Website Project Overview
City of El Segundo
November 2018
Presentation Outline

- Project Objectives
- Solicitation Process
- Evaluation Teams
- System Benefits
- Project Timeline Creation
- Budget versus Price Proposed
Promote the professional brand of the City - visually dynamic design

Accessible & User Friendly Website

Accessible on Tablets & Mobile Devices

Improve usability and timeliness of content

Enhanced integrations with other systems

Improve Community Engagement
Solicitation Process

1. 2017 the City solicited website input from the community and business owners

2. Technology Subcommittee was involved in the creation of the community survey, RFP and selection criteria

3. Released the RFP in February 2018

4. Received 11 proposals
Evaluation Process

1. Department Directors performed the first evaluation & selected 3 finalist

2. 2 open source Content Management Systems (CMS) vendors and 1 proprietary CMS

3. The Directors selected 9 staff representatives to participate in final evaluation

4. ISD acted as the technical liaison to bridge knowledge gaps throughout the process

5. After presentations and Q&A - best and final proposals were requested

6. Staff made a recommendation based on the proposals and interviews using the selection criteria approved by the Website subcommittee
## Content Management System (CMS) Features

1. Engagement tool that uses email, texting, RSS feeds and all forms of social media to connect to target audiences

2. Empower Citizens with mobile app for Service Requests

3. Peak Agenda Management - electronically manages agendas and minutes for Council, Commissions, Boards and Committees

4. Content Strategy Training Package – Teach staff how to write and manage web content

5. Up to 6 uniquely designed department sub sites

6. Intranet - private city website used for staff collaboration, message boards, picture directory, smart forms and training information
Roles in Vendor Selection Process

Tech Committee and Staff Each Play Essential Roles

Tech Committee
- Vision
- Key goals
- Priorities
- Selection criteria

Staff
- Departmental strategies
- Implementation approaches
- Vendor Evaluation
# Timeline and Development Plan

<table>
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<tr>
<th>Stage</th>
<th>Goal</th>
<th>DELIVERABLES</th>
<th>TOOLKIT</th>
<th>Duration</th>
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| 1 | Research | • Conduct analysis to understand how your website is used. | • Site Usability Report  
• Customer Journey Recommendations | • Project Kick-off Kit | ~5 weeks |
| 2 | Design | • Develop a website that reflects your community and delivers superior customer experience. | • Design Reveal Video  
• Mobile Comp  
• Specialty Homepages | | ~6 weeks |
| 3 | Site Development | • Refine the website’s content and implement Granicus goAccess | • Accessibility and Writing for the Web Training | • Work Plan Template  
• Pre-Launch Prep  
• Content Migration Guide | ~11 weeks |
| 4 | Launch | • Train your team and bring the new site live to the public. | • Staging Site  
• CMS Training | • User Setup Guide  
• UAT Guide  
• Launch Planning Guide | ~5 weeks |
| 5 | Post Launch | • Provide ongoing support and maintain a superior digital customer experience. | • Guaranteed 99.9% uptime  
• Annual Health Check and Recommendations | | Ongoing |