



TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: April 1, 2014

TITLE: Motion to approve an addendum to the website maintenance support agreement with Vision Internet Providers, Inc. to develop a web portal for Fort Lauderdale Executive Airport, content migration, and related services - \$32,669

Recommendation

It is recommended that the City Commission approve an addendum to the website maintenance support agreement with Vision Internet Providers, Inc. in the amount of \$32,669 for the development of a web portal for Fort Lauderdale Executive Airport, content migration, and related services in substantially the form attached.

Background

On December 17, 2013, the City Commission approved the award of a two-year maintenance support agreement for VisionLive on-premise subscription services to Vision Internet Providers, Inc., utilizing the General Services Administration (GSA) Contract GS-07F-0509W in the total two-year amount of \$27,951.

The agreement enables the City to utilize Vision Internet's newest Content Management Software (CMS), which includes upgraded technology, expanded navigation and accessibility features, and customized tools that interact with social networking sites, in the development and construction of a new City website and a Sustainability portal for the Public Works Department.

The agreement was executed in January 2014 and several project milestones have already been completed including: construction of the website's wire frame; layout and design of the home pages; layout and design of the interior pages; layout, design, and construction of navigation systems and page menus; and site mapping. In addition, the layout and design of the mobile version of the website has also been completed.

An interdepartmental project management team meets on a weekly basis to ensure the project is moving forward. The team is currently on track to have a live, prototype version of the City website for demonstration purposes in the coming weeks.

In the course of moving the project forward, Fort Lauderdale Executive Airport (FXE) expressed an interest in developing a web portal similar to the Sustainability portal being developed for the Public Works Department.

An FXE web portal will be a significant upgrade to the airport's current webpages and will work to raise awareness and increase visibility for the facility, which currently ranks among the top 10 busiest general aviation airports in the country and stands as one of our region's most powerful economic engines.

The new portal will provide FXE with a customized homepage, unique identity, and navigation functionality that can be tailored to meet the specific needs of the airport's target audiences, which include pilots, aviation professionals, airport users, tenants, and surrounding neighbors. Having easier access and a larger online presence, will strengthen FXE's business attraction, expansion and retention initiatives; support job creation; and enhance the airport's comprehensive noise abatement program. Similar to the Sustainability portal, the overall theme and layout of the FXE portal will be consistent with the City's main site to ensure a seamless transition for users.

Development and construction of the new FXE web portal will take place simultaneously with the ongoing development of the City website and Sustainability portal. In addition, construction and development of the City's new QAlert™ citizen relationship management (CRM) software, a dynamic web-based tool that will enable staff to log, route, and manage all citizen service requests, will also be fully integrated into the new website prior to the launch date.

In order for the project management team to fully integrate these new initiatives into the current project timeline and stay on schedule to launch the entire system by the target date of December 31, 2014, it is recommended that Vision Internet be responsible for the majority of content migration services. Specifically, it is recommended that Vision Internet migrate an additional 775 pages of content (750 for the City's site and 25 for the FXE portal) to the new system. Content migration presents several challenges including training a minimum of 10-15 employees, supervision, coordination, quality assurance, timeliness, and integration of added responsibilities into individual work plans. Shifting the majority of this responsibility from City staff to the vendor reduces many of these potential obstacles, focuses our supervision on a single entity, and should greatly reduce the amount of time needed to accomplish this task, as the vendor routinely performs this service on a daily basis. City staff will still play a role in content migration, as we envision staff migrating all of the new content that is developed as part of the site.

The cost to develop and construct the FXE portal will not exceed \$12,800 and the cost for the additional content migration will not exceed \$19,869. The addendum and revised scope of services is attached as Exhibit #1.

Resource Impact

There will be a fiscal impact to the City in the amount of \$32,669.

| Funds available as of March 24, 2014 | | | | | |
|---|---------------------------------|---|---|--|----------------------------|
| ACCOUNT NUMBER | INDEX NAME (Program) | OBJECT CODE/ SUB-OBJECT NAME | AMENDED BUDGET (Object Code) | AVAILABLE BALANCE (Object Code) | PURCHASE AMOUNT |
| 468-TAM070101-3201 | Executive Airport | Services/Materials/ Advertising/Market ing | \$5,900,353 | \$3,170,263 | \$12,800 |
| 581-ITS040101-3199 | Application Services | Services/Materials/ Other Professional Services | \$914,060 | \$294,072 | \$19,869 |
| PURCHASE TOTAL ► | | | | | \$32,669 |

Strategic Connections:

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the **Internal Support Cylinder of Excellence**, specifically advancing:

Goal 11: Be a well-trained, innovative, and neighbor-centric workforce that builds community.

Objective 3: Continuously improve and innovate communication and service delivery.

Initiative 7: Upgrade the City's official website.

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are United*

Attachments

Exhibit 1 – Addendum

Prepared by: Chaz Adams, Public Affairs Manager
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