



**CITY COUNCIL AGENDA REPORT**  
**MEETING DATE:** 12/17/2024  
**DEPARTMENT:** Management Services

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**SUBJECT:**

AGREEMENT FOR NEW CITY WEBSITE

**RECOMMENDED ACTION(S):**

1. Approve Professional Consultant Services Agreement with Revize for City Website Hosting and Content Management Services.
  2. Authorize the Mayor to sign and the City Clerk to attest to the Agreement, substantially in the form attached.
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**EXECUTIVE SUMMARY:**

The City's website is a critical component to meeting the City's Strategic Plan Goal B: Our connected city is engaged, informed, and technologically current. To improve usability of the City's website for residents and staff, the City released a Request for Proposal ("RFP") to solicit proposals for City Website Hosting and Content Management Services from qualified website design and hosting firms on July 24, 2024. Following the RFP process, staff recommend awarding a Professional Services Agreement to Revize to design, create, host, and maintain a new City website and mobile app ("Agreement") (Attachment 1).

The proposed Agreement includes a total compensation amount of \$129,585 for the initial term of three years with two optional one-year extensions. Staff performed a reference check that provided favorable reviews of Revize's services with other government agencies (Attachment 2). The proposed Agreement was prepared by the Finance Department and was approved as to form by the City Attorney. The Communications and Marketing Division budget has sufficient funding for the first-year costs of the proposed Agreement with Revize. Pending City Council approval, staff anticipates the new website to go live by August 1, 2025.

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**BACKGROUND:**

The City entered into an agreement with 360Civic for a new website and mobile app in June 2022 after a formal RFP process. In January 2024, the owner of

360Civic announced the sale of the company to 360GT, an unrelated business entity. Subsequently, the City entered into an agreement with 360GT for website hosting services through September 2024. To accommodate the development of a new website, the City entered into a second agreement with 360GT for website hosting services through September 2025.

As the City's primary communication resource, the City's website receives about 600,000 visits each year. Most visitors access the site to receive information about upcoming public meetings, emergency operations (wildfires, earthquakes, COVID-19, etc.), and review building permit requirements. The City website also houses the request tracking system (often referred to as "Ask Lake Forest"), which enables residents to submit service requests regarding a variety of topics, most commonly potholes, parking, and other maintenance-related issues. The City receives about 3,000 citizens requests each year.

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## **DISCUSSION:**

On July 24, 2024, the City released an RFP to solicit proposals for Website Hosting and Content Management Services. The scope of services for the RFP included cleanly designed, easy-to-navigate pages, as well as accommodating the City's suite of communications tools, such as the mobile app, Ask Lake Forest, and 24-hour streaming of the City's cable government channel, Cox 851.

The RFP received 785 project views on the City's eProcurement portal, OpenGov, and was downloaded by 53 prospective applicants. Thirteen firms submitted proposals. Staff reviewed all proposals for completion and determined 11 proposals met all mandatory elements. The City Manager approved an interdepartmental Selection Committee composed of:

- Deputy City Manager, Management Services
- Communications and Marketing Manager, Management Services
- Sr. Communications and Marketing Analyst, Management Services
- Management Assistant, Public Works
- GIS Applications Analyst, City Manager's Office

Of the 11 proposers that met all mandatory elements, three received an average technical proposal score of 60 or higher and qualified for an interview. Table 1 below reflects the scores for each firm.

*Table 1: Technical Review Phase Scoring*

<b>Vendor</b>	<b>Evaluator 1</b>	<b>Evaluator 2</b>	<b>Evaluator 3</b>	<b>Evaluator 4</b>	<b>Evaluator 5</b>	<b>Total Avg. Score (Max 100)</b>
Revize	70	91.5	72.5	78.5	80.3	<b>78.55</b>
Planeteria Media	70	74.5	70	68.5	80	<b>72.6</b>
Exemplifi LLC	70	60	74	51.5	80	<b>67.1</b>
WeUsThem, Inc	57.5	48.5	62.5	69.5	55	<b>58.6</b>
Moravia IT, LLC	50	43	61.5	73.5	59	<b>57.4</b>
Golden Five LLC	50	43	64.5	67	54	<b>55.7</b>
Green Media Creations, Inc	50	45.5	58.5	56.5	55	<b>53.1</b>
Octilion LLC	60	39.5	56.5	41	63.5	<b>52.1</b>
The Green Team LLC	51	43.5	48.5	56	60.5	<b>51.9</b>
Mandala Creative	56	37	50	54	58.5	<b>51.1</b>
Compunnel Software Group	57.5	55	55.5	38.5	46	<b>50.5</b>
Transform Digital LLC <b>(Excluded)</b>	0	0	0	0	0	<b>0</b>
Micro Burst Media <b>(Excluded)</b>	0	0	0	0	0	<b>0</b>

Three firms were selected for interviews after the Technical Review: Revize, Planeteria Media, and Exemplifi LLC. Revize was ranked highest after the interviews and costing review, as shown in Table 2.

