

OFFICE OF THE CITY CLERK
2006 JAN 12 PM 5:18

CITY OF OAKLAND
AGENDA REPORT

TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Office of the City Administrator, Marketing Division, Web Services Section
DATE: January 24, 2006

RE: **STATUS REPORT ON THE REORGANIZATION OF THE CITY OF OAKLAND'S OFFICIAL WEBSITE WWW.OAKLANDNET.COM**

SUMMARY

At the request of Council, this is an informational report on the reorganization of the City's official website, www.oaklandnet.com. The website reorganization will update technology and web applications; refresh the graphic look and feel; add e-commerce/e-government features; improve access for individuals with disabilities; and enhance accessibility, navigation, content management and overall functionality.

This project was approved by Council in the FY 03-05 Policy Budget and subsequently carried forward to FY 05-07. Coordinated by the Cultural Arts & Marketing Division, Web Services Section, the website reorganization will commence in February 2006 in association with The Turing Studio, an outside design firm. The project is slated for completion in August 2006.

FISCAL IMPACT

The contract amount is not to exceed \$80,000. Primary funding for this project was originally appropriated by Council in the FY 03-05 Policy Budget and subsequently carried-over to FY 05-07. Funds are budgeted as follows:

\$70,000: General Purpose Fund (1010); Web Development (63231); Miscellaneous Contract (54919); Web Development (A158670.IP13)

\$10,000: Capital Improvement Project (5510); City Administrator (94020); Miscellaneous Contract (54919); ADA Accommodations (C274310).

The above referenced \$10,000 for City web page accessibility improvements was approved by the Mayor's Commission on Persons with Disabilities on October 10, 2005.

BACKGROUND

The World Wide Web is the state-of-the-art in communications technology. The City's official

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web site, oaklandnet.com, has represented the 'cutting edge' of this technology since it was initiated in January 1997. In 2003, the home page was updated as part of the Moving Oakland Forward initiative, which recommended other improvements including the addition of a search engine (completed in 2004), as well as e-commerce features and a content management system, both of which will be added through the pending website reorganization. In FY 03-04, the Web Section was transferred to the Cultural Arts & Marketing Division where the web site continues to serve as an important marketing and communications tool for the City.

Technology advances constantly and rapidly. Information is available 24/7 on the Internet and the website is the City's presentation not only to the citizens of Oakland, but also to the global community. Presently, the City's website is outdated with regard to technology, web applications and image of Oakland and it does not provide many of the functions currently available on most municipal websites.

A Request for Proposals for Website Reorganization was issued in April 2005 and generated response from only one vendor despite a comprehensive direct mail effort and advertising in key publications. With additional funding and a revised timetable, the RFP was re-issued in July 2005 and generated responses from six vendors. A panel was convened of City marketing, communications and technology professionals (including representatives from the City's Information Technology Division) to evaluate the proposals and recommend a vendor. The panel unanimously recommended Berkeley-based The Turing Studio, Inc., who partnered with Oakland-based Diverse Strategies on the proposal. The two firms will continue to partner for the duration of the project.

KEY ISSUES AND IMPACTS

Staff seeks to advance the technology of the City's web site in addition to making it more attractive, useful and easier to navigate. Slated for completion in August 2006, the reorganization and upgrade of the City's website will provide the following benefits:

Continuity: Provide a consistent City of Oakland "look and feel" throughout the entire site.

Ease of Use: Improve navigation to make it easier to find key information, news, reports, etc., including Council Agendas and Minutes (Legistar). The main menu will provide a more coherent single user interface and point of access to a wide range of public services (including those citizen services offered by other governmental and associated agencies). Ensure ease of use by minimizing required downloads of plug-ins and other viewers.

Inclusive Access: Ensure all web pages and navigation are accessible by individuals with disabilities and are compliant with current ADA, City and Equal Access standards. Coordinate content from a citizen's perspective, thereby consolidating overlapping agency/department information and eliminating redundant data.

Enhanced functionality: Maintain current and accurate information. Allow departments/functions to individually update content to a development server on an as-needed

basis while maintaining privacy and security. Add e-commerce features to enable online permitting, reservations and payments, etc.

PROJECT DESCRIPTION

The Scope of Services (Exhibit A) calls for The Turing Studio to provide a full complement of web site reorganization services.

The Turing Studio, Inc. will work in tandem with the City's Marketing Manager and WebTeam to redesign and reorganize the website, with input from key City content providers as designated by various City offices, agencies and departments. In addition, staff will conduct outreach through community focus groups to ensure that the new site meets both internal and public needs. This collaboration will result in a more user-friendly, effective and attractive website that reflects the dynamics and informational needs of the greater Oakland community.

SUSTAINABLE OPPORTUNITIES

Economic: The new website will make it easier for users to locate information about City programs and services, apply for City permits and licenses, and seek information about City events and activities. This will provide economic benefits through increased permit, facility rental, sales tax and business revenue.

