



**CITY OF PLANO
COUNCIL AGENDA ITEM**

CITY SECRETARY'S USE ONLY					
<input type="checkbox"/> Consent <input type="checkbox"/> Regular <input type="checkbox"/> Statutory					
Council Meeting Date:		3/6/12			
Department:		Budget			
Department Head		Karen Rhodes-Whitley			
Agenda Coordinator (include phone #): Steve Tillman, 5470					
CAPTION					
<p>An Ordinance of the City of Plano, Texas, transferring the sum of \$42,858 from the Plano Television Network (PTN) Fund unappropriated fund balance to the Plano Television Network (PTN) Fund operating appropriation for fiscal year 2011-12 for the purpose of providing funds for the first year's cost to begin a full website upgrade and redesign project to meet the City's current website needs; amending the Budget of the City and Ordinance 2011-9-8, Section 1, Item "HH" to reflect the action taken herein; declaring this action to be a case of public necessity; and providing an effective date.</p>					
FINANCIAL SUMMARY					
<input type="checkbox"/> NOT APPLICABLE <input checked="" type="checkbox"/> OPERATING EXPENSE <input type="checkbox"/> REVENUE <input type="checkbox"/> CIP					
FISCAL YEAR:	2011-12	Prior Year (CIP Only)	Current Year	Future Years	TOTALS
Budget		0	944,640	0	944,640
Encumbered/Expended Amount		0	0	0	0
This Item		0	42,858	0	42,858
BALANCE		0	987,498	0	987,498
FUND(S): PTN FUND					
<p>COMMENTS: Supplemental appropriations approved to date for the Plano Television Network (PTN) Fund including this item, total \$42,858. The current Plano Television Network (PTN) Fund balance supports this supplemental appropriation in the amount of \$42,858. There is a companion agenda item for a four-year contract for the services of a third party vendor to assist in the website design.</p> <p>STRATEGIC PLAN GOAL: Providing additional funding for a full website upgrade and redesign project relates to the City's goal of a Financially Strong City with Service Excellence.</p>					
SUMMARY OF ITEM					
Supplemental Appropriation No. 6					
<p>This supplemental appropriation will provide necessary funding for the first year's cost to begin a full website upgrade and redesign project for Plano Television Network (PTN) partnering with the Technology Services (TS) Department utilizing a contract with a third party vendor.</p>					
List of Supporting Documents: Memo Supplemental Appropriation Log			Other Departments, Boards, Commissions or Agencies		



Date: February 20, 2012
To: Bruce Glasscock, City Manager
Through: Mark Israelson, Director of Policy and Government Relations
From: Dana Conklin, Director of Public Information
Subject: **Website Upgrade and Redesign Project**

In meeting the City's strategic goal of effective and efficient communication with residents, staff is proceeding with the process of a full website upgrade and redesign to be completed no later than October 2012. Partnering with the Technology Services Department (TS), we would like to deploy a new site under a contract with a third party vendor. Completion of this project will meet the City's current website needs on a wider scale and with more staff efficiency. It will also provide significant resources not only in supporting the site but in positioning the City of Plano to incorporate future needs yet to be revealed.

Background

The City began using SharePoint to provide the official website in 2008. The last redesign of the existing website occurred in fall 2009 and was primarily a visual change. Since that time comments have been received such as:

- the site is nice but is not intuitive enough
- difficult to navigate and search
- menu layout options are limiting
- the calendar is not community oriented
- there is no ability to include rotating photos (slide show)
- there is limited opportunity for interaction other than e-commerce processes
- it's too hard to use on a smartphone

Additionally, the SharePoint web platform currently used is a small piece of the Microsoft Enterprise system owned and used throughout the City by TS. This product does not receive as much development attention by Microsoft as their business software, thus providing its own set of challenges in keeping current in the industry. The City's use of SharePoint as a document library, e-commerce site, etc. limits the ability of our TS staff to devote time to developing features and functions for the website, therefore keeping pace with web use demands has not received much attention. Examples of these challenges are:

- **Difficulty Incorporating Third Party Widgets**
 Many widgets for third-party applications (i.e.; Facebook and Twitter) employ code that conflicts with the operation of SharePoint page editing by rendering the editing toolbar inoperable. In order to edit a page, widgets must be removed and re-added after text and images have been edited in the same page. Addition of widgets on the website requires the use of different types of web controls to prevent codes for widgets from being automatically stripped from web pages. Websites built outside of SharePoint can accommodate widgets at any location on any page of the site without the use of different controls.

