



City of Racine, Wisconsin
Agenda BRIEFING MEMORADUM

AGENDA DATE:

May 28, 2024 – Finance and Personnel
June 4, 2024 – Common Council

SUBJECT:

Communication sponsored by Alder McCarthy, on behalf of the Chief Information Officer, requesting permission to submit the bid results for Official Notice #9-2023 RFP Website Design Services Contract #2023205.

PREPARED BY:

Adele Edwards, Chief Information Officer

EXECUTIVE SUMMARY:

The Management Information Services Department is requesting permission to award a three-year contract with OnPoint Insight LLC to design, implement, and maintain a new City of Racine Website.

PROJECT BACKGROUND & ANALYSIS:

The city’s website is the online gateway to the world for learning all about the city’s public services and information. It improves communication with residents if it is authoritative, comprehensive, fit-for-purpose, and easy to navigate. The site needs to be secure, modern, and easy to update and maintain by city staff.

The city’s website was launched in 2004 and upgraded in 2015. This redesign will provide a new website and underlying Content Management System that will be contemporary, intuitive, multi-modal, and accessible for those who visit, and easy to maintain and update for city staff.

On Aug. 16th, 2023, by 10:00 am (local Time) the City of Racine received bids from our Request for Proposal (RFP) for contract #2023205. Four different city departments were part of the review panel. Our process was overseen by the Finance Department. We did a thorough review of the bids, which included reading all of the materials and ranking the responses on a matrix based on the RFP. The top three applicants, across all panel members, were then invited back to do a short presentation to the panel, answer additional questions, and then ranked again. The panel discussed all aspects of the data we received and selected one company that best meets the needs of the city.

It is recommended that this contract be awarded to OnPoint Insight LLC.

BUDGETARY IMPACT:

This is a three-year contract with a total cost of \$71,520. Funds are available in account #70113-57800 for FY 2024 and costs for subsequent years will be appropriated during the annual budget process.

RECOMMENDED ACTION:

That the Mayor and City Clerk be authorized to execute Contract #2023205- RFP Website Design Services with OnPoint Insight LLC for design, implementation, and maintenance of a new City website.

