



City of Racine, Wisconsin
Agenda BRIEFING MEMORADUM

AGENDA DATE:

October 7, 2025 – Common Council
October 13, 2025 – Finance and Personnel
October 21, 2025 – Common Council

SUBJECT:

Communication sponsored by Alder Land, on behalf of the Chief Information Officer, requesting permission to increase contract #2023205 with OnPoint Insight LLC for Website Design Services.

PREPARED BY:

Adele Edwards, Chief Information Officer

EXECUTIVE SUMMARY:

The Management Information Services Department is requesting permission to add \$50,000 to contract #2023205 due to miscalculating the expected time and therefore cost to design, implement, and maintain a new City of Racine Website when first asking for approval.

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.

When we requested permission to award contract #2023205 on June 4, 2024, we assumed that the site could be designed, built, and tested by June of 2025. Although we have been working diligently, we did not complete all the work by June 2025 and need more funds to complete the testing, implementation, and maintenance. We would like to request additional funds of \$50,000 which are available in MIS account #70113-57800.

We are requesting that a total of \$50,000 be added to this contract to cover the above current and upcoming costs.

BUDGETARY IMPACT:

Add additional funds of \$50,000. Funding is available in account #70113-57800 and costs for subsequent years will be appropriated during the annual budget process.

RECOMMENDED ACTION:

The Purchasing Agent be authorized to increase contract #2023205 with OnPoint Insight LLC by \$50,000.