



**CITY OF HAYWARD**  
**AGENDA REPORT**

AGENDA DATE 02/02/99  
AGENDA ITEM 6  
WORK SESSION ITEM \_\_\_\_\_

**TO:** Mayor and City Council  
**FROM:** Director of Finance and Internal Services  
**SUBJECT:** Home Page Update Project-Consultant Contract

**RECOMMENDATION:**

It is recommended that City Council adopt the attached resolution which authorizes the City Manager to enter into a consulting contract with Bernard Hodes Advertising, Inc. for Home Page development services.

**BACKGROUND:**

One of the projects included in the 1998-99 Operating Budget is an update to the City's Home Page. A key task associated with this project is the selection of a consultant to assist the City with the development of the Home Page. Up to this point, staff has developed internally, a series of topics for the Home Page based on input from all City departments and the Council Technology Application Committee (CTAC). However, at this time the services of a web site development firm are needed to complete the project.

More specifically, the project is to the stage where web site services in terms of graphics and artwork, text development and site navigation are needed. The firm that staff is recommending to provide these services is Bernard Hodes Advertising, Inc. Staff selected this consultant as the result of an evaluation process which consisted of a preliminary review of several firms and final consideration of five firms. The finalists ranged from an international company providing services to "household name" businesses to a collaborative team of two individuals. Also, there was a mix in terms of which services were offered by the firm itself and those which would have to be sub-contracted out. In making its final selection, staff was concerned with issues of adequate staffing, experience, and the range of services offered by the firm's in-house staff. In particular, staff reviewed samples of the various firms current work, staffing capacity, expertise in the areas of design, artwork, text development and site navigation. Finally, staff reviewed fee structure. In all cases, staff was satisfied that the selected consultant was the best choice for the City.

In general, the project will consist of five major phases. The first phase deals with project management and strategy. This phase will set out the major deliverables of the project,

timetable and areas of emphasis. The second phase will consist of writing copy for the site. This is an important part of the project and will establish the text for the site. The third phase will consist of graphic design additions. The emphasis will be primarily on new areas. However, should the budget allow, current graphics may be enhanced. The fourth phase will be the technical process of staging the site in a test area. Finally, the development of a search engine and online form development will occur.

In keeping with budgeted funds, the total fee for these services will not exceed \$40,000. In addition, staff has reviewed this matter with the Council Technology Application Committee (CTAC). Following a discussion of the issue the Committee voted unanimously to concur with staff's recommendation that the firm of Bernard Hodes Advertising, Inc. be retained.

If Council authorizes the contract then a standard City consultant services contract reflecting the information above will be signed by the City Manager. In terms of timing, work will begin immediately. Staff estimates that the updates to Home Page, as outlined in the project work plan will, for the most part, be completed by the end of the current fiscal year.

A draft contract is on file with the City Clerk's Office for review and reference.

Recommended by:

Perry H. Carter

Perry H. Carter, Director of Finance and Internal Services

Approved by:

Jesús Armas

Jesús Armas, City Manager

**DRAFT**

*AQF*  
*1/26/99*

HAYWARD CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_

Introduced by Council Member \_\_\_\_\_

**RESOLUTION AUTHORIZING THE CITY MANAGER  
TO ENTER INTO AN AGREEMENT WITH BERNARD  
HODES ADVERTISING, INC. FOR HOME PAGE  
DEVELOPMENT SERVICES**

BE IT RESOLVED by the City Council of the City of Hayward that the City Manager is hereby authorized and directed to execute on behalf of the City of Hayward an agreement between the City of Hayward and Bernard Hodes Advertising, Inc. for home page development services in an amount not to exceed \$40,000, in a form to be approved by the City Attorney.

IN COUNCIL, HAYWARD, CALIFORNIA \_\_\_\_\_, 1999

ADOPTED BY THE FOLLOWING VOTE:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST: \_\_\_\_\_  
City Clerk of the City of Hayward

APPROVED AS TO FORM:

\_\_\_\_\_  
City Attorney of the City of Hayward