



Legislation Details (With Text)

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**Title:** Resolution to Approve a Contract with Keystone Media LLC to Redesign the City's Website (not to exceed \$26,900.00)

**Sponsors:**

**Indexes:**

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**Attachments:** 1. Keystone PSA Final

Date	Ver.	Action By	Action	Result
10/21/2013	1	City Council	Approved	Pass

Resolution to Approve a Contract with Keystone Media LLC to Redesign the City's Website (not to exceed \$26,900.00)

Attached for your approval is a resolution which authorizes a contract in the amount not to exceed \$26,900.00 with Keystone Media LLC for purchase of services to redesign and develop frontend webpage templates for the City's website, a2gov.org. Approval of a 10% contingency to cover potential change orders during the life of the project is also requested. Funding for the website redesign and this project was planned for and approved in the Information Technology FY2014 budget.

The City's website, a2gov.org, is a valuable communication tool for the City to provide information to the public. Communications, Parks and Recreation, and Information Technology have been addressing usability and uniformity issues with the City's website. In July of 2011 the City engaged with The Understanding Group to perform a site usage and heuristic assessment of the City's website. The assessment findings indicated significant barriers to good usability and information retrieval. In April of 2012 the City proceeded to work with The Understanding Group to produce an information architecture recommendation and functional specification. The Understanding Group interviewed citizens, the business community, and City staff to gather requirements for the recommended functional specification. Prior to delivery The Understanding Group conducted end user tests with the aforementioned groups to ensure their recommendation addressed stakeholder needs. The implementation of the functional specification is the basis for the redesign of the City's website, a2gov.org.

The City issued RFP No. 871 requesting proposals to complete the design and development process based on the functional specifications. Three responses were received. Keystone Media LLC was selected as the respondent with the design and development proposal that best met the City's needs.

Funding for the website redesign project was budgeted in the approved Information Technology FY2014 budget.

Keystone Media received Human Rights and Living Wage approval on September 26, 2013.

Prepared By: Kevin Eyer, Technology & Change Manager, ITSU

Reviewed By: Tom Crawford, CFO and Financial Services Administrator

Approved by: Steven D. Powers, City Administrator

Whereas, The City of Ann Arbor's website in its current state has significant barriers to good usability and information retrieval;

Whereas, If left in its current state, the City's website will not be an optimized and effective communication tool;

Whereas, The City issued Design and Front-end Development for Digital Rebranding of [www.a2gov.org](http://www.a2gov.org) <<http://www.a2gov.org>> RFP#871, and through the course of RFP review, selected Keystone Media LLC, an Ann Arbor, MI-based company, for recommendation to Council;

Whereas, Keystone Media LLC received Human Rights and Living Wage compliance approval on September 26, 2013; and

Whereas, Funding for the website redesign and the project budget was planned for and approved in the Information Technology FY2014 budget;

RESOLVED, That City Council approve a contract with Keystone Media LLC for website redesign and frontend development not to exceed \$26,900.00 together with a 10% contingency to cover potential change orders during the life of the project to be expended without regard to fiscal year;

RESOLVED, That City Council authorize and direct the Mayor and City Clerk to execute the contract with Keystone Media LLC subject to approval as to substance by the City Administrator and approval as to form by the City Attorney; and

RESOLVED, The City Administrator be authorized to take the necessary administrative steps to implement this Resolution, including approval of contingency expenditures within the Council approved contingency amount.