



CITY of NOVI CITY COUNCIL

Agenda Item N
December 19, 2011

SUBJECT: Approval of a one-year contract renewal with Municipal Web Services to host and maintain the City of Novi's two public websites and intranet website for the approximate annual amount of \$64,200.

SUBMITTING DEPARTMENT: Neighborhood & Business Relations .

CITY MANAGER APPROVAL:

EXPENDITURE REQUIRED	\$64,200 (approximate)
AMOUNT BUDGETED	\$65,000 (approved in FY 2011/12 Budget)
APPROPRIATION REQUIRED	N/A
LINE ITEM NUMBER	101-295.00-880.800

BACKGROUND INFORMATION:

For the past 12 years, Municipal Web Services has designed, refreshed, hosted, and maintained the City of Novi's online presence. During that time, cityofnovi.org (more than 340,000 visits annually) has developed into a premier municipal website and, in FY 2007/2008, the eWeb and InvestNovi.org (more than 7,200 visits annually) were launched. The approved FY 2011/12 Budget includes \$65,000 for website maintenance.

In December 2008, the City of Novi placed a Request for Proposal on the MITN-Bidnet, receiving seven proposals. After reviewing all proposals, a team of City staff recommended Municipal Web Services to maintain and host the sites. A contract was approved by City Council for three years, with two one-year options for renewal.

The City's three sites have continued to grow (visits up on cityofnovi.org more than six percent since its redesign in August 2011) and are updated several times daily. In addition to the routine updates, regular maintenance checking for broken links, and managing the three site interfaces duties are performed regularly.

These sites provide open, inclusive government, with visitors having access to valuable information and useful resources 24 hours a day, even when our walk-in City offices may be closed.

Having an outside source perform updates, maintenance, hosting, uploads, and repairs, ensuring 24-hour a day, 365 days a year coverage for three websites is far more economical than staffing someone for this sole purpose.

Throughout the three-year contract term, Municipal Web Service staff has provided exceptional customer service, always in a timely fashion. It is recommended the City of Novi approve a one-year contract renewal with Municipal Web Services.

RECOMMENDED ACTION: Approval of a one-year contract renewal with Municipal Web Services to host and maintain the City of Novi's two public websites and intranet website for the approximate annual amount of \$64,200.

	1	2	Y	N
Mayor Gatt				
Mayor Pro Tem Staudt				
Council Member Casey				
Council Member Fischer				

	1	2	Y	N
Council Member Margolis				
Council Member Mutch				
Council Member Wrobel				

