

ORDINANCE **2021-12-16-0962**

**APPROVING THE USE OF THE STATE OF TEXAS DEPARTMENT OF INFORMATION RESOURCES (DIR) CONTRACT DIR-TSO-4288 WITH CARAHSOFT TECHNOLOGY CORPORATION FOR DESIGN AND DEVELOPMENT SERVICES FOR THE CITY'S WEBSITE FOR AN ESTIMATED TOTAL COST OF \$690,327.72. FUNDING IS AVAILABLE FROM THE FY 2022 – FY 2027 CAPITAL IMPROVEMENT PROGRAM.**

\* \* \* \* \*

**WHEREAS**, the State of Texas Department of Information Resources (DIR) provides a portfolio of contracts for information technology products and services with competitively bid pricing which are awarded in accordance with all state procurement laws and rules; and

**WHEREAS**, pursuant to section 2054.0565 of the Texas Government Code, purchasing an item or service using a contract through DIR meets the requirements for competitive bidding; and

**WHEREAS**, this ordinance will approve the use of a DIR contract DIR-TSO-4288 with Carahsoft Technology Corporation and provide the City of San Antonio with design and development services for the OpenCities web platform for the City's website for an estimated total amount of \$690,327.72; and

**WHEREAS**, all expenditures will be in accordance with the City's adopted capital and operating budgets approved by City Council; **NOW THEREFORE**:

**BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:**

**SECTION 1.** The use of State of Texas Department of Information Resources (DIR) contract DIR-TSO-4288 with Carahsoft Technology Corporation to provide the City of San Antonio with design and development services for an estimated total amount of \$690,327.72 is hereby approved. The price quotation is attached hereto and incorporated herein for all purposes as **Exhibit I**. The City Manager or designee, or the Chief Information Officer or designee, is authorized to execute contracts and any documents necessary to carry out the purposes of this ordinance.

**SECTION 2.** The amount of \$690,327.72.00 is authorized to be transferred from Fund 43099000 Certificate of Obligation Capital Projects, WBS 09-00061-90-03-22-01 to Fund 40099000, WBS 09-00143-90-03-22-01.

**SECTION 3.** The budget in SAP Fund 40099000 Certificate of Obligation Capital Projects, Project 09-00143 Digital Content Management, shall be revised by increasing WBS 09-00143-90-03-22-01 with GL 6101100 and WBS 09-00143-02-01 with GL 520100 each by \$690,327.27.

**SECTION 4.** Payment is authorized to be encumbered and made payable to Carahsoft Technology Corporation in an amount not to exceed \$690,327.72.00. Payment is in support of the Digital Content Management Project using Fund 40099000 with the WBS element 09-00143-02-

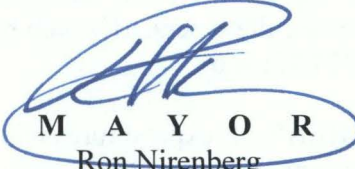
01 with GL account 5201040. Funding for this project is provided by Tax Notes and is in the FY 2022 – FY 2027 CIP Budget.

Payment is limited to the amounts budgeted in the operating and/or capital budget funding sources identified. All expenditures will comply with approved operating and/or capital budgets for current and future fiscal years.

**SECTION 5.** The financial allocations in this Ordinance are subject to approval by the Director of Finance, City of San Antonio. The Director of Finance may, subject to concurrence by the City Manager, or the City Manager's designee, correct allocation to specific SAP Fund Numbers, SAP Project Definitions, SAP WBS Elements, SAP Internal Orders, SAP Fund Centers, SAP Cost Centers, SAP Functional Areas, SAP Funds Reservation Document Numbers, and SAP GL Accounts as necessary to carry out the purpose of this ordinance.

**SECTION 6.** This ordinance is effective immediately upon passage by eight or more affirmative votes; otherwise, it is effective on the tenth day after passage.