- **SharePoint Lacks “Out of the Box” Functionality**
 As a Web Content Management System, SharePoint provides basic functionality for content organization, navigation, archiving and multi-user permissions but does not include the features and functionality needed to provide a dynamic and interactive user experience. Creation of comparable features in-house would require additional staff resources above and beyond those currently dedicated to e-commerce functions at TS.

- **Current Training and Support**
 Training and support has been minimal for web staff. TS has SharePoint staff who do not spend much time on the public website portion of the product. After implementation of the initial product, additional learning by web staff has been self-serve through various websites, books, and minimal live training opportunities. Tech Services personnel has been tasked with focusing on e-commerce applications and little or no public website development beyond the immediate needs of specific departments (i.e. paperless agenda).

- **Content Management Administration**
 Staff members across the organization (35) provide and administer the site content. The SharePoint system requires several steps to process a single information item and associated graphics. These steps must be repeated for each page on which the information needs to appear requiring more time by the content provider. Additional time is required if this information is also desired on social media channels or e-newsletters. The average original posting by a content provider takes 15 minutes. Newer website products provide space for the original information and then selections are made as to other locations for the information, reducing posting time.

- **Design and Graphic Limitations**
 SharePoint allows only certain types of content in certain areas of the page which limits the ability of staff members to add media-rich content anywhere on their pages through the use of web controls. This constrains our ability to meet design and structural needs in response to comments about the site. The menu structure, in many instances, requires additional pages in order to redirect a user to an “add on” site such as the Municipal Code of Ordinances, PeopleSoft, and even our own e-commerce functions. The calendar feature has much of the same challenge in that it is a single environment and cannot be managed to show specific sub-calendars on differing pages without a tremendous amount of development work by staff. These constraints are challenging when trying to meet users expectations.

- **Site Use by Mobile Devices**
 The current site design does not lend itself to legibility or functional use by a mobile device. In order to achieve this option for our users we would have to devote significant time to developing a completely separate site designed specifically for the confinement of a mobile

device. This option would require determination of what information and resources would be provided and how to do so, which might involve additional development of our e-commerce sites as well. Providing a mobile site would be a significant commitment in development and separate maintenance.

Staff began considering these comments and concerns as the time to plan for the next update to the site approached. It was determined that we should look for a possible outside vendor and platform to meet the future expectations for site functionality and performance. Thus began the research and project planning phase.

Project Planning

We actively solicited input from all City departments, current users, and Plano businesses providing web services – departments were asked to provide lists of functions and features they would like to see and utilize; two citizen focus groups were hosted to test the existing site as well as explore desired functions; web site providers from Plano businesses were invited to provide feedback about existing and future functionality.

Out of these meetings we developed a list of 26 required features for the new website. Among these were the use of more photos/slide shows, improved community calendar, interactive maps, mobile device compatibility, and several administrative improvements. Our recommended vendor meets all 26 requirements while providing additional features and functions. This change from an in-house operation along with adding many new features will provide a more robust environment and service enhancements for the City and our users adding value to our communication with residents.

A discussion was also held with the Technology Services Director, David Stephens, where a vision was shared about having a site that would incorporate functions within rather than having to add more third-party vendors requiring additional contracting and management. This discussion included the possibility that SharePoint might not be the best site to continue using and it was agreed that an outside party most likely would be able to meet current and future website needs. Danny Housewright, TS staff, provided a list of SharePoint e-commerce and e-gov sites that must be considered when implementing any new product and which will be incorporated into any new site. Danny also served on the bid evaluation team and will continue to serve on the implementation team.

Two high-quality companies providing websites specifically designed for government agencies, both carrying good reputations, were identified and requested to participate in a Competitive Sealed Proposal process. The evaluation panel was made of staff from Web Services, TS, Police, Library, and Sustainability – some of our heaviest administrative users. Written proposals and full product demonstrations were provided by the vendors as a part of the evaluation process. The result is the selection of Civic Plus as our desired vendor ranking higher on the number of features provided and on their pricing structure.