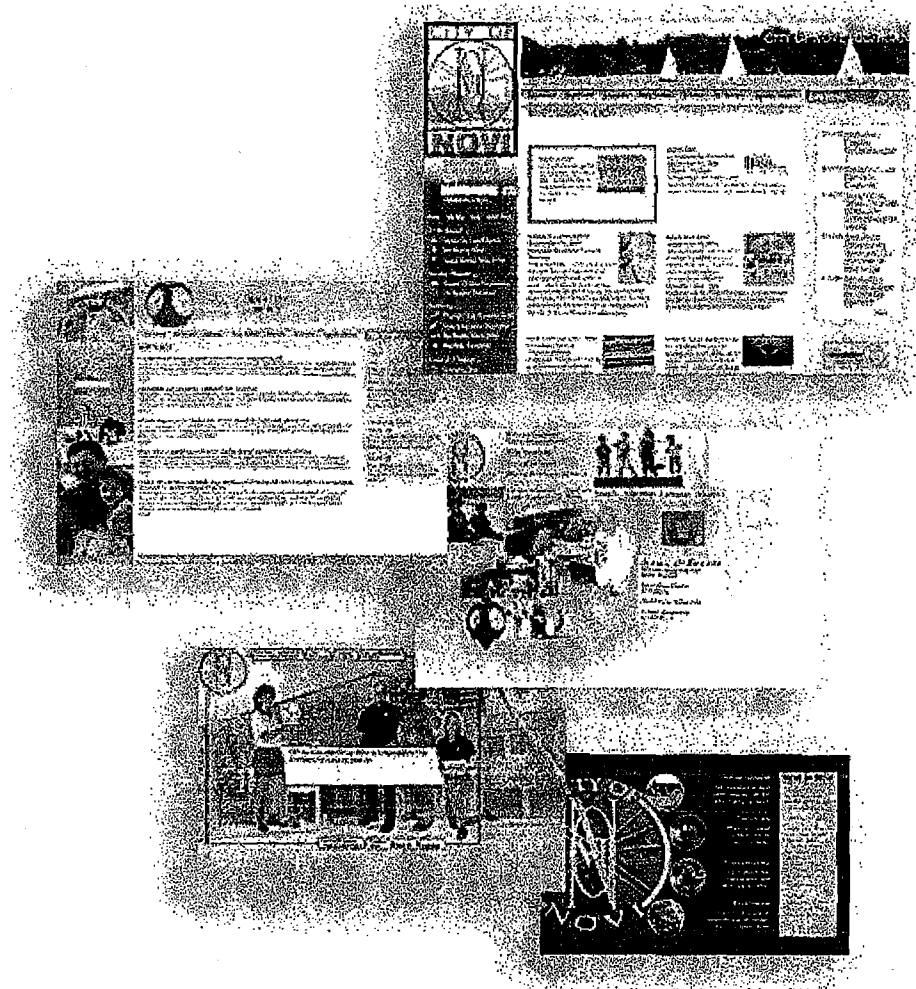
Walsh, Sheryl

From: Curt Anderson <curt@muniweb.com>
Sent: Wednesday, December 07, 2011 9:54 PM
To: Walsh, Sheryl
Subject: Contract for Web Services

Municipal Web Services is proud to host and maintain the City of Novi's website. We are happy to continue the contract and look forward to furthering our partnership.

Curt Anderson
Municipal Web Services
888-MUNI-WEB

City of Novi, Michigan



Website Hosting and Maintenance Services

October 20, 2008

Curt Anderson
curt@muniweb.com
888-MUNI-WEB

 **Municipal™**
Web Services

Signature Form

[back to TOC](#)

Company Name	Municipal Web Services
Website Address	www.muniweb.com
Address	369 Kimberly, Suite 200
City/State/Zip	Birmingham, MI 48009
Phone Number	248-594-1879
Fax Number	775-249-1281
Contact Person	Curt Anderson, President
Contact E-mail Address	curt@muniweb.com

This bid will remain valid for 120 days from due date.

Signature: *Curt Anderson* Date: 10/17/8

The City of Novi wishes to contract for a three year period with a professional hosting and website development company with municipal website experience. The City's three websites are constantly updated and accessed by as many as 110,000 visitors each month who request over 200,000 page views per month. Quick updates, professional presentation of information and reliable up-time are critical to the success of the City site, the economic development site and the intranet site.

As the incumbent firm, Municipal Web Services has a deep and wide knowledge of the City, its employees and its month to month operation. Over the past 9 years, we have kept the websites up-to-date and professional for the many visitors that browse them. We have redesigned the main City website three times to freshen it's look and have provided counseling to the City on cutting edge technologies like RSS feeds and live, streaming video to use on the website. We hope to continue our long partnership with the City of Novi as they continue to deliver best-in-class web content to their constituents.

The cornerstone of our partnership has been the maintenance service that we have provided. Billing in 15 minute increments allows our clients to do smaller updates without being charged for a full hour. Updates are typically performed within a four hour response time with emergency updates happening faster. We train multiple web stewards in the maintenance procedures of our websites so there is no break in service during vacations or on sick days. Our web stewards are available during non-business hours to handle emergency updates. For example, we have performed election night coverage, warned residents about boil-water advisories and posted important press releases quickly and accurately.

