



4800 Ashford Dunwoody Road  
Dunwoody, Georgia 30338  
dunwoodyga.gov | 678.382.6700

## **MEMORANDUM**

**To:** Mayor and City Council

**From:** Jennifer Boettcher, Communications Director

**Date:** March 9, 2020

**Subject:** **Approval of contract for redesigning the City of Dunwoody's website, plus ongoing hosting and support**

### **ITEM DESCRIPTION**

Staff recommends awarding the website redesign contract to Granicus.

### **BACKGROUND**

The last redesign of the City of Dunwoody's website was in 2014. Since then, the number of unique visits to the website and the number of services provided by the city online have grown. City staff issued a Request for Qualifications (RFQ) in December 2019 to improve the website's ADA accessibility, search functions, calendar views and mobile responsiveness.

### **ANALYSIS**

A total of 17 firms submitted responses to the City's RFQ. The review and selection committee included the following: Communications Director Jennifer Boettcher, Communications Manager Kathy Florence, Assistant City Manager J. Vinicki, IT Systems Engineer II Jordan White and Executive Assistant to the Chief of Police Liz Stell. The proposals were scored based on the following criteria: navigation strategy, current website designs, content management, technical support and training, project timeline, and qualifications and references.

### **RECOMMENDED ACTIONS**

Staff recommends awarding the contract for web redesign, hosting and support to Granicus, which was the highest-scoring firm. This is a 5-year contract for \$77,622.20, which breaks down in the following way:

2020 – Year 1 redesign, training, maintenance, hosting, licensing	\$32,840.00
2021 – Year 2 maintenance, hosting, licensing fee, developer toolkit	\$10,390.00
2022 – Year 3 maintenance, hosting, licensing fee, developer toolkit	\$10,909.50
2023 – Year 4 maintenance, hosting, licensing fee, developer toolkit	\$11,454.98
2024 – Year 5 maintenance, hosting, licensing fee, developer toolkit	\$12,027.72

The contract includes a free redesign in year four. It cuts annual hosting and maintenance costs by more than 50 percent compared to the current provider. The contract covers the city's main website and police department microsite.



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Granicus has extensive experience designing and running government websites with more than 4,500 government clients in 40 of the 50 most populous cities. Current Georgia clients include the cities of Roswell and Douglasville. The new site will provide intuitive navigation to support an will be ADA-compliant and mobile-friendly with a content management system that makes it easy for staff to maintain and update.

The redesign is scheduled to take 7 to 9 months. The current site will remain active and updated throughout the process using the current vendor and separate funding included in the 2020 budget.

## Granicus Proposal for Dunwoody GA

### Granicus Contact

**Name:** Michael Kohan

**Phone:** +1 6784106049

**Email:** michael.kohan@granicus.com

### Proposal Details

**Quote Number:** Q-90032

**Prepared On:** 2/20/2020

**Valid Through:** 4/30/2020

### Pricing

**Payment Terms:** Net 30 (Payments for subscriptions are due at the beginning of the period of performance.)

**Currency:** USD

**Period of Performance:** The term of the Agreement will commence on the date this document is signed and will continue for 60 months.

### One-Time Fees

Solution	Billing Frequency	Quantity/Unit	One-Time Fee
Onsite CMS User Training - Two Days	Upon Delivery	1 Each	\$4,540.00
govAccess - Web Design and Implementation - Branded Sub	Milestones - 40/20/20/20	1 Each	\$3,900.00
govAccess Developer Toolkit Technical Training	Upon Delivery	1 Each	\$1,000.00
govAccess Developer Toolkit Set-up & Config	Upon Delivery	1 Each	\$2,400.00
govAccess - Website Design and Implementation - Innovator	Milestones - 40/20/20/20	1 Each	\$17,200.00
SUBTOTAL:			\$29,040.00

Annual Fees for New Subscriptions			
Solution	Billing Frequency	Quantity/Unit	Annual Fee
govAccess - Maintenance, Hosting, & Licensing Fee - Core	Annual	1 Each	\$0.00 <i>first year free</i>
govAccess Developer Toolkit	Annual	1 Each	\$3,800.00
<b>SUBTOTAL:</b>			<b>\$3,800.00</b>

Remaining Period(s)				
Solution(s)	Year 2	Year 3	Year 4	Year 5
govAccess - Maintenance, Hosting, & Licensing Fee - Core	\$6,400.00	\$6,720.00	\$7,056.00	\$7,408.80
govAccess Developer Toolkit	\$3,990.00	\$4,189.50	\$4,398.98	\$4,618.92
<b>SUBTOTAL:</b>	<b>\$10,390.00</b>	<b>\$10,909.50</b>	<b>\$11,454.98</b>	<b>\$12,027.72</b>

