CITY OF VANCOUVER

ADMINISTRATIVE REPORT

Report Date:	January 29, 2010
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Meeting Date:	February 2, 2010

TO: Vancouver City Council

FROM: Chief Information Officer

SUBJECT: Award of Contract for RFP PS10011 Consulting Services for Web Strategic Planning & Design

RECOMMENDATION

A.   THAT, subject to conditions set out in Recommendations B, C and D, the Director of Legal Services (on behalf of the City) be authorized to enter into a contract with OpenRoad Communications ("OpenRoad") for consultant services related to web strategic planning and design at an estimated cost of $100,000 plus GST with funding to be provided from the 2008 Capital Budget for Website Renewal Phase 2.

B.   THAT the Director of Legal Services be authorized to execute and deliver on behalf of the City all legal documents required to implement Recommendation A.

C.   THAT all such legal documents be on terms and conditions satisfactory to the City Manager and the Director of Legal Services.

D.   THAT, no legal right or obligations will be created by Council's adoption of Recommendation A, B, and C above until such legal documents are executed and delivered by the Director of Legal Services.

CITY MANAGER'S COMMENTS

City Manager RECOMMENDS approval of A, B, C and D above.

COUNCIL POLICY

Council approval is required for all consulting contracts that exceed $30,000.

PURPOSE

This report seeks authority for the City to enter into a contract with OpenRoad for consultant services related to web strategic planning, requirements gathering and project design.

BACKGROUND

The City currently funds a number of web sites and hosts in excess of 40,000 web pages and 25,000 pdfs. It also supports a wide variety of interactive functions, including payments, community event calendars, maps and forums.

In 2007, the City recognized the need to bring in a content management system to help manage its web assets more effectively. At that time, the independent consultant hired to assist the city in the development of a content management system business case indicated a stronger governance system to collect, manage and publish city information was a necessary prerequisite to the long-term success of any technological solution.

The City is adopting a best practice approach to improving its online functions and better supporting its web channels through the development of formal governance structures, publishing protocols, performance measures and scalable technologies. Expert external advice will assist the City to:

- Review the current state assessment of the City's web properties;

- Validate the City's web redevelopment strategy, vision and anticipated public benefits, and outlining the specific steps required for the design and delivery of a renewed web presence;

- Create a long-term web governance model that streamlines web authoring, approval and publishing processes;

- Conduct a detailed requirements gathering related to web content, functionality and technology;

- Create an RFP for the purchase of a content management system and/or other appropriate technology solutions; and

- Develop a detailed project plan (including schedule and costs) for the delivery and sustainment of a scalable solution, applicable to all city web assets and properties.

DISCUSSION

RFP Process

A Request for Proposals ("RFP") was prepared by Information Technology in consultation with Purchasing. The RFP was issued on December 18, 2009 and was advertised on the City's website and the BC Bid website.

On January 7, 2010, an information session was held to provide an opportunity for potential proponents to ask questions and seek clarification on the RFP.

The RFP response deadline was Tuesday, January 19, and four proposals were received.

RFP Evaluation

An evaluation committee (the 'Committee') was established to review the proposals and determine which proponent's submission was to be recommended. The committee was made up of six individuals representing Information Technology, Business Planning & Services, Corporate Communications and the Vancouver Services Review. The evaluation process included independently reviewing the proposals and meeting as a group to discuss rankings.

Proposals were evaluated by the Committee against a matrix that measured each proponent's understanding of the work to be performed, prior experience of listed personnel in conducting work of similar scope, project methodology to be employed and cost.

The Committee unanimously concluded that OpenRoad submitted the strongest proposal, demonstrating an excellent understanding of the City's needs for consulting services related to web strategic planning, governance, requirements gathering and project design, and illustrating substantial prior experience on complex web projects, including the web redesigns for BC Hydro and Vancouver Public Library, and a CMS review for the City of Vancouver.

FINANCIAL IMPLICATIONS

The source of funding for this contract will be from the Website Phase 2 renewal project (2008 Capital Budget). Additional funding for comprehensive implementation of a content management system for the City's web assets has been requested in the 2009-2011 Capital Plan.

CONCLUSION

Subsequent RFPs will be issued, as appropriate, for assistance in construction, testing and deployment of web content and technology solutions. The anticipated benefits of these investments include:

- Strengthening and supporting the City's new 311 service by providing operators and the public with better access to answers to common questions and services;

- Making more efficient use of staff resources by establishing web standards and streamlining web authoring, approval and publishing processes;

- Enabling a demonstrated increase in the use and range of online services;

- Increasing online options for public participation and community engagement;

- Establishing tools to facilitate ongoing measurement and continuous quality improvements; and

- Improving the ability of staff to efficiently complete internal workflow tasks online.

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