



**Council Communication No. 97-267**

**SYNOPSIS –**

The Web Site Development Committee has negotiated a professional services agreement with Court Avenue Networks for development of a City of Des Moines Internet presence that will provide the City with a World-Wide Web (WWW) site on the Internet. This site will initially include a City of Des Moines Home Page, with linked departmental pages. All pages will utilize a common design theme that readily identifies them as part of the City's formal Web Site. In addition to the actual Web Site itself, the agreement also provides for training of department support staff so that required maintenance and updating of the various components of the City Web can be done with existing staff resources.

**FISCAL IMPACT –**

Compensation to the consultant will not exceed a maximum of \$27,640. However, the agreement allows for negotiation of a lesser amount should the consultant be able to provide an acceptable finished produce for less cost. Funding for this effort is included as part of the FY1996-97 Information Technology appropriation in the City's approved CIP.

**RECOMMENDATION –**

**Approve the professional services agreement with Court Avenue Networks.**

**BACKGROUND –**

During the past few months, a Web Site Development Committee, comprised of representatives of the City departments initially slated to be active on the City Internet Web, has worked to develop a bid specification and Request For Proposals (RFP) process that would result in the selection of a proper consultant to complete the task. On April 18, 1997, the City received bids for design and development of a City of Des Moines Internet presence on the World-Wide Web (WWW). The formal RFP provided for development of a City of Des Moines Home Page and linked departmental pages.

During this initial development phase, six departments will be active on the Web Site: the City Manager's Office/Action Center, City Clerk's Office, Community Development (Office of Economic Development), Aviation, Fire, Police, and the Public Library of Des Moines. It is anticipated that additional departments will be added to the City's Web Site at a later date(s).

The successful responder will develop the overall City of Des Moines Home Page, as well as the related departmental Web pages. All pages would be linked internally, with several being linked to non-City informational sources available via the Internet. Two of the Web pages– the Des Moines International Airport and the Public Library of Des Moines– would also be available directly from the Internet without having to first access the City of Des Moines Home Page.

The successful consultant will work closely with the Web Site Development Committee, as well as with each of the affected operating departments, to develop the individual Web page(s) and associated links to other informational sources. It is anticipated that the total Internet project can be completed within 60-90 days. However initial emphasis will be directed toward making the City Home Page and the Des Moines International Airport Web page(s) fully operational within 30 days.

Six bidders responded to the formal RFP. One bidder later formally withdrew from consideration. Prices submitted by the five remaining bidders for design and development of the City Web Site, including staff training, ranged from \$3,000 to \$94,250. The Web Site Development Committee has reviewed each of the five remaining bidders, has met with each bidder to personally discuss the specific elements of their bid proposal, and has evaluated each proposal utilizing criteria specified in their initial Bid solicitation.

Based upon their evaluation, the Web Site Development Committee has determined that two responders, Court Avenue Networks and Design Group, most completely address the issues of experience, capability, cost, project overview, quality, and thoroughness outlined in the selection criteria. Both firms can successfully and effectively complete this task. However, there is significant cost disparity between the two firms. (Court Avenue Networks indicates they can complete the project for a not-to-exceed cost of \$27,640, with an associated hourly rate of \$60/hour. Design Group indicates they can complete the project for a not-to-exceed cost of \$94,250, with an associated hourly rate ranging from \$70-\$100/hour.)

Based upon the cost disparity between these two firms, including both the not-to-exceed price and related hourly rates, the Committee is recommending that Court Avenue Networks be awarded a contract for design and development of a City of Des Moines Web Site, and that the Mayor be authorized to sign the related agreement for professional services.