

CITY OF APPLETON

INFORMATION TECHNOLOGY DEPARTMENT



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To: HR/IT Committee, Common Council
From: Corey Popp, Information Technology Director
Date: July 26, 2023
Re: Recommendation to Award Appleton's Public Website to Revize

Background

On March 16, 2022, the Appleton Common Council approved Resolution #2-R-22 (Resolution to Improve Communication, Technology, & Pedestrian Safety) that included "\$100,000 for an Appleton.org website re-design" (File 22-0054). On March 22, 2023, I published an RFP for the website redesign. The City received twenty proposals by the time the RFP closed on April 28, 2023.

Panel Review and Demonstrations

The I.T. Department proceeded with a three-member panel review of the proposals based upon pre-established criteria covering Project Specifications and Requirements, Qualifications and Experience, Terms and Conditions, Appleton/Fox Valley Business Advantage, and Price. Proposals were scored and ranked.

The three highest-scoring proposals and the highest-scoring proposal from a local supplier were selected as finalists to present demonstrations to City staff. City representatives from the departments of Communications, Community and Economic Development, Information Technology, Parks and Recreation, Police, and Public Works were invited to attend the four demonstrations.

The four finalists and their products were:

1. CivicPlus CivicEngage (Manhattan, Kansas)
2. Granicus Government Experience Cloud (incumbent provider from Denver, Colorado)
3. Revize eGov CMS (Troy, Michigan)
4. Webfitters (Green Bay, Wisconsin)

Recommendation

Following the four demonstrations, a significant majority of City representatives agreed that Revize presented the best public website solution. After receiving largely positive feedback from the nearly all nine references, the City’s Manager of Communications and Public Engagement and I brought forward the recommendation to Mayor Woodford. Following discussion, Mayor Woodford advised me to present Revize to the Common Council for approval.

Financing

Revize’s implementation cost of \$92,500 will be funded using the \$100,000 set aside in Resolution #2-R-22. The excess \$7,500 will be held as a contingency to cover branding and style guide assistance as well as other unforeseen expenses that could come up during the design process.

To provide a long-term cost illustration, the table below lays out a five-year cost comparison between the proposals submitted by Revize and the incumbent, Granicus. Yearly recurring costs will be included in the 2024 annual budget to be adopted later this year.

If you have any questions regarding this recommendation, please contact Corey Popp at corey.popp@appleton.org or 832-5892. Thank you for your consideration.

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Revize	\$ 92,500.00	\$ 16,400.00	\$ 16,400.00	\$ 16,400.00	\$ 16,400.00	\$ 158,100.00
Granicus	\$ 43,000.02	\$ 30,495.01	\$ 32,629.66	\$ 34,913.74	\$ 37,357.70	\$ 178,396.13