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March 1, 2016

DECISION MEMORANDUM

TO: Council Members

FROM: Steve Crow
Sharon Ossmann

SUBJECT: Project Management Services for the Regional Technical Forum (RTF)
Website Redesign Project

PROPOSED ACTION

Negotiate a contract with North Highland to provide project management services for the RTF website redevelopment project.

SIGNIFICANCE

Staff recommends entering into an agreement with North Highland (formerly ACME Business Consulting) to assist with project management of the RTF Website Redevelopment Project. The RTF website is currently running on an old website platform, Expression Web. Moving the contents of the outdated site to a new, commonly used platform is necessary in order to effectively manage the large amount of RTF data and information. North Highland will assist Council staff in revising the RFP and also lead the process for selecting a vendor to perform the website development work.

BUDGETARY/ECONOMIC IMPACTS

The proposed budget with North Highland is \$56,000. This contract will provide the Council with seven weeks of full time project management for the website redesign process. Activities under this contract will include issuing a revised RFP for the RTF website redesign; developing a detailed selection process; detailing selection criteria with a vendor demonstration; assisting with evaluation of vendor proposals; facilitating demonstration projects with the top three vendors; assisting with selection of the final

vendor; and developing a draft project plan to guide the final redevelopment and conversion work.

BACKGROUND

In July 2015, the Council issued an RFP for a vendor to redevelop the Council's website. A vendor was selected and the project commenced. The Council chose not to move forward beyond the initial phase of the work. At this time, Council staff recommends entering into an agreement with North Highland (formerly ACME Business Consulting) to assist in continuing the project. The reset project will focus on the RTF website, working with a new vendor to deliver an updated technology platform to align the site's look and feel with the Council's website.

In 2014, the Council retained ACME Business Consulting to develop a Strategic IT Roadmap for the Council. Over the past year, the Council has relied on that strategic plan for direction as upgrades to our mail list and collaboration software were implemented. As we restart the website redevelopment process, staff believes the Council will benefit from North Highland's active project management, guidance, counsel, and expertise to help move the project forward successfully. North Highland is familiar with the Council's IT structure, website, and it has a working knowledge of how the information housed on the RTF website is generated and used by outside parties.

ANALYSIS

Following the first website redesign effort in late 2015, staff discussed various options for redeveloping both the Council and RTF website. One lesson learned from the process was that the current Council website, on the Umbraco platform, could be adjusted to function better with social media features. Changes are being made and the priority of redesigning the Council's main website has been reduced. The RTF website, however, is not currently on the Umbraco platform and is not in a content management system. The RTF website is in dire need of redevelopment. Staff seeks to focus the project more narrowly on the RTF website. The platform that is chosen for the RTF website must be compatible with the Council's current website and not be a roadblock to future conversion of the website to a new platform.

ALTERNATIVES

The Council could choose to have a member of the power division or RTF staff manage this project. This is not recommended due to the complexity of the project, the multiple interests that need to be incorporated into this effort, and the lack of time and knowledge of specific website redevelopment skills.