Municipal Web Services provides web hosting and maintenance service for over fifty municipalities, performing about 300 hours of maintenance to these websites each month. Our uptime outside of regular maintenance exceeds 99.9%. We have been in business for eleven years and are a Michigan-based company.

We acknowledge receipt of two addendums.

Description	Initial Contract (3 years)	* Year 4 EFFECTIVE DECEMBER 2011	Year 5
Hosting – Base Charge	\$30/mo	\$30/mo	\$30/mo
Hosting – Add'l Storage (per 1.5 Gig)	\$50/mo	\$50/mo	\$50/mo
Advanced Search Service (to 3,500 pages)	\$45/mo	\$45/mo	\$45/mo
Calendar Module	\$220/mo	\$220/mo	\$220/mo
Slideshow Hosting	\$0	\$0	\$0
ListServes (per list, 750 subscribers)	\$30/mo	\$30/mo	\$30/mo
Streaming Video Base Fee (per bandwidth)	\$150/mo	\$150/mo	\$150/mo
Streaming Video Add'l Bandwidth (per Gig)	\$10/mo	\$10/mo	\$10/mo
Streaming Video Add'l Storage (per Meg)	\$.04/mo	\$.04/mo	\$.04/mo
Available Buildings and Sites System	\$65/mo	\$65/mo	\$65/mo
Website Development and Design	\$45/hr	\$50/hr	\$50/hr
Website Updating	\$45/hr	\$50/hr	\$50/hr
Programming	\$85/hr	\$90/hr	\$90/hr

Other Costs

Authentix Directory Protection is provided at a cost of \$25/mo. This cost will remain constant over the five year period of the contract.

Some hosting companies charge for additional bandwidth for website access. For MWS, these costs are blended into the Base Hosting and Add'l Storage charges.

MWS is able to assume day-to-day hosting operations & management of all 3 websites on December 12, 2008

How many years has your company been providing consultant services for website design, hosting and management? Provide historical narrative.

Municipal Web Services has been providing these services for 11 years. Our first client, Niles Michigan hired us in 1997 to develop their first generation website. Since then, we have developed or redesigned over 70 municipal website. We currently host over fifty websites at our data center in Southfield Michigan. We have trained several dozen other municipalities in the principles of website design.

How many public sector clients has your company served? 76

Allen Park	Farmington	Niles, MI
Angola	Farmington Hills	Normal
Athens	Ferndale	Northville
Battle Creek	Georgetown	Northville Twp.
Battle Creek Parks and Rec.	Girard	Northville Parks and Rec
Beaver Creek	Glenside Library	Norwood FPD
Bloomfield Hills	Grandville	Novi
Bloomfield Township	Grand Blanc Township	Oak Park Park District
Brandon Township	Grand Haven Township	Owosso
Brighton	Hanover Park	Palmetto
Brownstown Township	Hermitage	Palwaukee
Bryan	Highland Park	Plymouth Township
Buena Vista Township	Hutto	Rochester Hills
Calhoun County	Independence Township	Roselle Library
Calhoun Cty. Road Comm.	Inkster	Sidney
Carol Stream	IRMA	Streamwood
Cascade Township	Kosciusko	Twinsburg
Countryside	Lancaster	Urbana
Champaign	Lawrence	Walker
Chicago Executive Airport	Litchfield	Walker Ice and Fitness
Chicago Ridge	Livonia	Warsaw
Darien	Mequon	Wheeling
Des Plaines	Minooka	Windsor Township
Douglas	Morrison	Wood River
Elkhorn	Nappanee	
Fairborn	Niles, IL	

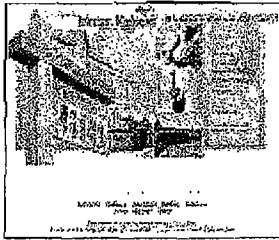
How many clients does your company currently serve with the types of services described? Explain the capacity of the services being provided.