**PASSED and APPROVED this 13<sup>th</sup> day of December, 2021.**




M A Y O R  
Ron Nirenberg

**ATTEST:**

**APPROVED AS TO FORM:**



Debbie Racca-Sittre, Acting City Clerk



Andrew Segovia, City Attorney



## City of San Antonio

### City Council Meeting December 16, 2021

5.

**2021-12-16-0962**

Ordinance approving use of the State of Texas Department of Information Resources (DIR) contract DIR-TSO-4288 with Carahsoft Technology Corporation to provide the City with design and development services for the City's website for an estimated total contract value of \$690,327.72. Funding is available from Tax Notes and is included in the FY 2022 - FY 2027 Capital Improvement Program. [Ben Gorzell Jr., Chief Financial Officer; Troy Elliott, Deputy Chief Financial Officer, Finance]

Councilmember Courage moved to Approve on the Consent Agenda. Councilmember Cabello Havrda seconded the motion. The motion carried by the following vote:

**Aye:** Nirenberg, Bravo, McKee-Rodriguez, Viagran, Rocha Garcia, Castillo, Cabello Havrda, Sandoval, Pelaez, Courage, Perry

# **Exhibit I**



# GOVERNMENT- PRICE QUOTATION



Granicus at Carahsoft



11493 SUNSET HILLS ROAD | SUITE 100 | RESTON, VIRGINIA 20190  
PHONE (703) 871-8500 | FAX (703) 871-8505 | TOLL FREE (888) 66CARAH  
WWW.CARAHSOFT.COM | SALES@CARAHSOFT.COM

**TO:** Jorge Garcia  
Procurement Manager, Planning, Policies & Procedures  
City of San Antonio - Department of Finance  
515 S Frio Street  
ITSD  
San Antonio, TX 78207 USA

**FROM:** Stephanie Pham  
Granicus Government at Carahsoft  
11493 Sunset Hills Road  
Suite 100  
Reston, Virginia 20190

**EMAIL:** Jorge.Garcia@sanantonio.gov

**EMAIL:** Stephanie.Pham@carahsoft.com

**PHONE:** **FAX:** (210) 207-4029

**PHONE:** (571) 662-3073 **FAX:** (703) 871-8505

**TERMS:** DIR Contract No. DIR-TSO-4288  
Expiration Date: February 21, 2025  
FTIN: 52-2189693  
Shipping Point: FOB Destination  
Credit Cards: VISA/MasterCard/AMEX  
Remit To: Same as Above  
Payment Terms: Net 30 (On Approved Credit)  
Texas VID#: 1522189693700  
Sales Tax May Apply

**QUOTE NO:** 31681070  
**QUOTE DATE:** 11/05/2021  
**QUOTE EXPIRES:** 12/27/2021  
**RFQ NO:**  
**SHIPPING:** ESD  
**TOTAL PRICE:** \$690,327.72

**TOTAL QUOTE:** \$690,327.72

LINE NO.	PART NO.	DESCRIPTION	-	QUOTE PRICE	QTY	EXTENDED PRICE
1	PFS-PS-DS-PFSHR-679	Professional Services and Training (Per Hour) Granicus - PFS-PS-DS-PFSHR		\$191.9710 TX DIR	3596	\$690,327.72
<b>SUBTOTAL:</b>						\$690,327.72
<b>TOTAL PRICE:</b>						\$690,327.72
<b>TOTAL QUOTE:</b>						\$690,327.72



408 Saint Peter Street, Suite 600  
Saint Paul, MN 55102  
United States

**THIS IS NOT AN INVOICE**

Order Form  
Prepared for  
San Antonio, TX

**Reseller: Carahsoft**

**Procurement Vehicle: Texas Department of Information Resources  
(DIR) In Support of: San Antonio, TX**

## **ORDER DETAILS**

**Prepared By:** Luke Norris  
**Phone:**  
**Email:** luke@opencities.com  
**Order #:** Q-162756  
**Prepared On:** 11/04/2021  
**Expires On:** 12/27/2021

## **ORDER TERMS**

**Currency:** USD  
**Payment Terms:** Net 30 (Payments for subscriptions are due at the beginning of the period of performance.)  
**Period of Performance:** The term of the Agreement will commence on the date this document is signed and will continue for 12 months.

