

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 05/29/07		Item Number: <u>C-4</u>	
AGENDA ITEM: Approval of an Amendment to an Existing Contract with VidroMedia (Culver City, CA) to Obtain Website Graphical Design Services.			
Contact Person/Dept.: Michele Williams Information Technology		Phone Number: 310.253.5959	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: E-mail Master Notification List on 05/23/07; VidroMedia on 05/14/07			
Department Approval: John Richo (05/09/07)		City Attorney Approval: Carol Schwab (by H. Iker) (05/16/07)	
City Controller Approval: Marlee Chang (05/21/07)		City Manager Approval:	
<u>RECOMMENDATION:</u> Staff recommends the City Council approve an amendment to an existing contract with VidroMedia (Culver City, CA) to obtain graphical design services for the development of the City's new website. <u>BACKGROUND:</u> The City's current website was developed using in-house technical skills and was launched on November 12, 2001. The site was designed using "state of the art" technology and received several awards. Since the original design, the site has been updated as needed but industry standards suggest that websites should be redesigned every 3-4 years. Over the years, technology has continued to advance and more people now have access to the Internet. This has provided a larger and more diverse web audience. The model of E-government has also matured which involves maximizing the ability to interact with government via the Internet. Our internal survey received from visitors to the current site also revealed areas for improvement, such as navigation and providing information in a more easily accessible format. The City's current site requires redesign to remain current with the technology trends and to provide optimal service to City residents, businesses, and visitors.			

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DISCUSSION:

The mission of the Culver City website IT team is to design, implement and maintain a website that provides current and timely information as well as online government services. The objective of the new website will be to project Culver City as a city that draws its vitality from both residential neighborhoods and businesses. The working theme of the new website is titled "Then and Now" and shall show the highlights of historic Culver City and today's Culver City.

IT staff designed the overall shell (template) for the new site. During our design review meetings it became evident that there was a need for independent graphic design input. Staff was made aware of a local graphical design consultant, VidroMedia (Culver City, CA), that would meet our needs. A contract not to exceed \$10,000 was executed with VidroMedia in March 2007. The statement of work included providing creative art direction and design support services. The consultant is currently in the process of completing the initial contract requirements for the overall website design. Staff is very pleased with the work to date.

There are two critical areas of the website that need specialized attention: cultural affairs and economic development. Website analysis reveals that these are high volume traffic areas. Culver City has been highlighted in various periodicals for its cultural events, art galleries and thriving business development. It is essential that the website promote these areas in a manner that graphically appeals to the user. Staff from the Cultural Affairs and Economic Development Divisions were contacted to obtain their feedback. They supported the recommendation of engaging VidroMedia to provide graphical design services.

Staff recommends continuing the relationship with VidroMedia given the success of their current engagement, and knowledgeable and experienced consultants in website graphical design. The intent is to go live with the new website in July 2007. Staff intends on launching online permits and credit card permits, as an addition to this feature already offered through the PRCS class registration.

FISCAL ANALYSIS:

The authorization to amend an existing contract with VidroMedia (Culver City, CA) to obtain graphical design website support would result in an expenditure not to exceed \$14,500. Staff recommends amending the current contract (\$10,000) so that the expenditure reflects a not to exceed amount of \$14,500. This would result in a net contract increase of \$4,500. The expenditure will be charged to IT - Other Contractual Service account, it is anticipated that this expense will be reimbursed by the Redevelopment Agency.

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ATTACHMENTS:

1. Quote for Professional Services from VidroMedia

MOTION:

That the City Council:

- 1) Approve an amendment to the current contract with VidroMedia for website graphical design services for a total expenditure not to exceed \$14,500; and
- 2) Authorize the City Attorney to prepare any necessary contract documents and authorize the City Manager to execute such documents on behalf of the City.