Memorandum

To: Mayor and City Council Members
Douglas G. Faseler, City Manager

From: Kyle Kramm
Main Street Program Director

Through: Rick Cortes
Assistant City Manager

Subject: Website Redesign Project

Date: October 20, 2015

In February 2015, the City of Seguin established a Branding/Website Committee to oversee a branding campaign and website redesign for the City. The Committee consisted of Councilmembers Donna Dodgen and Fonda Mathis and staff members from various departments. On May 15, 2015, the Committee released an RFQ for a professional website design firm to redesign the City's website.

Sixteen firms submitted statements of qualifications on June 2, 2015. The Committee reviewed the qualifications and interviewed the top four firms in August 2015. After the interviews, the Committee selected Revize Government Websites (Revize) based in Troy, Michigan.

The Committee recommends Revize based on the following aspects:

- their creative design and innovative websites,
- enthusiasm and responsiveness to work on this project,
- experience with 800 municipal websites,
- ease of operating the content management system,
- array of interactive web applications,
- numerous municipal-focused modules,
- fluid screen-size feature which accommodates phone, tablets or desktop screens,
- onsite training and free refresher training,
- on-line project portal tracking,
- content consultation with departments,
- unlimited free upgrades, and
- 5th year free website design upgrade

Overall, the committee strongly feels that Revize can provide a distinctive customized website that is functional, user-friendly, engages residents, enhances our web presence, enables non-technical web content editors to update and edit content easily, and offers routine upgrades to keep us in line with current trends.

Attached you will find Revize's project proposal and an agreement totaling $56,700 with an annual fee of $7,800 for five years. The Branding/Website Committee respectfully requests Council's approval of entering into the attached agreement with Revize for the creation, development and execution of an enhanced city website.