City of Peterborough

To:	**Members of the General Committee**
From:	**Sandra Clancy, Director of Corporate Services**
Meeting Date:	**February 5, 2018**
Subject:	**Report CPFS18-003** **Contract Approval for City Website Redesign**

Purpose

A report to seek Council approval to enter into an agreement with eSolutions Group to redesign the City website.

Recommendations

That Council approve the recommendations outlined in Report CPFS18-003 dated February 5, 2018, of the Director of Corporate Services, as follows:

a)   That the City enter into an agreement with eSolutions Group, 651 Colby Drive, Waterloo, Ontario, N2V 1C2, to redesign the City's website to a maximum cost of $289,375 plus HST of $37,618.75 for a total of $326,993.75; and

b)   That the budget include a Contingency Provision for provisional items in the amount of $50,000 that may be added to the contract at the discretion of the Director of Corporate Services.

Budget and Financial Implications

The total cost of the contract with eSolutions Group is $294,468 net of the HST rebate. $241,553 of these funds will be accommodated within the $425,000 approved by Council for the Redesign of the City website (Project 3-4.03 in the 2018 Capital Budget). The remaining $52,915 will be funded by the Library and Peterborough Housing Corporation,

pending approval by the respective boards. The full budget, including all cost elements, is shown in the following chart:

Chart 1
Cost elements of Website Redesign

Project Item	Budget
eSolutions – maximum contract	$289,375
Annual Hosting/Licensing fees – 2018 only	included
Other 3rd Party Software and Vendor fees	$18,125
HST – Net of rebates	$5,412
Internal Staff time for PTS and Content conversion (estimate)	$90,000
Contingency – provisional items	$50,000
General Contingency	$25,003
Total Budget	**$477,915**
Funded by Library Board (pending approval)	$35,616
Funded by Peterborough Housing Corporation Board (pending approval)	$17,299
Funded by Project 3-4.03	$425,000
Total Funding	**$477,915**

Background

The purpose of the Website project is to redesign the City's main website: www.peterborough.ca including any City division or facility's independent website. These sites include over 1,000 pages to be converted and redesigned to provide a more user friendly, modern experience.

The scope of the project that has been negotiated includes building four independent sites, with different but complementary designs. These sites are as follows:

1.   The City's main site (www.peterborough.ca)
2.   The Library (www.ptbolibrary.ca)
3.   Peterborough Memorial Centre (www.memorialcentre.ca)
4.   Peterborough Housing Corporation (www.ptbohousingcorp.ca)

The City's main site will also include redesign of each of the City's division or facility's independent sites listed below. To accommodate the variety of needs and offer some flexibility, the overall design will include three departmental "home page" styles to choose from and will offer some departmental flexibility with themes or colours:

Independent Sites

- www.peterborough.ca/pswc
- www.peterborough.ca/ptbodatashare
- www.peterborough.ca/social_services
- www.peterborough.ca/waste
- www.communityerp.ca
- www.peterboroughairport.com
- www.peterboroughfireservices.ca
- www.peterboroughmarina.ca
- www.peterboroughmuseumandarchives.ca
- www.peterboroughsnofest.ca
- www.ptboyouth.com

The City's website is a key communication tool for the municipality. For example, City residents use the website to access information on City services, register for programs, pay parking tickets and purchase products and services. Increasingly, the City is using the website to engage in two-way communication with residents through online surveys and links with social media.

The main City website is more than 10 years old and lags behind current expectations in both functionality and design. At a minimum, the website redesign will provide the following:

- Easy access to information for residents, businesses and visitors;
- Updated design, more flexible style templates;
- Functionality for customer engagement via interactive surveys and social media
- Supports or integrations with e-commerce technology
- A content management system (to update the website) that is easy for staff to use and includes approval protocols;
- AODA Compliance: WCAG 2.0 Level AA;
- Mobile friendly;
- Integration with the City's current and future mobile apps.

City's Purchasing By-Law Permits Cooperative Purchasing

The City's Purchasing By-Law 14-127, Section14.3-4 permits the use of Cooperative Purchasing either at the initial stages, as part of a competitive bid solicitation that is being issued by the agency, or afterward to obtain agency prices.

County of Peterborough – Cooperative Bid Solicitation

On September 6, 2016, the County of Peterborough closed Request for Proposals ("RFP") P-08-2016 for the building and implementing a new County website and Employee Intranet. The County received twelve submissions. The proponent who was awarded the highest score during this process was the eSolutions Group.

City Research

Independent of the County of Peterborough's RFP process, the City was preparing its own RFP and investigating options. Reviewing various other municipal websites, staff kept coming across the same publisher – eSolutions Group. Upon further investigation, the eSolutions Group has designed websites for approximately 300 municipalities. City staff met with County staff to ask about their process and experience with their implementation. All the feedback was very positive.

Staff then invited eSolutions Group to provide a demonstration for eight City staff to review various examples of sites they have built and the back-end content management system that staff would use to update their pages. Staff were very impressed and believe this is the best system for the City of Peterborough to efficiently and effectively redesign its website.

eSolutions Group offers a web platform that has been built specifically for municipalities . They understand the distinct needs from both the public perspective, accessing the website and the staff perspective, maintaining the content. The product includes specialized municipal modules that have been designed with these needs in mind, such as:

- **By-law Module** : Easily upload bylaws and provide site users quick access to popular documents;
- **Marriage License**: Application form is embedded directly into the website;
- **Municipal Tax calculator**: Tools to calculate tax online and display how the funds are put to work by the municipality;
- **Open Data Module**: Allows staff to update site with open data extracts and offers an organized view to the public;
- **Calendar**: Provides a single integrated calendar of events that can be filtered or searched; allows the public to submit events but requires City staff approval;
- **Form Builder**: Allows the City to build custom forms to capture information. Usage could include: Parking Tickets, Burn Permits, Rebate Application, Request to be a Council Delegate
- **Community Engagement**: Offers two-way communication in a moderated environment;
- **E-Claims**: Simplifies the tracking and management of claim related information; includes intake forms, audit and tracking, reminders and reporting; and

- **More:** Staff recommend including a contingency provision in the amount of $50,000 to examine other modules and eSolutions Group offerings including the possibility of a complementary mobile app.

eSolutions Group also brings a wealth of experience managing the rebuild project end-to-end. Their costs include project management, requirements gathering and interviews with stakeholders, information architecture, design, build and staff training.

Examples of other Ontario municipalities that have used e-Solutions Group for their website are Cambridge, City of Kawartha Lakes, Guelph, City of Waterloo, Town of Stratford, Region of Durham and City of Brampton. Reference checks were done with three of these municipalities and the feedback was very positive.

Timelines

Although a specific Go-Live date has not been determined, the project will require approximately one year as a minimum to implement. This will allow time for the proper set up, writing of new information and transition of existing information. Once the initial implementation of posting the City's main site is complete, a phased-in approach of the other modules will be implemented.

Summary

The City's current website is in need of a redesign. Working with eSolutions Group, with their depth of experience and their level understanding of municipal business will ensure a great end product.

Submitted by,

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