



TO: Thomas R. Kneeland
Members of Council
City Attorney

FROM: Níel M. Jurist
Public Information Manager

DATE: January 3, 2017

SUBJECT: Report to Council, January 9, 2017

ACTION ITEM #1 – FUND TRANSFER – Motion Resolution: Funding was appropriated in 2016 for a new website. However, the project will actually kick off in early 2017. \$20,685 has been carried forward from the Contract Services line item of the 2016 appropriations and \$42,200 has been carried forward from the Website line item of the 2016 appropriations.

We are respectfully requesting a motion resolution to transfer the \$20,685 that was carried forward from the 2016 Contract Services line item 101124.5249 to the Website line item 101124.5290.

ACTION ITEM #2 – WEBSITE REDESIGN – Contract: The City of Gahanna website was last updated in 2010. It is the City's desire to enhance the user experience by providing a website that is responsive, user-friendly, mobile optimized, flexible, easy to navigate with minimal click through rates (CTR) and that incorporates the latest trends in web development.

The City of Gahanna advertised for Request for Proposals (RFP) and received eight submissions in response. A staff team was assembled to review and score all eight submissions. Upon review, ZED Digital unanimously received the highest amount of points from the review team members.

The contract basically addresses the following three areas:

Description	Amount	Funding Source
New web design (one-time cost)	\$48,900	\$42,200 carried over from the 2016 Website line item. \$6,700 in the 2017 Appropriations Website line item.
Support, hosting, licensing and maintenance (annual cost)	\$11,328	Carried over from 2016 Contract Services line item. (transferred to the Website line item in Action Item #1 above)
Reskin of site after new brand launch (one-time cost)	\$4,655	Included in Contract Services line item of 2017 Appropriations

We are respectfully requesting legislation authorizing the Mayor to enter into contract with ZED Digital. The funds to cover this contract are a combination of those carried over from 2016 (as noted above) and newly appropriated in 2017. (ZED Digital Proposal and RCA attached)