



MEMORANDUM

To: Mayor and City Council

Through: Mike Land, City Manager

From: Hannah Cook, Chief Communications Strategist and Jerod Anderson, Director of Enterprise Solutions

Date: May 7, 2020

Reference: Fiscal Year 2019-2020 Work Plan

2030: Sense of Community, Community Wellness and Enrichment, Sustainable City Government

Introduction:

In late 2018, City staff began researching mobile applications to determine whether or not utilization of this technology will enrich the lives of residents. Concurrently, staff worked with website and content management system vendors to research website redesign opportunities. Though separate, mobile applications and websites are closely tied.

In 2018, staff conducted a regional survey, facilitated a focus group with City staff and did extensive research into mobile applications and website update/redesign opportunities. Staff used the data gathered to formulate a plan of action and select vendors for further evaluation.

Background:

Staff conducted interviews and participated in demonstrations with three, well-known municipal government website and mobile application developers. Staff also requested an amended proposal from the current website vendor. Vendors to explore further were selected based on their reputation, offerings and their representation on governmental cooperative contracts that reflect deep discounts available to governmental agencies.

Staff evaluated website proposals on the following criteria:

- Mobile responsiveness
- Customer support
- User experience using the Content Management System (CMS), the platform utilized by staff to make changes to the website
- Americans with Disability Act (ADA) compliance

- Graphically pleasing design
- Ease and accuracy of search functionality
- Secure hosting and maintenance
- Integrations with other software utilized by the City of Coppell

Upon review, staff recommends that the City proceed with CivicPlus for the development and deployment of a redesigned website and a mobile application. CivicPlus's platform – CivicEngage – offers an easy-to-use but extensive CMS, ADA compliance, 24/7 customer support and monitoring, and a responsive design that allows users to find information quickly and easily. Further, CivicEngage offers multiple modules to increase engagement with residents, including NotifyMe, a way for residents to sign up for information about specific topics.

CivicPlus also offers a mobile application that is designed to enhance resident engagement and satisfaction. The app includes features such as a calendar, news section and alert center. The app also allows users to report an issue. This feature can be programmed to automatically route to the correct department, and staff has the ability to interact directly with the requestor to keep them updated on progress. The app pulls information directly from the website and delivers a custom user experience based on the user's location, settings, and other factors.

Legal:

N/A

Fiscal Impact:

Funding in the amount of \$100,000 was allocated in Fiscal Year 2019-2020 for the website redesign. An additional \$10,000 was allocated for the production of a mobile application. The proposed contract from the recommended vendor, CivicPlus, includes a full website redesign and development of a mobile application for a year 1 total of \$99,799.99. The proposed contract also includes an annual maintenance and hosting fee of \$15,000, which represents a significant reduction in the annual fees currently paid for website hosting and maintenance.

	Current Website	Proposed Website	Proposed Website & Mobile App (deployed concurrently)
Year 1 - Development & Deployment	\$109,200 (2014)	\$89,799.99	\$84,799.99
Annual hosting & maintenance fee	\$45,600	\$9,799.99	\$15,000
Year 1 TOTAL:	-	\$99,599.98	\$99,799.99

Recommendation:

Staff recommends that the City proceed with CivicPlus's proposed contract for website redesign and creation of a mobile application. If the contract is awarded, CivicPlus estimates a six-month development period before the website is deployed publicly. The mobile app will be developed and deployed shortly after the website publication.