

Vote: Holler, Larson, Massie, Menard, Metiva and Woodruff in favor

**CITY OF WASILLA  
ORDINANCE SERIAL NO. 08-21**

**AN ORDINANCE OF THE WASILLA CITY COUNCIL AMENDING THE FY-08 BUDGET BY TRANSFERRING FUNDS IN THE AMOUNT OF \$40,400 FOR COSTS ASSOCIATED WITH THE DEVELOPMENT, IMPLEMENTATION AND MAINTENANCE OF THE WEBSITE FOR THE CITY OF WASILLA.**

\* **Section 1. Classification.** This is a non-code ordinance.

\* **Section 2. Purpose.** To appropriate \$40,400 from the Technology Fund's Fund Balance for funding costs associated with the development, implementation and maintenance of the website for the City of Wasilla in accordance with AM No. 08-20.

\* **Section 3. Appropriation.** Funds are appropriated to the following accounts:

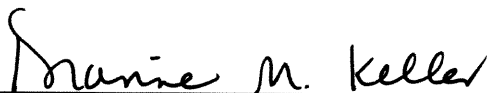
110-4181-499.45-07      Construction Services- City Website      \$ 40,400

\* **Section 4. Sources of Funds.**

260-00000-253.20-00      Technology Replacement Fund  
  
Fund Balance      \$ 40,400

\* **Section 5 Effective Date.** This ordinance shall take effect upon adoption of the Wasilla City Council.

ADOPTED by the Wasilla City Council on April 28, 2008.

  
\_\_\_\_\_  
DIANNE M. KELLER, Mayor

ATTEST:

  
\_\_\_\_\_  
KRISTIE SMITHERS, MMC  
City Clerk

[SEAL]



**CITY OF WASILLA  
LEGISLATION STAFF REPORT**

**RE: ORDINANCE 08-21**

**AN ORDINANCE OF THE WASILLA CITY COUNCIL AMENDING THE FY-08 BUDGET BY TRANSFERRING FUNDS IN THE AMOUNT OF \$40,400 FOR COSTS ASSOCIATED WITH THE DEVELOPMENT, IMPLEMENTATION AND MAINTENANCE OF THE WEBSITE FOR THE CITY OF WASILLA.**

Agenda of: April 14, 2008  
Originator: Controller

Date: April 3, 2008

Route to:	Department	Signature/Date
	Police Chief Youth Court, Dispatch, Code Compliance	
	Culture and Recreation Services Director Library, Museum, Sports Complex	
	Public Works & Recreation Facility Maintenance Director	
X	Finance, Risk Management & MIS Director Purchasing	<i>Cheryl Hallan</i>
X	Deputy Administrator Planning, Economic Development, Human Resources	<i>Margaret Gabel</i>
X	City Clerk	<i>Kimberly</i>

**REVIEWED BY MAYOR DIANNE M. KELLER:** \_\_\_\_\_

**FISCAL IMPACT:**  yes  no      Funds Available  yes  no

Account name/number: 110-4181-499.45-07

Attachments: AM 08-20

**SUMMARY STATEMENT:** AM 08-20 allows for authorization of a 5-year contract for the development, implementation, maintenance and hosting of the website for the City of Wasilla (\$55,757.50) with a fee structure as follows:

- Web hosting fees: \$2,400 per year beginning in FY2008 (\$12,000) to be funded within the operating accounts of the MIS Department.
- Development, implementation and maintenance (\$43,757.50) to be funded via CIP (110-4181-499.45-07).

The FY2008 Budget provided funding for the City of Wasilla to contract for the development, implementation, maintenance and hosting of the website.

City of Wasilla Ordinance No. 08-09 transferred funds from the FY2008 project budget to fund the Multi-Use Sports Complex land acquisition, thus reducing the necessary funding to continue with the cities website leaving an available balance of \$3,800.

The Technology Replacement Fund has sufficient Fund Balance to support this transfer, primarily due to not all computer replacements being completed in the current fiscal year.

**RECOMMENDED ACTION:** Should Council adopt AM No. 08-20 it is recommended to adopt Ordinance No. 08-21 that amends the FY2008 budget by appropriating \$40,400 from the Technology Replacement Fund's Fund Balance and transferring to the CIP Fund – Construction Services – Cities Website for the development, implementation and maintenance of the website for the City of Wasilla.



