

AGENDA



Thursday, December 17, 2009

Purchasing Office
RECOMMENDATION FOR COUNCIL ACTION

Item No. 72

Subject: Authorize award, negotiation, and execution of a contract with STEEL ADVERTISING & INTERACTIVE, INC. (WBE/FW- 68.77%), Austin, TX, for an assessment of the City web portal and redesign initiative in an amount not to exceed \$357,000.

Amount and Source of Funding: Funding is available in the Fiscal Year 2009-2010 Capital Budget of the Financial and Administrative Services Department, Communications and Technology Management.

Fiscal Note: A fiscal note is attached.

For More Information: Mick Osborne, Specialist Sr. Buyer /974 2995

Purchasing Language: Best evaluated proposal of 13 proposals received.

MBE/WBE: This contract will be awarded in compliance with Chapter 2-9C of the City Code (Minority Owned and Women Owned Business Enterprise Procurement Program) by meeting the goals with 6.02% MBE and 68.77% WBE prime participation.

On November 1, 2007, City Council passed a Resolution directing the City Manager to begin a City-wide web redesign project. The project team engaged community domain experts, industry leaders, and the residents of Austin when determining next steps for soliciting assistance with the project. This feedback provided the blueprint for this solicitation.

This contract will provide services to analyze the structure, content, and usability of the current City Of Austin web site, develop a new site information architecture that addresses ease of use and content quality, redesign the site user-interface to create a consistent look and feel throughout the site, and recommend the installation and configuration of a content management system.

Core deliverables:

- Assessment of current web sites gaps and needs
- Identification of customer profiles
- Architecture that enhances accessibility and content delivery
- Identification of specific information and service delivery offerings
- Development of an ongoing public/customer engagement strategy
- Development of a technology plan that includes social networking technologies
- Development of a web portal brand strategy that includes the design of standard enterprise web templates

An evaluation panel consisting of personnel from Communications and Technology Management, the Public Information Office, and Austin Energy evaluated the proposals based on the proposer's compliance with the functional requirements, project management approach, qualifications and experience of project management staff, total evaluated cost, company experience, and local project support capability.

PROPOSAL ANALYSIS- RFP NO. MSO0036

- a. Adequate competition.
- b. Two hundred seventy-nine notices were sent, including 31 MBEs and 15 WBEs. Thirteen proposals were received, including one WBE.
- c. This is the first purchase of its type; therefore, there is no pricing history available.

APPROVAL JUSTIFICATION

- a. Best evaluated proposal received.
- b. The Purchasing Office concurs with Communication and Technology Management's recommended award.
- c. Advertised in the Austin American-Statesman and on the Internet.