## PRICING SUMMARY

The pricing and terms within this Proposal are specific to the products and volumes contained within this Proposal.

One-Time Fees			
Solution	Billing Frequency	Quantity/Unit	One-Time Fee
Professional Services (hourly)	Upon Delivery	3596 Units	\$690,327.83
SUBTOTAL:			\$690,327.83



**PRODUCT DESCRIPTIONS**

Solution	Description
Professional Services (hourly)	Please see attached SOW.



## Overview

How the City currently organizes and creates websites does not match how residents think about what they want or need from us. We create a massive amount of content, and our residents and visitors only spend significant time on a fraction of sites and pages – about 350 pages of 15,000. This means that 3% of content drives 80% of the traffic. This difference between what we create and what citizens need is what we've identified as The EXPERIENCE GAP.

The Cost of this gap is also significant – City website costs were about \$7.2 million over the last 5-years, with only \$216 thousand of that being spent on the 3% of pages users visit more often.

Creating a Customer Experience (CX) Foundation for the website is essential to the success of our Digital Front Door ([www.sanantonio.gov](http://www.sanantonio.gov)) Transformation. This approach will help reduce barriers and increase access to underserved communities as well as improve overall customer experience.

We will need to establish a new approach following research and trends that show government website visitors look for topics, not departments. We also need to reduce or archive unused, old, and duplicate content so we don't erode user's trust.

The City is seeking services necessary to deliver a BETA website on the OpenCities platform. This BETA website will be used to inform the future development of the City's website vision of "One Site, One Mission".

## Objectives

The City has adopted a set of principles that includes establishing and using KPIs to measure current state and aspirational goals that inform customer experience outcomes (Experience, Trust, Quality, and Inclusion). This project is designed to improve those measurable outcomes as outlined below. The baseline and goals will be defined and refined through the course of the project.

The City has identified the following quality standards that will inform the success of this project:

**Table: Digital KPIs**

	<b>Outcome Goals</b> - Improved Customer Experience - Improved Trust, Quality, and Inclusive	Industry Benchmark 2020/2021	Avg All COSA Sites	FY21/22 Goal Existing sites	FY22 Goal All Sites (New and redesigned)
Quality	Digital Certainty Index (DCI)	76.4 / 77.6	74.5 / 81.1	77.6	90

	Quality Assurance (QA)	79.2 / 79.0	80.8 / 81.0	80	96
	Accessibility WCAG AA (A11Y)	82.6 / 82.9	83.1 / 87.2	83	91
	Search Engine Optimization (SEO)	78.7 / 80.1	72.9 / 75.1	70	80
Inclusive: Access	Responsive	Yes	~ 45%	Yes	Yes
	Top CoSA Languages	NA	~ 75%	Yes	Yes
	Reading Level of Content 6 <sup>th</sup> – 8 <sup>th</sup> grade level	Similar	15%	25% or greater	75% or greater
	Technical content (for a technical audience) up to 12 <sup>th</sup>	Similar	43%	25% or less	25% or less
	<i>Eliminate college and above</i>	Similar	42%	eliminate	eliminate

### Scope of Services

1. Project Management Plan and Delivery Services
2. Content Strategy Development and Delivery Including:
  - a. Information Architecture: OpenCities will provide guidance on needed updates and completion for the main site's IA that was originally created by Slalom.
  - b. Sub-site Strategy: OpenCities will partner with COSA to evaluate how to integrate current subsites (sites that are currently separate from sa.gov) into the main site's IA or how to maintain the subsites as separate sites and ensure their IAs are consistent with the main site (review sub-site IA that COSA creates and provides guidance/feedback as needed).
  - c. AIM, Content Types, Governance: OpenCities will help COSA craft a governance policy to be used with the AIM (Archive, Improve, Migrate) process. OpenCities will also recommend Content Types to be used on pages that will be migrated and improved.
  - d. Content Strategy and Best Practices – includes:
    - i. recommendations regarding workflows, definitions, roles and responsibilities.
      1. The set-up and configuration of these items will be the responsibility of the City's team. Help and support by OpenCities will be provided under Item 6 below.