Here is a short list of government agencies currently using Civic Plus.

- Athens-Clarke County, GA athensclarkecounty.com
- Shelby County, TN shelbycountyttn.gov
- Pueblo, CO pueblo.us
- Manassas, VA manassascity.org
- League City, TX leaguecity.com

- Hutto, TX huttotx.gov
- Cedar Hill, TX cedarhilltx.com
- Burleson, TX burlesontx.com
- Corinth, TX cityofcorinth.com
- Sherman, TX www.ci.sherman.tx.us

Efficiencies

Many of the efficiencies offered by this change will not be visible but will enhance staff's ability to provide information and communication without expanding resources. Among the enhancements will be

- **Enhanced Corporate Value**
Employing a third party vendor that is well-versed in maintaining award-winning government websites and current applications who also responds in a timely manner to industry trends will allow us to respond more quickly to changes in communication through our electronic environment. We will be able to implement new functions more quickly and will be able to provide a design that is more attractive along with a structure that is more intuitive and personalized for our users.
- **Secure Hosting and Offsite Support**
This adds security to the operation of the website for communicating with residents should a disaster occur locally and impact our servers and support teams for this critical communication system. Off-site contract support will also allow us to feed information when local staff may not be available due to other emergency management needs.
- **Increased Training Resources**
Currently our webmaster handles all training for our 35 content managers. Our third party vendor will provide training for webmaster staff as well as department content managers. This will include group and individual training and incorporate skill testing. In addition, training is available through the vendor's Internet site at any time which is important in addressing staff changes and re-training needs across the organization.
- **Access to a User Group**
This enhances our use of the communication tools by providing free access to a wider knowledge base for information, trend awareness, and effective idea sharing.
- **Enhanced Staff Efficiency for Content Managers**
The new site will allow content managers to enter information in a single location and select where it will be posted, including a direct connection to our social media channels. This will reduce the amount of time currently needed to post information to multiple channels (i.e. individually to multiple web pages, newsletters, RSS feeds, social media channels – all currently done on a single entry basis to each page) This will save an estimated 15 minutes per posting providing more time for staff to service the site's needs as well as all other duties unrelated to the web site.
- **Optional Use of Sub-Sites Through Vendor**
As an option, we will have the ability to provide alternate websites under the same contract, using the same vendor, for Convention and Visitors Bureau, Plano Centre, and Economic Development with the intent of gaining cost savings while providing those businesses with

these same robust support and design resources. This will be addressed with each of those departments as our vendor comes on board and their budgets, contracts, and interests allow.

Costs

In our current web platform we incorporate a variety of external programs which are seamlessly merged into the site. Two of these are budgeted within Web Services at \$24,523 annually with an increase expected over the next four years. These programs are Browse Aloud / textHELP, a reader service providing accessibility at \$3,295; and GovDelivery, a notification and newsletter system at \$20,880. Each of these purchases would be eliminated with a new website as the new vendor offers these services within their package.

Several e-gov processes are incorporated using the SharePoint system developed by TS. Moving to a new vendor and platform will not impact the operation of these sites and will continue to be available through the site. This would include the City Council agenda process, board and commission uses, and e-commerce services. Other programs incorporated are relative to single departments, budgeted by them, and then incorporated into the site as an iFrame (Fix It, Swagit video content, Blackboard Connect, Mind Mixer), or are available free of charge and used separately from the website (social media). PeopleSoft, Bid Sync and MuniCode will continue to be via a direct link to their websites. There may be the need for some design/color changes, but none of these programs will be damaged by the transition.

Technology Services costs for the SharePoint web platform are included in the Microsoft Enterprise Agreement. This is paid on a yearly basis and we have a three-year contract. Within the agreement specific SharePoint website costs cannot be identified. The servers hosting the current website also serve the e-government sites and will remain intact providing no cost savings. Ultimately, *there will be no financial or staff impact for the Technology Services Department with this change.*

The cost for the proposed contract is \$145,750 over four years which covers the design and implementation phases, hosting, and all maintenance and support as well as access to all current and future modules developed by Civic Plus. This all-inclusive pricing model would allow the City to effectively manage costs over time while keeping pace with the emerging trends for government websites without additional costs for each new module or feature.

