

 <p style="text-align: center;">Council Communication Office of the City Manager</p>	Date: June 14, 2010
	Agenda Item No. 50 Roll Call No. [Roll Call] Communication No. <u>10-361</u> Submitted by: Mike Matthes, CIO and Assistant City Manager

AGENDA HEADING:

Approval of agreement with Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-7329, to conduct and use for public relations purposes a case study of the City of Des Moines’ redeveloped web site built using Microsoft technologies.

SYNOPSIS:

Microsoft Corporation would like the opportunity to create a case study and participate in certain media activities describing the City’s web site redevelopment effort and experience using Microsoft technologies.

FISCAL IMPACT: NONE

Amount: N/A

Funding Source: N/A

ADDITIONAL INFORMATION:

Many government entities utilize the Microsoft Office SharePoint Server (MOSS) technology for intranets but few have used the technology in the way the City of Des Moines has for an internet site. The case study will give the City of Des Moines more media coverage on the City’s new website and its progressive use of technology, which will in turn drive users to the City website and educate the public about the benefits.

A writer will conduct a 60-minute interview with Des Moines’ staff to discuss three main areas: business situation, solution and benefits.

Microsoft agrees to obtain final content approval from the City of Des Moines prior to the first public release of any form of documentation. Microsoft will grant the City of Des Moines a license to use and distribute the documentation for our own advertising and marketing efforts. Both parties will have the right to publish, use, reference and display approved documentation, in whole or through unedited excerpts, in all forms of media.

Benefits to the City include the opportunity to provide feedback to Microsoft and help contribute to future product releases, highlight solutions as an industry best practice, PR opportunity to illustrate this

innovation, recognition by peers, showcase of competitive advantage and endorsement by Microsoft.

PREVIOUS COUNCIL ACTION(S): NONE

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE

For more information on this and other agenda items, please call the City Clerk's Office at 515-283-4209 or visit the Clerk's Office on the second floor of City Hall, 400 Robert D. Ray Drive. Council agendas are available to the public at the City Clerk's Office on Thursday afternoon preceding Monday's Council meeting. Citizens can also request to receive meeting notices and agendas by email by calling the Clerk's Office or sending their request via email to cityclerk@dmgov.org.