



Council Business Meeting

August 15, 2023

Agenda Item	Contract for City of Ashland Website Development with CivicPlus LLC	
From	Jason Wegner	Innovation & Technology Director
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Item Type	Requested by Council <input type="checkbox"/> Update <input type="checkbox"/> Request for Approval <input checked="" type="checkbox"/> Presentation <input type="checkbox"/>	

SUMMARY

Approval is being requested to enter into a contract for **Website Development**. A formal competitive sealed proposal (Request for Proposal) is the required sourcing method for an acquisition of this type (Personal Services) greater than \$75,000.00. The City's intent is to award a contract to the highest ranked proposer, CivicPlus, LLC.

POLICIES, PLANS & GOALS SUPPORTED

Updating the city's website will serve multiple council goals. The existing website's outdated design and navigation make it challenging for users to find essential information quickly. Upgrading to a modern and responsive design will ensure a seamless browsing experience on various devices, encouraging more residents to explore the website and access crucial services. It will adhere to the latest accessibility standards, making it more inclusive for all users, including those with disabilities. It will allow for greater citizen engagement through citizen reporting tools, enabling staff to promptly respond to resident inquiries and requests and empowering community members to collaborate with the city on service requests. Agenda and meeting management tools will streamline public meetings and processes, allowing for greater transparency and civic engagement.

BACKGROUND AND ADDITIONAL INFORMATION

A formal RFP (Request for Proposal) was facilitated, and the City received eleven (11) proposals in response to the RFP. The proposals were evaluated by a three-person evaluation committee in accordance with the evaluation process and criteria outlined in the RFP and the City's intent is to award a public contract to the highest ranked proposer.

In accordance with AMC 2.50.070(2), this contract exceeds delegated authority and thus requires Council approval.

In accordance with AMC 2.50.090 and AMC 2.50.120(A), a formal Competitive Sealed Proposal (Request for Proposal) is required to acquire personal services exceeding \$75,000.00.

This contract will be for two years, at which time it can be renewed.

FISCAL IMPACTS

The total for the 2-year contract includes website conversion, implementation, hosting and support for two years, and is budgeted for in the administration budget. The 2-year contract proposal is for \$171,977.18 and its funding is included in the Administration 2023-2025 BN budget.





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SUGGESTED NEXT STEPS

Staff recommends the public contract for Website Development be awarded to the highest ranked proposer, CivicPlus, LLC.

ACTIONS, OPTIONS & POTENTIAL MOTIONS

I move to award a website development and support contract with Civic Plus, LLC., in the amount of \$171,977.18.

REFERENCES & ATTACHMENTS

Evaluation Summary

**City of Ashland
Request for Proposal
WEBSITE DEVELOPMENT
Evaluation Summary
August 4, 2023**

Evaluation Criteria	Points	Alpha Company Marking and Media, LLC			Ashapura Softech Inc.			By The Way Labs, LLC			Catalis Public Works & Citizen Engagement, LLC		
		#1	#2	#3	#1	#2	#3	#1	#2	#3	#1	#2	#3
Letter of Introduction, Table of Contents and Proposal Submission Form (Exhibit A)	5	5	5	2	0	3	0	3	4	2	5	2.5	4
Qualifications and Experience	25	10	25	5	5	5	5	5	15	10	20	15	10
Task List & Timeline for Website Development and Implementation	25	15	15	10	0	2	5	5	10	10	20	18	10
Migration, Training, Technical Support and Maintenance Plans	25	10	15	8	5	5	5	5	10	10	15	7	5
References	10	5	5	5	0	5	0	0	3	2	10	5	5
Contractual Terms and Conditions	5	5	5	5	0	5	5	0	0	0	0	0	0
SUBTOTAL	95	50	70	33	10	25	20	18	42	34	70	47.5	34
Cost Proposal	25	3.45	3.45	3.45	25	25	25	2.66	2.66	2.66	3.29	3.29	3.29
TOTAL	120	53.45	73.45	36.45	35	50	45	20.66	44.66	36.66	73.29	50.79	37.29