- ii. OpenCities will review of up to 150 pages chosen by City (outside of the 300 pages included in Item 3) and provide guidance on how to set up the content for each page.
    - 1. The creation of these pages is the responsibility of the City's team. Help and support by OpenCities will be provided under Item 6 below.
- 3. Development and Delivery of 300 Pages (to be determined by City) which includes:
  - a. OpenCities reviews the content/pages of the selected department within the sprint
  - b. OpenCities will create a prototype content / page template / layout for the department's pages based on best practices
  - c. OpenCities will review the prototype with the department team
  - d. COSA department team approves prototype and strategy for the pages/content
  - e. OpenCities will migrate content based on the approved prototype and strategy, then review (QA) by the OpenCities Migration Team Lead
  - f. COSA department approver will review the work and provide feedback regarding errors.
  - g. OpenCities will create final iteration based on feedback from the COSA team
  - h. COSA department approver and COSA project team will sign off as complete
  - i. Upon completion of each sprint City will pay a per-page fee of the completed work less a 10% retainage based on the acceptance criteria listed in item 9.
  - j. Not included in scope: no wireframes will be built by OpenCities. All prototyping and demonstrations will be built directly in the OpenCities site.
- 4. Development of Three Additional Themes for Subsites: will include initial design and one round of iteration per theme.
- 5. Training Plan and Delivery Including:
  - a. Training for 150 Content Editors (six 5-hour sessions of up to 25 people each)
  - b. Training for 100 OpenForms Creators (four 2-hour sessions of up to 25 people each)
  - c. Digital Service Academy for 250 Staff (10 sessions of up to 25 people each)
- 6. OpenCities Product Architect Consulting and Coaching up to 20 hours per week not to exceed 560 hours for the duration of the project. Product Architect: Development and Implementation of testing strategy, process, review. Specialized training, coaching and consulting on product best practices. Development of User Guides for COSA. Product questions/support.
- 7. Creation of 75 OpenForms (to be determined by City)
- 8. Import of 5000 Documents and Images (to be determined by City)
- 9. The final 10% retainage will be paid upon BETA Site Acceptance.
  - a. Meets the following quality standards as measured by Site Improve Analysis (see chart above)
    - i. Accessibility as it applies to visual design and content (pages) created by OpenCities
    - ii. Quality Assurance for broken links and spelling errors of content (pages) created by OpenCities

iii. Reading level of content (pages) created by OpenCities

**Deliverable Invoicing and Payment**

- Invoice and payment:
  - All deliverables will be invoiced at 90% of the milestone value with a 10% percent retainage.
  - Consulting hours and project management to be excluded from the retainage requirements and will be invoiced in full as delivered
  - The final 10 percent retainage will be released upon the complete BETA site acceptance based on the success criteria outlined in the scope of services.



## TERMS & CONDITIONS

- Link to Terms: [https://granicus.com/pdfs/Master\\_Subscription\\_Agreement.pdf](https://granicus.com/pdfs/Master_Subscription_Agreement.pdf)
- Terms and Conditions are in accordance with the Granicus Texas Department of Information Resources agreement DIR-TSO-4288 and takes precedence over all other conflicting terms and conditions incorporated herein.
- This quote is exclusive of applicable state, local, and federal taxes, which, if any, will be included in the invoice. It is the responsibility of San Antonio, TX to provide applicable exemption certificate(s).
- Any lapse in payment may result in suspension of service and will require the payment of a setup fee to reinstate the subscription.
- Notwithstanding anything to the contrary, Granicus reserves the right to adjust pricing at any renewal in which the volume has changed from the prior term without regard to the prior term's per-unit pricing.