Product Descriptions	
Name	Description
<b>Onsite CMS User Training - Two Days</b>	<p>Includes (2) two days of on-site CMS User Training. Standard training program covers the key features and functions of govAccess, including:</p> <ul style="list-style-type: none"> <li>• Creating and editing a page</li> <li>• Managing page approvals and permissions</li> <li>• Uploading and managing images</li> <li>• Uploading and managing documents</li> <li>• Creating and editing news items</li> <li>• Creating and editing calendar items</li> <li>• Reviewing advanced components</li> </ul> <p>An individualized training plan will be developed based on the client's permission levels and the group's technical skills.</p>
<b>govAccess - Web Design and Implementation - Branded Sub</b>	<p>Branded Subsites allow a department to customize their pages with a unique color scheme and branding while still utilizing the framework of the main website. This package includes:</p> <ul style="list-style-type: none"> <li>• Wireframe based on the main website</li> <li>• Unique design theme, including color palette for landing page and interior pages</li> <li>• Customizable background image or slideshow</li> <li>• Customizable navigation, including graphics</li> <li>• Editable header and footer</li> </ul>
<b>govAccess Developer Toolkit Technical Training</b>	<p>Provides a balance of Product knowledge and industry best practices to a specific audience. Sessions are delivered by product experts via videoconferencing technology.</p>
<b>govAccess Developer Toolkit Set-up &amp; Config</b>	<p>Implementation includes:</p> <ul style="list-style-type: none"> <li>• Installing Developer Toolkit in govAccess CMS</li> <li>• Quality assurance (QA) testing</li> <li>• Access to online training documentation around advanced account functions and capabilities</li> <li>• Access to an implementation consultant for up to 30 days following installation</li> </ul>

Product Descriptions	
Name	Description
<b>govAccess - Maintenance, Hosting, &amp; Licensing Fee - Core</b>	<p>The govAccess Maintenance, Hosting, and Licensing plan is designed to equip the client with the technology, expertise and training to keep the client's website relevant and effective over time.</p> <p>Services include the following:</p> <ul style="list-style-type: none"> <li>• Ongoing software updates</li> <li>• Unlimited technical support (6:00 AM - 6:00 PM PT, Monday - Friday)</li> <li>• Access to training webinars and on-demand video library</li> <li>• Access to best practice webinars and resources</li> <li>• Annual health check with research-based recommendations for website optimization</li> <li>• DDoS mitigation</li> <li>• Disaster recovery with 90-minute failover (RTO) and 15-minute data replication (RPO)</li> </ul>
<b>govAccess Developer Toolkit</b>	<p>The govAccess Developer Toolkit puts control back in the hands of technical staff while providing content contributors the ease of use and speed to adapt they have grown to expect. Agencies can quickly and easily create new digital experiences for constituents across any device, any time. All of this grows with your organization. From 1 to 100 websites, the Developer Toolkit covers agencies with a single web platform. The Developer Toolkit includes core functionality such as:</p> <ul style="list-style-type: none"> <li>• Microsite Builder</li> <li>• Design Studio</li> <li>• Content SDK</li> </ul>

Product Descriptions	
Name	Description
<b>govAccess – Website Design and Implementation – Innovator</b>	<p>govAccess Website Design and Implementation - Innovator provides a citizen focused website and includes:</p> <ul style="list-style-type: none"> <li>• UX consultation, which may include one (1) or more of the following: <ol style="list-style-type: none"> <li>1. One (1) site analytics report</li> <li>2. One (1) heatmap analysis</li> <li>3. One (1) internal stakeholder survey</li> </ol> </li> <li>• Semi-custom homepage wireframe</li> <li>• Fully responsive design</li> <li>• Custom mobile homepage or standard mobile responsive homepage</li> <li>• Video background or standard rotating image carousel (switchable at any time)</li> <li>• One (1) specialty alternate homepage - Choose from Granicus' library that includes emergencies, election night, special events</li> <li>• One (1) customer experience feature - Choose from Granicus' library that includes service finder or data visualization banner</li> <li>• Programming/CMS implementation</li> <li>• Migrate up to 200 webpages</li> <li>• Five (5) forms converted into the new CMS</li> <li>• One (1) day of web-based training</li> </ul>

