

October 31, 2012

City awards contract for website revamp

The City of Campbell River's website re-design will be awarded to a Vancouver firm with a successful history of municipal website development.

Graphically Speaking will take on the project to update the look and performance of the City's website.

"In an online survey this spring, Web users told us how best to reach them electronically. They were particularly keen to have improved search and navigation functions on the City's website for better access to online information, and we look forward to unveiling an enhanced web presence in late spring 2013," says Laura Ciarniello, the City's general manager of corporate services.

The City of Campbell River's website was last revamped in 2006, and in its 2012 budget, City Council approved a major re-design of City's website to create a more efficient and user-friendly online presence.

The City received 12 submissions for the project, which were evaluated based on technical solutions, history of critically-acclaimed municipal website development, SharePoint experience, project team and references, vision for the City website and budget. Quotes for the work ranged from \$93,400 to \$20,030. Graphically Speaking's bid was \$56,993.00, excluding HST.

"While some proponents submitted lower budget numbers, they received lower scores in other evaluation criteria," explains Ciarniello. *"Graphically Speaking offered the best overall value for the City, with expertise in SharePoint, the current website platform, and extensive experience and excellent references for developing and upgrading municipal websites."*

The submissions were evaluated by City staff representing Communications, Corporate Services, Fire Department, Information Services and Supply Management. The four top-scoring proponents were invited to give a presentation on their City website proposal.

Graphically Speaking has recently developed websites for: Richmond, Esquimalt, Ladysmith and Coquitlam.

Campbell River City Council endorsed developing a new website for a maximum cost of \$57,900 during 2012 financial plan deliberations. Costs include transferring existing City information to a more user-friendly platform that can be maintained by City staff.

"The new website will expand as anticipated future needs and resources allow, and in the short-term, we will continue to offer links to the City's Facebook page and YouTube channel, which the survey respondents named as most in-demand social media connections," Ciarniello says.

– 30 –

Contact: Laura Ciarniello, General Manager Corporate Services 250-286-5759