ACTION REQUESTED
Approve the award of a contract with CivicPlus of Manhattan, KS for the purchase of Countywide web services management in an amount not to exceed $76,480.

Authorize the Purchasing Manager to sign all required documents with County Counsel and Risk Management concurrence.

BACKGROUND
The Communications and Public Affairs Office of the County Executive Office is responsible for strategic communication with citizens and employees of Placer County. The County's public website and internal employee portal (MyPlacer) are critical strategic communication tools currently in need of a content management system replacement to improve the efficiency and delivery of web-based communications while implementing best practices.

The public website currently uses Sitecore as its content management system. This system has been in place for more than eight (8) years, has been upgraded to newer versions multiple times, yet remains very challenging for content editors to use. Additionally, the Communications and Public Affairs Office hears from citizens that the website is difficult to navigate and they can't find information easily or quickly.

MyPlacer uses SharePoint as its content management system. SharePoint has been in use for more than seven (7) years and has been upgraded multiple times. While it serves well as a platform for departments to store documents, it is not designed as a tool for communicating with employees and limits the creativity and flexibility desired to most effectively use this tool for employee engagement, a top County priority.

After extensive research and subsequent vendor demonstrations with County departmental website content editors, it was determined that CivicPlus provides the best solution for managing web content. CivicPlus was selected because it proved to be the easiest system for departmental content editors, who have varying levels of technical skills. It was also found to be the lowest total cost of ownership because other companies have large, first year migration fees. Additionally, CivicPlus had the largest number of additional modules that could be added in the future to consolidate vendors and increase the total cost-savings. Lastly, CivicPlus was the most highly recommended by other jurisdictions, many of which have been customers for many years. It should also be mentioned that CivicPlus can serve to replace the MyPlacer pages of the employee intranet, providing improved flexibility in the County's employee engagement initiative.

CivicPlus has been in business for more than 20 years, specializes in government websites and e-government services, and operates on a cloud-based, software-as-a-service model. County staff will evaluate this new web platform to identify efficiencies however, the following efficiencies can be reasonably assumed. Moving to this model could result in improved efficiency by having only one (1) platform to manage both the public website and MyPlacer employee portal. CivicPlus also includes additional modules as part of the subscription that could replace existing disparate systems, leading to further efficiencies and cost savings in the future. Lastly, because this is a software-as-a-service, subscription-based business model, future costly upgrades and redesigns are likely avoidable. As part of a subscription with CivicPlus, the County is entitled to a free redesign every three (3) years, and upgrades to
the system are included as part of the subscription, as is all customer service inquiries, 24 hours a day, 7 days per week.

CivicPlus provided a quote based on existing GSA contract pricing. In accordance with Purchasing Policy Manual 1.3(e)(3), a purchase made against another public agency's competitively awarded contract is exempt from the normal competitive bidding process. CivicPlus's GSA Contract pricing meets this criterion.

Therefore, your Board's approval is required to authorize the award of a contract with CivicPlus for the purchase of the Web Services in the not to exceed amount of $76,480.

FISCAL IMPACT
Funding of $76,480 is available in the County Executive Office's FY 2016-17 Final Budget within the Community & Agency Support appropriation. In comparing the Sitescore contract with CivicPlus, the annual cost savings is approximately $100,000.

cc: DeDe Cordell, Director of Communications and Public Affairs