



DATE: September 19, 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 annual website development and maintenance professional services in an amount not to exceed \$105,000.

BACKGROUND

In 2015, 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.

Following the release of the new website, the City attempted to recruit a Digital Applications Developer to maintain and continue to evolve the website. Following several failed recruitments, the City retained Rolling Orange to help with ongoing maintenance and development.

On June 20, 2017, the City Council approved a resolution 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 \$90,000.

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.

Rolling Orange will provide design, front-end programming, and project management services necessary to deliver a site that meets the City's needs. Additionally, 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 and to enter it for a Best of the Web award in 2018.

While the Council authorized the City Manager to execute maintenance and development agreements for Rolling Orange in June, the scope of work pertaining to the Economic Development website has changed, increasing the total not to exceed amount of the contract from \$90,000 to \$105,000.

After further discussion with Rolling Orange and other internal departments, staff recommends expanding the original scope of work presented in June to encompass additional functionality that will have applicability for every department. Examples of the new functionality include step-by-step content types designed to assist in explaining city processes, advanced forms and surveys, and deeper integration of interactive GIS maps within the website.

This staff report and accompanying resolution clarifies and authorizes the new total amount for the Rolling Orange maintenance and development contract for FY 2018 with a not to exceed amount of \$105,000 versus the original approved amount of \$90,000.

STRATEGIC PRIORITIES

This agenda item is a routine operational item and does not relate to one of the Council's Strategic Priorities.

FISCAL IMPACT

The total cost of these contracts will not exceed \$105,000 for the fiscal year and will be paid using previously budgeted funds for the Digital Applications Developer position in the City Manager's Office which remains vacant. Additional funding will come from the Economic Development Division's budget for the Economic Development site.

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 II

Approved by:



Kelly McAdoo, City Manager