

Memorandum

Date: October 8, 2007

To: Mayor Prussing and Urbana City Council

From: Bill DeJarnette, IS Manager

RE: City of Urbana Website

I have included a sample RFP that should address the key issues without being too restrictive to the consultant.

I have also gathered together the points made by council at the October 8th 2007 meeting with responses:

Council Member Brandon Bowersox:

- **Kill java script on front page:** This has been removed
- **Tie to marketing with new visual look:** This will be done through the web design RFP and in conjunction with Economic Development's marketing RFP.

Council Member Robert Lewis:

- **Council rules on Blogs:** Still gathering samples of content management rules. Minneapolis has a couple of clearly defined policies that were done in 2006 on Elected Official Blog Site Procedures that I have attached as examples.

Mayor Laurel Prussing:

- **Front page talk about what's unique in Urbana:** Work more closely with departments to have them submit timely items for the front page. Discuss with consultant methodologies to make it easier for departments to place these materials.
- **Beautiful:** This will be done through the web design RFP and in conjunction with Economic Development's marketing RFP.
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Council Member Charlie Smyth:

- **Remove the JavaScript:** This has been removed
- **Usability testing:** We will be selecting a couple of groups of testers. We expect to perform these tests a number of times. Initially to gauge basic

functionality and through changes to confirm changes are being made that actually enhance the look and functionality. One group will be made up of staff across the city to help us address routine informational issues. This includes timeliness and correctness of data. The second group of testers will represent a series of Jakob Nielsen hallway tests. These small cross sectional groups will be more difficult to build but can be done at a couple of venues. Testing at the library and Lincoln Square can provide us with an excellent environment to obtain end users. This will be started immediately and should provide us and the consultant with input and help to jumpstart the project and monitor the correctness of suppositions.

- **It also needs to be Cross platform. It has to be it has to work in multiple browsers:** In the past we have run apps by outside users to confirm they work in other browsers. We are now in the process of loading multiple browsers to run tests in house. We have used our dial up on a computer to test load times in the pasts but will run this against all apps and all browsers.

Danielle Chynoweth:

- **Better defined picture of what that RFP is going to look like and have a proposal to hire a consultant to do design, marketing architecture and some technology consulting.** I have included a draft RFP and Economic Development is working on their Marketing RFP. We plan to tie these together as appropriate.
- **We need final ordinances on line we don't have final passed ordinances.** While we have a number of signed ordinances available The general signed ordinances only interface is slow. The signed ordinance's from the agenda web page loads quickly. To resolve this issue and Mr. Robert's issue on ordinance naming we are currently redoing the ordinance naming conventions and web page interface. We have also placed a scanning station at the City Clerk so they may include signed ordinances more timely.
- **You have to download the agenda which is a PDF and you have to look at it to find the number. It usually doesn't work on MAC the JAVA takes a minute and a half to load.** Actually this was changed in January of 2006 when it was originally complained about. The agenda is a web page and calls the ordinances, videos and signed ordinances directly from there. The PDF of the agenda was created for people to more easily print or download a copy.
- **In 2 weeks a work plan with an RFP prepared to hire a consultant. It's not going to take 90 or 120 days I can guarantee you that but we might have it in six months.** Attached is a sample RFP

Council Member Dennis Roberts:

- **I have looked for specific information and totally got lost with a flood of ordinances that had nothing to do with search I think that the search engine is very confusing and direction more as we find direction for the search very powerful search engine based on words rather than numbers and more effective would be extremely helpful.** As addressed above the ordinance naming conventions are being restructured the search engine is being changed to do more intelligent groupings.

**CITY OF URBANA
REQUEST FOR PROPOSAL**

INTERNET WEB SITE REDESIGN

TO IMPROVE SITE USABILITY AND APPEAL

The City of Urbana is seeking a creative, qualified, experienced and professional consultant to redesign the City's current Internet web site to improve usability and appeal.

Background

The City recognizes its web page as a vital communication tool that provides the Urbana community and the general public with information about the City 24-hours a day, 7 days a week. The City's web page connects citizens with its government and is tool for the City to receive feed back from its constituency. We seek to improve this communication tool to increase usability and engage its users to repeat visits to the site.

