

# HRPDC/HRTPO/SNA Websites

# What is a Content Management System?

- A Content Management System (CMS) is the software that helps users create, manage, and modify content on a website without the need for specialized technical knowledge
- A CMS is a tool to build a website without needing to write the code from scratch
  - Does not require the knowledge of coding
- Our current CMS is proprietary through our web provider, Insercorp

# What We Need

- Tool that is:
  - Customer friendly
  - Invites and provides for public participation
  - Allows functionality and flexibility to ensure cross-team use and growth
  - Provides for transparency of the work we do
  - Serves as a visual equivalent of the high-quality work that our organizations do

# Procurement Vehicles

- RFP
  - Lengthy process
  - Could cause issues with current vendor if we move away
- VITA
  - Use contracts negotiated by Virginia Information Technologies Agency
  - Not always cost effective for organizations of our size
  - For just CMS for two main sites (no design changes), quoted over \$200,000
- Cooperative Procurement
  - Utilize language in current public agency contracts to allow us to negotiate with a vendor
  - Essentially, if due diligence has been done to initiate a contract with this vendor and another agency, we can ride that due diligence and contract with them ourselves

# Local Synergies

- Searched through language by looking at website of all 17 jurisdictions in PDC region

The image is a collage of screenshots from various local government websites, illustrating the search for synergies across different jurisdictions. The websites shown include:

- Gloucester County Board of Supervisors:** Shows a navigation menu with links to Recreation Programs, a calendar, and a sign-in button.
- The City of NORFOLK:** Features a prominent logo and a sidebar with links to City Home, News, Contact, and various social media channels (Facebook, Twitter, Instagram, YouTube).
- City of Yorktown:** Displays a news section with a large image of a bridge and a sidebar with links to Home, News, Visit Yorktown, Public Library, and Careers.
- York County, Virginia:** Shows a logo, contact information for 224 Ballard Street, P.O. Box 532, Yorktown, VA 23690, and links to Sign In, Facebook, YouTube, Citizen News, and Notify Me.

Each website includes a "Create an Account" link in the top right corner, indicating a shared user interface or account system across the PDC region.

# Local Synergies

- Searched through language by looking at websites of all 17 jurisdictions in PDC region
- 11 of 17 jurisdictions in PDC region employ CivicPlus
  - 12<sup>th</sup> locality coming onboard with them soon
- HRPDC/HRTPO Finance team researched contracts on our behalf and found the Cooperative Procurement language in City of Norfolk's contract with CivicPlus
- CivicPlus has familiarity with our region and localities based on this
- We initiated conversations with CivicPlus team to look further into opportunity

# Why CivicPlus

- #1 provider of government technology
- Over 12,000 local government customers
- New sites built and designed according to current best practices
- ADA Accessibility compliance
- Ability to expand site for future growth with new modules or updates
- 99.9% Uptime Guarantee
- Disaster recovery and continuity (dark site for heavy web traffic)
- 5 year contract includes site redesign in year 4
- Adds additional layers of security to existing sites

# Cost Efficiency- Economy of Scale

- After compiling staff requests from areas lacking in current website, CivicPlus presented proposal that allows these websites to be updated
  - HRPDC
  - HRTPO
  - HRTAC
  - Hampton Roads Regional Construction Standards
  - HRTPO TIP
  - Southside Network Authority

# Proposed Solution:

- Main site “folder” to house TPO/PDC/HRTAC/SNA sites
- Each of the six individual sites fall under a module housing individual related pages for each heading
- Current URLs maintained and point to the “homepage” for each module
- Each module has the look and feel of a standalone website, with appropriate heading-specific branding
  - This includes maintaining existing web addresses as redirects, ensuring zero traffic loss from previous site to new one
  - Modules also allow personalization on headers/footers, creating clear visual delineation between sites

# Pricing Structure\*\*

	Total Year 1	Year 1 One-Time	Year 1 subscription	Year 2 total
Main site + 6 Module Headers	\$89,454 PDC/TPO/HRTAC Shares: \$74,545 SNA Share: \$14,909	\$60,000	\$29,454	\$30,927 PDC/TPO/HRTAC Shares: \$25,775 SNA Share: \$5,155

