



Office of the City Manager

CONSENT CALENDAR  
March 18, 2025

To: Honorable Mayor and Members of the City Council  
From: Paul Buddenhagen, City Manager  
Submitted by: Kevin Fong, Director, Information Technology  
Subject: Contract No. 31900122-1 Amendment: Rolling Orange, Inc. Website Maintenance and Support

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute an amendment to Contract No. 31900122-1 with Rolling Orange, Inc. for additional website maintenance and support for an amount not-to-exceed \$120,000 and a total contract value not-to-exceed \$794,300 from March 1, 2019 to June 30, 2027.

FISCAL IMPACTS OF RECOMMENDATION

Funding for the additional professional services is available in the Fiscal Year (FY) 2025 and 2026 IT Cost Allocation fund as outlined below. Spending in future years for this amendment is subject to Council approval of the proposed citywide budget and annual appropriation ordinances.

\$60,000 FY 2025: Professional Services  
Budget Code: 680-35-361-000-0000-000-472-612990-  
(IT Cost Allocation, Business Applications, Professional Services)

\$60,000 FY 2026: Professional Services  
Budget Code: 680-35-361-384-0000-000-472-612990-  
(IT Cost Allocation, Business Applications, Professional Services)

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**\$120,000 FY 2025 and FY 2026: Total Professional Services**

CURRENT SITUATION AND ITS EFFECTS

The City partnered with Rolling Orange to launch a new website in May 2022 (<https://berkeleyca.gov>). Since the launch, Rolling Orange has worked extensively with the City to provide upgrades to functionality, software bug fixes, and security patches. Improvements in 2024 included:

- Enhancements to site search functionality
- Updated design for legislative body meeting pages
- New file replacement functionality

- Accessibility fixes to ensure equal access for people of all abilities
- Security upgrades to software and contributed modules

As the digital front door to the City, berkeleyca.gov reached over 1 million users last year, with an average of 5,400 sessions each day. The City seeks additional spending authority to continue using Rolling Orange as our website support partner.

The website is a Strategic Plan Priority, advancing our goal to be a customer-focused organization that provides excellent, timely, easily accessible service and information to the community.

### BACKGROUND

In February 2018, the City published Request for Proposal (RFP) No. 17-1118-C seeking a website redesign and new web content management system with secure, high-performance offsite hosting.

The City received twenty-five (25) responses. A multi-departmental team evaluated the proposals and conducted two rounds of interviews and software demonstrations. Rolling Orange was selected for the project after receiving the highest scores from both the evaluation team and other stakeholders who were invited to attend the demonstrations.

In October of 2018, by resolution No. 68,651-N.S., Council approved the City Manager to enter into a contract with Rolling Orange for Website Redesign, Web Content Management System and Support.

In early 2019, Rolling Orange began work with City staff to create a new website geared towards serving the community. In May, 2022, the City launched the new website.

### ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

The improvements in website ease-of-use and availability of online services helps reduce travel associated with on-site visits to City offices. The improved functionality of the website has increased the efficiency of internal processes by reducing paper-based processes resulting in an environmentally sound and cost-effective information technology infrastructure.

Additionally, moving the website from onsite to offsite hosting has reduced the City's server and storage computing needs as well as ongoing maintenance needed to maintain the equipment. It also provides redundancy in case of a disaster such as earthquake, etc.

### RATIONALE FOR RECOMMENDATION

Rolling Orange was selected in an RFP (No. 17-1118-C) by a cross departmental team as the best provider for Website Redesign, Web Content Management System and

Support. Rolling Orange has provided excellent implementation services and continues to provide the same level of ongoing technical support.

ALTERNATIVE ACTIONS CONSIDERED

Alternative actions were not considered as Rolling Orange has provided an expert level of service and the City does not recommend proceeding without support.

CONTACT PERSON

Kevin Fong, Director, Information Technology, 510-981-6541

Attachments:

1: Resolution

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

CONTRACT NO. 31900122-1 AMENDMENT: ROLLING ORANGE, INC. FOR WEBSITE REDESIGN, WEB CONTENT MANAGEMENT SYSTEM (CMS), AND SUPPORT

WHEREAS, on February 27, 2018, the City issued a Request for Proposals (RFP) for a website redesign and web content management system and received twenty-five qualifying vendor responses; and

WHEREAS, the RFP evaluation committee evaluated each proposal and determined that the Rolling Orange, Inc. proposal best met the City's operational, technological, and fiscal requirements; and

WHEREAS, on October 30, 2018, by Resolution No. 68651-N.S., Council authorized the City Manager to execute a contract with Rolling Orange for Website Redesign, Web Content Management System and Support; and

WHEREAS, the City launched the new website in May of 2022; and

WHEREAS, funding for the maintenance and support is available in Fiscal Year (FY) 2025 and 2026 IT Cost Allocation Fund, and spending in future years for this amendment is subject to Council approval of the proposed citywide budget and annual appropriation ordinances.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to amend Contract No. 31900122-1 with Rolling Orange, Inc. for website redesign and web content management system, increasing the amount by \$120,000 for a total contract amount not to exceed \$794,300 from March 1, 2019 to June 30, 2027.