The Project

The current web site for the City of Urbana (<http://www.city.urbana.il.us/>) is a comprehensive site of information regarding City departments and services, current events, news releases and informational links. Although navigation has been improved since its inception, further enhancements are needed. The City is looking for the following attributes to increase site use (appeal) and provide users quick access (usability) to the information they seek:

- *Content Quality*
 - Site to deliver relevant, high quality content
 - Attractive use of media
 - Appropriate amount of information
 - Timely and current information
 - Consistent themes
- *Ease of Use*
 - Prioritize content
 - Clear structure
 - Navigation
 - Search capabilities
 - Browser transparency
- *General Enhancements*
 - Create new banner
 - Proper use of graphics

- RSS feeds and directed blogs
- Automated content management
- ADA compliance

Scope of Work

The City is looking for a professional consultant to work with and provide basic instruction to the City in the following areas:

- Planning of the site (new design, re-design)
- Graphics and design

Planning of the site

- City staff will provide the general flow of information contained on the site, desired information improvements and will look to the consultant to make recommendations for improvement.
- Consultant to make recommendations on hardware and software associated with creating, upgrading and content management software to maintain the site.

Design and interactivity

- Consultant to create a new banner incorporating the City's logo
- Consultant to incorporate appropriate use of animation, video and sound.
- Consultant to create and improve navigation
- The City prefers the use of Advanced Server Pages (ASP) (when needed) versus jsp, cgi or perl.
- If the consultant proposes a web site that has any licensing or copyright requirements, it must be clearly identified in the RFP.

Publishing/promoting the site

- Consultant to identify reasonable and appropriate ways to advertise the City's web site in related media and to provide cross promotional materials in conjunction with Economic Development.

Selection Process

Selection of semi-finalists and finalists will be at the sole discretion of the City of Urbana. Candidate firms should submit an application packet, not to exceed 25 pages, including:

- Qualifications of consultant.
- Approach to the project, specifically addressing the working relationship with City staff.
- Proposed scope of services and proposed costs (including incidental rates) to achieve deliverables outlined in scope of work.
- Identification of principals of firm and staff assigned to the project.
- Previous experience in internet web page design

- Identification of team members and their role in providing technical assistance and/or their role in this project.
- References provided from last five (5) clients.
- 20-30 minute presentation of your company history and changes, improvements and/or features built in your last project (of your choice). Presentation to include evaluation of City's current web site.

A selection committee comprised of City staff and concerned parties will review the application packets. If there are several highly qualified firms, a list of semi-finalists may be selected and interviewed by the committee.

General RFP Process Information

RFP Modifications: The City reserves the right to modify this RFP at any time. In the event it becomes necessary to modify or revise the RFP, the modified portion will be provided to all responding document holders.

Right of Rejection: The City reserves the right to reject any and all proposals submitted.

Interview: The City's Selection Committee will review Proposals and 3 to 5 firms will be invited for interview. Firms will be invited for interview based on the sole discretion of the City of Urbana after review of proposals. Note: Pre-interview introductory meetings will not be scheduled.

Acceptance of Proposal: The contents of the proposal of the selected consultant will become part of the contractual obligations if agreement is reached. The form of contract will be the City's professional service agreement.

City Contact: Bill DeJarnette IS Manager, Finance Department.

To Apply

Application packets must be submitted to the City of Urbana:

IS Manager

400 S Vine Street

Urbana, IL 61801

No later than 2:00 p.m. on November 25, 2007

Complete packets will include a signed original and five (5) copies and one (1) electronic copy. Applications submitted after the closing time will not be considered and will be returned unopened.

Elected Official Blog Site Procedures

May 17, 2006

Governing Policy: Elected Officials Blog Sites Resolution

Applies To: Elected officials and their staff

Synopsis: These procedures describe how elected officials' blog sites must be managed.

History:

Policy: Elected Officials Blog Sites Resolution passed by Council May 26, 2006

Procedures: Developed by the City Clerk's Office May 26, 2006.