	<u>FY 2011-12</u>	<u>FY 2012-13</u>	<u>FY 2013-14</u>	<u>FY 2014-15</u>	4-Year TOTAL
Current Expenses	\$ 24,523	\$ -	\$ -	\$ -	\$ 24,523
Civic Plus	\$ 42,858	\$ 42,858	\$ 42,858	\$ 17,176	\$ 145,750
Needed	\$ 42,858	\$ 42,858	\$ 42,858	\$ 17,176	\$ 145,750

Comparisons

The movement of the website to a third-party vendor will provide a more robust set of functions for users and staff while allowing existing webmaster staff to continue managing content and coordinating 35

content managers from their respective departments. This move to a third party vendor will incorporate these new and future functions seamlessly into one site.

The existing website uses the SharePoint website platform provided within the Microsoft Enterprise package by TS. The SharePoint platform also provides 12 in-house support sites that provide many of the e-government processes used by citizens and staff. Each of these is integrated into the new site. After the new site is established and we become comfortable with it, we may want to compare the available modules to ours and determine any changes we might wish to make. Again, our current systems are, and can be, integrated in their current configuration.

Keeping in mind that we are working with SharePoint 2007, the chart below compares current site features for users to the options offered by the proposed vendor. More details about each specific feature are available and we welcome the opportunity to visit each of them further.

	Currently available	New Vendor
Agenda center	Yes (SharePoint)	Yes
Alerts	Yes	Yes
Archive center	Yes	Yes
Bid postings	Yes (BidSync)	Yes
Blog	No	Yes
Business/Resource directory	No	Yes
Calendar (community)	Minimal	Yes
Carbon calculator	No	Yes
Document center	No	Yes
ePayment center	Various	Yes
Facilities & Reservations	Yes/No	Yes
Frequently Asked Questions	Yes	Yes
Forms development	Yes (SharePoint)	Yes
Healthy City	No	Yes
Job Postings	Yes (PeopleSoft)	Yes
Licenses & Permits	Yes (SharePoint)	Yes
Media Center w/stream video	Yes	Yes
My Dashboard	No	Yes
News Flash	Yes	Yes
Notify Me	Yes (GovDelivery)	Yes
Online job application	Yes (PeopleSoft)	Yes
Opinion Poll	No	Yes
Photo Gallery	No	Yes
Postcard	No	Yes
Quick Links	Yes	Yes
Real estate locator	No	Yes
Citizen Request Tracker	Yes (Fix It)	Yes
Spotlight	No	Yes
Staff Directory	Minimal	Yes

On February 3, Civic Plus announced the availability of its **crowd sourcing** module. We are excited that this will be an option within the new website and look forward to comparing it to the Mind Mixer product.

Administrative enhancements are also compared.

	Currently available	New Vendor
Bad links identifier	No	Yes
Content library	Yes	Yes
Dynamic layout	Yes	Yes
Dynamic page components	No	Yes
Dynamic breadcrumbs & site map	Yes	Yes
eCommerce integration	Yes	Yes
History log	Yes	Yes
Intranet	Yes (SharePoint)	Yes
Levels of rights	Yes	Yes
LDAP authentication	Yes	Yes
Link redirects	Yes	Yes
Live edit	Yes	Yes
Maps – clickable, javascript, flash	No	Yes
MuniMobile	No	Yes
Navigation options	Minimal	Yes
Navigation depth	Yes	Yes
Portal page development	Yes	Yes
RSS feeds	Yes	Yes
Search Engine Registration & Optimization	Minimal	Yes
Site search	Minimal	Yes
Site administrative controls	Yes	Yes
Social networks & Gov 2.0	Separate	Yes
Training	Minimal	Yes
Website statistics	Yes	Yes

As seen in the tables, there are a few applications currently provided in-house in our SharePoint environment. To manage the integrity of the transition process, we have asked TS to provide an updated list of all e-commerce and e-gov sites currently provided in the SharePoint platform supplemental to the website. We have discussed these processes with David Stephens and agree that these changes are possible and integration problems expected to be minimal. We will work with TS and our vendor to insure the integrity of these priority services.

We believe that the implementation of a new web platform using a third-party vendor meets and exceeds our current needs, provides new functions for calculated use, and will allow us to bring new functions to our users more quickly in the future without tremendous additional costs in time or dollars.

