

**TOWN OF PRESCOTT VALLEY  
REQUEST FOR COUNCIL ACTION  
Date: September 11, 2014**

**SUBJECT:** Website Redesign

**SUBMITTING DEPARTMENT:** Management Services

**PREPARED BY:** Casey Danner, I.T. Manager

**AGENDA LOCATION:** Comments/Communications , Consent , Work/Study ,  
New Business , Public Hearing , Second Reading

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**ATTACHMENTS:** Service and License Agreement with Civic Plus (GSA Contract.docx)

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**SUMMARY/BACKGROUND:** In 2007, the Town contracted with Vision Internet to provide a content management system (CMS) and website redesign services. At the time, the Town's website was outdated and very difficult to navigate. Vision Internet provided the Town with a very useful and contemporary website that made it possible for Town staff to update their own department pages in a familiar layout. Since that time, staff has updated and improved the existing site, giving citizens more options for communicating and doing business with the Town. Unfortunately, over the years, the back-end CMS system has become outdated and with advances in internet browser technology, difficult to use.

Staff had conversations with the current provider about how to alleviate these issues. It was determined that the back-end CMS system would need to be upgraded to the newest version and a redesign of the site would need to be done. Staff included a redesign of the current site and upgrade of the CMS system in budget preparations. At the same time, staff began to have conversations with Civic Plus, a company with 1,800 government website clients, including 31 in the state of Arizona. Civic Plus had been one of the previous finalists in the original website redesign and has become a leader in this area.

Staff formed a website team and viewed demos from both Vision Internet and Civic Plus. They overwhelmingly felt that Civic Plus offered a redesign and CMS system that would be contemporary; would grow with the Town, and be much easier to use than the current system. The system has many included features such as photo galleries, easy-to-use forms creator, and responsive design that will help citizens have a much more efficient and pleasant web experience. Civic Plus has agreed to not only provide two department designs at no charge (this is usually a cost of \$2500 per page) but also to include 100 pages, instead of the original 50 in their redesign.

The purchase of the system is being done through GSA schedule pricing. The redesign project will take between four and six months.

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**OPTIONS ANALYSIS:** Council may approve the purchase of a CMS system and agreement of Civic Plus, or not approve this system and agreement.

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**ACTION OPTION:** Motion to approve the CMS system and agreement of Civic Plus to provide a redesign of the Town's website. VOTE.

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**RECOMMENDATION:** Staff recommends approval of this system and agreement by Civic Plus.

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**FISCAL ANALYSIS:** Necessary funds are budgeted in IT division's Computer-Related Services line item.

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**REVIEWED BY:**

Management Services Director \_\_\_\_\_

Town Clerk \_\_\_\_\_

Town Attorney \_\_\_\_\_

Town Manager \_\_\_\_\_

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**COUNCIL ACTION:**

Approved  Denied  Tabled/Deferred  Assigned to \_\_\_\_\_