Key Words: Web, Blog, Elected Officials

Links:

Elected Officials Blog Sites Resolution passed by Council May 26, 2006

Electronic Communication Policy

City Ethics Ordinance Sections 15.110, 15.20 and 15.70

State Statutes 211B.09, 10.60, 363A.12 and 101A.01 Sub 10

Contact: City Clerk 673-3765

A. Purpose of Procedures

1. Insure that elected officials who utilize their own staff or other city resources to create and maintain Web blogs conform to the public purpose statement in the Council resolution.
2. Promote management consistency among elected officials' blog sites.
3. Provide fair treatment of all bloggers – applying equal criteria for accepting or rejecting all contributions and insuring free speech within agreed upon criteria.
4. Insure that retention and destruction of content conforms to city records management policies and procedures.

B. General Procedures

1. Elected Officials may use City funds, supplies, equipment and personnel to create and maintain a blog related to their official duties as Elected Officials. Once any City funds, supplies, equipment or personnel are used, the blog is a City-supported blog that is subject to these procedures.
2. Elected Officials must comply with City of Minneapolis or State of Minnesota contracting requirements if the Elected Official wants to enter into contracts for the creation or maintenance of their City-supported blog.

C. Site Design Requirements: The following information shall be clearly stated or linked to on the opening page:

1. Ownership: This blog is supported by the City of Minneapolis through City funds, supplies, equipment and/or personnel.
2. Public Data: Contributors must be informed that all content is public and that comments will be reviewed to insure they fall within the following limitations and prohibitions.
3. Limitations: The blog site is created as a limited public forum to allow for an open discussion of issues related to the governance of the City of Minneapolis.
4. Prohibitions: Comments not within the purpose of the limited public forum will not be placed onto the blog site. Further, comments will not be placed onto the blog if they fall into any of the following categories:
 - Defamatory comments
 - Profane language
 - Comments that promote, foster, or perpetuate discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, affect ional preference or sexual orientation
 - Sexually explicit remarks or material
 - Comments related to political campaigning
 - Comments related to soliciting for charities, unless the charity is sponsored by the City of Minneapolis

D. Content Management Requirements

1. Elected Officials must allow blog comments that are within the purpose of the limited public forum, except for prohibited content listed above.
2. Elected Officials' staff will review all comments from readers before posting.
3. The staff of the elected officials will decline to post any comments from readers that do not fall within the limited public purpose or are on the list of prohibited content types (see above) listed in the Council Resolution.
4. Elected Officials' staff shall print a screenshot and retain with a note listing the reason(s) why the comment was not allowed.
5. Elected Officials' staff will maintain records of all posts and comments featured on their blog and all screenshots printed, pursuant to records retention requirements.

E. Links and Communicating the Existence of the City-Sponsored Blogs

1. An Elected Official is authorized to refer to their City-supported blogs in communication via City of Minneapolis e-mail systems.
2. An Elected Official is authorized to refer to their City-supported blogs in newsletters and other publications, with the exception that if an Elected Official is a “candidate” as defined by Minnesota Statutes, Section 10A.01, Subdivision 10, any reference to the City-supported blog in the newsletters and publications must be deleted before placing the newsletters and publications on the City of Minneapolis Council Ward Web site or any part of the City’s Web site.
3. The City of Minneapolis shall not provide a link from the City of Minneapolis’ Web site to a City-supported blog of an Elected Official who is a “candidate” as defined by Minnesota Statutes, Section 10A.01, Subdivision 10.
4. An Elected Official shall not provide a link from the City-supported blog to any blog that is not supported by the City of Minneapolis if the Elected Official is a “candidate” as defined by Minnesota Statutes, Section 10A.01, Subdivision 10.

