

Township of South Stormont
KEY INFORMATION REPORT
Administration and Corporate Services



To: Council
From: Loriann Harbers, Director of Corporate Services/Clerk
Date of Meeting: September 18, 2019
Subject: Website Re-Development

Background:

During 2019 budget deliberations, Council considered re-development of the Township's website primarily for the following reasons:

- Enhancement of tourism and marketing initiatives
- Opportunities for public engagement
- Public demands suggest need for eServices
- Added features could include:
 - Enhanced inline maps
 - Snow plow routes
 - Purchase of garbage tags, burn permits, dog tags
 - Online building permit application

Council approved the allocation of \$56,250 towards the re-development of the Township's website in the 2019 budget. It is anticipated additional funds will be necessary to complete the project and will be included in the 2020 budget.

The staff are presenting this report to give Council an overview of the workplan.

Discussion:

Request For Proposal (RFP)

Staff have prepared an RFP for the re-development of the Township's website. It has been issued to 4 Website Development Companies and advertised via Township media as required pursuant to the Township's procurement process.

The RFP was drafted with specific requirements including:

- Experience and references
- Consultation and project planning
- Design and interaction with the user
- Security and hosting options
- Enhanced accessibility features
- Plan for migration of existing data (if required)
- Warranty, maintenance and training
- Functionality (a detailed list of specific requirements is part of the RFP)

The RFP also requires the provision of:

- Events calendar
- Enhanced search capabilities
- Online payment and registration options
 - Pet Licence
 - Garbage tags
 - Utility payments
 - Property tax payments
 - Drainage invoice
 - Tax certificate
 - Zoning and / or Building compliance certificate
 - Recreation programs
- Registration and payment for:
 - Burn permits
 - Landfill passes
 - Parking tickets
- Business directory
- Procurement (tenders, RFQ, RFP) registration and issuance
- Customer request (compliant) submission

A request for the development of a Township of South Stormont mobile app has been incorporated into the RFP. Efficiencies may be achieved should the app be developed as part of the overall project.

RFP evaluation criteria has been established shown below:

Quality and depth of proposal	10%
Content management system and features	15%
Navigation, accessibility and flexibility	15%
Website and graphic design experience	20%
Proposed approach, work plan, and timelines	10%
Professional Fees	30%
Total Score	100%

Marking of qualitative and price criteria

Points are awarded on the following basis:

0 to 2: Does not meet the requirements

3 to 5: Marginally meets the requirements (some reservations)

6 to 8: Meets the requirements/expectations

9 to 10: Exceeds the requirements/expectations

Internal Website Re-Development Committee

A number of staff members have some experience with website re-development. As a result of this experience, staff suggest establishing an internal committee to assist with steering the project.

Key items for committee consideration may be:

- Selection of the successful website development contractor
- Make recommendations for public and key stakeholder engagement
- Participate in working group discussion concerning:
 - Functionality;
 - Design;
 - Feature selection;
 - Inclusion of mobile app formation as second phase; and
 - Other.

The following staff members will comprise the Internal Website Re-Development Committee:

- Debi LucasSwitzer, CAO
- Loriann Harbers, Director of Corporate Services/Clerk
- Chris Hemond, Economic Development/Communications Coordinator

It is also recommended that a member of Council become part of this committee. The Council member will be able to contribute from a different perspective and provide updates and communication for the rest of Council.

Anticipated Timeline of Project

The RFP has been issued with a closing date of October 9, 2019. Pending review, it is anticipated it will be awarded on October 23, 2019.

To allow sufficient time for information gathering, content review, deployment and training the target completion date is set for July 31, 2019.

Additional Consideration

Local, seasonal photographs are integral to a website and central to a welcoming community website. The committee may wish to expand the project to include securing the services of a photographer for a one-year cycle to capture South Stormont and its residents for use with the website and other marketing endeavors. It may be possible benefit from the contract between a local photographer and the SDG Counties who have secured these services previously. Further research and consideration in this regard would be required.