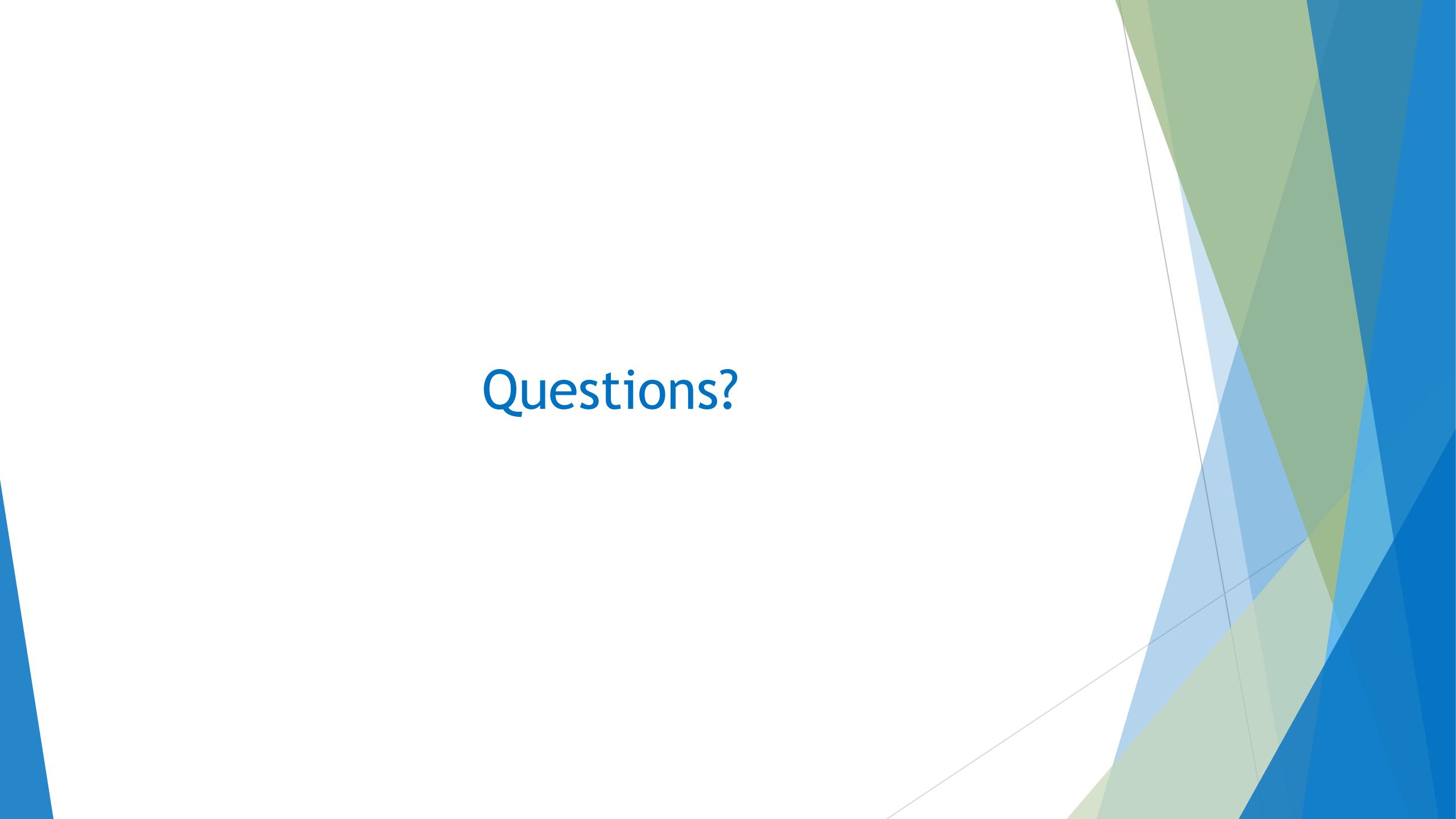
\*After your negotiated 15% subscription discount & 54% one-time discount

\*\*Final scope can adjust cost

Pricing approved through end of year

# Considerations Moving Forward

- Timeline from design to launch is about 30 weeks once contract is finalized
- Cost is competitive in market, and benefits are high:
  - CivicPlus is a highly reputable vendor with an easy-to-use CMS that offers more growth and flexibility than current vendor
  - Simple things like:
    - More robust image repository
    - Stronger calendar segmentation by meeting type
    - Subscriber database for notifications
    - Online job applications
    - ADA Accessibility Check Tool
    - Additional expansion opportunities include:
      - Chatbot
      - AudioEye Accessibility Tool for automatic compliance remediation



Questions?