



Office of the City Manager

CONSENT CALENDAR
September 24, 2019

To: Honorable Mayor and Members of the City Council
From: Dee Williams-Ridley, City Manager
Submitted by: Matthai Chakko, Assistant to the City Manager
Subject: Contract: NV5 for Web Content Copywriting Services

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute a contract and any amendments with NV5 to develop content for the City's website. The contract would be for a one year period, starting September 25, 2019, for a total contract amount not to exceed \$150,000.

FISCAL IMPACTS OF RECOMMENDATION

Funds for web content development are allocated in the FY 2020 General Fund budget in the amount of \$150,000.

CURRENT SITUATION AND ITS EFFECTS

The recommendation of NV5 for this contract is based on their response to Request for Proposals (RFP) Specification No. 18-11243-C for Web Content Copywriting Services and evidence of their ability to fulfill the Scope of Services. The City received eleven responses to the RFP. Three proposals were elevated to finalist status, and were scored and interviewed by a multi-departmental team in accordance with the selection criteria contained in the RFP.

BACKGROUND

The City is in the midst of a complete overhaul of its website, cityofberkeley.info. The project includes replacement of the City's content management system, a mobile-responsive redesign, and the development and implementation of citywide web management workflows.

In a 2017 community survey about the City's website, the number one issue community members named as their biggest source of frustration was the state of web content, which was repeatedly identified as too dense, voluminous, jargon-heavy, and repetitive.

To address these complaints, the City has developed a web style guide based on best practices in online readability and will be completely re-writing all content for the new website to conform to ease of use and accessibility standards. The writing will be done by contracted web copywriters, working in collaboration with City staff subject experts.

In February 2019, the City released RFP Specification No. 18-11243-C for Web Content Copywriting Services. The City received eleven responses to the RFP. The proposals were evaluated according to the scoring criteria contained in the RFP, and three proposals were elevated to finalist status. Finalists were interviewed and scored by a multi-departmental evaluation team.

NV5 received the highest scores from all members of the evaluation team based on their ability to best meet the selection criteria. This included demonstrated understanding of the scope of services and approach; previous work examples; qualifications and previous experience; references; and proposal pricing. The NV5 proposal was found to best meet the City's needs in all areas.

Conducting this work supports the City's Strategic Plan goal to be a customer-focused organization that provides excellent, timely, easily-accessible service and information to the community.

ENVIRONMENTAL SUSTAINABILITY

The expected improvement in website ease-of-use will help reduce travel associated with on-site visits to City offices.

RATIONALE FOR RECOMMENDATION

The response submitted by NV5 was ranked highest by the multi-departmental selection team and represents the best overall value to the City.

ALTERNATIVE ACTIONS CONSIDERED

The City could choose to not re-write web content for the City's website. However, without doing so the website will remain a source of frustration to community members.

Having city staff re-write the web content was considered, but staff do not have capacity to re-write all of the web content.

CONTACT PERSON

Matthai Chakko, Assistant to the City Manager, 981-7008

Attachments:
1: Resolution

RESOLUTION NO. ##,###-N.S.

CONTRACT: NV5 FOR WEB CONTENT COPYWRITING SERVICES

WHEREAS, Council authorized staff to release an RFP to solicit proposals for web content copywriting services; and

WHEREAS, a Request for Proposals (RFP) Specification No. 18-11243-C for the Web Content Copywriting Services was released in February 2019, and NV5 submitted a proposal in response to the RFP, which was evaluated and determined to be responsive in meeting all aspects of the scope of the work and selection criteria and the best selection for this contract; and

WHEREAS, funds to cover this expense are allocated in the 2020-2021 General Fund budget in the amount of \$150,000, budget code 011-21-201-000-0000-000-412-612990.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute a contract and any amendments with NV5 in an amount not to exceed \$150,000, for a one year period, starting September 25, 2019. A records signature copy of said agreement and any amendments to be on file in the Office of the City Clerk.

