

WEBSITE & DIGITAL SERVICES TRANSFORMATION PROJECT

PRESENTATION BY: TONY MARTINEZ



Timeline

Phase 1: 6-8 months

- Discovery
- Forms
- Communication Cloud

Phase 2: 14-18 months

- Core site
- Writing workshops
- Content migrations
- Launch digital forms & workflows

TASKS	Estimated Timing						
	2023		2024				2025
	Q3	Q4	Q1	Q2	Q3	Q4	Q1
PHASE 1							
GXG Discovery + Planning		█					
GXG Information Architecture for Initial Site		█	█				
Communications and Engagement Module			█	█			
Engagement-based Insights & Discovery			█				
Initial Site Development and Content Migration			█	█			
Digital Forms & Workflows Module			█	█			
PHASE 2							
GXG Information Architecture for Core Site				█	█		
GXG Digital Services Academy					█	█	
Writing For Web Workshop					█	█	
Core Site Development and Content Migration					█	█	█
Subsite Development and Content (if applicable)					█	█	█
Digital Forms & Workflows						█	█

The Numbers

Website Transformation Costs*

- One Time Fee: \$199,931
- Year 1: \$105,706
- Year 2: \$110,991
- Year 3: \$116,540
- Year 4: \$122,367
- Year 5: \$128,486

Total: \$584,090

**Includes approx. \$ 36,000 in costs relating to communications cloud & EngagementHQ.*



Existing Granicus Product Costs*

- Year 1: \$86,331
- Year 2: \$92,374
- Year 3: \$98,378
- Year 4: \$104,772
- Year 5: \$111,583

Total: \$493,438

**These costs would remain even if we went with another website vendor.*



Website & Current Products Combined

- Year 1: \$192,037
- Year 2: \$203,365
- Year 3: \$214,918
- Year 4: \$227,139
- Year 5: \$240,069

Total: \$1,277,459

The Numbers Continued

Savings with Granicus contract compared to Citybase	+	Granicus 1 st year credit for bundling of services	+	5-year savings in communications software	-	Citybase 1 st year payment
\$21,152		\$79,137		\$30,000		\$114,000

\$16,289*

Savings compared to previously approved contract

*Savings include \$114k paid to Citybase and Granicus' one-time fee of \$199, 931.