Evaluation Criteria	Points	CivicPlus, LLC			Globescope Internet Services, Inc.			OrgCentral Labs, Inc. dba JesseJames Creative			Plan Left, LLC		
		#1	#2	#3	#1	#2	#3	#1	#2	#3	#1	#2	#3
Letter of Introduction, Table of Contents and Proposal Submission Form (Exhibit A)	5	5	5	5	5	5	5	5	5	5	3	5	5
Qualifications and Experience	25	25	25	25	15	15	15	15	20	15	15	20	15
Task List & Timeline for Website Development and Implementation	25	25	25	25	15	10	15	15	15	0	15	10	5
Migration, Training, Technical Support and Maintenance Plans	25	25	25	25	20	20	15	15	5	5	10	5	5
References	10	10	10	10	3	10	5	5	10	5	3	5	5
Contractual Terms and Conditions	5	5	5	5	5	5	5	5	5	5	0	0	0
SUBTOTAL	95	95	95	95	63	65	60	60	60	35	46	45	35
Cost Proposal	25	3.24	3.24	3.24	2.01	2.01	2.01	8.58	8.58	8.58	1.16	1.16	1.16
TOTAL	120	98.24	98.24	98.24	65.01	67.01	62.01	68.58	68.58	43.58	47.16	46.16	36.16

Evaluation Criteria	Points	RighIT Solutions, LLC			vTech Solutions, Inc.			W.B. Creations, LLC dba Watson Creative+		
		#1	#2	#3	#1	#2	#3	#1	#2	#3
Letter of Introduction, Table of Contents and Proposal Submission Form (Exhibit A)	5	5	5	5	5	5	5	5	5	5
Qualifications and Experience	25	10	18	5	15	18	18	20	15	20
Task List & Timeline for Website Development and Implementation	25	10	15	10	15	5	5	20	20	20
Migration, Training, Technical Support and Maintenance Plans	25	10	15	10	15	5	5	15	20	20
References	10	2	2	2	5	5	2	5	5	5
Contractual Terms and Conditions	5	5	5	4	0	2.5	5	5	0	0
SUBTOTAL	95	42	60	36	55	40.5	40	70	65	70
Cost Proposal	25	1.89	1.89	1.89	2.69	2.69	2.69	1.55	1.55	1.55
TOTAL	120	43.89	61.89	37.89	57.69	43.19	42.69	71.55	66.55	71.55

COST PROPOSALS				
Proposer	Cost Estimate	Formula	Percentage	Points
Alpha Company Marketing and Media, LLC	\$161,548.00	\$22,300.00 / \$161,548.00	0.14	3.45
Ashapura Softech Inc.	\$22,300.00	\$22,300.00	1.00	25.00
By The Way Labs, LLC	\$209,570.00	\$22,300.00 / \$209,570.00	0.11	2.66
Catalis Public Works & Citizen Engagement, LLC	\$169,386.00	\$22,300.00 / \$169,386.00	0.13	3.29
CivicPlus, LLC	\$171,977.18	\$22,300.00 / \$171,977.18	0.13	3.24
Globescope Internet Services, Inc.	\$277,126.40	\$22,300.00 / \$277,126.40	0.08	2.01
OrgCentral Labs, Inc. dba JesseJames Creative	\$65,000.00	\$22,300.00 / \$65,000.00	0.34	8.58
Plan Left, LLC	\$482,160.00	\$22,300.00 / \$482,160.00	0.05	1.16
RighIT Solutions LLC	\$295,400.00	\$22,300.00 / \$295,400.00	0.08	1.89
Vtech Solution Inc.	\$207,000.00	\$22,300.00 / \$207,000.00	0.11	2.69
W.B. Creations LLC, dba Watson Creative+	\$360,000.00	\$22,300.00 / \$360,000.00	0.06	1.55