizen Technology Advisory Committee (CTAC) to obtain suggestions on potential improvements to the City's web site.

In May 2012, the City issued a RFP for a Web Content Management System and Web Design Services, and 710 potential proposers were notified of the proposal opportunity. Of those proposers, 65 downloaded the RFP via the electronic bid system. The RFP document was made available from the Purchasing Division, located on the seventh floor of City Hall, and the Division's website at www.longbeach.gov/purchasing. An RFP announcement was also included in the Purchasing Division's weekly update on Open Bid Opportunities, which is sent to 93 local, minority and women's business groups. In response, eight proposals were received of which, one was a Minority-owned Business Enterprise (MBE), one was a Woman-owned Business Enterprise (WBE), none were Small Business Enterprises (SBEs), and none were Long Beach Businesses (Local). A panel consisting of staff from the Technology Services, Parks, Recreation, and Marine, Development Services, and Harbor Departments, as well as the

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City Manager's Office, was assembled to participate in the selection process. After evaluating the proposals and conducting numerous vendor demonstrations, the panel recommends Momentum Advanced Solutions to implement Ektron's web content management system. Ektron is a leading CMS solution used by more than 3,700 customers in both the private and public sectors. Staff also recommends using Ektron's partner, Hubspot, for its cloud-based social networking tool that would enhance our e-Notify capabilities and improve the integration with our social media sites.

This matter was reviewed by Deputy City Attorney Gary Anderson on January 30, 2013 and by Budget Management Officer Victoria Bell on February 1, 2013.

TIMING CONSIDERATIONS

City Council action is requested on February 19, 2013 to allow the vendor to begin providing services in March 2013.

FISCAL IMPACT

A one-time amount, not to exceed \$212,486, is required to initiate the project. Of that amount, \$150,000 will be funded by one-time Uplands Oil funds currently budgeted in the General Services Fund (IS 385) in the Technology Services Department (TS). Additionally, \$22,486 will be funded by the Harbor Operations Fund (HR 430) in the Harbor Department (HA). The remaining \$40,000 will be equally allocated (\$10,000 per fund) to the Gas Fund (EF 301) in the Long Beach Gas and Oil Department (GO), the Civic Center Fund (IS 380) in the Public Works Department (PW), the Airport Fund (EF 320) in the Long Beach Airport Department (AP), and the Development Services Fund (EF 337) in the Development Services Department (DV).

The proposed solution would replace the existing citywide enterprise system. There would be additional costs to add departmental web sites currently using another web CMS to the new enterprise system. The estimated cost to migrate each of these sites ranges between \$25,000 and \$50,000 and would be borne by the migrating department. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

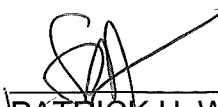
Approve recommendation.

Respectfully submitted,



CURTIS TANI
DIRECTOR OF TECHNOLOGY SERVICES

APPROVED:



PATRICK H. WEST
CITY MANAGER