

City of Brisbane

Agenda Report

TO: Honorable Mayor and City Council

FROM: Caroline Cheng via Clay Holstine, City Manager

DATE: Meeting of March 15, 2010

SUBJECT: Proposed Design for the City's New Website

PURPOSE: Introduce the web developer in charge of designing and implementing the City's new website and review his recommendations for the site.

RECOMMENDATION: Receive presentation and recommendations from C.J. MacDonald, the web developer in charge of designing and implementing the City's new website and give direction for any desired changes or additions.

BACKGROUND:

In the past year, staff has been working to make sure the City's current site is not threatened with any more SQL injection attacks while meeting with the Public Information City Council Subcommittee to determine what criteria needs to be addressed when re-designing the site, issuing a Request for Proposals for a designer, interviewing the applicants who submitted proposals to the City, and finally, meeting with the web developer they felt best met Council's criteria, whose proposal City Council unanimously approved at their February 6, 2010 meeting.

DISCUSSION:

C.J. MacDonald has worked as a Content Management System (CMS) Architect and Digital Media Technology specialist for the past 14 years, designing and managing media delivery systems for a variety of large-scale corporations, including North Bay Distribution, Cinegogo.com, and San Francisco State University. His areas of expertise as the Principal of Aloft Consulting are in video and social media design, product and project management from end to end including storage, delivery, and streaming, rights management and copy protection, IP issues, and licensing.

C.J. has lived in Brisbane for the past eight years. Being a part of the community allows C.J. to add a look and feel to the site that will reflect the locality and small-town atmosphere of Brisbane. He will be designing the site using Drupal, which is an open source content management system that has become widely used for its interactive features, of which www.whitehouse.gov and Portland State University (<http://www.pdx.edu/>) are good examples.

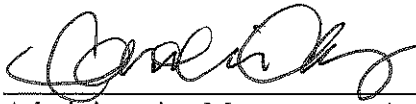
His presentation before the City Council will cover the goals of the Public Information Subcommittee, a short introduction to Drupal and its high-level security features, examples of his previous work in helping companies roll out their websites, what the staff has researched as being very useful components on other cities websites, and end with a mock-up of what he envisions the homepage for the City's new homepage.

FISCAL IMPACT/FINANCING ISSUES:

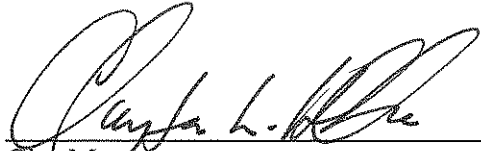
A \$50,000 federal grant would cover C.J.'s one time costs of \$48,200. After the website is set up, annual costs would be \$7,719.96.

MEASURE OF SUCCESS:

A secure, easily-navigable website for the City by July 2010 that is able to better interact with and serve the Brisbane community, and one that City staff can easily update themselves.



Administrative Management Analyst



City Manager

ATTACHMENTS:

A – Website Milestones/Timeline of Deliverables

Aloft Consulting

Brisbane City Website Redesign; Milestones

Project Anticipated Start Date: on completion of contract, on or near Feb 20, 2010

Phase I

- Server set up, Drupal installed
- Initial Design and Gov 2.0 strategy consulting with staff
- Design established
- Utilize more Flash and make it more interactive-looking (less like a city website)
- Presentation to staff
- Presentation to council (March 15)

Completion date: March 31

Phase II

- Site laid out;
- Hyperlinked breadcrumbs at top of page
- Maintain a consistent look and feel through the use of content and style standards as well as some sort of consistent header, footer, or frame for every page on the website.
- Preliminary content migrated from existing site

Completion date: April 30

Phase III

- Graphical layout of City departments
- Notification light: Citizens notified of emergencies through a red or green light on homepage
- An "I Want to..." column, listing the most-requested items at City Hall
- Separate archiving of PDF documents for each department
- Interactive Events Calendar lets you select what meetings/events you want to see
- Content migrated from existing site (ongoing)

Completion date: May 30

Phase IV

- Content migrated from existing site – ongoing.
- Staff training (35.3 hours)
- Security lockdown and auditing process
- Server migration to production
- Special "Green Brisbane" section dedicated to environmental concerns, questions, programs, and events
- Establish ticketing mechanism for support

Completion date: June 30

Phase V

- Create an archive section using recovered historic photos
- A better City website search engine
- Staff training (remaining)
- Final changes and tweaks
- Final bug fixes
- Final approval

Completion date: July 31

FEES

Each phase will be billed \$9640 - 1/5 of the total project cost (\$48,200).

Ongoing costs:

Begin at the completion of this contract.

Are all inclusive – include hosting, backups, security and maintenance
\$643.33/month, billed quarterly, for an annual charge of \$7,719.96