


# COUNCIL COMMUNICATION

 CITY OF <b>DES MOINES</b> OFFICE OF THE CITY MANAGER	Number:	<b>24-244</b>	Meeting:	<b>June 3, 2024</b>
	Agenda Item:	<b>26</b>	Roll Call:	<b>24-0808</b>
	Submitted by:	<b>Jen Schulte, Assistant City Manager</b>		

## AGENDA HEADING:

Approving an exception to the procurement ordinance competitive bidding requirement for good cause. Approving the procurement of maintenance and service for the City website from Revize, LLC, and approving negotiation and execution of an agreement with Revize, LLC.

## SYNOPSIS:

The City’s redesigned website launched on April 15, 2019, in partnership with Revize. One (1) year later, DSM.city received Gold recognition in the “Government” website category after being evaluated by a panel of international judges as part of the 18th Annual Horizon Interactive Awards. In the latest Resident Satisfaction Survey, results showed that 54% of Des Moines residents, who had an opinion, were “very satisfied” and “satisfied” with the ability to use online services on the City’s website.

Our current agreement expires in August 2024. With the goal of continuous improvement and a renewed focus on digital accessibility and connecting residents to services as quickly as possible, our recommendation is to renew the City’s website hosting and maintenance agreement with Revize for one (1) additional four (4)-year period and pursue the free redesign of the website.

## FISCAL IMPACT:

Amount: \$29,500 annually [\$118,000 for four (4)-year period]

Funding Source: CM023000

## ADDITIONAL INFORMATION:

- If approved, the City’s goals for a renewed DSM.city include:
  - A new sitemap (organizational structure) -
    - Rethink how pages are currently organized and make it easier for residents to find webpages for projects and services without prior knowledge of how City departments are structured.

- A new homepage and department landing pages -
  - To help increase visibility for services and initiatives that are seasonal, introduce new ways to feature seasonal content on the City's homepage and Department landing pages.
- Curated search -
  - Rather than rely on a search engine's algorithm to decide what content should be prioritized in search results on our website, introduce a new feature to allow Communications Office staff to curate results for specific keywords.
- Content consolidation -
  - Audit and assess which existing webpages primarily serve our residents, visitors, and business customers. In order to maintain a high-performing website, webpages that do not provide sufficient, accessible service to the public should be consolidated and/or removed.
- Accessibility improvements -
  - Redesigning our website presents the opportunity to improve the standards we expect from Revize developers for our webpage templates and modules.
  - Revize developers are aware of recent changes to the Americans with Disabilities Act (ADA) requirements regarding State and Local Government Websites and are confident in exceeding those requirements.

**PREVIOUS COUNCIL ACTION(S):**

Date: April 23, 2018

Roll Call Number: [18-0725](#)

Action: [Accepting](#) proposal of Revize, LLC for website redevelopment design and implementation services for a five (5)-year period, estimated total cost \$332,500. ([Council Communication No. 18-190](#)) Moved by Boesen to adopt. Motion Carried 7-0.

**BOARD/COMMISSION ACTION(S): NONE****ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE**

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