F. Avoiding Prejudgment Bias and Ex-Parte Contacts in Quasi-Judicial Proceedings

1. An Elected Official shall not post on a City-supported blog (or any blog) of an Elected Official his or her own comments that could be construed as advocating for a position on an action that will be taken by the City Council in a quasi-judicial proceeding.
2. Ex-Parte Contacts in Quasi-Judicial Proceedings: If the City-sponsored blog (or any blog) of an Elected Official contains comments, that are not those of the Elected Official, which relate to any action that will be taken by the City Council in a quasi-judicial setting, the comments should be printed and forwarded to the committee clerk prior to the hearing for distribution to all members of the governing body. When there is not sufficient time prior to the hearing to distribute the comments, the Elected Official can disclose the information on the record at the time of the hearing.

3. If a matter is referred to an administrative law judge (hereinafter, "ALJ"), only the record before the ALJ can be considered by the City Council in making a decision on the matter. If any comments are posted on a City-sponsored blog (or any blog) of an Elected Official that relate to an ALJ hearing that has already been held, the City Council may request that the information be provided to the ALJ for consideration and additional fact finding. No information outside of the ALJ hearing record can be considered by the City Council.

G. Roles and Responsibilities

1. City Clerk:

Procedures: Develop and modify of procedures for site management and records retention.

Reporting: Within 6 months of the passage of the Resolution allowing City-supported blogs, the City Clerk shall submit a written report to the City Council advising of issues that have occurred, complaints made, procedures written or modified, and other issues of concern related to City-supported blogs. Elected officials who have City-supported blogs shall assist the City Clerk with this report.

2. Elected Officials:

Site Design: Elected Officials are strongly advised to seek advice from the City Clerk, the Communications Department and/or the City Attorney before setting up a blog site in order to understand and avoid any legal issues or communication problems.

Content: Elected Officials and their staff are responsible for all content featured on the blog, including comments made by readers.



Request for City Council Committee Action from the Department of the City Clerk

Date: May 17, 2006

To: Ways and Means Budget Committee

Subject: Blog Sites for Elected Officials

Recommendation: The City Clerk recommends that the Council reaffirm its commitment to expanding communication with the public and adopt the accompanying resolution establishing the public purpose of and authority for managing Blog Sites for elected officials.

Previous Directives

Electronic Communication Policy passed September 2, 2005

Guidelines for Elected Officials Web Sites implemented by the City Clerk in 1992

Prepared by: City Clerk Merry Keefe 673-3765

Presenters in Committee: City Clerk Merry Keefe and Council Member Aide Robin Garwood

Permanent Review Committee (PRC) Not Applicable

Policy Review Group (PRG) Not Applicable

Financial Impact No financial impact

Community Impact Promotes the goal of increasing citizen access to information and involvement in government.

Background Information

1. The resolution and guidelines were developed by Council and Clerk staff. In developing the resolution, legal and policy implications and options were sought from Assistant City Attorney Carol Bachun, Communications Director Gail Plewacki, Assistant Communications Director Sara Dietrich, City Web Site Manager Deb Parker, Ward Web pages assistant Ruth Sobcinski and City Records Manager Craig Steiner.
2. The purpose of the resolution and guidelines is to give elected officials an option for creating a blog site using city resources, and to insure that elected officials' blog sites that use their offices' staff or other city resources conform to state laws and city policies.
3. The resolution establishes that these blog sites serve a public purpose, that they will be used as a limited public forum to discuss city issues and that certain content is prohibited.
4. Elected officials and their staff are strongly advised to seek advice from the City Clerk, the Communications Department and/or the City Attorney before setting up a blog site in order to understand and avoid any legal issues or communication problems.
5. The City Clerk will review the use of, and issues related to, these blog sites. The Clerk and Council staff will modify procedures to meet any concerns as they arise.
6. Monitoring, evaluation and the report back to Council in six months will include the following issues:

Public purpose: Do the blog sites serve as a benefit to the community, directly related to the functions of government?

First Amendment Issues: Are there any problems related to censorship, access or free speech?

Ethics: Have there been any occurrences or perceptions of misuse of blog sites for personal or political purposes?

Communications: Were there problems with inaccurate information or confusion about distinctions between bloggers statements and city positions or information?

Records Retention: Are records being retained according to City approved records schedules? Is documentation on rejected blogs clear and complete?

Resources: What city resources have been expended to support elected officials' blog sites?