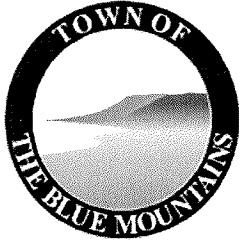


STAFF REPORT: Administration



REPORT TO: Council
MEETING DATE: October 6, 2008
REPORT NO.: CEDC.08.17
SUBJECT: Consultant Selection- Development of a Web Portal for the Town of The Blue Mountains
PREPARED BY: Lisa Kidd, Communications and Economic Development Coordinator

A. Recommendations

THAT Council recommend the selection of Running Tide Inc. as the Consultant to develop the web portal for the Town of The Blue Mountains as per Request for Proposal TBM-2008-51; and

THAT Council authorize the Mayor and Clerk to execute an agreement with Running Tide Inc., once approved by the Town's Solicitor, for intranet and internet services relating to the development of a Web Portal for The Blue Mountains, in the amount of \$35,800 (\$23,867 in 2008 and \$11,934 in 2009) for full Municipal Magic installation, base installation and set-up, meetings, training, content migration, design costs, template development and flash development.

B. Background

The Town issued a Request for Proposal (RFP) in August 2008 for the "Development of a Web Portal for the Town of The Blue Mountains" (TBM-2008-51). Following a detailed evaluation process, conducted by a Staff Review Committee, Running Tide Inc. received the highest total score of all six proposals received and evaluated. The evaluation measures consisted of:

- Bidder's qualification and past experience
- Project team experience
- Understanding and approach
- Work plan, methodology and quality assurance plan
- Project schedule
- Total cost

The terms of reference in the RFP included the following broad project requirements:

- Design and Deliver a new Community Web Portal
- Design and Deliver a new Intranet Site for Staff
- Assist in the development of a related Website Policy
- Ensure Web Portal compliance with Priority 1 and 2 checkpoints of the World Wide Web Consortium, Web Content Accessibility Guidelines and additional applicable legislation

- Provide technical support at public meetings to launch the Web Portal
- Provide technical training for all Staff-users

C. The Blue Mountains' Strategic Plan

- 6.3 Practice open and proactive communications
- 6.4 Develop and encourage innovation and use of best practices by Council and Staff
- 6.5 Involve the community, business sector, developers, public partners and others in the ongoing work of the municipality
- 6.6 Implement processes for continuous improvement

D. Environmental Impacts

None.

E. Budget Impact

The development of a Web Portal is a Capital Project for the 2008 and 2009 years. The 2008 Budget outlined an amount of \$25,000 in 2008 and \$25,000 in 2009 for this project.

This project, as outlined in the RFP and Proposal is under budget, with a total cost of \$38,500.

This project will also be subject to operational costs of approximately \$2,880 annually plus an hourly rate of \$100.00 for any new graphic design, website development, database programming and website programming and an hourly rate of \$80.00 for search engine optimization. This is comparable to our current website operating costs and is incorporated into the Information Technology (IT) Budget on an annual basis.

F. Attached

Attachment 1- Proposed Capital Project Form: Web Portal

Respectfully submitted,

For more information, please contact:

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519-599-3131 ext. 282



PROPOSED CAPITAL PROJECT FORM

Department: Administration, Information Technology

Proposal: **Community Portal**

Year of Initiation: 2007

Year of Completion: 2009

Submission Date: October 29, 2007

Submitted by: Robert Armstrong

A Description

This program involves an enhancement of the Town Web Site to facilitate on-line services and other options available to the Town. The project will be coordinated by the Communications and Economic Development Coordinator with input from key staff members and community stakeholder groups as it relates to the creation of a user-friendly, comprehensive site, designed as the official gateway to our community. The project furthers the goals of the Strategic Plan in that it serves to practice open and proactive communications (6.3) and involve the community, business sector, developers, public partners and others in the ongoing work of the community (6.5).

B Purpose

The purpose of this project is to advance the existing Web Site and Portal. The current Web Site operates as a Portal, however it has limited features. This project would consist of the redevelopment and improvement of the Portal. There are many examples of community portals; however one that could be used for comparison is the City of Kenora.

The proposed site will provide on-line community engagement opportunities (on-line tender process, opinion polling), and a comprehensive and effective 'linking' system to other community partners and services. The Portal will be developed with visitors, full-time and seasonal residents in-mind. As a mechanism for delivering quick, up-to-date information to our community, the site will also include current and accurate information on a breadth of municipally-led community projects and initiatives.

Expected Staff Resources/Key Personnel

Communications and Economic Development Coordinator

D Expected Capital Resource Requirements

YEAR	Studies	Licensing & Software	Equipment	Consulting
2008				25,000
2009				25,000
2010				
2011				
2012				

E Estimated Project Costing Economic Driver

Web Portal Development – Discussions with Running Tide (Current Web Page Host and Developer)

F Expected Project Timeline

2007 – Need Assessment – In-house

2008 – FRP first Quarter 2008 with Design and Implementation 2nd – third quarter 2008

2009 – Phase 2 development

G Expected Operational Resource Requirements

H Proposed Source of Financing & Funding, (in conjunction with Treasury)

YEAR	Grants, Donations, Developer Cont.	Taxation	User Fees	Municipal Act, 326/391	Capital Reserves (specify below)	Development Charges	Debt	Other (specify below)
2008		\$8,125	\$1,875					15,000
2009		\$20,300	\$4,700					
2010								
2011								
2012								

Notes to Table:

Carryover of \$15,000 from 2007

Taxation 81.25% User Fees 18.75%

User fees split 50% Building, 25% Water and 25% Sewer

I Anticipated Cost Savings or Additional Revenues

J Location Map, as applicable

K Attachments, as applicable

Respectfully submitted by,

Department Head Signature

Approved for Submission to Council or Committee by,

CAO or Director of Finance Signature

Note: the needs of the community are to be verified through appropriate studies; proposals may be revised and substituted to meet the needs of the community, subject to appropriate approvals; some proposals will require feasibility studies, analyses, evaluation of alternatives, and justification reports prior to proceeding; proposals will require approval through the annual budget process

L:\Budget\2008 Budget\Capital project form.doc
September 1, 2007