We currently serve approximately 50 clients. These services include all aspect of website development and hosting. In addition, we maintain many of these websites and provide value added services such as automated mailing lists, custom application development, modular content management systems and consulting services.

Provide a list of clients served within the last three years. Include name, address, phone number and contact person: See below for partial list of clients served within last 3 years.

Please provide a list of client references. Include name, address, phone number, contact person and briefly describe scope of services performed.

The following is a partial list of clients served over the past three years. More are available if necessary. Website development and hosting services were/are provided to these clients.



City of Inkster, MI
www.cityofinkster.com

Reference:
Bill Lawrence
HR Director
wlawrence@cityofinkster.com
313-563-3212



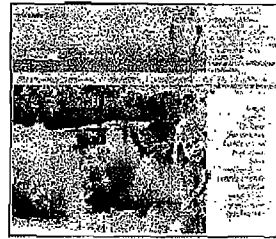
City of Des Plaines, IL
www.desplaines.org

Reference:
William Soderberg
Cable Coordinator
wsoderberg@desplaines.org
847-391-5327



City of Northville, MI
www.cityofnorthville.org

Reference:
Nickie Bateson
Assistant City Manager
nbateson@ci.northville.mi.us
248-349-1300



City of Darien, IL
www.darien.il.us

Reference:
Rosanna Furman
Office of the City Manager
www.darien.il.us
630-852-5000



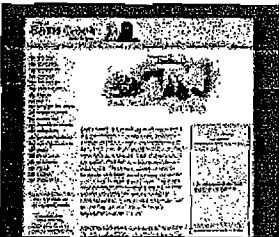
City of Morrison, IL
www.morrisonil.org

Reference:
Melanie Schroeder
Deputy City Clerk
webmaster@morrisonil.org
815-772-7657



Village of Hanover Park, IL
www.hanoverparkillinois.org

Reference:
Kim Benedix
Assistant to the Village Mgr.
kbenedix@hanoverparkillinois.org
630-372-4210



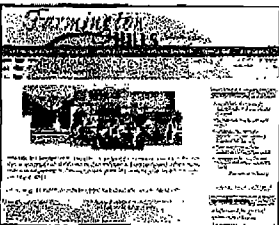
City of Battle Creek, MI
ci.battle-creek.mi.us

Reference:
Dan Ryan
IT Director
dmryan@ci.battle-creek.mi.us
269-966-3303



Village of Streamwood, IL
www.streamwood.org

Reference:
Sharon Caddigan
Assistant Comm. Dev. Director
scaddigan@streamwood.org
630-837-0200



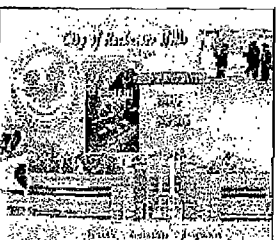
City of Farmington Hills, MI
www.fhgov.com

Reference:
Mike Lasley
Dir. of Central Services
mlasley@ci.farmington-hills.mi.us
248-871-2425



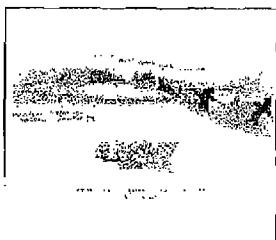
Bloomfield Township
www.bloomfieldtpw.org

Reference:
Leslie Helwig
Cable Director
lhelwig@bloomfieldtpw.org
248-433-7790



City of Rochester Hills, MI
www.rochesterhills.org

Reference:
Bob Grace
Director of IT
graceb@rochesterhills.org
248-841-2475



Cascade Township
www.cascadetwp.com

Reference:
Sandra Otey
Assistant to the City Manager
sotey@cascadetwp.com
616-949-1500

How many staff members does your company employ?

Our firm consists of 4 full-time employees and 3 part-time employees.

Describe the resources you are capable of bringing to the City of Novi. Include specific information on specialized resources available. Submit profiles of staff to be assigned to this project and examples of similar work performed by each staff member.