*Table 2: Interview and Costing Review*

<b>Vendor</b>	<b>Evaluator 1</b>	<b>Evaluator 2</b>	<b>Evaluator 3</b>	<b>Evaluator 4</b>	<b>Evaluator 5</b>	<b>Total Avg. Score (Max 200)</b>
Revize	195.2	191.2	167.2	161.8	179.2	<b>172.16</b>
Exemplifi LLC	128	62.4	136	163.2	140.8	<b>126.08</b>
Planeteria Media	110	86.8	118.8	132.4	<b>127.6</b>	<b>115.12</b>

At the conclusion of the selection process, staff reviewed the cost proposals from each of the three interviewed firms: Revize, Exemplifi LLC and Planeteria Media. Table 3 shows the total costs proposed by each firm for the base scope of the project.

*Table 3: Cost Proposals*

Description	Revize	Planeteria Media	Exemplifi LLC
Website, Mobile App Design/Implementation	\$85,785	\$133,000	\$166,250
Site/App Hosting/Maintenance 3 Years	\$43,800	\$50,100	\$56,088
<b>Total 3 Years</b>	<b>\$129,585</b>	<b>\$183,100</b>	<b>\$222,338</b>
Hosting/Maintenance Year 4	\$15,800	\$17,350	\$23,598
Hosting/Maintenance Year 5	\$15,800	\$17,350	\$26,790
<b>Total (5 Years)</b>	<b>\$161,185</b>	<b>\$217,800</b>	<b>\$272,726</b>

After the evaluation process for the submitted proposals was completed, staff recommends awarding a Professional Consultant Services Agreement to Revize for City Website Redesign and Hosting (Attachment 1). Not only did Revize score highest in the Technical Review (Table 1), but the firm also garnered the highest score among the three finalists in the Interview and Costing Review (Table 2). Revize’s cost proposal (Table 3) was also the lowest among the three finalists (Table 3).

Revize, which specializes in government websites, offered many features other vendors included as pay-for extras. Their proposal includes a news center with social media integration, a chatbot, online forms, a photo gallery, language translator, citizens request center, like “Ask Lake Forest,” and an interactive map of key features such as the Civic Center and City parks. The chatbot is expected to improve residents’ and other users’ experience using the website. The AI-powered chatbot learns the website and provides detailed answers to questions in seconds. Additionally, the City can direct the chatbot to gather information from other websites, such as our public safety or utility partners, and provide answers to those questions, as well. That will help, for example, when a resident asks how to report a non-functioning streetlight. Rather than referring the resident to the Southern California Edison (“SCE”) site, the chatbot can provide the phone number or weblink directly.

The Revize proposal includes a comprehensive 8-phase plan to redesign the City’s website and mobile app over a 21- to 27-week period. The Communications and Marketing Division will ask for at least one representative from each division in the City to join a committee to shape the new website. Pending City Council approval of the proposed Agreement, the estimated launch date of the new website will be August 1, 2025.

Staff also discussed the City's comprehensive rebranding effort with the proposed contractor. Revize agreed to work with staff as well as the branding consultant, JPW Communications, to ensure the City's website reflects the new brand. While Revize typically includes a free website update/redesign in year four of a five-year agreement, the Revize team agreed to implement the redesign to coincide with the completion of the City's branding effort.

The proposed Agreement was prepared by the Finance Department and was approved as to form by the City Attorney. Staff performed a reference check for Revize, which yielded positive recommendations from various local government clients (Attachment 2).

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### **FISCAL IMPACT:**

The proposed Agreement with Revize includes a total compensation amount of \$129,585 for the initial term of three years. Sufficient funds exist in the Communications and Marketing Division FY 2024-25 budget to cover the costs of the recommended action.

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### **ATTACHMENTS:**

1. Proposed Agreement with Revize
2. References for Revize

Initiated By: Jonathan Volzke, Communications & Marketing Manager  
Submitted By: Sean McGovern, Deputy City Manager  
Approved By: Debra Rose, City Manager