Cc: David Stephens, Director of Technology Services

An Ordinance of the City of Plano, Texas, transferring the sum of \$42,858 from the Plano Television Network (PTN) Fund unappropriated fund balance to the Plano Television Network (PTN) Fund operating appropriation for fiscal year 2011-12 for the purpose of providing funds for the first year's cost to begin a full website upgrade and redesign project to meet the City's current website needs; amending the Budget of the City and Ordinance No. 2011-9-8, Section 1, Item "HH" to reflect the action taken herein; declaring this action to be a case of public necessity; and providing an effective date.

WHEREAS, the City Council of the City of Plano approved and adopted the Budget for the City for Fiscal Year 2011-12 setting the appropriations for the Plano Television Network (PTN) Fund at \$944,640; and

WHEREAS, the SharePoint web platform currently used is a small piece of the Microsoft enterprise system owned and used throughout the City by Technology Services (TS). This product does not receive as much development attention by Microsoft as their business software, thus providing its own set of challenges; and

WHEREAS, the City's use of SharePoint as a document library, e-commerce site, etc., limits the ability of our Technology Services (TS) staff to devote time to developing features and functions for the website thus providing its own set of challenges in keeping current in the industry; and

WHEREAS, such necessary and essential costs cannot be fully met through appropriations in the existing Plano Television Network (PTN) Fund Budget; and

WHEREAS, the City Council now finds that additional appropriations to the Plano Television Network (PTN) Fund Operating Appropriation should be made in order to provide additional funding for these costs; and that such action is a public necessity.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF PLANO, TEXAS, THAT:

SECTION I. The sum of FORTY TWO THOUSAND EIGHT HUNDRED AND FIFTY-EIGHT DOLLARS (\$42,858) is hereby transferred from the Plano Television Network (PTN) Fund unappropriated fund balance to the Plano Television Network (PTN) Fund operating appropriation.

SECTION II. The Budget of the City of Plano for Fiscal Year 2011-12 as adopted by Ordinance No. 2011-9-8 is amended to reflect the action taken herein.

SECTION III. The action taken herein is found and declared to be a case of public necessity.

SECTION IV. This supplemental appropriation Ordinance No. 6 shall become effective immediately from and after the date of its passage.

DULY PASSED AND APPROVED THIS THE 6TH DAY OF MARCH, 2012.

Phil Dyer, **MAYOR**

ATTEST:

Diane Zucco, **CITY SECRETARY**

Diane C. Wetherbee, **CITY ATTORNEY**

**FY 2011-12
SUPPLEMENTAL APPROPRIATIONS**

Description	Department	Amount
Supplemental Appropriation for Special Election Contract with Collin County	City Secretary	94,187
Supplemental Appropriation for Special Election Contract with Denton County	City Secretary	3,863
Supplemental Appropriation for legal fees for PEDB dissolution	Economic Development	68,355
Supplemental Appropriation for settlement of lawsuit - Billy Horton, et al	Legal	554,333
Supplemental Appropriation for 2011 Audit Change Order	Accounting	15,000
TOTAL GENERAL FUND APPROPRIATIONS		\$ 735,738
Supplemental Appropriation for Website Upgrade	Plano Television Network	42,858
TOTAL PTN FUND APPROPRIATIONS		\$ 42,858
TOTAL CAPITAL RESERVE FUND APPROPRIATIONS		\$ -
TOTAL MUNICIPAL DRAINAGE FUND APPROPRIATIONS		\$ -
TOTAL WATER & SEWER FUND		\$ -
TOTAL SUSTAINABILITY & ENVIRONMENTAL FUND APPROPRIATIONS		\$ -
TOTAL CONVENTION & TOURISM FUND APPROPRIATIONS		\$ -
TOTAL PROPERTY/LIABILITY FUND APPROPRIATIONS		\$ -
TOTAL PROPERTY MANAGEMENT FUND APPROPRIATIONS		\$ -
TOTAL GOLF COURSE FUND APPROPRIATIONS		\$ -
TOTAL RECREATION FUND APPROPRIATIONS		\$ -
TOTAL INTERNAL SERVICE FUNDS AND OTHER FUNDS APPROPRIATIONS		\$ -
GRAND TOTAL ALL FUNDS		\$ 778,596