## Terms and Conditions

- Dunwood, GA will be entitled to one Basic Redesign Credit at the conclusion and payment of year four (4) of the initial term of the Agreement.
- Link to Terms: [https://granicus.com/pdfs/Master\\_Subscription\\_Agreement.pdf](https://granicus.com/pdfs/Master_Subscription_Agreement.pdf)
- 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 Dunwoody GA 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.
- If submitting a Purchase Order, please include the following language: All pricing, terms and conditions of quote Q-90032 dated 2/20/2020 are incorporated into this Purchase Order by reference.
- Billing Frequency Notes (Milestones - 40/20/20/20):
  - An initial payment equal to 40% of the total;
  - A payment equal to 20% of the total upon Granicus' delivery of the draft homepage design concepts to the Client;
  - A payment equal to 20% of the total upon implementation of the main website into the VCMS on a Granicus-hosted development server; and
  - A payment equal to 20% of the total upon completion; provided, however that the Client has completed training. If the Client has not completed training, then Granicus shall invoice the Client at the earlier of: completion of training or 21 days after completion.
- Granicus certifies that it will not sell, retain, use, or disclose any personal information provided by Client for any purpose other than the specific purpose of performing the services outlined within this Agreement.
- The initial subscription term includes all the subscription years noted in quote Q-90032 dated 2/20/2020 and must be awarded to receive the first year free promotion. The Agreement and subscription term begins upon date of document signature or award.

## Agreement and Acceptance

By signing this document, the undersigned certifies they have authority to enter the agreement. The undersigned also understands the services and terms.



**Billing Information**

Name:

Phone:

Email:

Address:

**Dunwoody GA**

Signature:

Name:

Title:

Date:

# Innovator

## A Government Website To Better Serve Your Citizens

Most people come to a government websites with one goal – to complete a task – yet most government websites fail to deliver. With Granicus govAccess, user-friendly design, powerful content, accessibility, and secure transactions have never been easier.

### Data-Driven, Custom Design

All govAccess projects start with research into how your website visitors want to engage with you and what services and information is most important to them. This research informs the design, content structure and development of your website – the result: extreme usability whether on desktop or mobile.

### Simple, Yet Dynamic Government CMS

govAccess is a content management system (CMS) that was purpose built for government allowing your staff to easily create content that informs, engages and serves their communities. Our CMS makes it easy to manage mobile experiences, bring more services online, share content through popular social media channels, create custom interior pages and more. All while ensuring consistency and control.

### Enterprise-Class Hosting + Support

From our state-of-the-art hosting infrastructure with greater than 99.9% uptime, to a team of certified government experts and tech gurus, the govAccess team relentlessly focuses on client satisfaction. Continuous optimization, regular health checks that include research-based recommendations, 24x7 support deliver guaranteed success.



Heatmaps help us understand where eyes and clicks are going on your site.

“ Basing our redesign on science, rather than emotion, helped to keep everyone on the same page as we worked through the process of transforming our web presence from a mere website to a customer service portal.”

– Kevin Tunell, Communications Director, Yuma County, AZ



## Website Design + Implementation – Innovator

- ✓ UX consultation including
  - Heatmap analysis, web analytics, internal stakeholder survey
  - Website analytics report
- ✓ Customized homepage wireframe
- ✓ Fully responsive design
- ✓ Custom Mobile Homepage or Standard Mobile Responsive Homepage
- ✓ Video Background or Standard Rotating Image carousel (switchable at any time)
- ✓ One (1) specialty alternate homepage – choose from our library including emergencies, election night, special events
- ✓ One (1) customer experience feature – choose from our library including service finder, data visualization banner
- ✓ Website Programming + CMS Implementation
- ✓ Migrate up to 200 webpages
- ✓ Five (5) forms converted into the new CMS
- ✓ One (1) day of remote Web-based Training (typically used for “Writing for the Web” Training, Accessibility Training, and CMS Training).



## Key CMS Features

- ✓ Ongoing software updates (quarterly)
- ✓ Role-based dashboard for easy content updates, approvals + ability to lock down user permissions
- ✓ Mobile management to analyze mobile traffic and customize display on mobile device
- ✓ Interior page builder with drag-and-drop page building, 100+ widgets, save and reuse layouts + more
- ✓ Social media management with ability to schedule + preview posts to multiple social media accounts
- ✓ Form and survey builder with ready-to-use templates for the most common use cases, conditional logic, payment processing, and legally binding digital signatures
- ✓ Flexible search with the ability to define search synonyms, promote page + more
- ✓ Universal API + a vast number of commonly used apps integrated out-of-the-box



## Support + Maintenance

- ✓ 24/7 support
- ✓ Online help, including an extensive library of on-demand training videos
- ✓ Hosting infrastructure with 99.9% uptime
- ✓ Disaster recovery w/90 min failover (RTO), data replication every 15 mins (RPO), failover testing every 2 wks.
- ✓ Enterprise grade DDoS mitigation
- ✓ Industry leading data security (advanced threat detection and penetration)

**About Granicus:** More than 4,200 government agencies use Granicus to modernize their online services, web presence, and communications strategies. We offer seamless digital solutions that help government actively reach, inform, and engage citizens on the first unified civic engagement platform for government.