COPY

	Approved	Denied
Date Action Taken:		
Other:		
Verified by:		

**WASILLA CITY COUNCIL ACTION MEMORANDUM**

**AM No. 08-20**

**TITLE: AUTHORIZE A FIVE (5) YEAR CONTRACT WITH VISION INTERNET, INC., IN AN AMOUNT OF \$55,757.50 FOR THE DEVELOPMENT, IMPLEMENTATION, MAINTENANCE AND HOSTING OF THE WEBSITE FOR THE CITY OF WASILLA.**

Agenda of: April 14, 2008

Date: April 3, 2008

Originator: William A. Miller, Purchasing Officer

Route to:	Department	Signature/Date
	Police Chief Youth Court, Dispatch, Code Compliance	
	Culture and Recreation Services Director Library, Museum, Sports Complex	
	Public Works & Recreation Facility Maintenance Director	
X	Finance, Risk Management & MIS Director Purchasing	<i>Cheryl Dennis</i>
X	Deputy Administrator Planning, Economic Development, Human Resources	<i>Margaret Code</i>
X	City Clerk	<i>Tomita</i>

**REVIEWED BY MAYOR DIANNE M. KELLER:** \_\_\_\_\_

**FISCAL IMPACT:**  yes \$55,750.50 or  no Funds Available  yes  no

Account name/number: \$ 2,400.00 001-4192-416.50-30 MIS-Communications  
\$53,350.50 110-4181-499.45-07 Const Svs. City Website  
(Subject to future funding by the Wasilla City Council)

Attachments: Vision Internet Cost Proposal

**SUMMARY STATEMENT:** In accordance with WMC 5.08.120, on February 8, 2008, the City of Wasilla issued Request for Proposal 0692-0-2008/MM for the professional design and hosting of the City website. The objective is to secure a five (5) year contract with a firm experienced in government web site design, development, implementation, maintenance and hosting.

The current website was developed in 2004/2005 and the host vendor has informed us they will be removing their servers by no later than June 30, 2008. As the website was

developed using Active-X and not HTML, the ability to simply move the software to another host site is not an option due to the complexities of the program, the required programming to make the data compatible, and the cost associated with reprogramming. In addition, the current software is not capable of growing with the City for expanded usage such as streaming audio/video nor is it capable of e-commerce that would allow citizens to make payments online.

Proposals were received from two firms: Civic Plus and Vision Internet. Following a thorough review of the proposals to ensure each was responsive and responsible, a committee of five scorers (Parks & Recreation Manager, Adult & Electronic Services Librarian, Deputy Clerk, Accounts Payable Clerk and the City's Contract IT Technician) scored the proposals. Based upon firm experience, personnel experience, methodology/approach, communication, proposed fee structure, and response from two references, Vision Internet scored the highest with 461.4 of 500 total points (see below). Vision Internet has over 300 government and education clients in 28 states and has won over forty awards for their creative and user friendly websites.

Below are examples of websites developed and hosted by Vision Internet. These sites are available for review online at:

- <http://www.ci.diamond-bar.ca.us/>
- <http://www.ci.longview.wa.us/>
- [www.colliergov.net](http://www.colliergov.net)
- [www.sanjuancapistrano.org](http://www.sanjuancapistrano.org)
- [www.wenatcheewa.gov](http://www.wenatcheewa.gov)
- <http://www.carson-city.nv.us/>
- <http://www.ci.birmingham.mi.us/home/index.asp>
- <http://www.brokenarrowok.gov/>
- <http://www.queencreek.org/>
- <http://www.grantspassoregon.gov/>
- <http://www.ci.inglewood.co.us/>
- <http://www.bellflower.org/home/index.asp>
- <http://www.cityofreno.com/>
- <http://www.vil.lisle.il.us/home/index.asp>

The total cost of the proposed system for the five (5) year term including programming, maintenance, hosting fees, etc., is \$50,992. Vision Internet has agreed to amortize the total amount of the fees interest free over the next four years. In addition, the City has negotiated with Vision Internet to include one additional software module in the package – e-Notification – that will allow citizens to sign up for automatic email notification of council meetings, agendas, city events and emergency notifications. An example of this module can be viewed online at <http://www.sanjuancapistrano.org/Index.aspx?page=40>. The cost of this module is \$5,295 but Vision Internet has agreed to extend a 10% discount to the City for this module thus \$4,765.50 would be added to the final payment of \$6,592.00 making the July 1, 2011 payment \$11,357.50 (noted below).

The total project/hosting cost for the five (5) year period beginning July 1, 2008 through June 30, 2013, including the optional module noted above, would be \$55,750.50. The "go-live" date for the new website is July 1, 2008.