Environmental: Improving access to information and services online helps the environment by reducing the amount of paper used to print documents, vehicle use for trips to and from City Hall, and in general eases the process of doing business with the City.

Social Equity: The City's website provides equal access to information, programs and services for all. The website improves access to City permits, services, activities and events, thereby helping to contribute revenue to the General Fund, which in turn supports vital community services.

DISABILITY AND SENIOR CITIZEN ACCESS

The upgraded City website will ensure that all web pages, navigation and applications are accessible by seniors and individuals with disabilities on a 24-hour basis. This will reduce the need to visit City offices in person. In addition, the new website will be compliant with federal ADA requirements.

RECOMMENDATION(S) AND RATIONALE

Staff recommends that Council accept this informational report on the City's official website (www.oaklandnet.com)

ACTION REQUESTED OF THE CITY COUNCIL

That Council accept this informational report on the City's official website (www.oaklandnet.com).

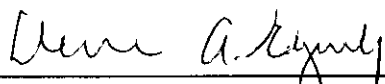
Respectfully submitted,



SAMEE LYNN ROBERTS, MANAGER
Cultural Arts & Marketing Division
Office of the City Administrator

Report prepared by:
T.C. Everett, Webmaster

**APPROVED AND FORWARDED TO THE
FINANCE AND MANAGEMENT COMMITTEE:**



OFFICE OF THE CITY ADMINISTRATOR

Schedule A

**CITY OF OAKLAND
CONSULTING AND PROFESSIONAL SERVICES CONTRACTORS
SCOPE OF WORK/OUTLINE OF SERVICES TO BE PERFORMED**

The services to be performed by Consultant shall consist of services requested by the Project Manager or a designated representative, including (but not limited to) the following:

Task 1:	Completion Date:
A. Review current Oaklandnet.com web offerings and make recommendations to update, delete or relocate content to another document or web application (proposed or existing). This may include: <ol style="list-style-type: none">1. Reviewing what appears on the existing site2. Reviewing other city and government web sites3. Meetings with the City of Oakland Webteam staff4. Meetings with the City-wide Webteam of Oakland5. Holding forums or conducting other surveys with Oakland residents who are current or potential users of the web site6. Using other appropriate resources	17 February 2006 1 March 2006 29 March 2006
B. Provide a proposed hierarchical menu structure to meet the goals of Oaklandnet.com based on the current material and future growth as described by the City. Recommendations may include: <ol style="list-style-type: none">1. Outlining how site information will flow from the Oaklandnet.com main menu to its secondary, tertiary, and lower-level pages.2. Identifying what navigation buttons are needed to most effectively move users through the site.3. Recommending what verbiage should be used on navigation buttons and links to help users easily and quickly find information.4. Defining how to minimize the number of site pages, yet continue to provide accessible and clear information to site users.5. Other areas you deem necessary to meet the City's Web Site objectives.	14 April 2006
C. Provide a document containing the proposed disposition of every file reviewed and its relationship to the proposed menu structure.	21 April 2006
Task 2:	28 April 2006
Provide a proposal for graphic design standards for the payment and login screens of the City's planned enterprise e-commerce services.	
	26 May 2006

Task 3:

A. Provide a proposal for the graphic redesign of Oaklandnet.com. The Webteam will complete actual implementation of the proposed redesign

26 May 2006

B. Post BETA website to Development and Production servers. All applications and content must test and function properly in a development environment prior to posting to production.

16 June 2006

Task 4:

Recommend and provide a content management infrastructure to help manage the creation, review and posting of web pages that fits into the existing Web environment. The Turing Studio, Inc. is to participate in a forum to determine and establish content management capabilities and requirements.

Task 5:

28 April 2006

Identify e-commerce application software or shopping cart to be integrated with the content management system that will perform select functions (e.g. pay parking tickets, file for building permits and other constituent services). The Turing Studio, Inc. will ensure that the application or shopping cart solution integrates with the City's financial transaction software.

Task 6:

30 June 2006

Develop database driven sections of the web site using SQL and Oracle.

During this project, The Turing Studio, Inc. will be working very closely with Webteam and Marketing staff to insure continuity of services once the contracted period has ended. Some work will occur on-site and Web services will continue during the contract period so that no loss of service will occur. The Turing Studio, Inc. must demonstrate that solutions will work in the City's environment before final payment will be made.

Task 7:

5 May 2006

Recommend hardware and network specifications. Provide full server redundancy and front end load balancing.

Task 8:

17 August 2006

Official website rollout.

Consultant:

Alex Black

(Please Print)

(Signature)

(Date)

City Representative:

TC Everett
(Please Print)

(Signature)

(Date)

**** Must be attached to signed Agreement**