Employee	Educational Background	Background Experience
<p>Curt Anderson President</p> <p>Founded company in 1997</p>	<p>BS, CE, University of Michigan</p> <p>MBA, University of Michigan</p>	<p>Worked with over seventy municipalities to develop comprehensive websites and integrated applications over the past ten years. Has provided training and consulting services to several hundred municipal clients through workshops sponsored by the NLC, ICMA and state municipal leagues.</p>
<p>Tracie Hawkinson Web Steward</p> <p>Employee since 1998</p>	<p>BA, Central Michigan University</p>	<p>Has developed twenty municipal websites (inc. Novi, Wheeling, Hanover Park, Streamwood, Palwaukee Airport, Des Plaines, Northville, Northville DDA, Normal, Georgetown) over the past ten years. Currently maintains several municipal websites.</p>
<p>Laura Hoffman Web Steward</p> <p>Employee since 1999</p>	<p>BS, CIS, Madonna University</p>	<p>Has developed twelve municipal websites (Walker, Wood River, Roselle Public Library, Litchfield, Independence Township, Glenside Public Library and Countryside) over the past eight years.</p>
<p>Jennifer Doroslovac Web Steward</p> <p>Employee since 2001</p>		<p>Has developed ten municipal websites (such as Calhoun, Morrison, Brandon Twp., Plymouth Twp., Cascade Township and Chicago Ridge) over the past seven years. Currently maintains several municipal websites.</p>
<p>Dimos Zarkadas Designer</p> <p>Employee since 1998</p>	<p>MPI, Queen's University, Kingston, Ontario</p> <p>BS, GIS, University of Alberta, Edmonton</p>	<p>Has designed over fifty municipal websites for Municipal Web Services (including Walker, Streamwood, Hanover Park, Wood River, Morrison, Wood River, Des Plaines, Darien, Chicago Ridge, Northville, Northville DDA, Glenside Library, Plymouth Township, Independence Township, Litchfield, Carol Stream) including all artwork and HTML design over the past ten years.</p>
<p>Tim Xie, Programmer</p>		<p>Has developed a number of custom applications for our municipal clients including a vendor registration system, a permit application/payment system, an image management system and an available buildings and sites program.</p>

Describe methods of communication with your clients.

The primary means of communication is via email. These emails boxes are monitored by multiple web stewards. Telephone communication is used in some instances where clarification may be necessary of turnaround necessitates immediate communication.

Describe your procedure for handling after hours update requests.

Our clients contact web stewards via cell phone after normal business hours.

Describe in detail your work plan or methodology for this project.

As the incumbent firm, we will maintain current business practices and processes unless a change is requested by the City of Novi.

Provide a description of the deliverables to be provided at the end of the engagement.

As these are month-to-month hosting services, there are no deliverables provided at the completion of the contract. Instead, MWS will continue current business practices and processes throughout the contract.

What development platform do you use?

MWS uses FrontPage, DreamWeaver and Expressions Web for website construction. We use Active Server Pages (asp) for scripting and database applications. We use various off-the-shelf and customer Content Management Systems for managing/delivering some content.

What security measures do you employ to prevent unauthorized access to and damage to hosted websites?

MWS uses Microsoft NT Security on our servers and Authentix to provide Internet based folder level security to customers who wish to protect content. Our servers sit behind a hardware-based firewall that inhibits any unnecessary traffic or usage of the servers. We review server event logs to monitor brute force attacks such as dictionary attacks. We enforce a "tough to guess" password policy on clients who have NT or FTP user IDs on the system.

How do you resolve security breaches when they occur?

Our disaster recovery plan for security breaches calls for backups to be accessed if necessary to restore a defaced website. We regularly monitor processes running on the server to determine if any viruses are running on the server.

Define the security platform you have in place for content management and site management? What are the levels of security and does it include change history?

Our CMS systems use NT and MS SQL Server security for authentication. There are typically user and admin levels of security although some of the CMS' also have role-based security. Some of the CMS' include version rollback and some do not.