**Payment Schedule with Optional Module**

**\$55,750.50**

FY08 - April 15, 2008 - \$2,400.00

FY09 - July 1, 2008 - \$14,000.00

FY10 - July 1, 2009 - \$14,000.00

FY11 - July 1, 2010 - \$14,000.00

FY12 - July 1, 2011 - \$11,357.50

**1. SCOPE OF SERVICES**

The goal of this process is to secure a five (5) year contract with a stable, reputable and experienced firm. The scope of services shall be as follows:

- 1.1.Recreate and greatly enhance the City's existing Web site to be resourceful, informative, and serve as a marketing asset that provides a citizen/business friendly environment which emphasizes access to City services, departments and business opportunities.
- 1.2.Develop a highly beneficial, cost-effective, easy to use, interactive, and architecturally sound Web site that is flexible enough to support the City's internet needs.
- 1.3.The City's preferred Web site model calls for each City department to have some limited ability to perform routine content management related to routine information such as the posting of meeting dates, agendas, minutes, departmental events, removing old and outdated information and general noticing.
- 1.4.Create a standardized format and enhanced graphical look for all pages; thereby establishing a unified theme throughout the City's Web site.
- 1.5.For ease of use, the City's Web site must provide consistent orientation and navigational aids, such as hierarchical menus that tell users how deep they are into a topic or subtopic as well as homepage link or icon on each page in the same position.
- 1.6.The City anticipates a future expansion of the Web site to include e-commerce and other interactive forms. The re-design should facilitate future capability of online transactions such as utility bill payments, permit fee payments, court fee payments, pet licenses, etc.
- 1.7.Although the City has some specific requirements, we are also interested in your ideas for content, and more specifically, your approach in re-designing the style of

the City's Web site. We encourage respondents to consider and propose alternative solutions, recommendations and improvements.

1.8. System operations and technical features:

- 1.8.1. The Web site must provide for high-speed upload/download response times for both low and high speed computers that are used by the average citizen.
- 1.8.2. As per the Americans with Disabilities Act, the City must provide the same level of service to individuals with visual, hearing, motor, or cognitive disability that we do to the general public. The City expects respondents to offer suggestions regarding accessibility.
- 1.8.3. The site should be developed to minimize loading times for analog dial-up customers.
- 1.8.4. The site must be designed to function effectively with common versions of software and hardware, which must be identified in your proposal.
- 1.8.5. All documents, including maps and tables, should be in Portable Document Format (PDF), HTML, or in a format approved by the city to provide ease of viewing, printing, and downloading, and in alternate ADA acceptable download formats.
- 1.8.6. Include links for citizens to download any browser plug-in products, such as Acrobat Reader, that are necessary to view information on the site.
- 1.8.7. The site must be compatible with current versions of commonly used Internet browsers. Please identify proposed compatibility in your response.
- 1.8.8. The site should take into consideration the City's future desire to include electronic commercial capabilities, enabling secure on-line credit card purchases, verifications, fulfillment, and acceptance.
- 1.8.9. The site should take into consideration the City's future desire to conduct electronic transactions, as referenced in Section 4.6.
- 1.8.10. Other requirements and features:
  - 1.8.10.1. Cross-referenced information should be hyper-linked from page to page within the Web site with the Home Page link always visible.
  - 1.8.10.2. Graphical files should be relative to the site and provide for quickest loading, with no use of cartoons or caricatures.
  - 1.8.10.3. The site must be designed for continuous operation 24 hours a day, 7 days a week with exception for times of scheduled maintenance.

Scheduled maintenance should occur between 12:00 midnight and 4:00 a.m. Alaska Time. Advance notification is preferred.

1.8.10.4. Provide the capability to maintain an archive of existing and past records such as agendas, staff reports, minutes, press releases, newsletters, etc.

1.8.10.5. Provide the capability for City personnel to conduct routine maintenance of the site. Therefore, a system needs to be structured for maintenance and updating capabilities by non-technical staff.

1.8.10.6. The proposal should include basic training, training plan and timeline for the same.

1.8.10.7. Provide a plan for emergencies and disaster recovery plan.

#### 1.9. Services required after selection:

1.9.1. The selected firm's representatives may be required to attend a public meeting during the approval process.

1.9.2. The selected firm's representatives will be required to meet, either in person or telephonically, with the City personnel to discuss and plan the project(s) and provide progress reports as needed.

1.9.3. In conjunction with performance under the approved contract, the contractor may be required to attend additional progress meetings in the event the contractor is not in conformance with the contract. These meetings will be provided at no additional cost to the City.

1.9.4. Initial draft Web site design templates will be provided to the Web site Committee for review prior to implementation.

1.9.5. A testing period and subsequent acceptance testing period shall be provided, during which the Wasilla City Council, the City Information Technology Committee and/or the Information Technology Manager may evaluate the Web site on City property to ensure satisfaction with the Web site functions and conformance with specifications.

#### 1.10. Conflict of Interest

1.10.1. The individual or firm's assigned staff person shall have no conflict of interest, particularly any business or legal connection with other parties involved in the design and construction process or providing service to suppliers.



- 1.10.2. Supervisors of staff having a conflict of interest and principles of companies in which any employee has a conflict of interest shall be considered to have a conflicting business connection.

