



# City of San Antonio

## Agenda Memorandum

**File Number:**

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**Agenda Item Number:** 9

**Agenda Date:** December 15, 2022

**In Control:** City Council A Session

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**DEPARTMENT:** Finance Department

**DEPARTMENT HEAD:** Troy Elliott

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

San Antonio Police Department Website Redesign

**SUMMARY:**

This ordinance authorizes a contract with Kaepfel Consulting, LLC to provide services for the development and implementation of a new website for the San Antonio Police Department for an estimated total cost of \$493,931.00 over the contract term. Funding for this contract is available from previously Tax Notes funded from the New Technology projects.

**BACKGROUND INFORMATION:**

Submitted for City Council consideration and action is a proposal submitted by Kaepfel Consulting, LLC to provide a contract for implementing a new enterprise website on the OpenCities Web Content Management platform with a primary focus on the design principles of Trust, Quality, and Inclusion (Accessible, Usable, Useful).

In the Spring of 2021, the City engaged in an extensive community input process with multiple focus groups to understand our residents' perspective on what information they would like to see from the San Antonio Police Department (SAPD) digital channels, including SAPD's website. That feedback has been synthesized into a key-findings report that prioritizes the content

that residents want and need most from SAPD.

The City issued a Request for Competitive Sealed Proposal (RFCSP) for “SAPD Website Redesign” (RFCSP 22-056, 6100015105) on March 9, 2022, with a submission deadline of April 27, 2022. The RFCSP was advertised in the San Antonio Hart Beat, TVSA channel, the City’s Bidding & Contracting Opportunities website, the San Antonio e-Procurement System, and an email notification was released to a list of potential Respondents. Six proposals were received. Kaepfel Consulting, LLC is recommended for contract award based on the City’s standard RFCSP evaluation process.

The evaluation committee consisted of representatives from the Communications & Engagement Department, Information Technology Services Department, and the San Antonio Police Department. The Finance Department, Purchasing Division assisted by ensuring compliance with City procurement policies and procedures. The evaluation of each proposal was based on a total of 100 points: 45 points allotted for experience, background, qualifications; 30 points allotted for proposed solution; 15 points allotted for respondent’s price schedule. Ten preference points were allotted for the Small Business Economic Development Advocacy Program, SBE Prime Contract Program Affirmative Procurement Initiative. Additional categories of consideration included references and financial qualifications.

An initial evaluation meeting was held on June 16, 2022. The committee reviewed the six eligible respondents and shortlisted the top two ranked respondents. Interviews were held with the two shortlisted respondents on July 1, 2022. After interviews, the evaluation committee reconvened and submitted their final scores. The top ranked firm was Kaepfel Consulting, LLC and is recommended for award.

This contract will be awarded in compliance with the Small Business Economic Development Advocacy (SBEDA) Program. Kaepfel Consulting, LLC is a local small business enterprise that received ten evaluation preference points as they are located within the San Antonio Metropolitan Statistical Area.

This award is an exception to the Local Preference Program.

The Veteran-Owned Small Business Preference Program does not apply to non-professional service contracts, so no preference was applied to this contract.

The initial term of the agreement shall be upon City Council award through May 31, 2023. One additional one-year renewal at the City's option, will also be authorized by this ordinance.

## **ISSUE:**

This will authorize a contract with Kaepfel Consulting, LLC to provide a contract for implementing a new enterprise website on the OpenCities Web Content Management platform with a primary focus on the design principles of Trust, Quality, and Inclusion (Accessible, Usable, Useful).

The new website design and topic-based organization is being informed primarily by data,

community input, and user testing and feedback. The new website, including Information Architecture (IA) and identified content, will be aligned with the overall City website design principles, visual design, and will meet resident expectations.

#### **ALTERNATIVES:**

Should this contract not be approved, the Information Technology Services Department web-design team will be required to reprioritize resources and determine impact to existing web redesign projects in an effort to build the website within City resources. This decision will either shift the schedule for the web redesign or require SAPD to hold until FY 2024 or FY 2025 to be considered.

#### **FISCAL IMPACT:**

This ordinance will approve a contract with Kaepfel Consulting, LLC to provide services for the development and implementation of a new website for the San Antonio Police Department in the City's OpenCities Web Content Management System for an estimated total cost of \$493,931.00 over the contract term. Funding for this contract is available from previously Tax Notes funded from the New Technology projects.

#### **RECOMMENDATION:**

Staff recommends approval of an ordinance for acceptance of a contract with Kaepfel Consulting, LLC to provide services for the development and implementation of a new website for the San Antonio Police Department for an estimated cost of \$493,931.00 over the contract term.

This contract was procured by means of a Request for Competitive Sealed Proposal and a Contracts Disclosure Form is required.