What reports do you provide?

We provide a monthly maintenance detail report that shows what maintenance and programming was provided during the previous month, who performed that work and how long it took them. We also have real-time web stats using Microsoft's LiveStats product.

Have you been involved in any litigation during the past five years? No

What are your billing procedures?

We bill on a monthly basis for all ongoing services and bill one month in arrears. For instance, services delivered in January will be billed on the February invoice which is delivered around the second week of the month.

How are consultants managed within your organization?

We use guru.com to define projects, select consults, manage projects and process contracted payments. We have only used consultants on two projects over our 11 year history.

Provide hourly rates for consultants at all levels and clearly define all relative direct and indirect costs.

Consultants are selected via guru.com and their billing rates vary based on experience. Again, MWS rarely uses consultants.

Exceptions to the RFP

MWS does not carry CGL insurance.

Sample Maintenance Billing Detail Report

Municipality

Novi, Michigan

Month/Year

May 2006

Date	Task	Initials	Time
5/1	update N&E	TH	0.25
5/2	update job posting page; post 1 PC Action Summary, 1 ZBA Action Summary	TH	0.5
5/2	Post Election Results	LH	0.5
5/4	remove Get Your Business in Gear; update N&E; post 2 ZBA minutes	TH	0.5
5/5	post 1 PR&F agenda, 2 Council agendas; update N&E; correct typo in Police/Motorcycle Unit page; update Police Personnel List	TH	0.5
5/8	post 1 PC agenda; remove Family Campout; add Out of the Basement Finale flyer	TH	0.5
5/9	prepare/post updated Parks & Rec Registration Form	TH	0.25
5/10	update N&E; update Job Postings page	TH	0.25
5/11	post 1 Council agenda, 3 Council minutes	TH	0.25
5/12	update N&E; post 1 PC Action Summary; remove Blood Drive	TH	0.25
5/17	update N&E	TH	0.25
5/18	update Job Postings page	TH	0.25
5/19	post 1 Council agenda; post Census Press Release; update N&E	TH	0.25
5/21	post 1 Planning agenda	TH	0.25
5/23	Parks & Recreation brochure	LH	9.50
5/24	Add Out of the Basement flyer to P&R Current Events page; update N&E; post 3 council minutes; prepare/post 2 revised Building forms	KK	2.0
5/25	Post 1 PC Action Summary	KK	0.25
5/25	Novi Now Icon	DZ	0.5
5/30	remove Budget Message; remove reference to Dayna Dines in 9/10/05 agenda; remove Spring Perennial Exchange, Memorial Day Parade; post 2 PC Action Summaries, 2 PC Minutes; post Auction info; update N&E; post 1 ZBA agenda	TH	1.75
5/31	post correction to Senior section of P&R brochure	TH	0.25
Total Hours – Maintenance			19.00

Company History and Philosophy

Municipal Web Services is the largest developer of custom websites for local government in the country. We started developing comprehensive city websites in 1997. Our clients range from small townships to mid-sized cities. Through our speaking engagements with the NLC, the ICMA, and several state municipal leagues, we have provided training and consulting to hundreds of municipal managers and elected officials. Our mission is to keep our clients aware of the leading edge of municipal websites and partner with them on making their website as effective as possible given the constraints of existing information systems infrastructure and budget.

We view our clients as partners in creating a successful web presence. From our design philosophy to our development approach, our processes are oriented to working with our clients, not just for them. Having a successful web presence requires a committed municipal staff and a knowledgeable, responsive website expert behind them.

A look at several of our municipal websites shows the four characteristics that we build into each one. We call these characteristics **The Four Easy's**: easy to use, easy to find, easy to maintain, and easy to expand.

Websites should be easy to use. Our design of municipal websites effectively balances the features of both broad and deep navigation schemes. Doing so makes information easy to locate with the least mouse clicks while avoiding the clutter that comes with excessive menu items. We also optimize all graphics making the visitor's experience more enjoyable.