### FINAL SCORES

Qualifications Score					
	Scorer #1	Scorer #2	Scorer #3	Scorer #4	Scorer #5
<b>Civic Plus</b>	51.5	63	52.5	56	57.2
<b>Vision Internet</b>	65.5	68	66	58	64.9

Fee Structure Score		
	Cost	Points
<b>Civic Plus</b>	\$51,700.00	150
<b>Vision Internet</b>	\$55,750.50	139

Total Score	
<b>Civic Plus</b>	430.2
<b>Vision Internet</b>	461.4

**ACTION:** Council is requested to authorize funds in the as listed in the payment schedule for FY2008, FY2009, FY2010, FY2011, and FY2012 to Vision Internet for the professional design and hosting of the City website. The City may terminate this Contract, and Vision Internet waives any and all claim(s) for damages, effective immediately upon receipt of written notice (or any date specified therein) if for any reason the funding from City, State, and/or federal sources is not appropriated or is withdrawn, limited, or impaired.

## COST PROPOSAL

Due to our extensive experience creating government websites and implementing content management tools, we are able to offer the City of Wasilla a custom solution at a cost normally associated with the canned solutions that many of our competitors provide.

We are certain that in reviewing this proposal, you will realize Vision Internet clearly stands out above the competition and is the best choice for guaranteed results. While we may not be the lowest bid, our clients tell us that we provide the best overall value.

Please note that this budget includes our non-proprietary content management tool, as well as our Approval Cycle, Calendar, Document Central, Dynamic Homepage, Dynamic Department Homepages, Forward to a Friend, Frequently Asked Questions, Image Library, Job Postings, News and Newsletter, Site Search, Sitemap Generator, and Staff Directory. For more information on these components, please see our Narrative/Technical Proposal.

Services	Hours	Rate per hour	Budget
Consulting	51	\$135	\$6,885
Project Management	31	\$135	\$4,185
Design	53	\$125	\$6,625
Design Production	19	\$95	\$1,805
Dynamic Programming	89	\$135	\$12,015
HTML Programming	16	\$85	\$1,360
Content Migration	33	\$85	\$2,805
Quality Assurance	24	\$105	\$2,520
Training/Documentation	41	\$125	\$5,125
Total			\$43,325
10% Discount			\$4,333
Total not to Exceed			\$38,992

Vision Internet is looking forward to building a long-term relationship. Because we are so excited about working with our first client in Alaska, we are offering a 10% discount of our normal price. Furthermore, as a token of our commitment to your success, we will offer the following services at no cost:

- ❑ Three months free maintenance and support<sup>1</sup> (\$1,500 value)
- ❑ One-year free Warranty<sup>2</sup> (\$5,000 value)
- ❑ All travel costs

<sup>1</sup> Up to five hours per month.

<sup>2</sup> For details, see "Included Warranty" on page 3.

### ***Optional Components***

In the proposal, we outlined a number of options. You are in no way obligated to accept these recommendations; we offer them to demonstrate our forward thinking. Below is pricing for these options:

<b>Optional Component</b>	<b>Budget</b>
e-Notification	\$5,295
Form/Survey Tool	\$2,000
Photo Gallery	\$4,420
Weather Update <sup>3</sup>	\$1,000

### ***Optional Maintenance and Support***

Beyond the initial development of the website, Vision Internet is able to provide ongoing website maintenance services. The following table shows our maintenance fee structure for services on an as-needed basis. For a description of our maintenance services, refer to the description in our Narrative/Technical Proposal.

<b>Maintenance Pricing</b>	<b>Hourly Rate</b>
Custom Programming	\$135
Graphic Design	\$125
Webmaster Service	\$105
HTML Programming/Content Migration	\$85

Because Vision Internet is looking forward to building a long-term relationship with you, we will provide three months FREE website maintenance (up to five hours per month - approximate value \$1,500).

### ***Optional Website Hosting***

Hosting is an optional service that we provide to many of our clients. For a description of our hosting services, refer to the description in our Narrative/Technical Proposal. Vision Internet can host your website for \$200 per month.

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<sup>3</sup> Price for Weather Update is for implementation only. This does not include third party subscription fees.

## ***Additional Information***

### **Included Warranty**

All programming code within the project developed by Vision Internet is warranted for a period of one-year from the date of completion. We will create a backup of the website when it is completed. If any problem arises while you are maintaining the site, we will be able to restore the site back to its condition as it existed at the time of completion. If we are maintaining and hosting the site, we can restore it to its condition as it existed at the day of the last backup, should a problem arise.

In our twelve years of business, we have not had any significant problems arise, due to our extensive quality assurance. Most of our competitors do not even offer a warranty of any kind. We stand behind our work and offer you a full one-year warranty at no charge!

### **Terms and Conditions**

Vision Internet agrees to perform the services at the prices quoted in this proposal. This quote is valid for 180 days.