



# City of San Antonio

## Agenda Memorandum

**File Number:**

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**Agenda Item Number:** 5

**Agenda Date:** December 16, 2021

**In Control:** City Council A Session

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**DEPARTMENT:** Finance Department

**DEPARTMENT HEAD:** Troy Elliott

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

City Website Redesign and Development

**SUMMARY:**

This ordinance authorizes a contract with Carahsoft Technology Corporation (Carahsoft) to provide the City of San Antonio 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.

**BACKGROUND INFORMATION:**

Submitted for Council consideration and approval is a contract with Carahsoft Technology Corporation (Carahsoft) utilizing the State of Texas Department of Information Resources (DIR) contract DIR-TSO-4288 to provide the City of San Antonio with design and development services for the City's website.

In August 2018, ITSD partnered with the Department of Innovation to evaluate best practices in digital government. OpenCities was identified as an innovator in government website design for both citizen and employee engagement. In February 2019, ITSD partnered with the Aviation Department to develop an employee intranet. The goal of the pilot was to confirm capabilities;

assess design and conversion; understand user experience and company practices. The pilot was a success and will serve as an intranet prototype for all City departments. Based on the experience with the intranet pilot, ITSD together with the Departments of Innovation, Government and Public Affairs, and Customer Service, proposed to develop and test a prototype for a new public-facing website ([www.sanantonio.gov](http://www.sanantonio.gov)) on the OpenCities platform in February 2020.

In March 2020, COSA leadership asked that ITSD urgently stand up a COVID website specific to the pandemic response and sharing of information with the public. The public-facing portal proposal (on the OpenCities platform) was repurposed as the City's COVID responsive website ([covid19.sanantonio.gov](http://covid19.sanantonio.gov)). The website design was accepted by the Covid19 taskforce on April 21, 2020. On December 17, 2020, Council approved Ordinance #2020-12-17-0913 that authorized the contract with OpenCities for a full use license and associated professional services. The site continued to evolve in capability, content, and structure through February 2021 as the City moved from Response to Recovery.

Based on the incredible success of the COVID portal, ITSD confirmed its strategic direction to leverage the OpenCities web architecture as our strategic direction for both internal employee usage (Intranet) and external resident usage (public-facing). ITSD contracted informally with OpenCities to execute the ALPHA website pilot under a cooperative agreement reseller through a Texas Association of School Boards (Buyboard 579-19) contract vehicle.

The requested contract with Carahsoft will allow for a path for OpenCities to provide the governance structure, content framework, engineering design, and labor services necessary to deliver a completely new website on the strategic OpenCities platform which the City already owns. The OpenCities platform will be leveraged for all public and employee-facing web and mobile pages to achieve our vision of "One Site, One Mission", designed outside-in for the user experience by their topics of interest, rather than traditionally inside-out by department or organization.

The Digital Workplace Strategy will provide:

- IMPACT - Improve communication and collaboration between employees, managers, suppliers and partners
- VALUE - Improve and/or streamline productivity and improve efficiencies – Get work done for both employees and operations
- ENGAGEMENT - Improve employee engagement and satisfaction
- STRATEGY - Support digital strategy and culture

The ALPHA migration to the OpenCities platform is currently underway and is expected to complete by February 2022 and includes the conversion of the main [sanantonio.gov](http://sanantonio.gov) pages. This project sets the overall project plan and activities for the migration of the entire website implementation of about 350 pages to follow, which is called BETA.

Migration is planned to start immediately upon contract approval and will continue for 15 months. Contractor services include project management, website visual design, implementation of an information architecture and navigation structure, and development and delivery of web content strategy specific to the OpenCities platform. Delivery services include the conversion

and/or creation of 350 web pages, the creation of 75 digital forms to support digital government transformation, and various training for up to 500 City staff who will be responsible for maintaining the website in the future. Dependencies on the BETA project includes the go-live of the new SAPD website, planned for May 2022 and migration of other department functions throughout FY22.

In November 2021, the city requested a quote and Statement of Work (SOW) from Carahsoft against DIR-TSO-4288. The initial term of the contract shall begin upon the effective date of the ordinance and expire upon completion and acceptance of the project. The SOW is broken out into mutually agreed upon percentages from the total proposed contract value. All deliverables that are not project management or consultant hours will have a 10% retainage held back until final acceptance. Implementation is proposed to begin early in 2022 with an expected completion in Spring 2023.

Continued use of the OpenCities license is to be authorized under a separate annually recurring ordinance for the Texas Department of Information Resources.

#### **ISSUE:**

Approval of this item will provide the City of San Antonio with a contract to deliver on the strategic vision of a redesigned Digital Front Door to provide better access to information for the residents of San Antonio. This contract will provide the necessary project management, website visual design, implementation of an information architecture and navigation structure, and development and delivery of web content strategy to realize this vision and to support how the City structures information on a government-oriented web platform.

The Small Business Economic Development Advocacy (SBEDA) Ordinance requirements were waived due to the lack of small, minority, and/or women businesses available to provide these goods and services.

The recommended award is an exception to the Local Preference Program.

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

#### **ALTERNATIVES:**

Should this contract not be approved, the City website redesign effort would be postponed, and residents may experience a delay in receiving access to critical content that is ordinarily pushed through [www.sanantonio.gov](http://www.sanantonio.gov).

#### **FISCAL IMPACT:**

This ordinance will authorize the City to utilize the State of Texas Department of Information Resources (DIR) contract DIR-TSO-4288 with Carahsoft Technology Corporation (Carahsoft) to provide the City of San Antonio with design and development services for the OpenCities web platform. The estimated total contract value is \$690,327.72. Funding is available from Tax Notes and is included in the FY 2022 - FY 2027 Capital Improvement Program.

**RECOMMENDATION:**

Staff recommends the approval of this contract with Carahsoft Technology Corporation to provide the City with design and development services on the OpenCities web platform for an estimated total cost of \$690,327.72.

This contract is procured by means of cooperative purchasing and a Contracts Disclosure Form is not required.