Once your site is published, being able to find it is important too. We take steps during the creation of your website to ensure that it will place well at major search engines. We also have a service to register your site at search engines, site directories and municipal directories. This service also updates online reports on a weekly basis on your website's position at major search engines for relevant keywords.

The maintenance of your website is a weekly challenge because dynamic information needs to be updated constantly. Whether you are going to manage your website in-house or outsource the maintenance to us, the ease of maintenance will have a big impact on operating costs. At the end of the design process, we examine the time required to add a page to your site, working to minimize this time and simplify the process.

Finally, the expandability of your municipal website is critical. A flawed design can make future expansion of the site difficult and expensive. Your website will grow as your commitment to provide information and services via the web grows. We make sure that the site is able to expand gracefully without a need for redesign each time a new section or service is added.

AGREEMENT FOR WEBSITE HOSTING AND MAINTENANCE SERVICES

THIS AGREEMENT made this 1st day of December, 2008, made between the CITY OF NOVI, a Michigan municipal corporation, whose address is 45175 West Ten Mile Road, Novi, Michigan 48375, referred to as the "City", and Municipal Web Services, whose address is 369 Kimberly, Suite 200, Birmingham, Michigan 48009, referred to as the "Contractor".

1. Services. The City hereby employs the Contractor to provide those services as set forth in the Request for Proposal, Instructions to Bidders, Specifications, General Conditions, Addendum #1, Addendum #2 and Contractor's Proposal, all of which are attached hereto as Schedule A and made part of this agreement.

2. Term of Agreement. This Agreement will begin December 12, 2008, and will end December 11, 2011. Either party may cancel this Agreement on Thirty (30) days notice to the other party in writing, by certified mail or personal delivery. The City may terminate this Agreement for inadequate performance by the Contractor upon notice to the Contractor in writing, by certified mail or personal delivery.

3. Services Will be Rendered. The Contractor will perform services in accordance with this contract at the locations provided below:

www.cityofnovi.org

www.investnovi.org

www.cityofnovi.org/eweb

4. Compliance with Laws. This Contract and all of Contractor's work and practices shall be subject to all applicable state, federal and local laws, rules or regulations, including without limitation, those which apply because City is a public governmental agency or body. Contractor represents that it is in compliance with all such laws and eligible and qualified to enter into this Contract.

5. Governing Law. This Contract shall be governed by the laws of the State of Michigan.

6. Liability. Contractor shall be liable for any injury or damage occurring on account of the performance of its work under this Contract. Consistent with this liability, the Contractor agrees to defend, pay on behalf of, and hold harmless the City, its agents, and others working on the City's behalf against any and all claims, demands, suits, losses, and settlements, including actual attorney fees incurred and all costs connected therewith, for any damages which may be asserted, claimed, or recovered against the City by reason of personal injury and/or property damages which arises out of or is in any way connected or associated with this Contract, including claims arising under the worker's compensation laws of the State of Michigan.

7. Payment to Contractor. In consideration whereof, said Owner does agree to pay to said Contractor based on the amounts and sum listed in the Proposal: which is subject,

however to adjustment by reason of any change in, addition or deduction from the work, or unsatisfactory performance as provided in the Specifications.

IN WITNESS WHEREOF, the

undersigned hereby have executed this Agreement on the date first above-written.

WITNESSES:

Marilyn S. Troutman
Courtney Brennan
MARILYN S. TROUTMAN
COURTNEY BRENNAN

Date: 12/09/08

CITY OF NOVI, a Michigan municipal corporation

By: *David B. Landry*
David B. Landry, Mayor

Date: 12/09/08

Courtney Brennan
COURTNEY BRENNAN

Date: 12/9/08

By: *Maryanne Cornelius*
Maryanne Cornelius, City Clerk

Date: 12/09/08

By: *Carl J. ...*
Contractor

DATE: 12/1/08