



## **Takoma Park City Council Meeting – June 8, 2016**

### **Agenda Item 2A**

#### **Voting Session (Consent Agenda)**

Single Reading Ordinance Authorizing Contracted Services for Website Development

#### **Recommended Council Action**

Adopt ordinance awarding contract to Ignition 72 for Phase II website development

#### **Context with Key Issues**

The current version ("Phase I") of takomaparkmd.gov represents over 18 months of work toward overhauling and improving the City's web presence. Phase I work culminated in the November 2015 launch of the new website. The new website represents a shift to a more data driven and iterative style of website development and offers us the ability to turn the website into an industry leading communications platform.

We now intend to start planned Phase II work. Phase II work will entail the addition of features that were beyond the scope of initial website development and address feedback about user experiences and website analytic data.

While staff makes improvements to the website on a day-to-day basis, we also hope to periodically overhaul certain components over time to keep up with trends and best practices. Phase II represents the next major step in that direction.

#### **Council Priority**

Responsive & Service-oriented Government

#### **Environmental Impact of Action**

Using the City website as a means of communicating with stakeholders allows us to reduce our use of paper and the environmental impacts of delivery of paper materials.

#### **Fiscal Impact of Action**

The contracted Phase II website development work will cost up to \$14,000. The funds were appropriated for this purpose in the FY 2016 budget. The vendor is sole source, as the work will be performed by the company that designed the website.

#### **Attachments and Links**

- Ordinance Authorizing Contracted Service for Phase II of Website Development
- Link to October 13, 2014 Ordinance awarding contract for redevelopment of website:  
<http://documents.takomaparkmd.gov/government/city-council/ordinances/2014/ordinance-2014-53.pdf>

Introduced by:

Single Reading Ordinance

**CITY OF TAKOMA PARK, MARYLAND  
ORDINANCE NO. 2016-**

**AWARD OF CONTRACT  
FOR PHASE II WEBSITE DEVELOPMENT**

WHEREAS, the City launched a new website in November 2015; and

WHEREAS, the new website was designed to enhance the user interface and experience, make it more accessible on mobile-devices, and to work towards compliance with ADA/508 guidelines; and

WHEREAS, Phase II website development will entail the addition of features that were beyond the scope of initial website development and address feedback about user experiences and website analytic data

WHEREAS, staff recommends that the City contract with Ignition72 for Phase II website development; and

WHEREAS, funding for the project is included in the FY 2016 budget.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF TAKOMA PARK, MARYLAND THAT:

SECTION 1. The City Manager is authorized to enter into a contract with Ignition72 for Phase II website development.

SECTION 2. This Ordinance shall become effective upon adoption.

Adopted this \_\_\_\_\_ day of \_\_\_\_\_, 2016 by roll-call vote as follows.

AYE:

NAY:

ABSTAIN:

ABSENT: