

**Item Title:** Approval of a Multi-Year Agreement for Website Modernization and Hosting Services with Interpersonal Frequency

**Specific Action Requested:**

**That the Board of Commissioners authorizes the County Manager to execute a three-year agreement with two (2) one-year renewal options with Interpersonal Frequency, subject to terms and conditions acceptable to the County Attorney.**

**Item Summary:**

**Purpose:** The Board of Commissioners approves multi-year contracts.

**Background:** Wake County's official website, known as WakeGOV.com is our primary means of communication with the citizens of Wake County. Residents depend on the website to find information and transact business with the county. The site receives more than 9 million site visitors and 110 million total page views a year.

WakeGOV.com has not had a major refresh since October of 2012 and needs modernization. In December 2018, Wake County issued a Request for Proposal (#18-125) for website modernization and received responses from twelve firms. A team of County stakeholders from various departments reviewed the proposals and recommends contracting with Interpersonal Frequency to provide design, build and hosting services for the modernization of WakeGOV.

**Board Goal:** This action complements Great Government Objective 2, to improve effectiveness, efficiency, transparency, and responsiveness through innovation and technology.

**Fiscal Impact:** Based upon the proposed pricing, the one-time cost will be \$692,200 and is appropriated in the FY 2020 Automation CIP. On-going license, maintenance and hosting costs for the three-year term will be \$210,900 annually and are appropriated in the Information Services operating budget.

**Additional Information:**

The County originally launched WakeGOV in 2002. The site has received several significant updates over the years with the last major update occurring in 2012. Since launch, all design work, maintenance and updates have been performed by a combination of Information Services and Communications staff and the site is hosted in the County's data center.

The current site has served the County well, however does not have many standard features expected in modern websites today such as full mobile device support. In

addition, the current WakeGOV platform is built on technology that is reaching end of technical support and needs to be replaced. Based on the size (almost 4,000 unique pages) and the ongoing support complexity of WakeGOV, coupled with the rapid pace of change seen in website technology, the project team recommended we engage an industry expert to help with modernization and ongoing hosting of the site.

To facilitate selection of a partner to assist with the update of WakeGOV, the project team issued Request for Proposal (#18-125) for website modernization. The County received proposals from twelve firms. The project team narrowed the responses down to four firms that were invited to do on site demonstrations of their services and proposed hosting platforms. From this process, Interpersonal Frequency (I.F.) was selected to provide design, build and hosting services for the modernization of WakeGOV.

I.F. is focused on designing and building civic-focused websites for county, municipal and public institutions, including sites that have been honored with awards for creativity, usability, functionality and visual design, including The Center for Digital Government Awards for the Best and Second-Best City websites in the United States. In addition, I.F. uses a data-driven and user-centered approach for website design, including use of their proprietary tool for surveying online users. I.F. will also work collaboratively with key County staff and stakeholders throughout the design, build and testing process. Lastly, I.F. proposed a content management platform that is very flexible and will be easy for non-technical staff to create and edit content and the hosting services proposed by I.F. are designed to deliver the stability, flexibility and security Wake County requires.

The project team has negotiated and is proposing authorization of a three-year agreement with two (2) one-year renewal options with Interpersonal Frequency. The modernization work is expected to begin in late September 2019 and is estimated to take approximately eleven months. At the appropriate time during implementation, staff will bring the proposed site design to the Board for review and feedback.

The one-time cost for the design, build, testing and training services will be \$692,200. These funds are appropriated in the FY 2020 Automation CIP. On-going license, maintenance and hosting costs for the three-year term will be \$210,900 annually and are appropriated in the Information Services operating budget.

**Attachments:**

None.