



**DATE:** June 20, 2017

**TO:** Mayor and City Council

**FROM:** City Manager

**SUBJECT** Approval of a Resolution Authorizing the City Manager to Negotiate and Execute an Agreement with Rolling Orange for Website Development and Maintenance Professional Services

### **RECOMMENDATION**

That the City Council approves the attached resolution (Attachment II), authorizing the City Manager to negotiate and execute an agreement with Rolling Orange for website development and maintenance professional services in an amount not to exceed \$105,000.

### **BACKGROUND**

In 2014, the City entered into an agreement with Rolling Orange to completely rebuild and redesign the City's official website. The new website went live in February of 2016. Since that time, the new website has received much acclaim and was awarded as one of the "Best of the Web." As a result, municipalities throughout the country are aware of Hayward's web presence, often times contacting staff asking about our web development process.

The original agreement included a year of maintenance and support, which would have expired in February of 2017. Following the release of the new website, the City attempted to recruit a Digital Applications Developer to maintain and continue to evolve the website. Unable to select a viable candidate, the City opted to retain Rolling Orange to continue with ongoing maintenance and development, by extending the maintenance and support services of the original agreement until the end of the current fiscal year.

### **DISCUSSION**

Rolling Orange is a website developer based out of Campbell, CA. In the past, they have developed websites for UCLA, SF Arts Commission, SFMTA, SF Assessor-Recorder, and many more.

Under this agreement, Rolling Orange will provide design, front-end programming, and project management services necessary to deliver a website that meets the City's needs. Additionally, as a component of this contract, Rolling Orange will be developing a new, cutting edge Economic Development website to be hosted at HaywardUpward.com. Staff hopes to have the new Economic Development website live by the end of fiscal year 2018.

## **FISCAL IMPACT**

The total fiscal impact of this contract will not exceed \$105,000 for the fiscal year. This will be paid out of salary savings from the vacant Digital Applications Developer position with additional funding for the Economic Development website from the Economic Development Division.

## **NEXT STEPS**

Following Council approval of the attached resolution, the City Manager will negotiate and execute a contract with Rolling Orange for FY2018 services.

*Prepared and Recommended by:* John Stefanski, Management Analyst I

Approved by:



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Kelly McAdoo, City Manager